

## Izmir Kemeraltı YUROKEM: International Creativity Center, Izmir

*Kestelli Street, Konak, İzmir, Turkey*

The site is part of İzmir Metropolitan Municipality's Kemeraltı Revitalization Program and is located in the Kestelli Region in Kemeraltı. Kestelli is the sub-region within the Historical City Centre which plans to create a centre of attraction for youth, artists, new generation companies and their employees. Kestelli Street is one of the entrances that feed the Kemeraltı Bazaar which has approximately 200.000 daily visitors. The land is currently used as a car park and should return to its original educational function with an innovative approach thanks to the Reinventing Cities competition.

The project area consists of two parcels and has an allowable total construction area of approximately 3000 sqm. The project site was declared as a special area in 2019, enabling new construction focused on igniting social, cultural, and entrepreneurial change and growth in the area in accordance with the Revitalization Program, as well as the İzmir Green City Action Plan (GCAP) as adopted by İzmir Metropolitan Municipality in 2020. The site is the largest vacant plot in the region and aspires to be the first LEED certified green building in the historic district of İzmir.



### **Plot Area:**

The project area consists of two parcels; 1347 sqm and 283m2 and has an allowable total construction area of approximately 3000 sqm.

### **Expected Land Use:**

Zoning allows for office and retail space, commercial spaces, residential units, tourism, and underground parking. The city aims to create an international and innovative ecosystem where all stakeholders in creative industries can work, shop, and live together. The proposed development should support research, design and commercialization activities of entrepreneurs and start-ups, with a focus on sustainability and green economy. Training, seminar, and classroom setup are also required as part of the development.

### **Site Ownership:**

The site is owned by YUROKEM, "Yusuf Riza Kemeraltı Management Marketing and Organization. Inc.", which is a subsidiary of TARKEM.

### **Type of Property transfer intended:**

YUROKEM proposes to work with the winning team based on one of the following models: (teams should define the chosen model):

- Design-Build-Operate and Transfer (DBOT): To design, build, operate the centre and transfer the property back to Yurokem at the end of the proposed operational period by the developer. Design and Construction period will be included in the overall proposed operational period. Total investment amount and operation period should be included in the proposal.
- Guaranteed rent to the developer by Yurokem. To rent the subject development to Yurokem for a proposed fee for the duration of the operation. Proposed rent and duration should be included in the proposal.

Any derivative of the above models can be discussed with teams upon request.

### **Deadline for the submission of the Expression of Interest:**

Thursday 17 November 2022 3pm Izmir local time (UTC+3)

## Presentation of the site and development expectations

YUROKEM is a company founded by TARKEM and Yusuf Rıza Duvenci. YUROKEM's goal is to develop an ["International Creativity Centre"](#) with green building principles on the property. The site is owned by YUROKEM, a subsidiary of TARKEM. [Historical Kemeraltı Construction Investment Trade Inc. \(TARKEM\)](#), founded in 2012 as a private-public sector collaboration model, devises new strategies for the preservation, restoration and maintenance of the entire area.

Izmir has a unique geography with its rich historical cultural heritage and natural beauties. İzmir has been home to different civilizations since its inception, and as a result of the blending of all these layers, a mosaic of rare cultures has been developed. Konak district is the trade and business centre of İzmir. The majority of the historical building stock in İzmir is in the historical city centre in Konak.

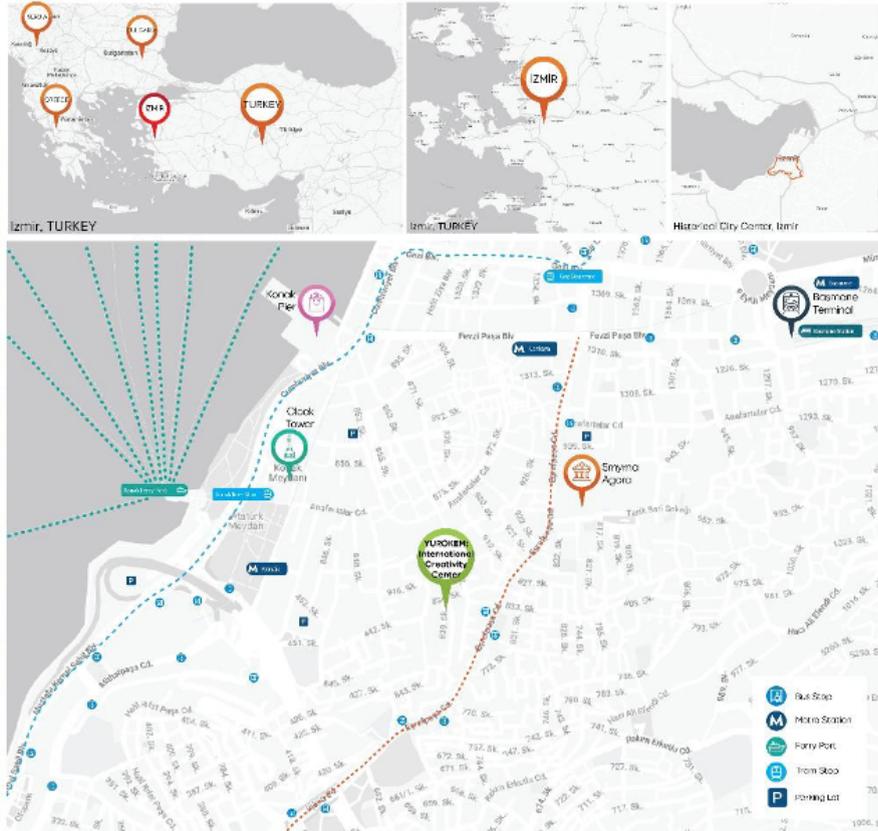
Kemeraltı is the historic open-air shopping centre of İzmir which is being visited by thousands of people for shopping every day. Kemeraltı attracts the attention of local and foreign tourists with its historical heritage. [The Kemeraltı Bazaar](#) continues to be a commercial centre and is about 252 hectares. It was declared as 'Izmir Konak Kemeraltı and Surrounding Renovation Area' in 2007 with the decision of the Council of Ministers in accordance with [the law numbered 5366](#).

