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A Quest for Sustainability of Cultural Heritage Sites: The Hanlar District of Bursa, Turkey

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Abstract

Today, many studies have been carried out to support community engagement in planning and urban design processes in Turkey. This study which tries to bring together community engagement and urban design within the framework of sustainability of cultural heritage sites is a part of a scientific research project which aims to create a participative model to develop an urban design guideline for the Hanlar District, a historical commercial district including many inns in the city centre of Bursa, in Turkey. While a series of community engagement techniques were experimented during the project process, the aim of this article is to examine the potential benefits of using educational charrettes as a kind of design charrette to establish a participatory and competitive platform including public, private, voluntary actors and local people in urban design process of heritage sites. It overviews the charrette use in developing adaptive re-use and urban design schemes for the inns and their surrounding public spaces which are not actively used in the Hanlar District which has

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been a UNESCO world heritage site since 2014, and then highlights the proposals that were developed in terms of the objectives of the Bursa and Cumalikizik Management Plan. Finally, this study presents the usability, suitability and practicability of educational charrettes as a community engagement way in the urban design process of the heritage sites while enabling different actors to create new visions to sustain heritage sites. However, it also emphasizes the need for a participatory and holistic urban design process for the Hanlar District of Bursa including the adaptive re-use strategies for the inns to sustain the district.

INTRODUCTION

Rapid urbanization leads to many problems in cultural heritage sites of developing countries. Ranging from traffic and tourism pressures to a tendency towards high-rise constructions and urban regeneration projects, the issues threatening the authenticity and integrity of cultural heritage sites are various. In addition, while increasing number of shopping centres and changing lifestyles and habits trigger depopulation trends in historic cores, some historic buildings have been left abandoned in heritage sites. Together with the lack of policies concerning the sustainable urban conservation, the pressures on cultural heritage sites will continue to rise (ICOMOS, 2005; Van Oers, 2010; Aksoy & Enlil, 2012).

However “cultural heritage is inherently relevant to the debate on sustainable development because it reflects and symbolizes the mutual adaptation over time between humans and their environments.” (UNESCO, 2013; p.2). It gives each place its identifiable features and it is the accumulation of human experience as an important part of the affirmation and enrichment of cultural identities (ICCROM, 2005). Thus, cultural heritage sites are getting more important for societies, as anchors which provide a sense of belonging and security to modern societies against the rapid urbanization in a changing world (UNESCO, 2013). At this point, the conservation of the cultural heritage has become a corner-stone of any cultural policy as shared property of communities which ensure their sustainability (ICCROM, 2005).

Today, the role of the cultural heritage has also changed as a driver of sustainable development which has three pillars as economic, social and environmental (Keiner, 2005). In an economic sense, cultural heritage sites provide higher real estate values for their uniqueness and sense of place, attracts tourism, employment and local investment and results in further



improvement to urban areas. In a social sense, cultural heritage sites contribute to the satisfaction of human needs by providing symbolic meanings that bind community to space (Tweed & Sutherland, 2007), strengthen communities with a shared cultural identity, retain the spirit of place as a source of pride for future generations and as a non-renewable cultural resource. In an environmental sense, cultural heritage sites also offer low-energy and regional appropriate examples of human adaptability by having traditional building technologies and materials, by adaptive reuse possibilities of existing built fabric, by supporting walkability, compactness and mixed use development (ICOMOS, 2016). Thus, the conservation and enhancement of cultural heritage diversity should be actively promoted as an essential aspect of human development and sustainability (UNESCO, 1993).

The sustainability of cultural heritage sites has featured as a prominent issue in many cities of Turkey, especially after the amendment related to new definitions such as “management site” and “management plan” in the Law on Conservation of Cultural and Natural Property in 2004. In this respect, Bursa’s historical city centre (Hanlar District) has also become an issue of growing importance for local governments and with the foundation of Bursa Site Management Unit in 2011 UNESCO nomination process started. The Hanlar District was inscribed as a UNESCO world heritage site together with five component sites in Bursa in 2014. By this time, many urban design and restoration projects have been implemented in the Hanlar District. However, while these projects carry out many positive attributes for the revitalization of the district, some shortcomings are observed in terms of economic, social and environmental sustainability of the district.

At this point, it is seen that different urban design tools are used to sustain cultural heritage sites in many developed countries. Especially, design guidance comes forward as the range of tools that set out operational design parameters to direct the design of development by way of direct participation in the production of design guidance in order to improve its content, encourage unanimity of vision, avoid discord, and ultimately improve outcomes (Carmona, 2017). Therefore, community engagement is vital in preparing design guidelines.

Today, urban design practice and community engagement is still in progress in the Turkish planning system and studies have been carried out by central and local governments to establish a legal administrative infrastructure to develop urban design guidelines and to integrate community engagement in urban design process. To support these studies, a scientific research project which aims

to create a participative model to develop an urban design guideline to sustain cultural heritage sites was conducted in Bursa Uludag University and a case study including a range of community engagement methods (indirect methods and group interaction methods) in the Hanlar District was carried out in the context of this project. The project team preferred surveying and interviewing techniques in order to include the maximum number of urban residents within the minimum possible time. In addition to these, a design charrette as conducted in many design guideline development process in many cultural heritage sites, was also carried out during the project process.

This article focuses on the process, the practice and the results of the design charrette as a way of community engagement in sustaining cultural heritage sites. Thus, the aim of this article is to examine the potential benefits of using educational charrettes as a kind of design charrette to establish a participatory and competitive platform in developing adaptive re-use and urban design schemes for unused inns and their surrounding public spaces in the Hanlar District. It evaluates the kinds of adaptive reuse and urban design strategies that can be developed within a short period of time through the Bursa and Cumalikizik Management Plan and then discusses the projects of architecture students in terms of the sustainability of the district.

SUSTAINABILITY OF CULTURAL HERITAGE SITES THROUGH COMMUNITY ENGAGEMENT

World Heritage Convention (WHC) declared that the heritage management should be placed in a broad framework which links heritage and sustainable development (UNESCO, 2013). To address the sustainability of worldwide cultural heritage sites, the 2030 Agenda for Sustainable Development states that cities and human settlements should be inclusive, safe, resilient and sustainable by strengthening efforts to protect and safeguard the world's cultural and natural heritage (United Nations, 2015).

