

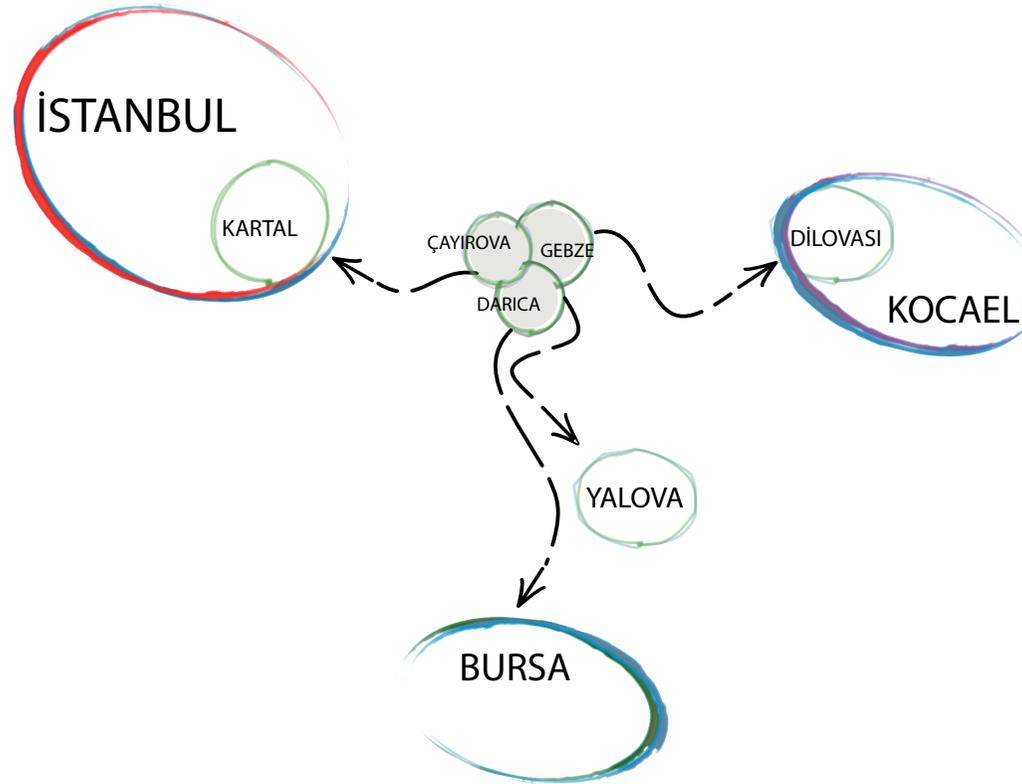


NEW ÇAYIROVA VISION PLAN



New ayirova Vision Plan is prepared for ayirova Municipality within 'Future of ayirova Charettes' by Kentzel Strateji Ltd. Őti. March, 2012

CROSS BORDER REGIONAL POWER; ÇAYIROVA



MESSAGES FROM THE CHARETTE

We have quite a few freedom of action about shaping the future of Çayirova. Having an action plan at this point will be very helpful for getting the results of future works. We appreciate the importance and necessity of urban planning and urban vision. As far as I can see, the success of it is executed in Çayirova.

Governor of Kocaeli, Ercan TOPACA

For our Çayirova, which is situated in quite advantageous location, fundamental steps are taken to develop a healthy city. We are supplying most of our deficiencies in infrastructure, superstructure and transportation services. Future of Çayirova will be handled distinctively with this Vision Plan for a more healthy and peaceful Çayirova.

Mayor of Kocaeli, İbrahim KARAOSMANOĞLU

Çayirova will gain a new identity in its urbanization progress. This new identity has a great importance. Çayirova will display the distinctiveness of quality development by gaining this new social and cultural city identity.

Governor of Çayirova, A.Selim PARLAR

Urbanization of new districts is a considerably long marathon. We started this marathon and will incessantly work for transforming Çayirova district into a liveable city. We want to take our first steps properly. From now on development of cities should not be limited with the visions of individual people. New Çayirova Vision Plan will be a guide for our future.

Mayor of Çayirova, Ziyaettin AKBAŞ

Strategic location in the midst of İstanbul, Kocaeli and Bursa metropolitan areas, strategic collaboration potential in between Çayirova, Gebze and Darıca will turn Çayirova into a regional power. New Çayirova will be created through properly management of this cross border power.

Kentsel Strateji, A.Faruk GÖKSU





We are determined to change Çayirova's face and transform it into a quality city.

Cities are teachers that teach civilisation.

Besides being a strategic point that the industry, logistics and banking sectors meets, by this vision plan our target is to be a unique city that conserves its local culture along with its natural valleys.

Mayor of Çayirova, Ziyaettin Akbaş





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IMAGES FROM
ÇAYIROVA

WHERE IS ÇAYIROVA?

10

STRATEGIC INDICATORS

Population
Accessability
Location
Functions
Size

12

5 MAIN OPPORTUNITIES

Location Factor
Accessability
Informatics-Technology
Industry-Logistics-Banking
Regeneration Potential

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FUTURE OF ÇAYIROVA; 6K

Regional Vision
Strategic Vision
Identity
Capacity
Quality
Participation
Resource
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5 MAIN STRATEGIES

Green Triangle
Living and Working
Edges
Nodes
Living Units

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2012 2023

Project Area

20

NEW ÇAYIROVA

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5 VISION PROJECTS

Green Valley
New Centre
Innovative Buildings
Life Centres
Upper Neighborhood

ÇAYIROVA ROAD MAP

WHERE IS ÇAYIROVA GOING?

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10 MAIN PRINCIPLES FOR THE FUTURE OF ÇAYIROVA

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Urban Strategy
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Meeting with Sector
Meeting with Residents
Meeting with Investors

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KENTSEL STRATEJİ
PROJECT TEAM

