



İSTANBUL & İSTANBUL METROPOLITAN MUNICIPALITY



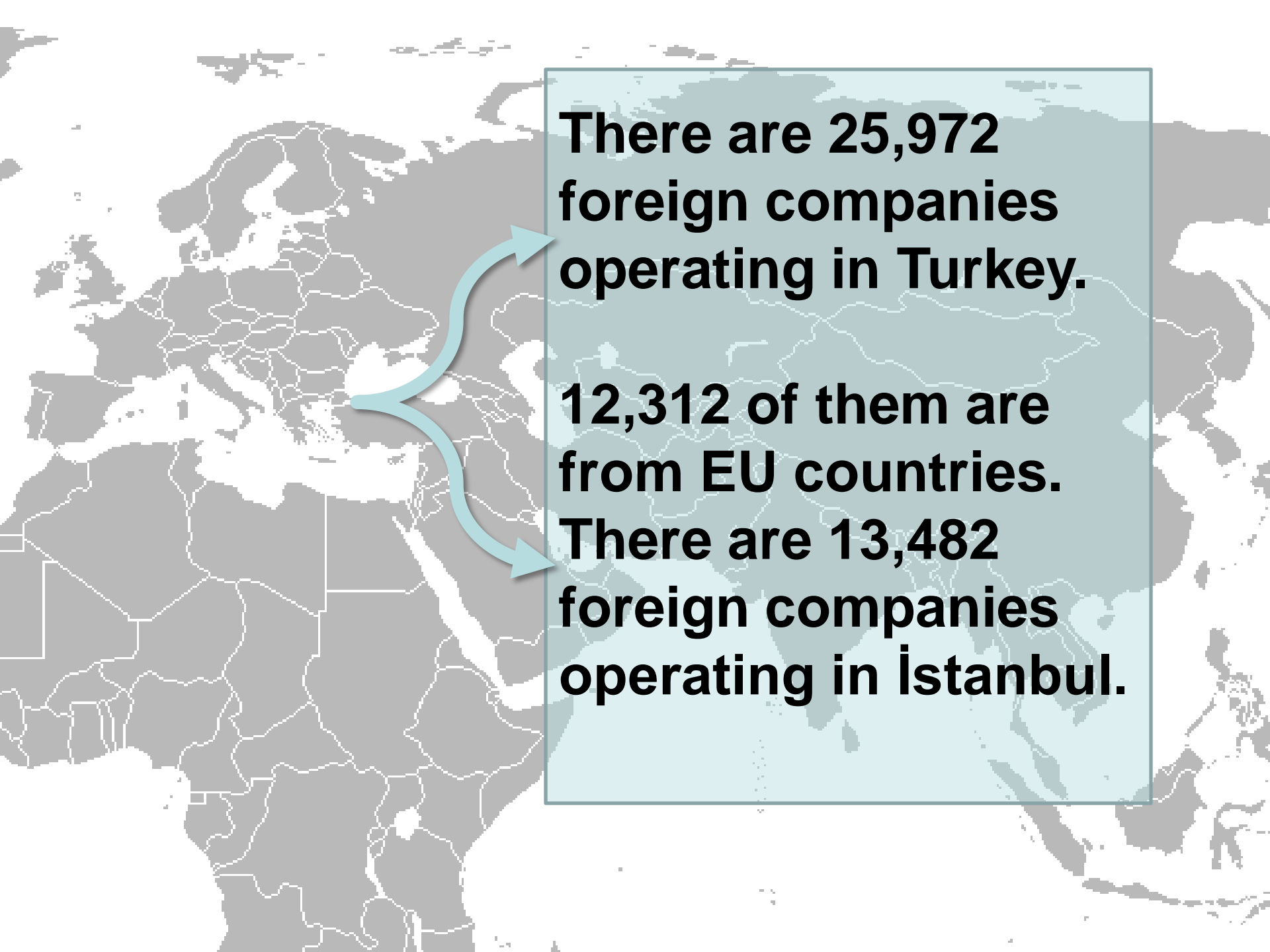
FACTS & FIGURES ABOUT TURKEY AND İSTANBUL

İstanbul a vibrant city of a thriving country

A map of Europe and the Middle East is shown in the background. A blue arrow originates from the left side of the map and points towards the city of Istanbul, which is located at the crossroads of Europe and Asia.