In this scope, it is emphasized that cultural heritage management should both help to conserve and manage heritage sites in a way that protects heritage values, and should enhance social, economic and environmental benefits. Within this context, a number of policy and conceptual references have been created to promote community engagement in cultural heritage management as a vital aspect of social dimension of sustainability. The addition of Community as the fifth strategic objective to Credibility, Conservation, Capacity-building and Communication by the WHC reflects an increasing demand for



community engagement at all stages of the heritage management process while linking conservation approaches to sustainable development and protection of human rights (Brown & Hay-Edie, 2014). In this sense, UNESCO ascribes great significance to the participatory approach, in which the inclusion of local communities -all interest groups, not only residents and visitors, both local and global, but also public officers, NGOs, and various professionals- has a key importance for decision-making processes (Scientific Research Centre of the Slovenian Academy of Science and Arts, 2014).

It is essential to adopt a fully participatory and bottom-up approach to heritage conservation and management, by empowering local communities, to raise awareness among communities, site managers and decision makers of heritage as a key factor for the overall wellbeing of society and build capacities of all concerned actors, and to enhance cooperation among all the stakeholders at different levels (Boccardi & Scott, 2014). Community engagement makes heritage management processes more responsive and delivers outputs and outcomes that are better aligned with the actual needs of the property and its stakeholders. It promotes a constructive role for heritage to contribute to society and helps to prevent gentrification which dents social sustainability (UNESCO, 2013).

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The action of community engagement should start from the preparation step of the world heritage nomination and continues to the inscription step and to the post-inscription step (Park, 2012). There is a wide range of community engagement methods available for the urban design studies in cultural heritage sites. Basically, the engagement methods are classified into five major categories; awareness methods, group interaction methods, gaming methods, indirect methods, and open-ended methods (Sanoff, 2000). The choice of engagement methods will depend on an understanding of the context (every situation is unique), the purpose (the aim to achieve) and the process (how the purpose will be achieved) (Involve, 2005).

Design charrettes are one of the group interaction (face-to-face) methods and mostly used to convene interest groups in a series of interactive meetings aimed at solving a particular problem (Sanoff, 2000). There are varying definitions of charrettes and a range of types, with different purposes and methodologies. The briefest description is an illustrated brainstorm. Actually, a charrette is the best way to get the most creative proposals for addressing the most challenging problems from the most accomplished designers in the most compressed period

(Kelbaugh, 2011). It can be defined as an intensive, multi-disciplinary charrette with the aim of developing a design or vision for a project or planning activity (EPA, 2018). As a four- to seven-day planning event, the charrettes assemble a team of all stakeholders such as planners, residents, business people, architects, environmental experts, policy makers, and others and works together in brainstorming sessions and sketching charrettes. Throughout the charrette, participants passionately argue their points and generously share their knowledge and insights. A design team then works to revise and update the plans. After that, the new plans become the focus for discussion among the participants. All of this occurs within a highly compressed time frame (Lennertz & Lutzenhiser, 2003). According to Zucker (1995), charrettes can be altered to fit most local situations and they can be grouped into four categories as educational charrettes, leadership forums-retreats-focus groups, traditional problem-solving charrettes and interdisciplinary team charrettes. Among these, educational (academic) charrettes are commonly used to serve community issues by addressing a well-defined architectural or urban design problem and result in schematic, illustrated ideas. The process can last from one day to several weeks and involves university architecture students, instructors and the related community groups (Sanoff, 2000).

In another study, Kelbaugh (2011) describes two basic charrette types, as competitive and collaborative. In the first one, multiple schemes are developed for the same site by different teams, in the second one, a single scheme is developed by teams that work on different aspects or sub-areas of the same site or that work on separate sites. Educational charrettes, tend to be the first type, while professional practice generally favors the second type. However, the originality of this study is to benefit from both competitive and collaborative power of educational charrettes to integrate community engagement to urban design studies in the cultural heritage sites.

SUSTAINABILITY OF CULTURAL HERITAGE SITES WITH ADAPTIVE RE-USE STRATEGIES

The value of cultural heritage for promoting sustainability of cities comprises inclusive economic development, social cohesion, inclusion and equity, livability and sustainability of urban areas. To improve livability and sustainability of urban areas, adaptive reuse of existing built fabric, including buildings, historic urban districts, and towns can be an important and efficient way of conservation processes (ICOMOS, 2016). Rather than left neglected and unrecognizable, heritage buildings can continue to



be used and appreciated with adaptive reuse projects (Department of the Environment and Heritage, 2004).

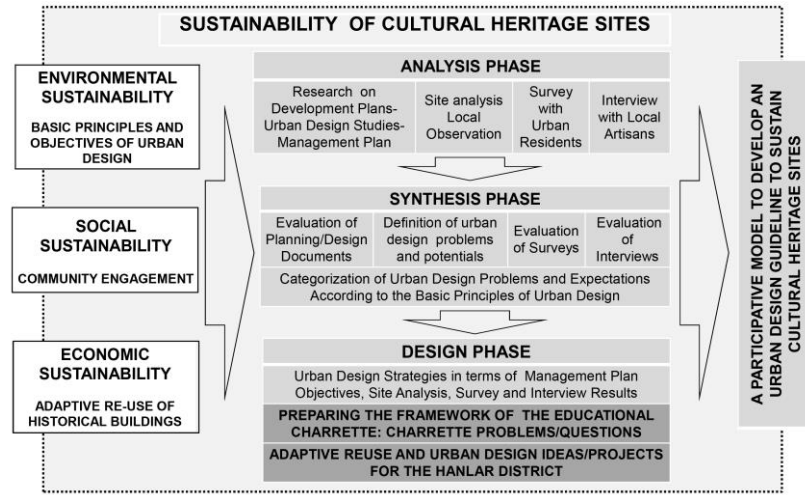
Adaptive reuse of heritage buildings provide many economic, social and environmental benefits which are also consistent with the goal of sustainable development (Yung & Chan, 2012). In an economic point of view, it is usually much cheaper to adapt an existing building than demolishing it and redeveloping the site (Douglas, 2006). Also, sympathetic adaptive reuse schemes create commercially viable investment assets through a self-financing form of conservation and bring a lasting prestige for the owners because of the buildings' originality and historic authenticity (Department of the Environment and Heritage, 2004; Yung & Chan, 2012). It is not easy to measure the social benefits of adaptation. However, sensitive adaptation schemes can bring back life to run-down urban areas and retain the character of a streetscape of old buildings which offer psychological reassurance because of their distinguishing characteristics. One of the main environmental benefits of reusing buildings is the lower embodied energy than a similar size new-build scheme. Adaptive reuse minimizes pollution and waste by demolition and the need for using up fresh material resources and energy required in producing and transporting them. In addition to these older buildings tend to have thick solid walls, small windows and natural lighting and ventilation, which leads to economy in energy consumption (Douglas, 2006). Thus adaptive reuse makes a significant contribution to low carbon reduction and sustainability.