ÇAYIROVA VISION PLAN

IMAGES FROM ÇAYIROVA





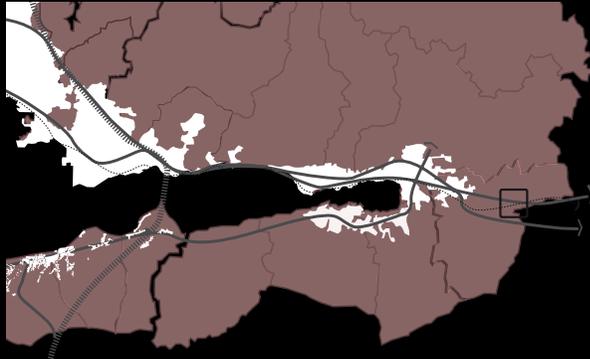
STRATEGIC INDICATORS

Location

Population

Functions

2012

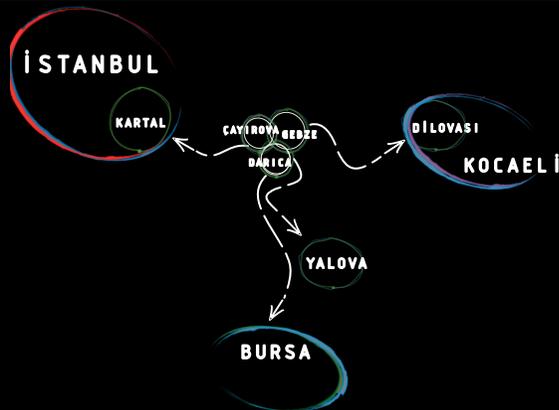


Living
90.000 Working
120.000

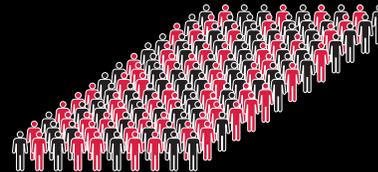


Industry
Logistic
Recycle
Banking

2023



Living and Working
400.000



Living + Working
Education-Informatics-Technology
Turism-Housing-Commercial

Accessability

8 min.
SABIHA GÖKÇEN
AIRPORT

16 min.
YALOVA

32 min.
İSTANBUL

Size

**HISTORICAL
PENINSULA**



1700 hectare
430.000 person

NEW ÇAYIROVA



1200 hectare
400.000 person

**KOCAELİ
NEW CENTRE**



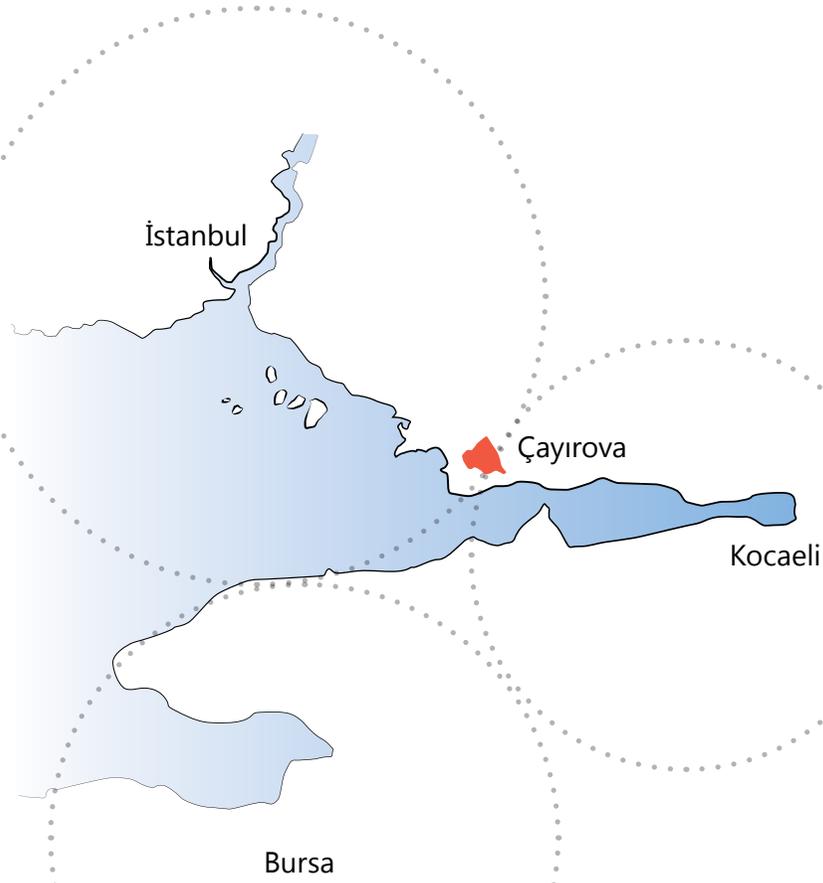
670 hectare
200.000 person

**KARTAL
NEW CENTRE**



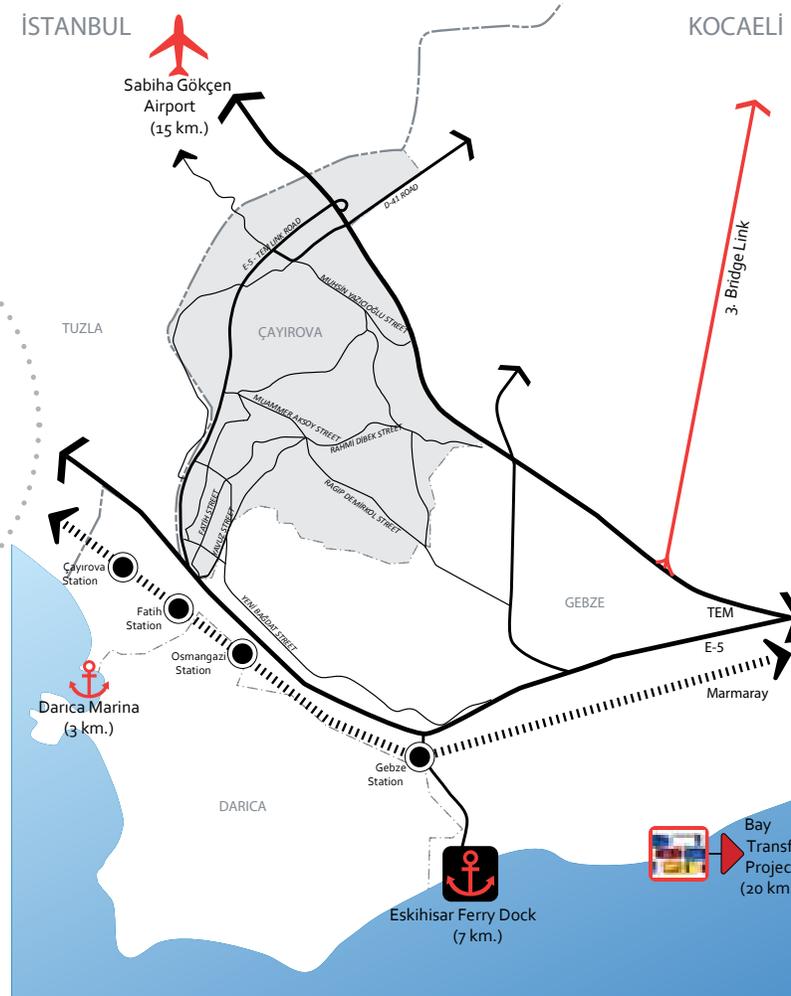
360 hectare
140.000 person

5 MAIN OPPORTUNITIES

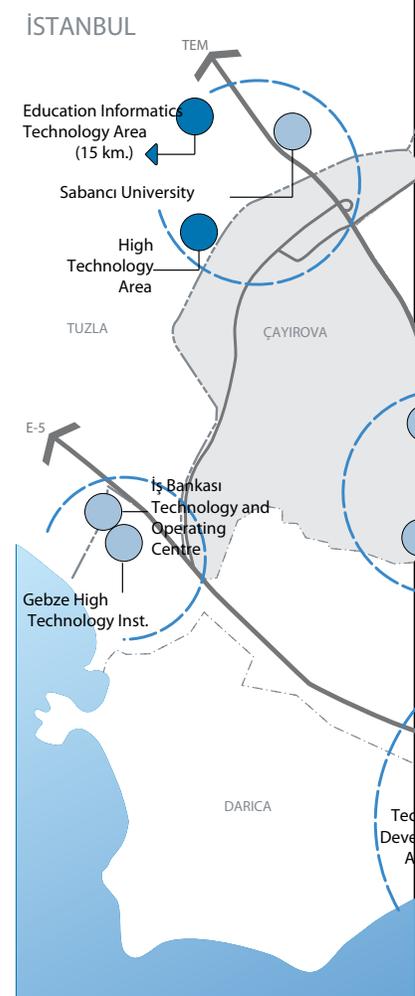


- Metropolitan Triangle: İstanbul, Kocaeli, Bursa
- Regional Triangle: Kartal, Çayırova, Yalova
- Sub Regional Triangle: Çayırova, Gebze, Darıca