**Istanbul has a long
history from 8500 BC
onwards and still has
a strategic location
amidst Balkans
Caucasia and Middle
East**

**Capital to 3 Empires:
Roman, Byzantine
and Ottoman**



**There are 25,972
foreign companies
operating in Turkey.**

**12,312 of them are
from EU countries.
There are 13,482
foreign companies
operating in İstanbul.**



The infographic features a central map of Turkey with a dark blue label 'Turkey' at its center. Eight callout boxes, each with a pointer to the map, radiate outwards. The boxes are color-coded: dark blue for general economic and trade points, light blue for trade and energy, and black for demographic data. The background is a light gray world map.

Emerging market

Entered Customs Union
in 1996 and started full
membership negotiations
with EU in 2005

Liberal market economy with
easy access and lots of
investment opportunities

Major hub situated on
the energy corridor
between the East and
the West

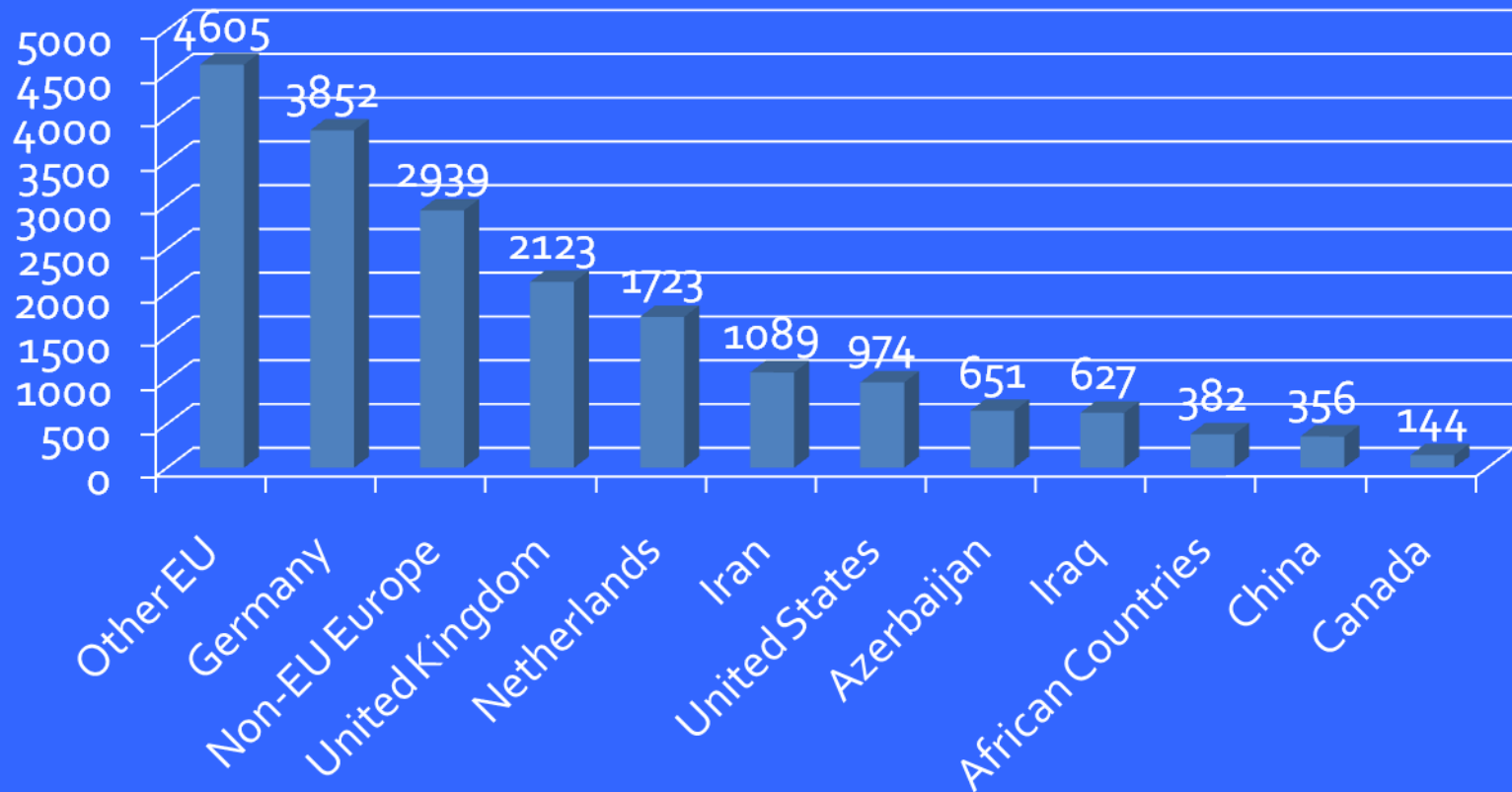
Turkish Exports in 2010
topped \$113,7 billion