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However, the process of adaptive reuse of heritage buildings has many challenges in terms of architectural and urban design. The significance and integrity of important historic assets can be threatened by poorly designed adaptations (Yung & Chan, 2012). Whereas the adaptive reuse of a heritage building should respect and retain cultural significance of the heritage sites, it should have minimum impact on the heritage building and its setting and understand the spirit and context of the place while acting as complementary to the values of the historic urban landscape and adding a contemporary layer that provides value for the future. It should avoid facadism which is gutting the building and retaining its façade and seek a new use for the building that is compatible with its original use (ICOMOS, 1999; Department of the Environment and Heritage, 2004). Finally, balancing economic viability, social vitality including cultural significance and semantic relation and environmental requirements during the design process are the major issues in the adaptive reuse of historic buildings for sustainable cultural heritage sites. Thus,

developing and discussing adaptive reuse strategies can be a starting point for the sustainability of the Hanlar District.

Table 1. The place of the educational charrette in the scientific research project case study diagram



THE REVIEW OF THE CASE STUDY OF THE SCIENTIFIC RESEARCH PROJECT

The case study of the scientific research project carried out in the Hanlar District was composed of the phases of analysis, synthesis, and design (Table 1). In the analysis phase, a research on current development and management plans and urban design studies, site analysis, a survey of urban residents and in-dept interviews with local artisans were conducted and the Hanlar District was analysed through the basic principles of urban design. In the synthesis phase, the results of the analysis were evaluated; the urban design problems and the expectations of users were categorized. In the design phase, adaptive reuse and urban design strategies were developed to meet the problems/expectations of the district and an interdisciplinary collaborative and competitive educational charrette were held in which architecture students develop adaptive reuse and urban design ideas/projects for the idle spaces in the Hanlar District through the results of the site analysis and the objectives of the Bursa and Cumalikizik Management Plan (Polat et al, 2018). This article focused on the process, the practice and the results of the educational charrette as a community engagement way in urban design of the Hanlar District.

The Historical Background of the Hanlar District

The Hanlar District is the commercial centre of Bursa shaped by the caravan route in the Ottoman era. It comprises numerous historical inns, markets, bazaars and especially the Bursa Grand Bazaar. The main structure of the Hanlar District is the Orhan



Ghazi Complex, ordered to be built on the plains outside the city walls in the 14th century by Sultan Orhan Ghazi, who conquered Bursa. It is the first complex in Bursa with a mosque, madrasah, public kitchen, han and Turkish bath. Buildings that were built around the Orhan Ghazi Complex helped to develop the Hanlar District from the 14th century until the mid-16th century. In the 17th century, there were 3170 stores and at least 27 inns in the district. Afterwards, new neighbourhoods outside the city walls started to develop around the new Sultan Complexes (Bursa Site Management Unit, 2013).

In the 19th century, the commercial centre of the city was affected negatively due to industrialization because the new road networks passing through the city compromised the spatial integrity of the district. Furthermore, the Bursa Grand Bazaar suffered extensive damage from fires in 1801 and 1889 as well as from the 1855 earthquake. However, as the first capital of the Ottoman Empire, the city was built as soon as possible by Ottoman governors. After the Turkish Republic was founded, the Hanlar District continued living, but new governmental buildings representing new regime were built near the old commercial centre. Today, the growing importance of a lifestyle based on consumption affected uses and spaces in the Bursa Grand Bazaar and Hanlar District. New adjustments have been made to meet the new demands of society. However, the Hanlar District still carries the tradesmen culture of the Ottoman era. Traditional daily Ottoman rituals such as first sale of the day, bargaining, master-apprentice relations, and neighbourliness among tradesmen continue in the Hanlar District. Due to the sustained traditional Ottoman trade life in addition to the current trade life regulations, the Hanlar District has not lost its liveliness and feeling of the Ottoman era over the past 700 years. Moreover, the Hanlar District enables people to experience the Ottoman trade life in original and historical spaces. There are 21 registered monumental buildings including 7 inns which have two stories, square or rectangular plan properties, and still survive with commercial functions in the core area (Bursa Site Management Unit, 2013).

The Evaluation of The Bursa - Cumalikizik Site Management Plan

With its unique qualities, the Hanlar District (Figure 1, Figure 2) was registered as a UNESCO world heritage site in 2014. During the UNESCO nomination process, the Bursa and Cumalikizik Management Plan was prepared by the Bursa Site Management Unit. Many analyses related to the physical, social, demographic, economic and legal structure of the district were conducted and

workshops and meetings were held with lots of participants from stakeholders.