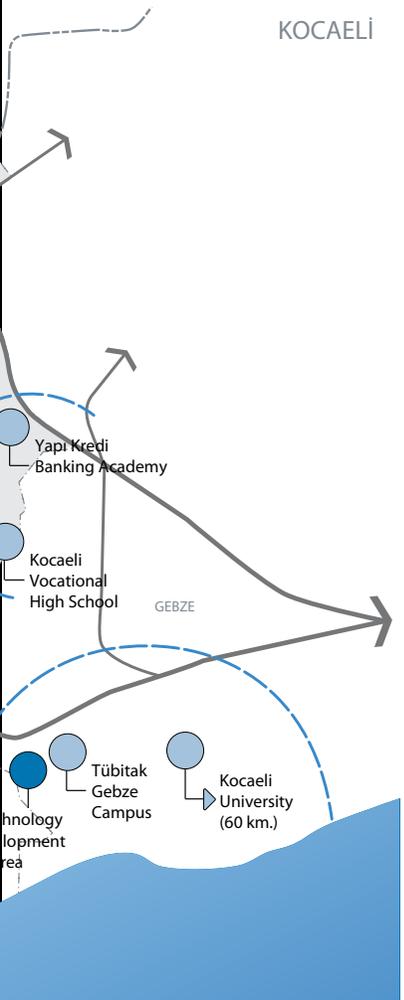
LOCATION FACTOR



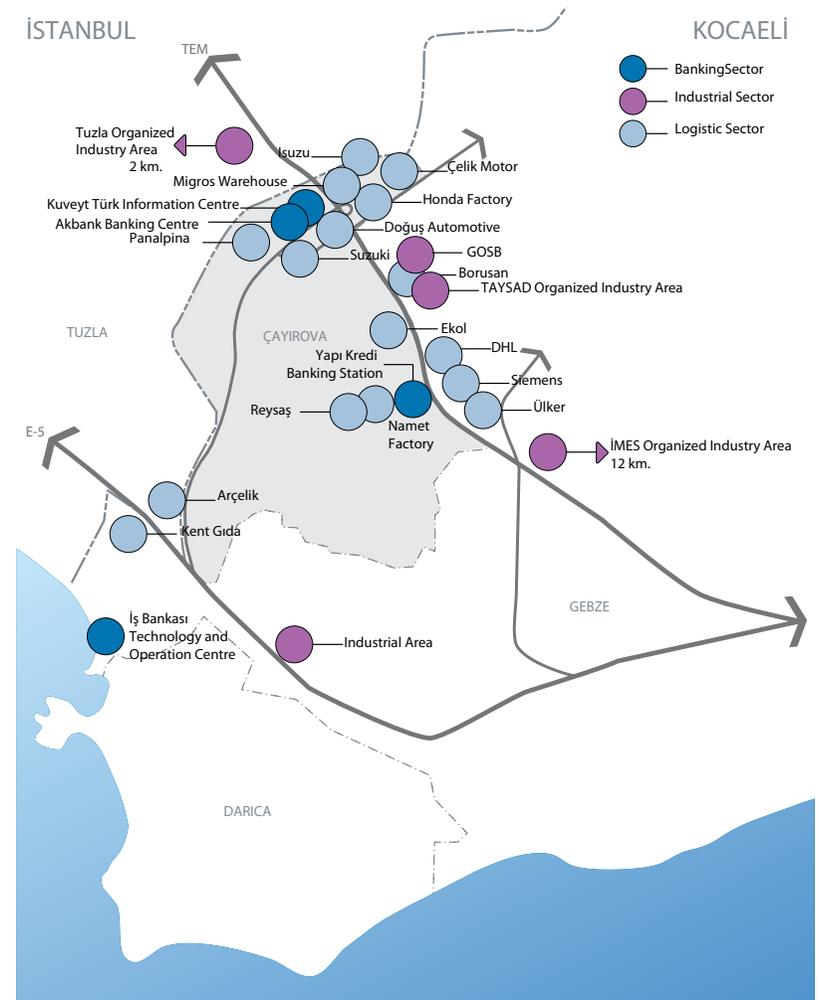
ACCESSIBILITY



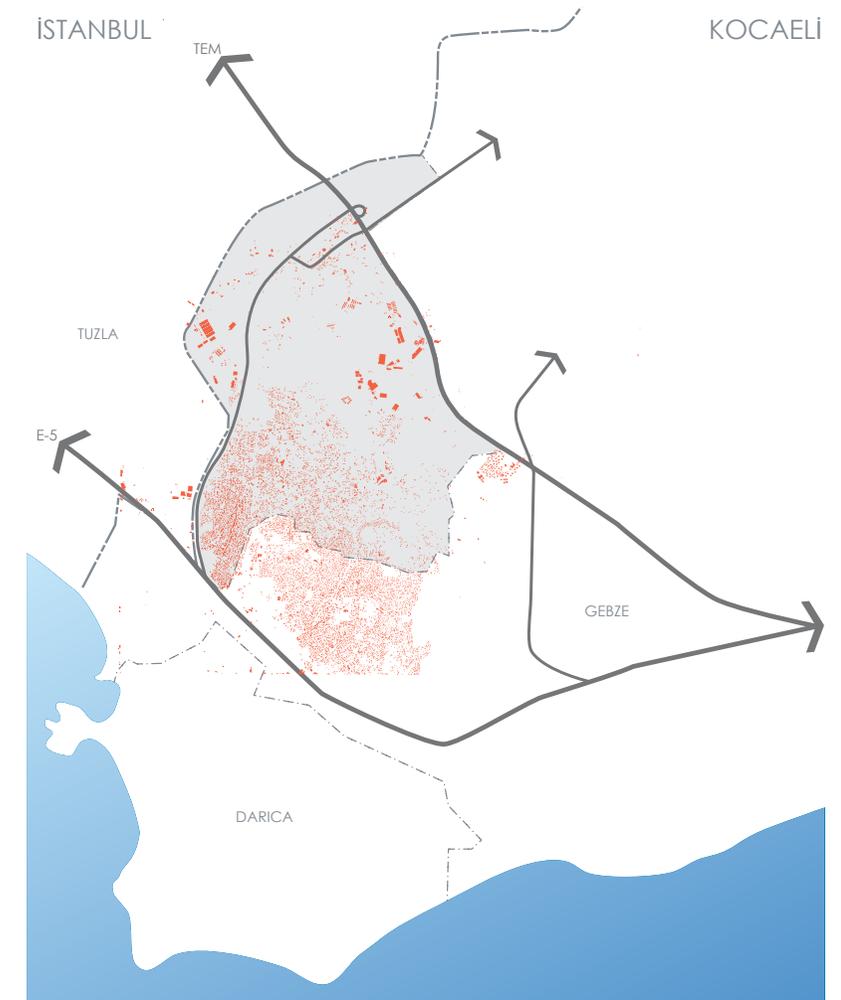
INFORMATICS-



TECHNOLOGY



INDUSRTY, LOGISTIC, BANKING



REGENERATION POTENTIAL

FUTURE OF ÇAYIROVA; 6K

Regional Vision

“ ‘A new regional power’ that meets metropolitan competitive power with innovative sector”

Çayırova; with high quality of life

Increasing building quality

Increasing urban environmental quality

Increasing quality of life

QUALITY
(KALİTE)

Çayırova; productively using its capacity

Formation of collaboration capacity

Increasing urban development and regeneration capacity

Taking advantage of regional economic capacity

CAPACITY
(KAPASİTE)

Çayırova with a new identity

Defining urban identity

Urban identity and urban development relation

New opportunities originating from identity

IDENTITY
(KİMLİK)

RESOURCE
(KAYNAK)

Çayırova; transforming resources into opportunities

Activating regional resources

Developing urban level resources

Investing on people

Strategic Vision

Çayırova, bringing life and work together with its new identity through utilizing the opportunities of being Cross-Border “New Regional Power”

PARTICIPATION
(KATILIM)

Çayırova; a participative developing city

Development of urban and regional economy

Participation in social progress

Strong local organization

Participation in planning and design process

URBAN
STRUCTURE
(KURGU)