The site has four types of transportation: bus, metro, ferry and tram. There are various bus stops around the project site and therefore it is possible to reach the whole city with the bus network. İzmir Metro is linked to the Izban (Commuter Train) network which makes the major districts of İzmir commutable. Konak metro station is 500m away from the project area. It is possible to directly access other central settlements of the city such as Bostanlı, Göztepe and Karşıyaka by ferry. The distance between the ferry port and the project area is 800m. The tram provides rapid transactions within Konak and is located 600m from the site.

[Yusuf Rıza Primary School](#) was located on Kestelli Street which is one of the most important entrances that feed the Kemeraltı Bazaar. The project site is surrounded by 2500 registered buildings. There are mostly textile workshops around the project area and textile trade has come to the fore. Planning activities in the area aim to make the area a business district. Thus, it is planned to restore the historical buildings in the area in accordance with their originality and to open them for use.

Izmir Historical City Centre is included in the UNESCO World Heritage Tentative List. The project plans to create a centre of attraction for young people, artists, new generation companies and their employees, including spaces for training, seminar, and classroom setup. The development should also be designed in line with LEED principles and support research, design and commercialization activities of entrepreneurs and start-ups, with a focus on sustainability and green economy.

## YUROKEM: International Creativity Center



## Specific planning rules and regulations

The two parcels included in the project area are in Izmir Province, Konak District, Esnafseyh Neighbourhood. The plot number is 184, parcel number 34 (283 m<sup>2</sup>) and 35 (1347 m<sup>2</sup>). Both parcels (34 and 35) should be designed together and building heights should be limited to 9.80 metres above ground.

The parcels are in the area which is planned to be a business district with 3 floors of construction in the conservation and development plan. A basement floor can be built in parcel 35. The building on plot 35 must be designed as a structure with a courtyard. A backyard can be built on plot 34. According to the conservation and development plan, two parcels should be designed at the same time and the interaction of the two buildings should be ensured.



The project site is a 3rd degree archaeological site within an urban protected area and was declared as a special project site in 2019, Architectural design can be made in the area without complying with [the rules of the conservation and development plan design guide](#). Thus, contemporary designs can be implemented.

Permission must be obtained from the Izmir No. 1 Regional Council for the Conservation of Cultural Properties for all kinds of transactions. Teams must design a project in line with archaeological and heritage permissions defined in the documents provided in the data room.

Necessary applications have been made for archaeological sounding excavations, which would be required before the construction drawings are prepared. In phase 1, teams will provide a concept project according to the current zoning rules. It is expected that the excavation works will be concluded in September 2022 and finalised by the beginning of phase 2 of the competition. Teams will be informed about the excavation report and conditions for the final project.

## City climate priorities and environmental challenges

Izmir Metropolitan Municipality adopted [a Green City Action Plan \(GCAP\) in 2020](#) to prioritise the city's Climate agenda. The project should be designed following the principles of LEED Certification Program. Therefore, the project should set an example in the city of Izmir as first Gold LEED certified development in the historical district.

The project's goals should also be to reduce overall contribution to climate change, enhance health and wellbeing, protect, and restore water resources, enhance biodiversity and ecosystem services, build a green economy approach, and enhance community quality of life at YUROKEM site in accordance with the GCAP 2020. The concept of green building has a power to radically change all development and lives of the neighbourhood, and with the change of lifestyle and usage habits it will spread through the community in time.

The project will need to consume less energy, less water, divert more waste from landfills, maximise the coal equivalent save each year, and avoid tons of CO<sub>2</sub> emissions. The project should be designed in accordance with some of the following strategies:

- Integrated project management (structuring the design process to address building system design in a comprehensive and multidisciplinary manner);
- Sustainable lands (designing with site assessment, designing open areas for building users, green roof design, rainwater management, minimising heat island, light pollution reduction for outside the building);
- Transportation (promote compact development, provide alternative transportation, connect to amenities, use existing infrastructure, limiting parking capacity, access for walking, electrical vehicles parking and charging areas);
- Water efficiency (outdoor water usage reduction, indoor water usage reduction, water usage metering, chilled water usage, rainwater, and greywater reuse);
- Energy and atmosphere (reduce energy use, increase energy efficiency, commissioning, energy measurement, energy friendly equipment selection, energy optimization options, renewable energy usage, solar heating);
- Material and sources (reduce material needed, use materials with less environmental impact, green materials, recycle waste from construction phase, reduce and manage waste);

- Indoor air quality (provide systems to ensure a quality indoor environment, air quality, thermal, visual and acoustic comfort, eliminate, reduce and manage contaminants).

## Provisional Timeline

Deadline for the submission of the Expression of Interest: 17th November 2022

Date of announcement of the finalists: January 2023

Deadline for submission of the final proposals: tbc

Date of announcement of the winning project: tbc

## Language Requirements

All the documents of the EOI must be submitted in Turkish or English.

The second document of the EOI (presentation of the project) must be submitted in Turkish and English.