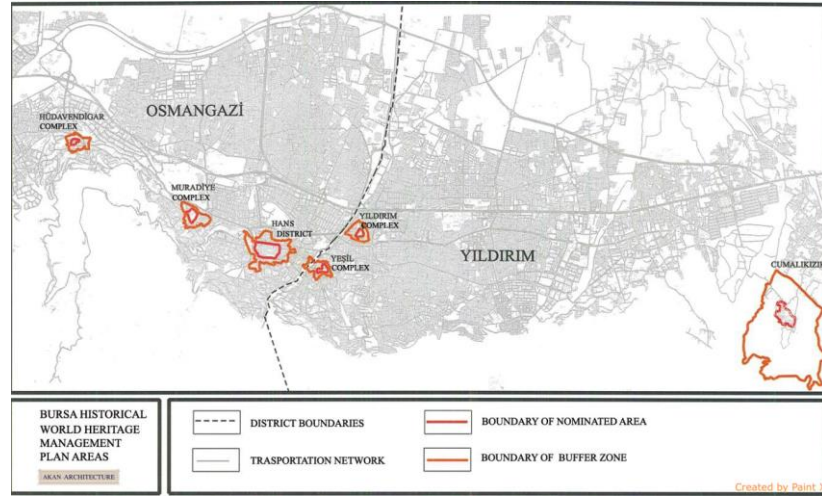


Figure 1. The Hanlar District and the other heritage sites in Bursa

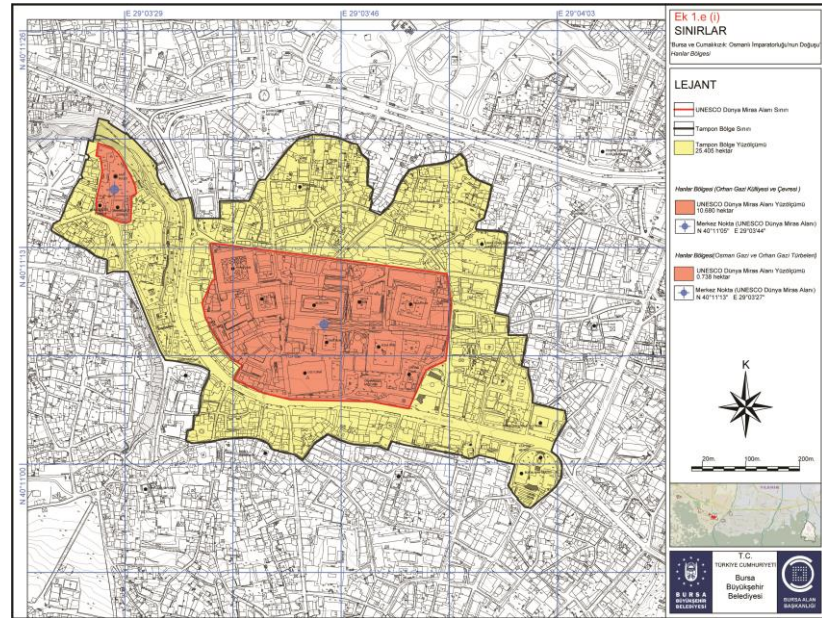


Figure 2. The Hanlar District in the Bursa City Centre

The management plan includes action plans which have been dealt with under seven topics in accordance with different objectives whose one of them is to increase the social, economical, environmental quality of life in and around the heritage sites. The main problems about the social-economic-environmental quality of life in the Hanlar District stated in the Management Plan are;

- lack of mixed uses (mainly retail facilities),
- lack of socio-cultural activities and spaces for people living around the city centre,
- lack of green spaces and landscaping,
- lack of multi-user diversity (mainly same type of visitor profile such as low-medium income groups, not young people, students, children, or mall customers)



- changing resident profile around the city centre (mainly immigrants from Syria)
- lack of young and talented artisans in the district (Bursa Site Management Unit, 2013).

In this context, the following objectives were developed:

Objective B3.1- Development of the cultural use of areas to enable the conservation of the traditional culture and character by hosting social and cultural events.

Objective B3.2- Creation of a sustainable financial model with the participation and cooperation of relevant institutions and organizations.

Objective B3.3- Increase in the quality of urban life and environmental quality by supplying social services and achieving a balance between use and conservation (Bursa Site Management Unit, 2013).

Both these objectives and the results of the site analysis realized by the research project team have led to the need to organize a competitive and collaborative design charrette concerning the Hanlar District. Thus, this charrette would be a chance to encourage architectural students to solidify the objectives and actions of the Management Plan and to study with real institutional stakeholders and local representatives.

Results of The Site Analysis, Surveys and Interviews

The project team faced similar problems as in the Management Plan during the site analysis. The main detected problems are related to the lack of spatial quality and mixed use, security problems at night, poor accessibility for pedestrians and deterioration of historic pattern.

In addition to the site analysis, a survey of 370 urban residents was conducted. The survey was focused on shopping mall users in Bursa. Because as stated in the Management Plan today many urban residents prefer going to shopping malls instead of the Hanlar District. The number of shopping malls is increasing rapidly in Bursa and also in Turkey and the people spend increasingly more time in these centres. Therefore, the survey was designed to measure the perceptions, satisfaction levels and expectations of this group with the Hanlar District to attract shopping mall users to the city centre. According to the results, the most prominent demand is new cultural activity areas (for open-air concerts, theatres, exhibitions, cinemas, etc.) and secondly, parks, recreational areas, food and beverage areas (cafes, restaurants, bars, clubs, etc.) in the Hanlar district.

In addition to the survey, 22 in-depth interviews were made with local artisans from different sectors in the Hanlar District. The artisans were required to evaluate their profession in terms of their income level and customer profile and to express their expectations of the physical, economic, social, cultural, and functional factors related to the district. However the expectations were mainly focused on the new functions which should be developed in the Hanlar District, such as social-cultural facilities that will attract different age groups to the district and keep them longer in the district. In particular, it was highlighted that there should be facilities for young people such as cinemas, bowling, cafes and entertainment centres in the district; educational spaces for sustaining the bazaar culture; places for vocational education; places for art displays (shadow play etc.); publicity and exhibition areas (handicraft etc.); children's parks and recreation areas; and public outdoor spaces for events and transport and service units to support these facilities such as parking lots, information centres, WCs, health cabins, and baby care units. In addition to these, facilities for tourism such as boutiques and apart-hotels should be developed in the district (Polat & Tümer Yıldız, 2018).

Thus, the project team decided to organize a design charrette to experience the practicability of educational charrettes in developing adaptive re-use and urban design schemes for the inns and their surrounding public spaces in the Hanlar District to discuss the ways to carry Hanlar District into the future.

Educational Charrette Process in The Hanlar District As a Community Engagement Way

The main aim of this charrette was to support community engagement in the planning and urban design process of cultural heritage sites of Bursa by creating a collaborative and competitive platform to discuss different adaptive reuse and urban design ideas/projects for the sustainability of the Hanlar District.

In this charrette, with the participants from local governments, relevant public institutions, universities, the Bursa City Council, trade associations, non-governmental organizations, citizens and architecture students, spatial and social problems with the change of life styles in the city centre of Bursa and adaptive reuse and urban design ideas/projects to overcome these problems were discussed. Thus, the architecture students were required to develop creative adaptive reuse and urban design ideas for the inns and their surroundings for the revitalization of the Hanlar District. This can be a way to integrate the inns which are not actively used today, into public life and to sustain historical urban pattern for next generations.