New urban structure for Çayırova

Utilization of cross border regional power

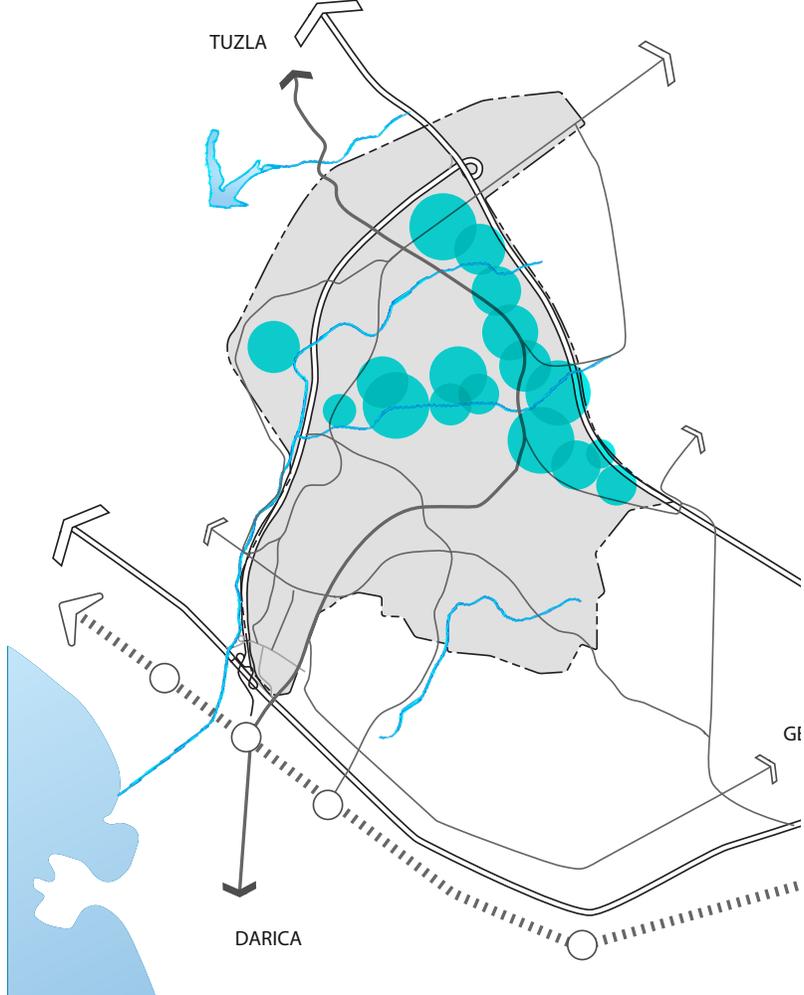
Setting up region within region

Redesigning the city in region

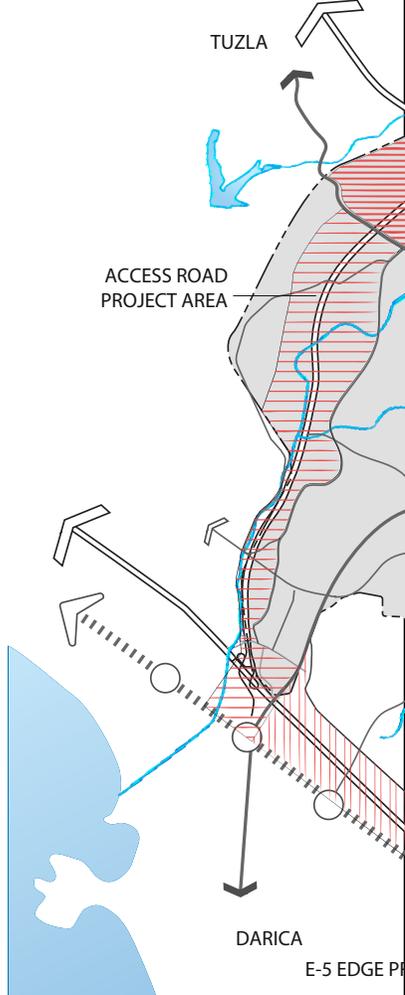
5 MAIN STRATEGY



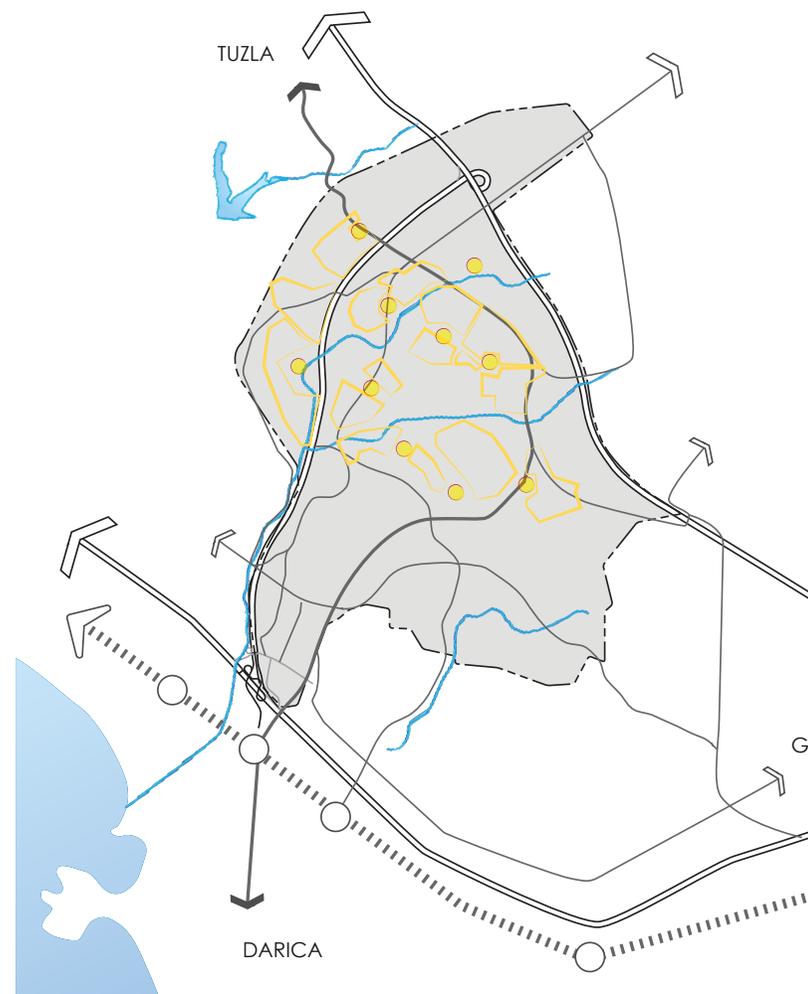
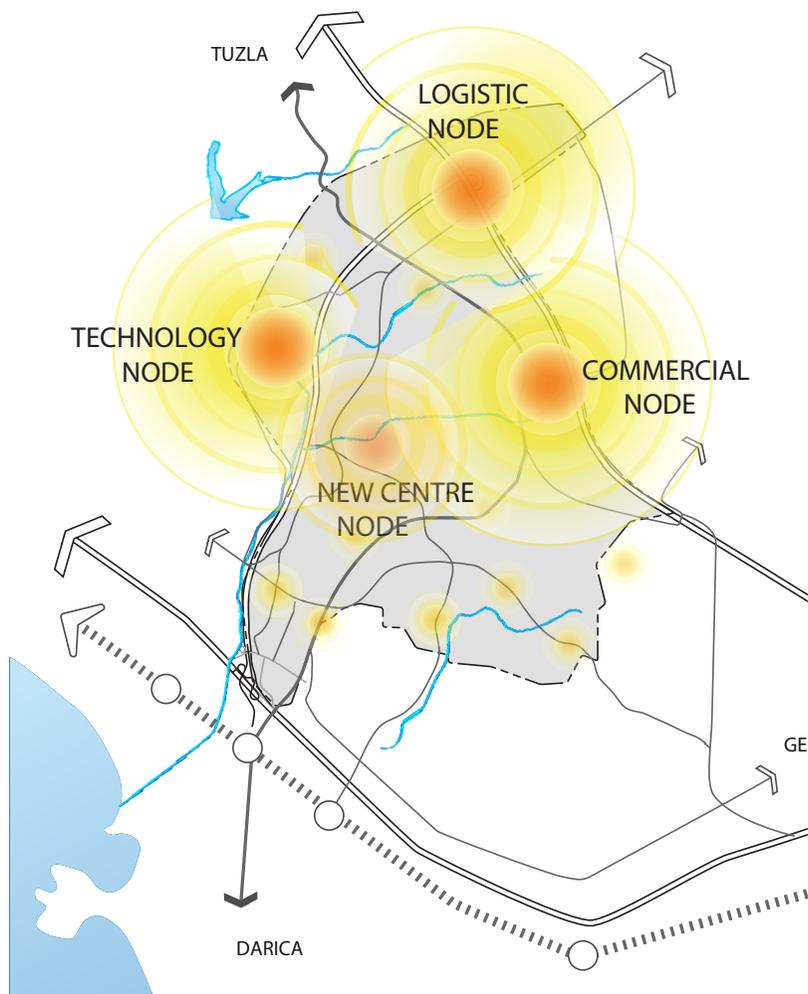
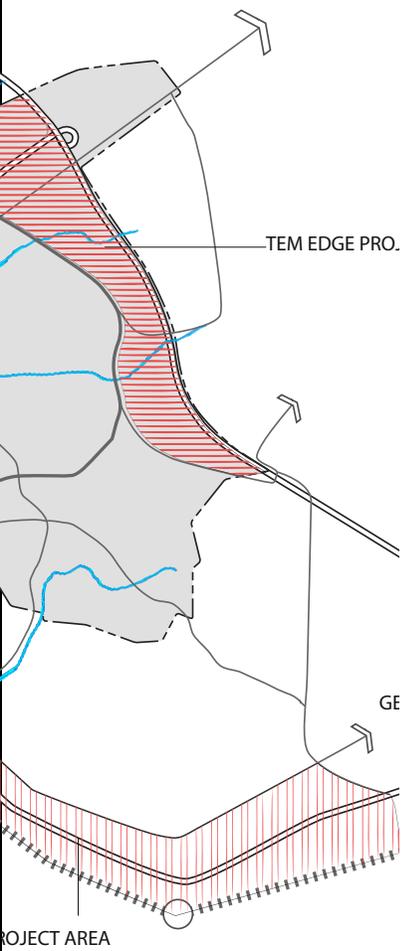
GREEN TRIANGLE



LIVING AND WORKING

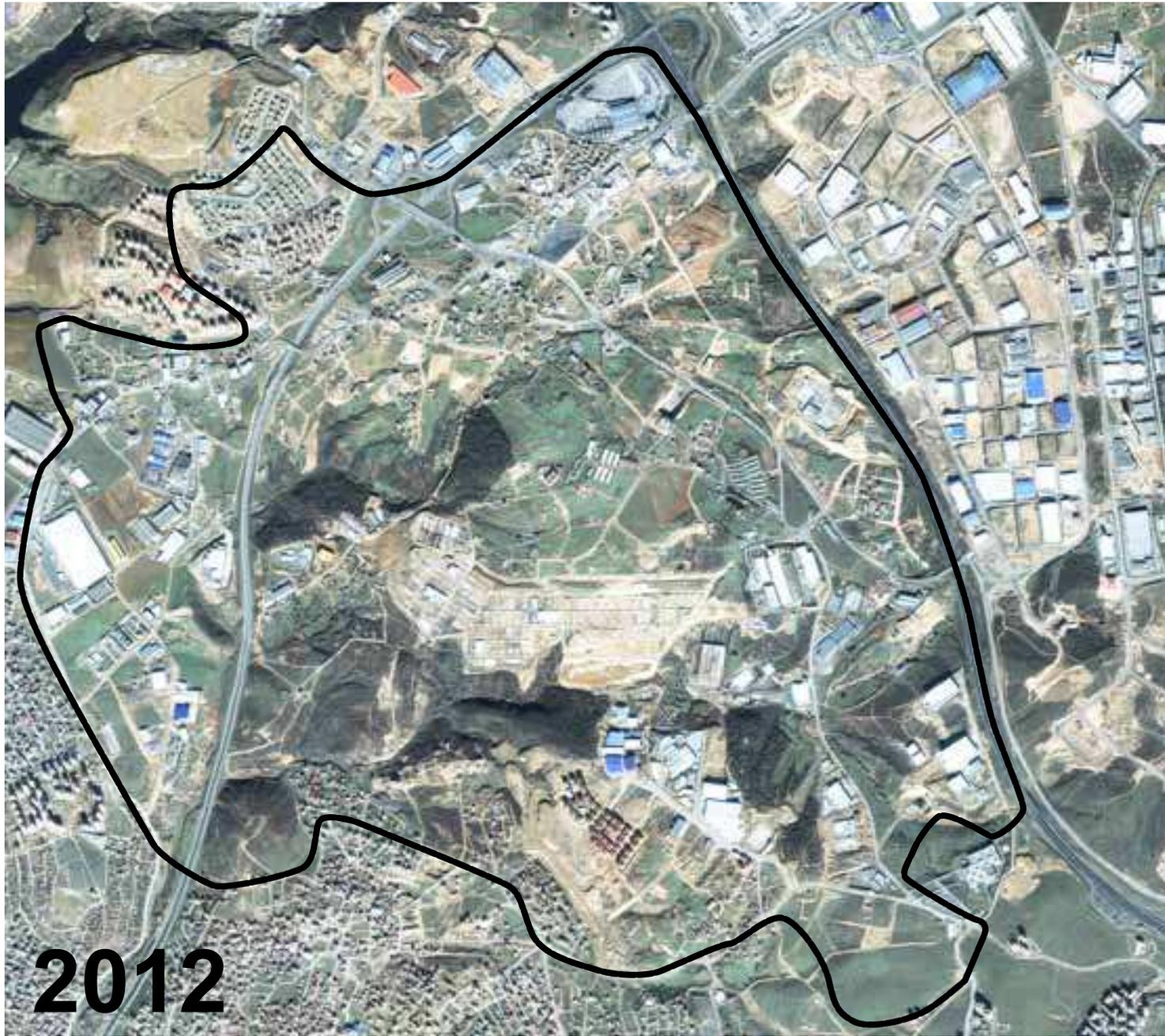


EDGES

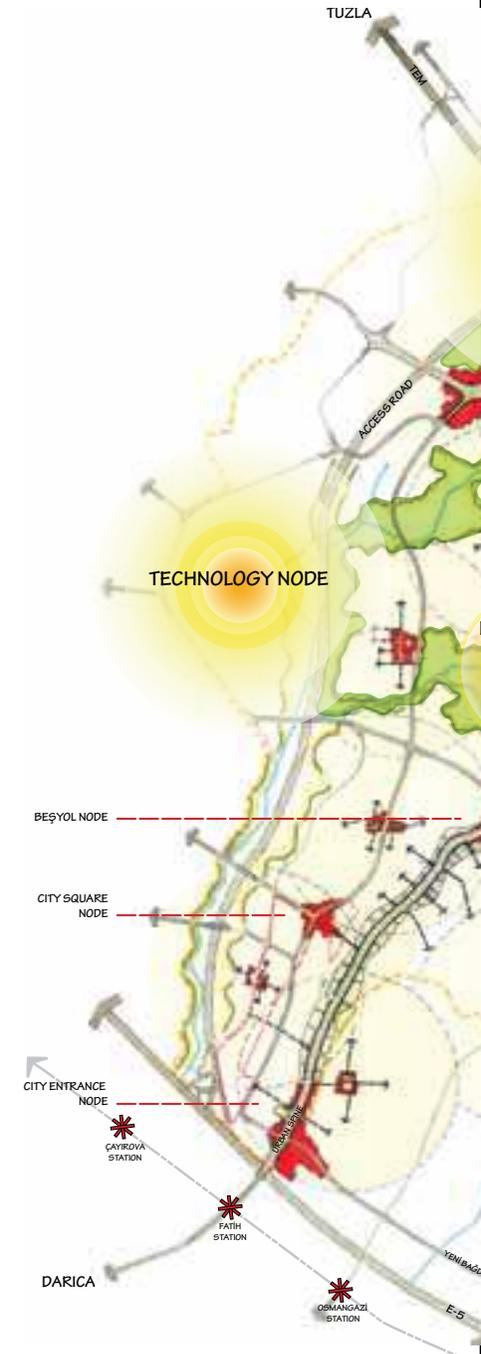


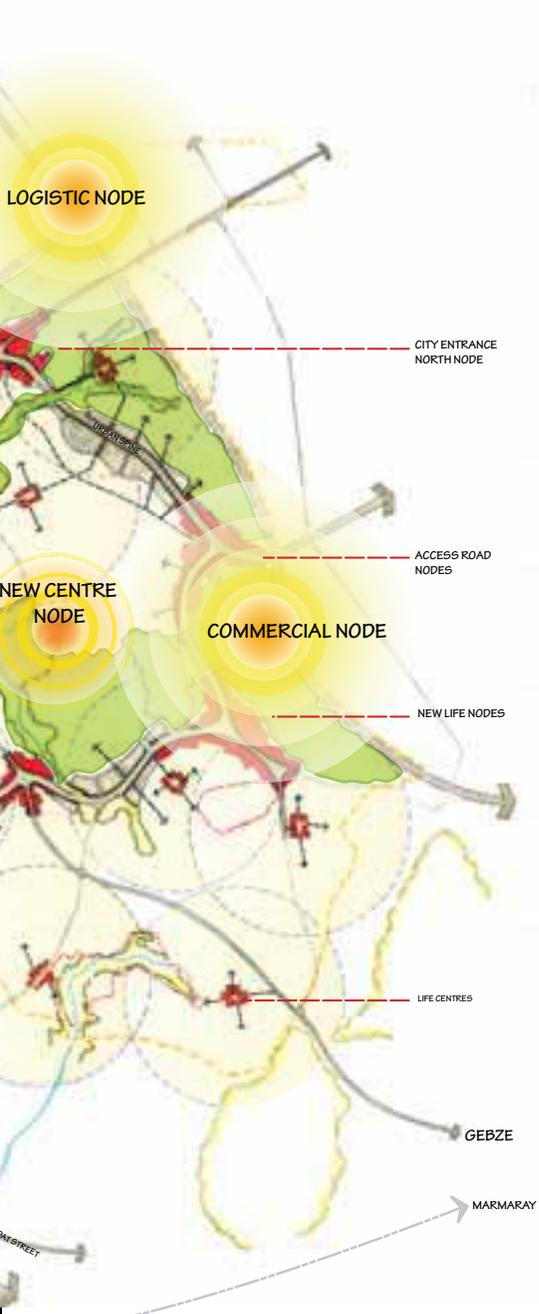
NODES

LIVING UNITS



SPATIAL DEVELOPMENT FRAMEWORK





NEW ÇAYIROVA





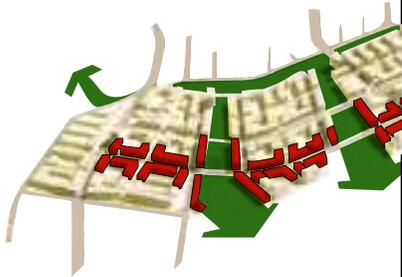
5 VISION PROJECT



GREEN TRIANGLE



LIVING AND WORK



GREEN VALLEY



NEW CENT

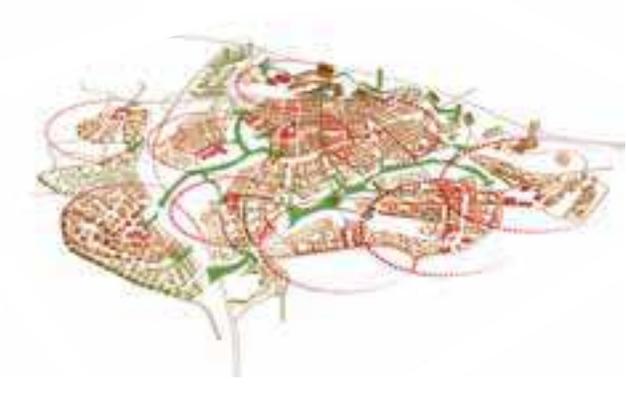
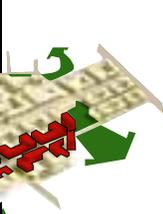