The charrette lasted three days. In the first day, the scientific research project was announced, studies about the UNESCO nomination process of the Hanlar District and case studies about urban design studies in other cultural heritage sites were presented by the academicians from the project team and professionals from the Bursa Metropolitan Municipality. Furthermore, site analysis was made by the students of the Department of Architecture of Bursa Uludag University and they determined and identified the problems and the potentials in the Hanlar District (Figure 3).



Figure 3. The Aerial View of the Hanlar District in the Bursa City Centre

In the direction of the detected problems, it was observed that students seek solutions in their projects for poor accessibility, lack of mixed-uses, lack of multi-user diversity, lack of green spaces, inefficient use of public spaces, poor design quality, deterioration of historic pattern by facadism, inappropriate uses of historic buildings and poor urban furniture.

In accordance with the detected potentials, it was observed that students benefit from the fact that the district has been a UNESCO world heritage site with its unique cultural and architectural quality. Furthermore its easily accessible location in the city centre, vacant areas are also seen as the potentials of the district. In addition to these, there are many connections between the inns and bazaars from different levels and many landscape elements such as monumental trees and fountains which can effect the design process. The original identity of the historical buildings and the built environment in the human scale were also highlighted as potentials by the

In the light of aforementioned issues, it was required that the students should have answered the charrette questions with their design ideas/projects.

- A. How can the economic viability of Bursa Hanlar District be provided to meet future requirements of city dwellers by a mixed use development?
- B. How can the social vitality and cultural interaction be increased in the Hanlar District?
- C. How can the spirit of Bursa Hanlar District be retained to enable to experience the uniqueness of the Hanlar District for both the city dwellers and the tourists?
- D. How can the environmental benefits be embedded in the Hanlar District?
- E. How can the authenticity of the inns and the other historic monumental buildings be retained while adding a contemporary layer which is complementary to the values of the Hanlar District?

Within this framework, it was important to develop adaptive reuse and urban design ideas/projects in accordance with the objectives of the topic of social-economic-environmental quality of life in the Bursa and Cumalikizik Management Plan.



Figure 4a-4b. Coordinators and students of charrette- Presentations of the proposals of students at the end of the charrette

In the second day, students discussed their ideas with the coordinators (Figure 4a-4b). They were motivated to use their imagination limitlessly and think freely and innovatively during the process of design. Furthermore, the quality of the produced work was not necessarily required to be suitable for implementation. Because the authors wanted to experience the usability, suitability and practicability of educational charrettes as a community engagement way in the urban design process of the heritage sites. Thus, the limitations such as property, economic resources, etc especially in re-using historical buildings were ignored during the charrette process. This charrette was a simulation of the design charrette which will be organized by the local governments during the development of the urban design guideline for the Hanlar District.

The charrette ended with the presentation of adaptive reuse and urban design proposals and discussion in a platform where the relevant actors and the citizens participated (Figure 5). Twelve

design proposals were graded 1 to 5 by the evaluation jury of the charrette according to how they answered the charrette questions and how they met the objectives of the Management Plan. Below, all of the proposals developed by the students were summarized to generate more sustainable solutions for the Hanlar District.



Figure 5. The Study Areas in the Hanlar District

- Proposal 1: Green Bursa

Bursa was known as “Green Bursa” till the 20th century. However after the industrial investments, the city has experienced huge migration from rural areas of Turkey. Thus, the aim of this project, is to revive the “Green Bursa” again. Based on the inadequacy of the green spaces in the city centre, the main concept is to develop a green corridor that integrates the Gokdere Valley with the Castle Area across the east-west direction in the city centre. To reach this aim, creating a green spaces network by demolishing unqualified buildings on the Cumhuriyet Street, which is a route for pedestrians and the tram, can be an alternative way to connect current green spaces which include registered plane trees in the city centre. In this way, while the Cumhuriyet Street turns into a greener pedestrian way for social activities, relaxing and reviving treatments with the required landscaping, the visual conflict on the street can be minimized. The green spaces can also be a chance for creating edible public spaces which encourage participation in growing and sharing of food and strengthen community relations. Thus, the street can be a meeting route for local people, such as families with children, students, teens and senior citizens while supporting environmental sustainability.

- Proposal 2: Compatible additions to historic buildings/inns

The city of Bursa, which has hosted various civilizations for thousands of years, composed of historical layers which have their own unique values. Developed as a trade centre in the Ottoman Empire period, the Hanlar District consists of different kinds of

buildings such as a covered bazaar, a city hall, mosques, market places, inns, baths and shops today. Over time, many historical buildings have been surrounded by exterior additions with commercial functions. However, these additions mostly harm historic buildings and hinder visual perception. The aim of this study is to present ways how to make compatible additions to historic buildings to enable visual and functional harmony. The proposal suggests to preserve the building's historic character by conserving its significant materials, features, form and scale while designing a new exterior addition. It also emphasizes that a compatible addition should not copy the historic building so that the new work cannot be confused as historic. Thus, this proposal provides guidance to owners, architects and developers on how to design a compatible addition in the Hanlar District to sustain the original identity of the heritage sites.

- Proposal 3: Creating a new touristic focal point in the Hanlar District: Ipek Han, Pirinc Han and Poultry Market Hammam

The Hanlar District was inscribed as a UNESCO world heritage site in 2014. Therefore, tourism potential will increase in the near future and this will create a need for new touristic requirements in the district. The purpose of this study is to create a new touristic focal point around the Pirinc Han, Ipek Han and the Poultry Market Hammam. The study area is highly accessible due to its location near the main artery of the city, Ataturk Avenue, at the corner of the pedestrian and tram way, Cumhuriyet Street and near the Zafer Plaza mall which is always crowded. However, the Pirinc Han, apart from the cafes on the ground floor, is not used actively. The second floor is left in derelict conditions. The upper story of the Ipek Han is also empty and only home textile shops are located on the ground floor. The Poultry Market Hammam is used as a cheap bazaar. All of these buildings were badly renovated by its owners/renters.

Within this framework, the Poultry Market Hammam is reused as an infobox with a new addition where tourists can visit when they come to the city centre. This addition can be completely made of glass and steel to create a contrast with the stone walls of the inns. The Ipek Han is turned into a boutique hotel and the Pirinc Han is reused with art courses, exhibition areas, gift shops, cafes and restaurants. The open space, which is situated behind those two inns and used as a parking lot, is transformed into an event area with new landscaping. Thus, the study area will be a more attractive and lively place for different kind of users by supporting economic sustainability.