WORKING

EDGES

NODES

LIVING UNITS



RE

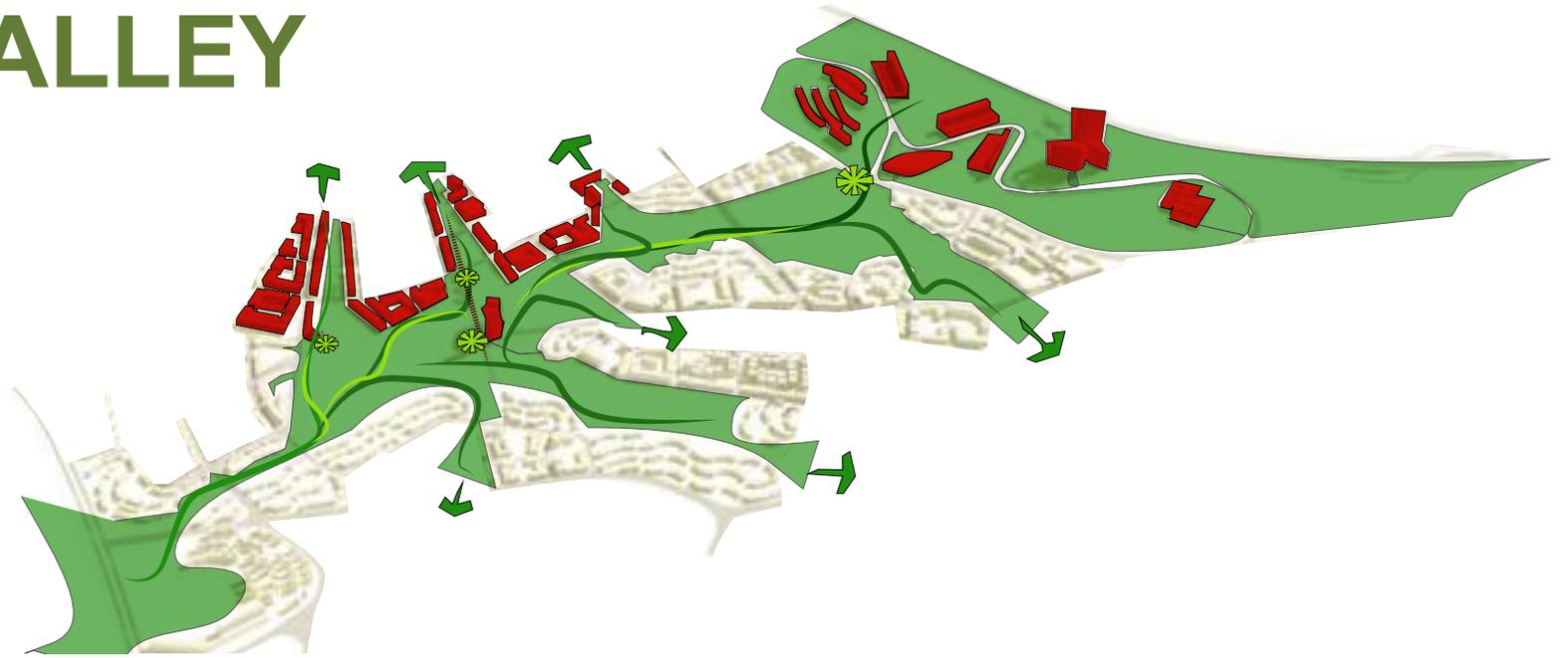
INNOVATIVE BUILDINGS

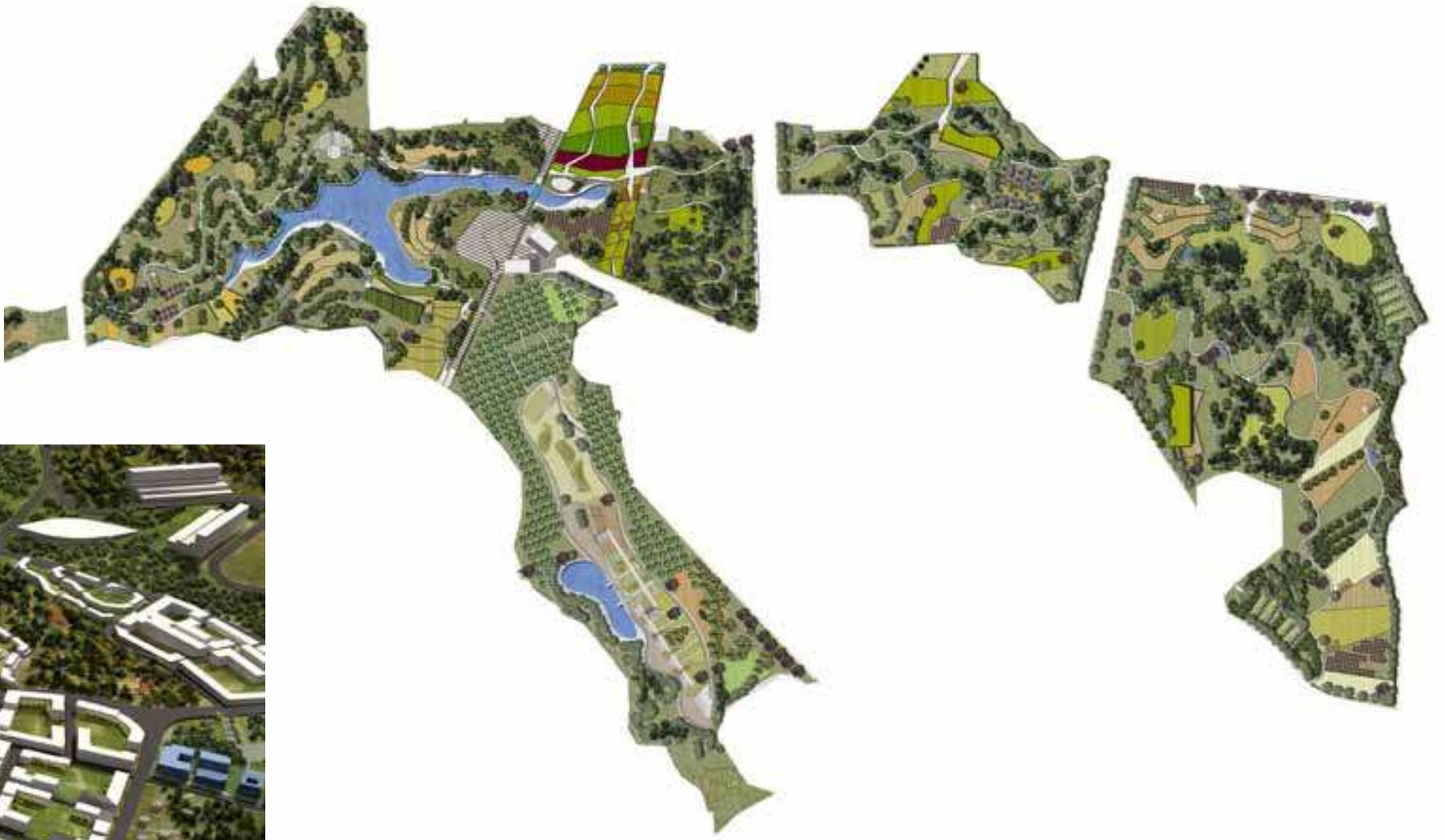
LIFE CENTRES

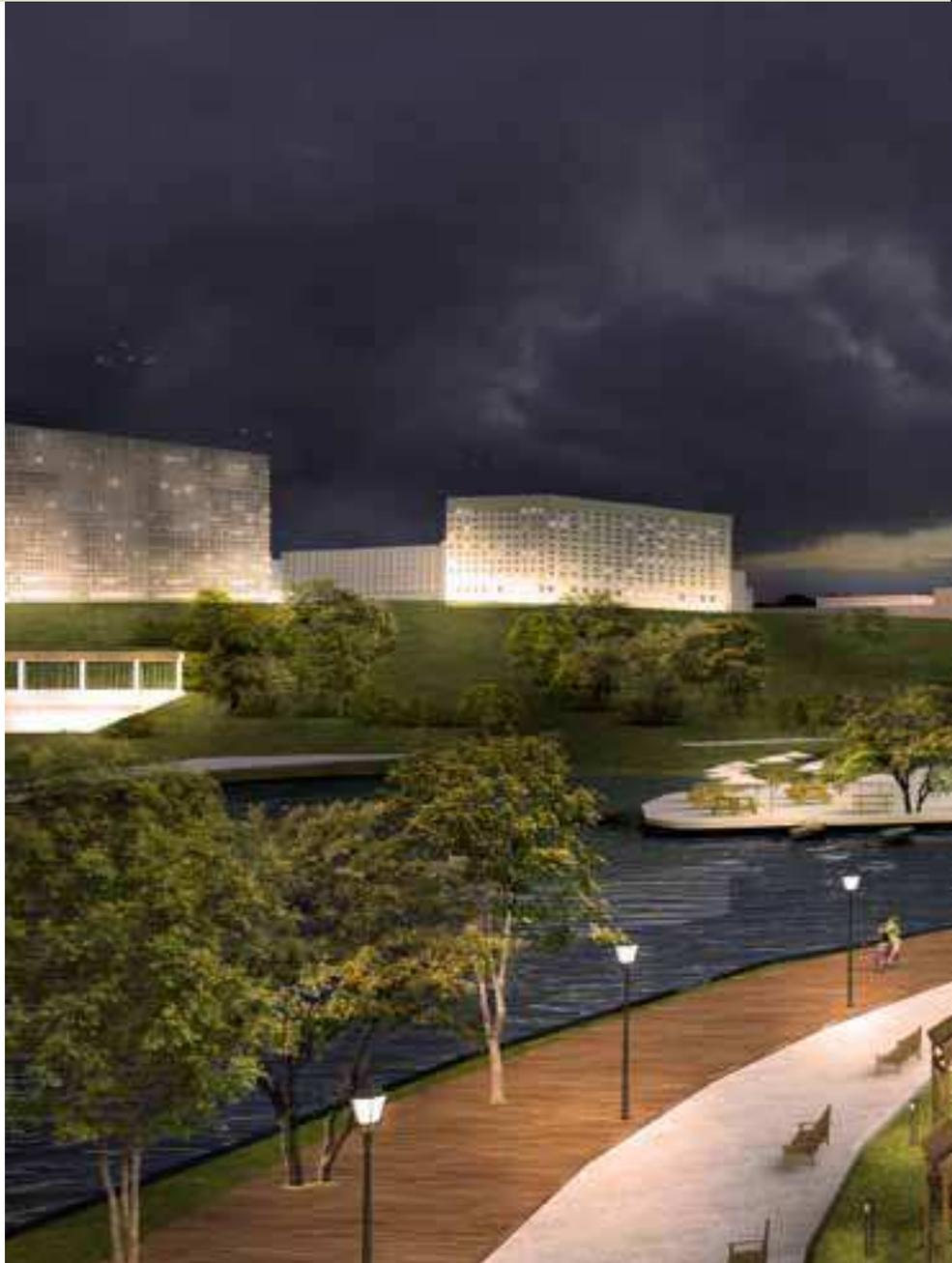
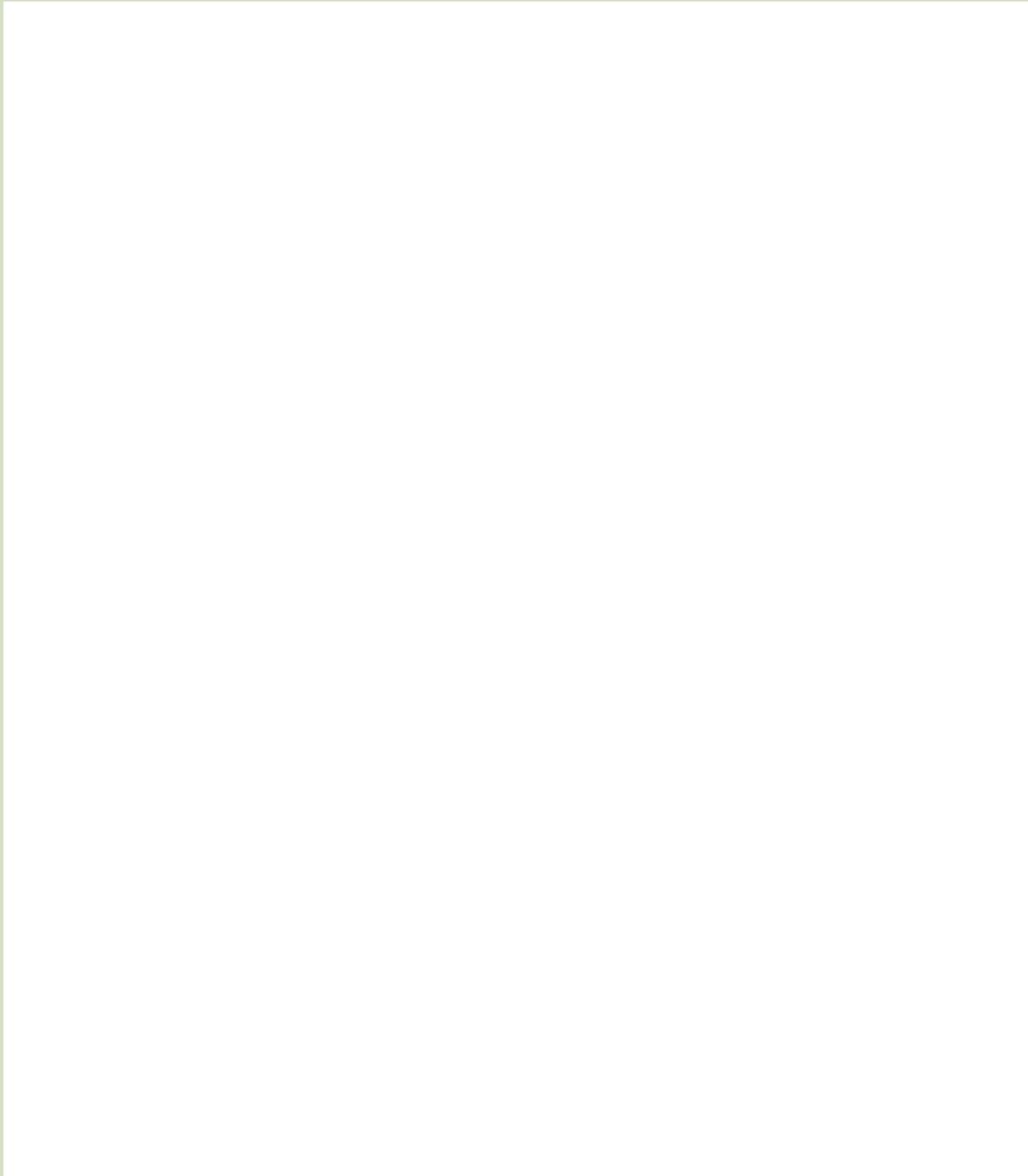
UPPER NEIGHBOURHOOD



GREEN VALLEY















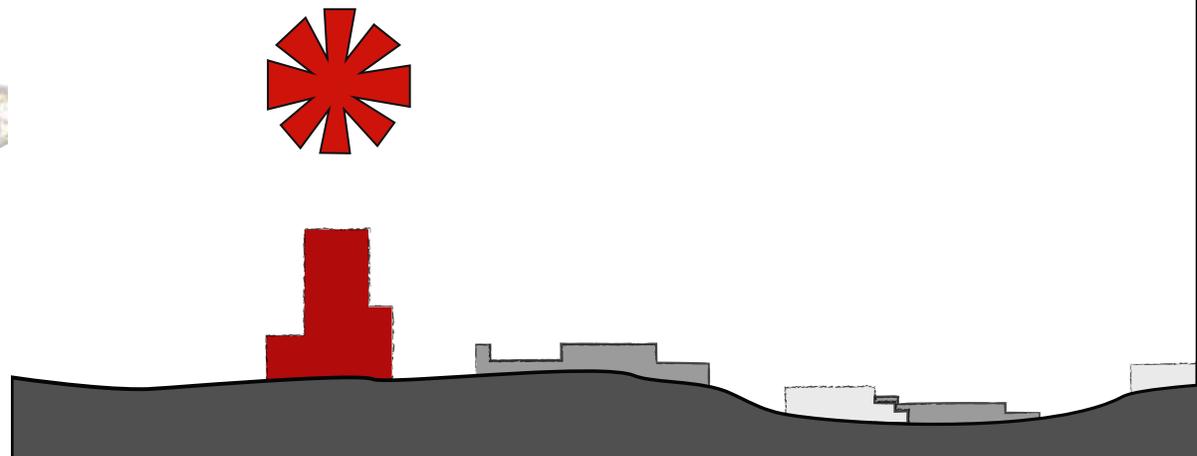
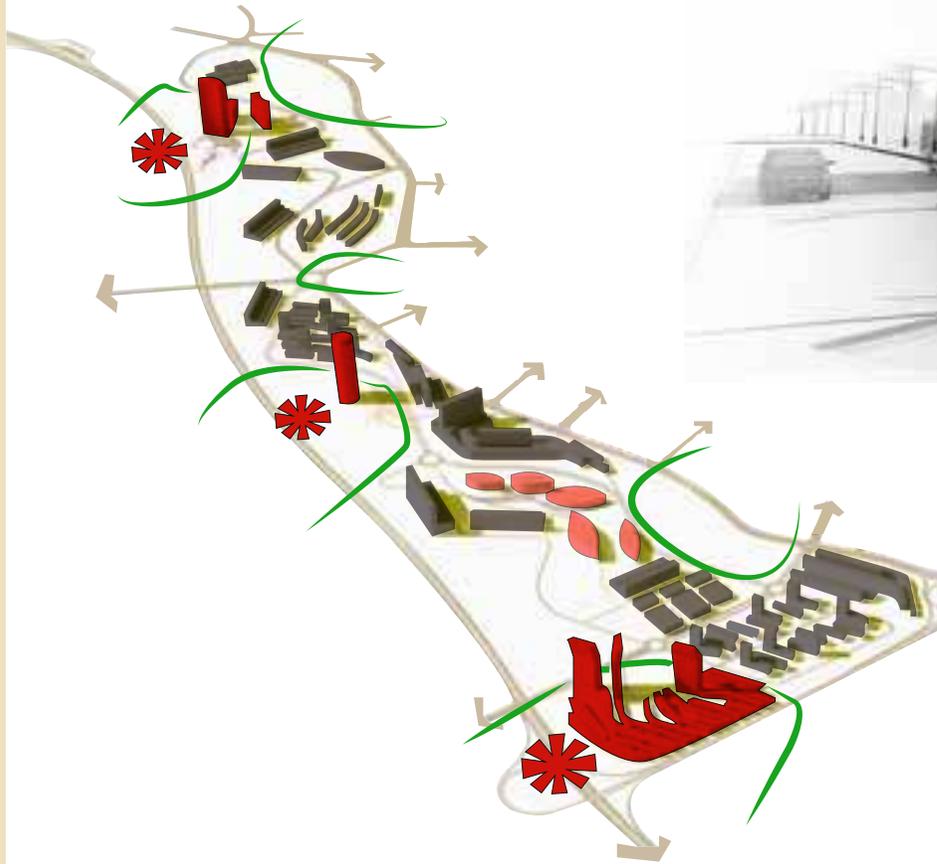