- Proposal 4: Bursa Research Institute: Ipek Han

Although there are two universities in Bursa, many students do not come to the city centre due to the lack of places that appeal to them. Therefore, the aim of this project, is to both attract the students into the city centre and to form a mutual platform for the urban studies between the university, the local authorities, the Site Management Unit, and the urban residents. In this context, due to its accessibility potential and a more restful setting, the Ipek Han is re-organized as the Bursa Research Institute for urban studies. Individual and group working areas, workshop studios, lodgings for prolonged studying, an administrative office, an exhibition hall, a library, a seminar hall and a cafe are placed in the Ipek Han. Additionally, a rotating tower, where artistic studies could be performed, is designed in the middle of the courtyard. Thus, the Ipek Han which can be a meeting and sharing place for youth and local people, will also provide to strengthen the urban memory by urban awareness studies which broaden civic culture and community engagement in terms of social sustainability (Figure 6).

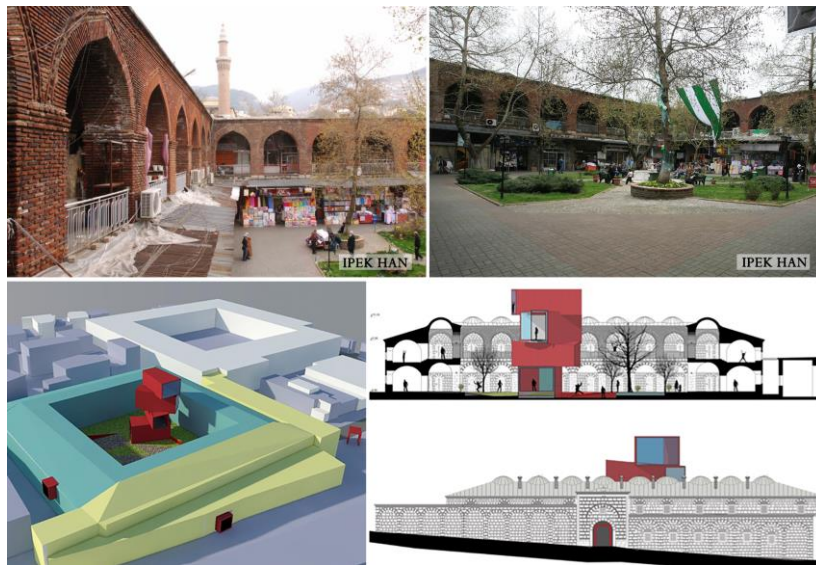


Figure 6. The proposal of Bursa Research Institute: Ipek Han
Sayoğlu, Oğuz Yeke

- Proposal 5: Bursa's voice: Fidan Han

Bursa has also many intangible heritages in addition to its heritage sites. One of them is traditional music culture. The Hanlar district can be a suitable platform to introduce the music culture of Bursa to new generation. To reach this aim, Fidan Han, which is one of the most tranquil and the most unknown inns of the district, is chosen. The Han is not perceived from the outside, and its entrances are not visible because of the buildings surrounding it. Therefore, increasing sensory perception of the Han is the main purpose of this proposal. Fidan Han is reused as a music museum

and a musical education centre. The museum, a café and a gift shop can be on the ground floor and a concert area can be arranged on the courtyard. On the upper story of the Fidan Han, where fancy evening dresses are sold in existing stores, classrooms and studios for individual and group work can be arranged. Thus, by demolishing the unqualified additions and by adding a musical layer, the Fidan han will be perceived as much memorable while it is safeguarding traditional values in terms of social sustainability.

- Proposal 6: Fashion Centre: Ipek Han

Ipek Han, one of the inns where the silk dealers gather in Bursa in older times, lost its quality and has dilapidated over time. The purpose of this study is to transform Ipek Han into a fashion centre in order to introduce and vivify the textile sector in Bursa which was an important silk production and trade centre during the Ottoman Empire. To reach this aim, the Han is transformed to a cocoon where people learn textile manufacturing skills. On the ground floor of the Han, there can be stores and exhibition centres, whereas on the upper story, there can be workshop areas and sewing courses for the designers and their trainees. In addition to these, a steel structure that surrounds the Han and turns it into a giant cocoon is designed. This structure with its lighting equipment, advertising panels and seats orients people to the multi-use stage for different events which is located on the original facade of the Han (on the west side). Thus, while the Ipek Han is converted to a vocational education platform that prepares people to work in textile sector, its surroundings will turn into lively public spaces with fashion shows and charity bazaars in terms of economic sustainability.

- Proposal 7: A door to the Hanlar District: Techno-Museum han – Pirinc Han

After the Bursa was inscribed as a UNESCO heritage in 2014, there is a need for a museum which introduces heritage sites in Bursa. Because there are six heritage sites related to each other in Bursa and the Hanlar District is only one of them in the city centre. The aim of this study is to convert the Pirinc Han, which is located at the beginning of the Hanlar District, into a heritage museum which uses digital technology. Although the Pirinc Han is on a busy pedestrian route, it does not have an entrance on the Cumhuriyet Street and the other entrances are not perceived in the urban pattern. Additionally, the limited accessibility to the upper floor of the Han by steep stairs reduces the use of these spaces. Therefore, to increase the perception of the han, the courtyard is covered with a transparent structure made of steel and glass. This canopy



also transforms to a bridge and an elevator which wraps the demolished corner of the Han on the Cumhuriyet Street. Thus, the less used first floor with a beautiful mountain view is opened to public use. An information desk, gift shop, cafe-restaurant, digital exhibition hall, documentary room, seminar hall, digital archive and children's learning studio can be arranged in the Han. Thus, The Pirinc Han will be more accessible for all and it will become a bridge which connects the past to the future in terms of social sustainability.