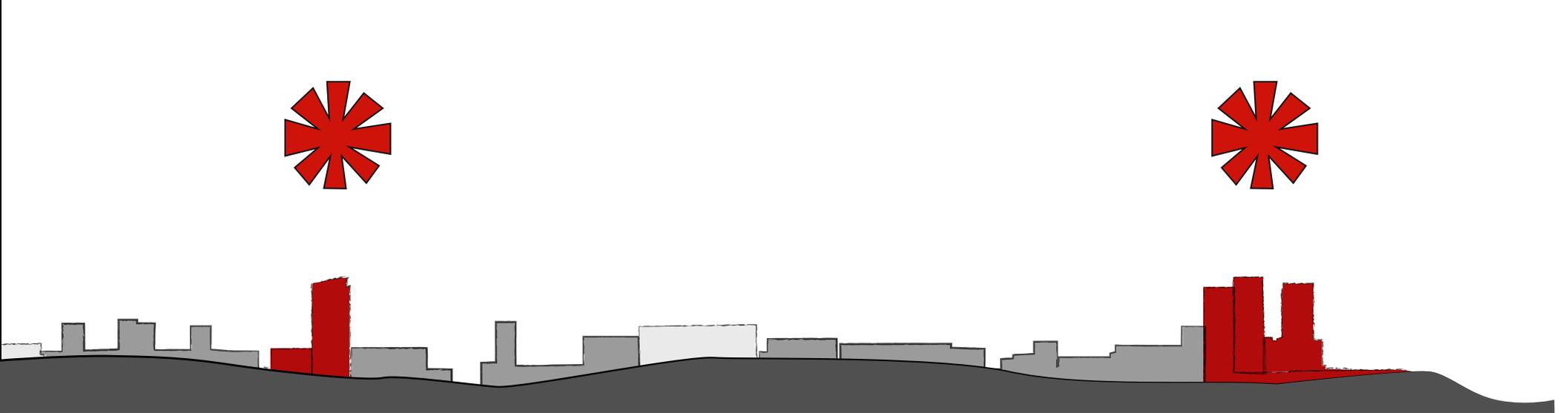
NEW CENTRE



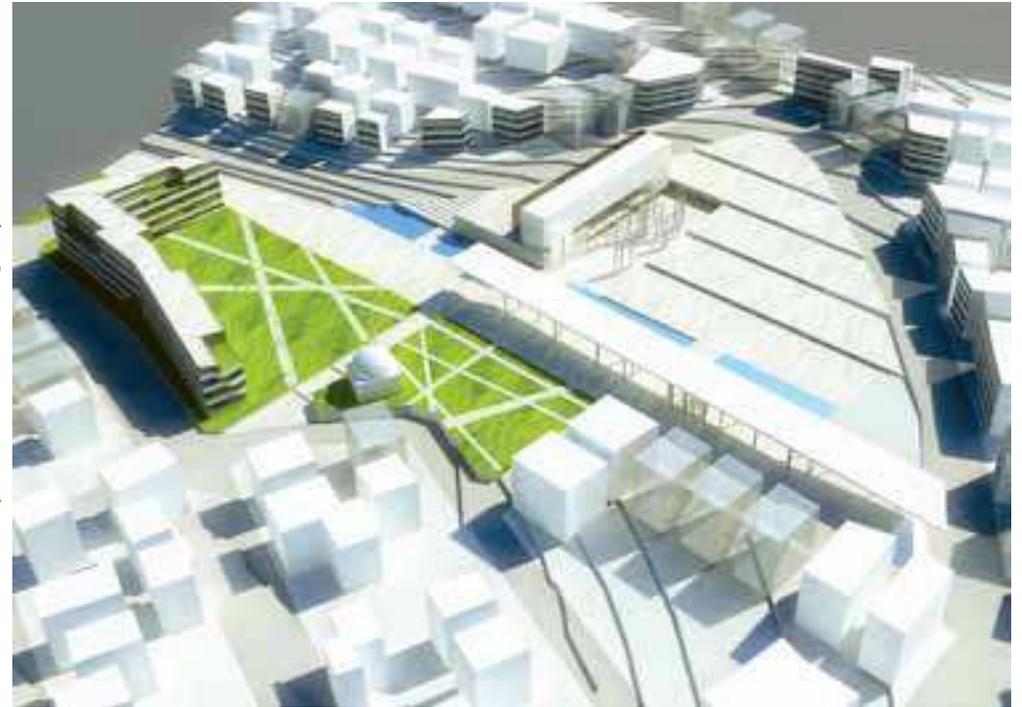
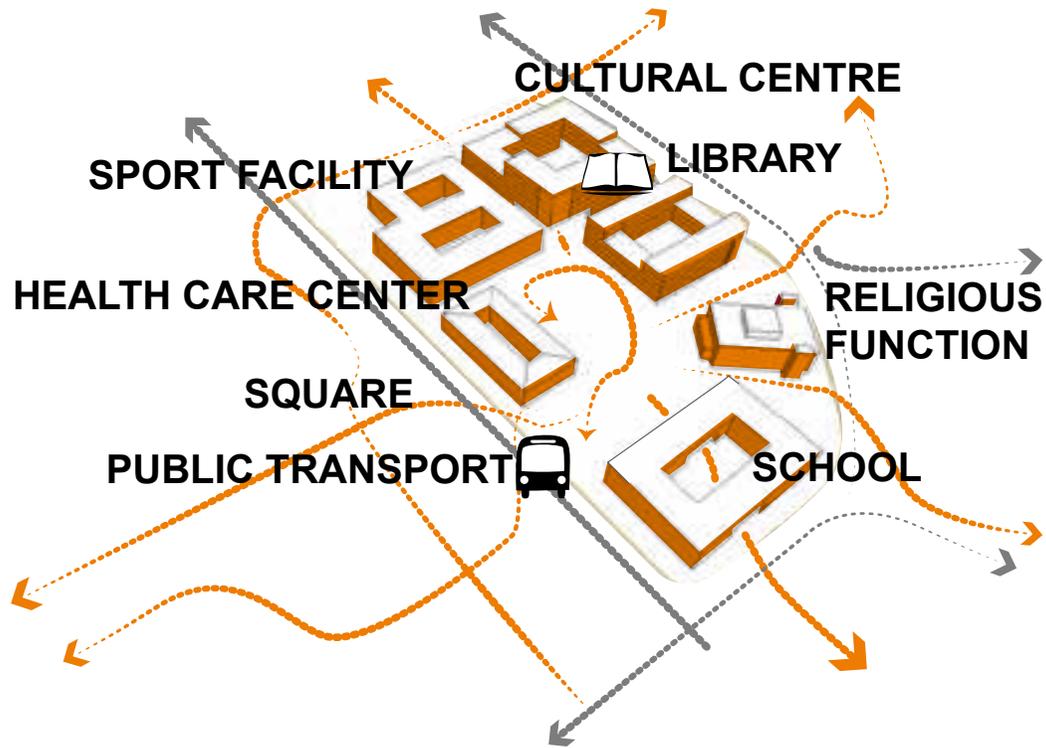


INNOVATIVE BUILDINGS





LIFE CENTRES





UPPER NEIGHBOURHOOD









FUTURE OF ÇAYIROVA; 10 MAIN PRINCIPLES

1 Regional Collaboration; Golden Triangles

Development of cities is strongly related with their success in regional cooperation. Regional power should be managed considering golden triangles;

- Metropolitan Triangle;** İstanbul-Kocaeli-Bursa
- Regional Triangle;** KartalÇayırova-Yalova
- Sub Regional Triangle;** Çayırova-Gebze-Darica.

2 Innovative Values

At the present day urban and regional economic development depends on informatics and innovation. Universities, Banking Bases, R&D, innovation centres are very crucial for creating knowledge and innovation.

Çayırova should aim to be the centre of the region by its **advanced technology, informatics and creative sector.**

3 Vision

Regional and Strategic Vision for Çayırova gains importance if we consider inner and outer dynamics.

Regional Vision; 'A new regional power' where metropolitan competitive powers meet innovative values

Strategic Vision; 'New Çayırova', bringing life and work together with its new identity through utilizing the opportunities of being Cross-Border "New Regional Power"

4 Future Strategies; 6K

To reach Çayırova vision, strategic framework should be drawn considering 6K; **Identity** (Kimlik), **Capacity** (Kapasite), **Quality** (Kalite), **Participation** (Katılım), **Resource** (Kaynak) and **Setup** (Kurgu).

- Çayırova with a new identity
- Çayırova; productively using its capacity
- Çayırova; with high quality of life
- Çayırova; a participative developing city
- Çayırova; transforming resources into opportunities
- New Setup for Çayırova.

5 Spatial Development Strategies

Spatial development strategies of Çayırova should involve increasing quality of life and place as well as defining potential investment areas which increase added value.

Green Triangle Living and Working Edges Nodes Living Units

6 Green Triangle

Natural valley structure in Çayırova will form the green spine of New Çayırova. Green triangle that combines the green area at the roadside of TEM and Connection Road with existing Çayırova is important for recreation, culture and entertainment functions as well as for creating urban ecosystem.

7 New Centre

New Centre which will include life and work synergy should be developed in the **Recycling Area**. New Centre should be designed as the **Heart of New Çayırova** with commercial, office, residential and tourism uses.

8 Innovative Buildings

Innovative investments such as green buildings, renewable energy, green materials should be designed considering regeneration of industrial and logistic functions close to TEM and Connection Road. These areas and structures that constitute **vision and image points** are important for the identity of Çayırova.

9 Living Centres

New Çayırova will be a new attractive settlement with new working and living population of 400.000 people. **10 life centres** within walking distance are designed to maintain quality of life and provide social integration.

Life centres will be meeting and **socialization places** for residents with their cultural, educational, sports and medical amenities; parks and public transportation stops.

10 Upper District

Neighbourhood units in New Çayırova should provide integration with neighbourhoods on the south. **Social integration of upper and lower neighbourhoods** should be handled together as a **space and life design** process.

Design criteria for the redesigning process of neighbourhoods should include considerations about aesthetic values, public spaces and high quality environment.

Strategic Design Guides should be prepared to guide designers.

1 MEETING WITH DESIGNERS

15 April 2010
30 April 2010
24 May 2010
3 June 2010



Strategic Design Workshop

2 MEETING WITH SECTOR

08 October 2010



Road Map Announcement

2010

4

5

6

7

8

9

10

11

12

2011

1

2

3

4

5

Urban Strategy Workshop Preparation of Road Map

15 Haziran 2010
20 Temmuz 2010



STRATEGIC DESIGN

ROAD MAP

3 MEETING WITH RESIDENTS

Road Map Announcement

30 April 2011





Planning and Design Criteria

5 Main Strategy

5 Vision Project

4 MEETING WITH INVESTORS

Vision Plan Announcement
17 March 2012

VISION PLAN

VISION PLAN



ROAD MAP



STRATEGIC DESIGN





Design Team

Arda İNCEOĞLU • Bünyamin DERMAN • Erhan VURAL • Sertaç ERTEEN
• Devrim ÇİMEN • Tatsuya YAMAMOTO • Hakan ÖZBEK • Ali ERAY

Evaluation Council

A. Faruk GÖKSU • Ömer KIRAL • Özdemir SÖNMEZ • Murat VEFKİOĞLU
• Osman AKYEL



Future of Çayırova Strategy and ve Action Plan

A. Faruk GÖKSU • Eylem GÜLCEMAL • Sıla AKALP • Sinem METİN •
Alp ARISOY

Spatial Development Strategies

A. Faruk GÖKSU • Ömer KIRAL • Sıla AKALP



Planning and Design Team

A. Faruk GÖKSU • Sıla AKALP • Ömer KIRAL • Ediz AKYALÇIN • Ayşegül
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GACAL • Ramon Farre ESCOFET • Mariona Benain AGUILERA • Nuria
NURIZ • Juan HEVIA • Atılım YILMAZ

'Strategy' revives cities, 'Negotiation' realizes projects.

URBAN VISION

Vision Plans - Strategic Plans - Road Maps - Strategic Framework
- Neighbourhood Renewal Action Plans - Urban Regeneration
Strategies - Urban Regeneration Action Plans

NEGOTIATION MANAGEMENT

Negotiation Components (6B) - Expectation Analysis – Negotiation
Strategies (between Land owners, Local Government, Residents,
Investors)- Participatory Planning and Design Management

STRATEGIC DESIGN

Concept Projects Design - Spatial Development Strategy Framework
- Planning and Strategic Design Charettes - Urban Renewal Projects -
Strategic Design Guide

PROJECT DEVELOPMENT

Project Development Methods - Partnership Models - Public, Private,
Civil Partnership Models - Real Estate and Land Development
Strategies - Assessment, Feasibility, Best Use Analysis



FUTURE CHARETTES



Future of Çayırova; Cross Border Regional Power, Economic and Ecologic Future of Cendere Valley, Cendere Valley Participatory Planning and Negotiation Management, Kartal Valley Participatory Planning and Negotiation Management, Future of Şanlıurfa; Strategic Bridges, Denizli Road Map, Cendere Valley Concept Project Charette, Eskişehir Industrial Area Concept Project Charette, Eskişehir Porsuk Strategic Design, Denizli Concept Project Charette, Şanlıurfa Design Charette, Bursa Urban Centre West Axis Development Charette, Konya New Center Concept Project, Bağcılar Spatial Development Framework, Future of Karasu Urban Strategy Charette, Düzce Road Map, Yalova Urban Development Scenario, Enez- Şarköy-Demirköy-Vize Vision Plans, 3x3 Strategic Design Programme, 3BLOCKS1BLOCK Programme, Studio 33



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