- Proposal 8: Bursa Stage: Pirinc Han

The aim of this project is to attract different age groups to the centre of the city, creating a new focal point for cultural activities in the Hanlar District. Within this framework, for its accessible and central location, the Pirinc Han and its surrounding is selected as the centre of musical arts. The courtyard of the han is thought as a main stage and an open concert area. In the inner parts of the han, a practise space for artists, spaces for music courses, musical instrument stores, a cafe, an administrative office are arranged. Additionally, stairs and elevators that enable the accessibility to the upper stories are placed in the demolished corner of the han. Situated next to the Pirinc Han, but having no connection to it, the Zafer Plaza shopping mall building is converted into a performance art centre. The parking lot at the back of the building is arranged as a stage for the amateur music groups. The open space in front of the Zafer Plaza and the Pirinc Han is re-designed as a multi-purpose public space for different events, such as watching concerts or films on the open air screen, organizing exhibitions or second hand market for local people. Thus, in this proposal it is benefited from the unifying power of music. The Pirinc han will create an opportunity to promote local music culture to new generations while supporting young artists in terms of social sustainability (Figure 7).

- Proposal 9: Style han: Geyve Han

The purpose of this study is to revive design facilities in Bursa city centre instead of selling imitation and unqualified products. There is a vocational school of design in Bursa since 2010 called Faruk Sarac which includes different departments such as graphic design, interior design, restoration, fashion design etc. However, its facilities are unknown by the citizens and the school is not integrated with the city life. Thus, the Geyve Han is reused as a design centre where the students work and display their products. Situated between Cumhuriyet Street and the Long Bazaar, the Geyve Han, including mostly home textile stores, does not get its

fair share of attention and not used actively. The concept of the project is to benefit from the lightness and the flexibility of the fabric and to contrast with the rigid and geometric structure of the Han. In this proposal, design, production and workshop studios takes place in the Han, while the public space in front of the Han is converted into a sharing platform where design products are displayed on a portable stage which also serves as a eating-drinking-playing space in daily life. The entrances of the Han and the portable stage are defined with fabric. In addition, the Han is decorated with fabric during design days. Thus, the Geyve Han will be a catalyst to move from imitation to innovation in terms of economic sustainability.



Figure 7. The proposal of Elif Yalçınkaya, Nazım Karataş, Abdullah Yetkin

- Proposal 10: Digital Art Centre: Geyve Han

The aim of this project, is to benefit from the power of digital art to bring people together. For this, the Geyve Han and its surrounding is selected because of its central location, the pedestrian density and the amphitheatre on the east side of the han. In this framework, the Geyve Han is converted into a digital art centre where works of installation art, film/video and animation, internet and software art, virtual reality and augmented reality art are displayed. There will be places such as exhibition spaces, a seminar hall, a café, an office, a gift shop, a maker lab and education spaces for courses in the han. The main concept, is to create a contrast with the digital technology in a historical site. The walls of the han are used as screens to increase the use of the han at night. The amphitheatre are used for light and



film shows. In addition to visual effects, the Geyve han will be a gathering point for the people who want to be familiar with the technology, teens and children can work in makerspaces, as the elders can learn to use internet and can scan their old photos which can be displayed in exhibitions such as “once upon a time in Bursa”.

- Proposal 11: Sericulture Centre: Fidan Han

Bursa was an important sericulture centre between 15th and 19th century during the Ottoman Era. After the Turkish Republic was founded, sericulture industry was supported by the central government, however when artificial silk started to be produced, sericulture industry declined. Especially after 1980s, sericulture factories in Bursa were closed. However, in recent years, local governments started planting mulberry trees in some counties to revivify sericulture in Bursa again. Thus, the purpose of this project is to revitalize sericulture and the other local arts and crafts in Bursa again. For this study, the Fidan Han, which is located on an active shopping line -Long Bazaar- and easily accessible through Koza Han where many silk shops are located, is selected. The Fidan Han is re-arranged as a place where design, production, sale and education takes place. In this centre, local artisans may show their craft, local people may come to learn a craft, creative craft courses for different age groups can be organized, textile, wood, paper etc. wastes can be collected and recycled, charity bazaars and festivals can be organized. Artisan production spaces (such as places to see silkworm production phases and weaving looms) and shops are arranged on the ground floor of the han, while education spaces are placed on the upper floor. In this proposal, the inner Fidan Han which is surrounded by unqualified buildings next to Fidan Han, is also reused as a cafe, a seminar hall and an exhibition space for the arts and crafts products. Moreover, the building in front of the Fidan Han is removed and a new landscaped area which has a soothing effect of water and mulberry trees are created. Thus, the Fidan Han will be a breathing space in today's world where everything is consumed so fast.

- Proposal 12: Tastes of Bursa: Kapan Han

The aim of this study is to create a place where the local food culture of Bursa is introduced, while food and beverage facilities are presented, socializing opportunities such as courses in culinary arts are offered in the Hanlar District. For this, the Kapan Han which is situated in front of the exit of the pedestrian underpass, connecting the northern and southern parts of the city,

on the Ataturk Avenue, is selected. Currently, there are home textile companies in the Kapan Han. In this proposal, one of the exits of the underpass is designed to direct the pedestrians to Kapan Han which is converted into an eating-drinking street. On the ground floor and upper stories of this street which goes through the han places such as cafes, restaurants, bakeries and bars are located. Additionally, culinary courses and themed food contests are organized in the street (Figure 8).

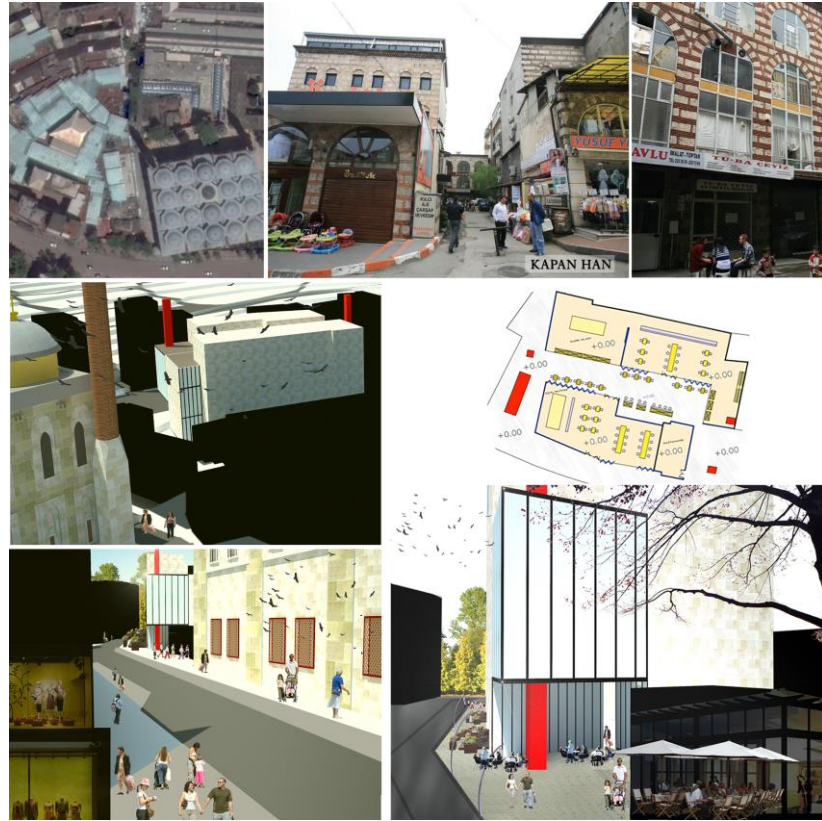


Figure 8. The proposal of Tuğba Aslan, Hatice Kübra Kaya

Results of The Educational Charrette

At the end of the charrette, the proposals were categorized in terms of the objectives concerning the topic social-economic-environmental quality of life in Bursa and Cumalikizik Management Plan. Ten of them were related to Objective B3.1 which aims to develop the cultural use of areas to enable the conservation of the traditional culture and character by hosting social and cultural events. The proposal 1 was related to Objective B3.3 which aims to increase the quality of urban life and environmental quality by supplying social services and achieving a balance between use and conservation, and the proposal 2 was related to another topic called cultural values, conservation and planning which includes the implementation of architectural projects in accordance with contemporary conservation approaches and national and international conservation criteria. This was a positive result of the charrette, because all of the

proposals were developed to support the objectives of the Bursa and Cumalikizik Management Plan.

Table 2. The matrix of the charrette questions and the scores of the proposals

Charrette questions Design proposals	A	B	C	D	E	Total point
	1. Green Bursa	1	4	5	5	3
2. Compatible additions to historic buildings/inns	1	2	5	4	5	17
3. Creating a new touristic focal point in the Hanlar District: Ipek Han, Pirinc Han and Poultry Market Hammam	5	5	4	2	5	21
4. Bursa research institute: Ipek Han	3	5	4	4	5	21
5. Bursa's voice: Fidan Han	3	5	2	1	1	12
6. Fashion centre: Ipek Han	5	5	2	3	5	20
7. A door to the Hanlar District: Techno-museum han – Pirinc Han	3	5	2	3	5	18
8. Bursa stage: Pirinc Han	5	5	4	2	5	21
9. Style han: Geyve Han	5	5	3	3	5	21
10. Digital art centre: Geyve Han	3	5	4	2	5	19
11. Sericulture centre: Fidan Han	3	5	5	4	3	20
12. Tastes of Bursa: Kapan Han	5	5	5	2	5	22

In addition to this, twelve design proposals were graded from 1 to 5 by the jury according to how they answered the charrette questions. As a result of the jury evaluation, the twelfth proposal

called Tastes of Bursa got the highest score (Table 2). Because eating and drinking facilities are very appropriate for the chosen study area and it can motivate the Kapan Han to be a more lively place. It can also enable to increase economic and social vitality and cultural interaction while adding a contemporary layer to the historical city centre. The other positive proposals aim to attract different user groups to the city centre such as families, university students and academicians, young local people, tourists, women and especially mall customers.

The student projects may be furthering the goals of the management plan and have varying degree of support from stakeholders, but they also may cause gentrification. For example, converting the poultry market into a glass-and-steel infobox and boutique hotel -presumably only for tourists and elites, without much regard to the livelihoods for hundreds of local residents, should not be encouraged. Another one, digital museums and student facilities may disrupt the sense of place and uses. In this regard, some of the student projects may not be socially sustainable even as they may be economically and environmentally sustainable. Even UNESCO would like to limit the social transformation on its designated sites, and would not appreciate interventions that fuel such transformations.

However, it is not a true approach to convert the Hanlar District into an open-air museum. If the heritage sites do not integrate with today's technology and expectations, they may look like a theater scene that reflects the past, but do not live. Therefore, it is necessary to conserve and develop the bazaar culture while preserving the original architectural pattern of the Hanlar District as emphasized by the local artisans. Because the bazaar culture will be forgotten over time as many of the citizens prefer to go to the shopping malls instead of the city centre. For this reason, many proposals were presented to attract different user profiles to the city centre. On the other hand, the proposals were produced in a very short time, so they need to be handled in a holistic urban design process for the city centre and developed in professional workshops with both local people and other relevant actors.

CONCLUSION AND DISCUSSION

Cultural heritage conservation should follow the wider concept of sustainable development which include economic, social and environmental issues to reach a higher quality of life in cities. In this context, this study which focused on community engagement presents key opportunities for the sustainability of cultural heritage sites of Bursa.



First of all, the educational charrette conducted in the Hanlar District was an inter-disciplinary, participatory, collaborative and competitive study which was realized to support the objectives of Bursa and Cumalikizik Management Plan with the collaboration between Bursa Site Management Unit and Faculty of Architecture of Bursa Uludag University.

In addition, the charrette provided to be discussed the innovative adaptive reuse and urban design ideas about the inns putting up the limitations such as property problems and economic resources. This allowed local governors also other stakeholders to create new visions about heritage sites, while developing urban awareness about the sustainability of heritage sites and use of community engagement tools. Additionally, the charrette ensured to develop reconciliation between different groups, such as students, NGO's, local governments etc. Thus, this experience presented the usability, suitability and practicability of educational charrettes as a community engagement way in the urban design process of the heritage sites.

Secondly, adaptive reuse of the idle inns and their surroundings, can be an efficient way to improve livability of the inns. However, it is a must to develop an integrated urban design approach which aims the economic, social and environmental revitalisation of the Hanlar District rather than just physical renewal (Vural Arslan et al, 2011). Because in some cases, the drive for sustainability through adaptive reuse projects in heritage sites may result in denting social sustainability leading to gentrification, commodification and consumption for tourists and elites. Therefore, it can be beneficial to use the educational charrettes as an inclusive way to develop, to discuss and to compromise on creative adaptive reuse and urban design ideas in the development of urban design guidelines to sustain cultural heritage sites.

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