Cost-effective and
hi-quality labor

A young population of 73
million with an average
age of 29
(65% of the population are
under the age of 34)

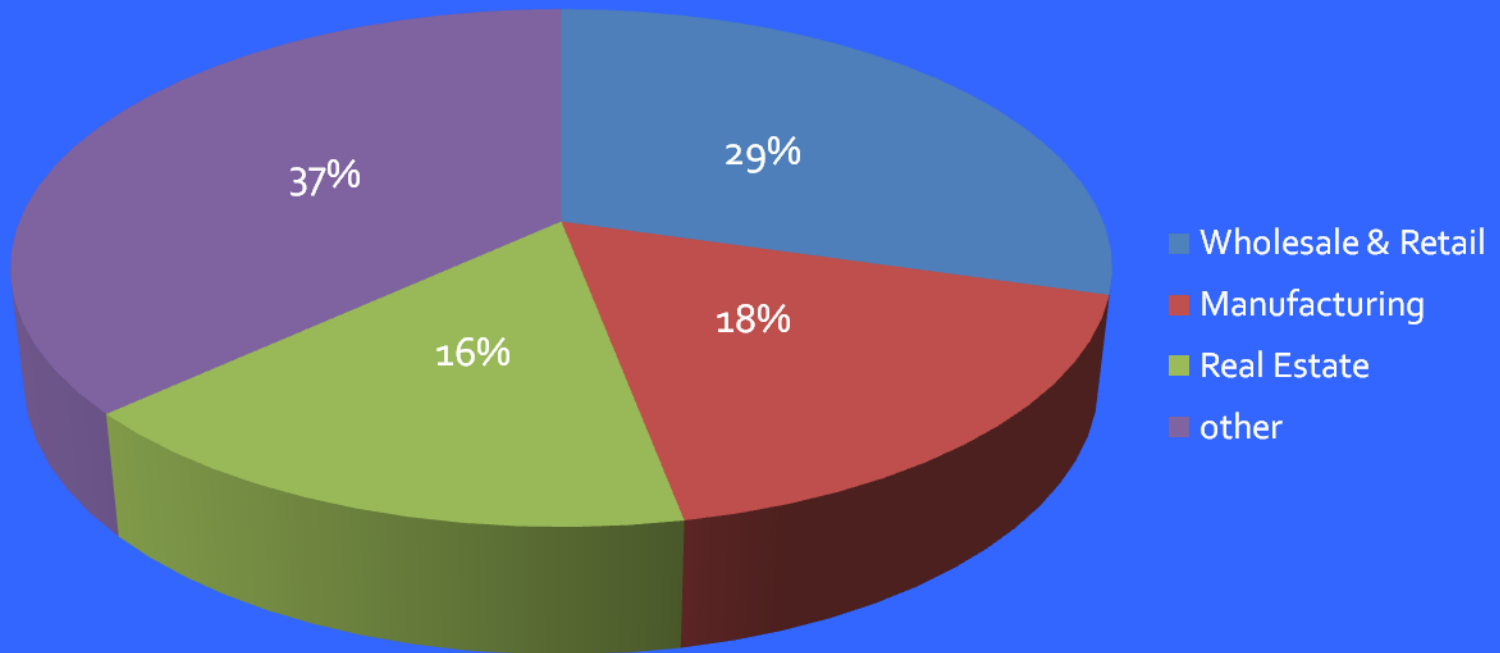
Turkey

Number of foreign firms operating in Turkey as per their countries of origin



FOREIGN FIRMS OPERATING IN TURKEY

Relative shares of foreign firms as per the operating sectors



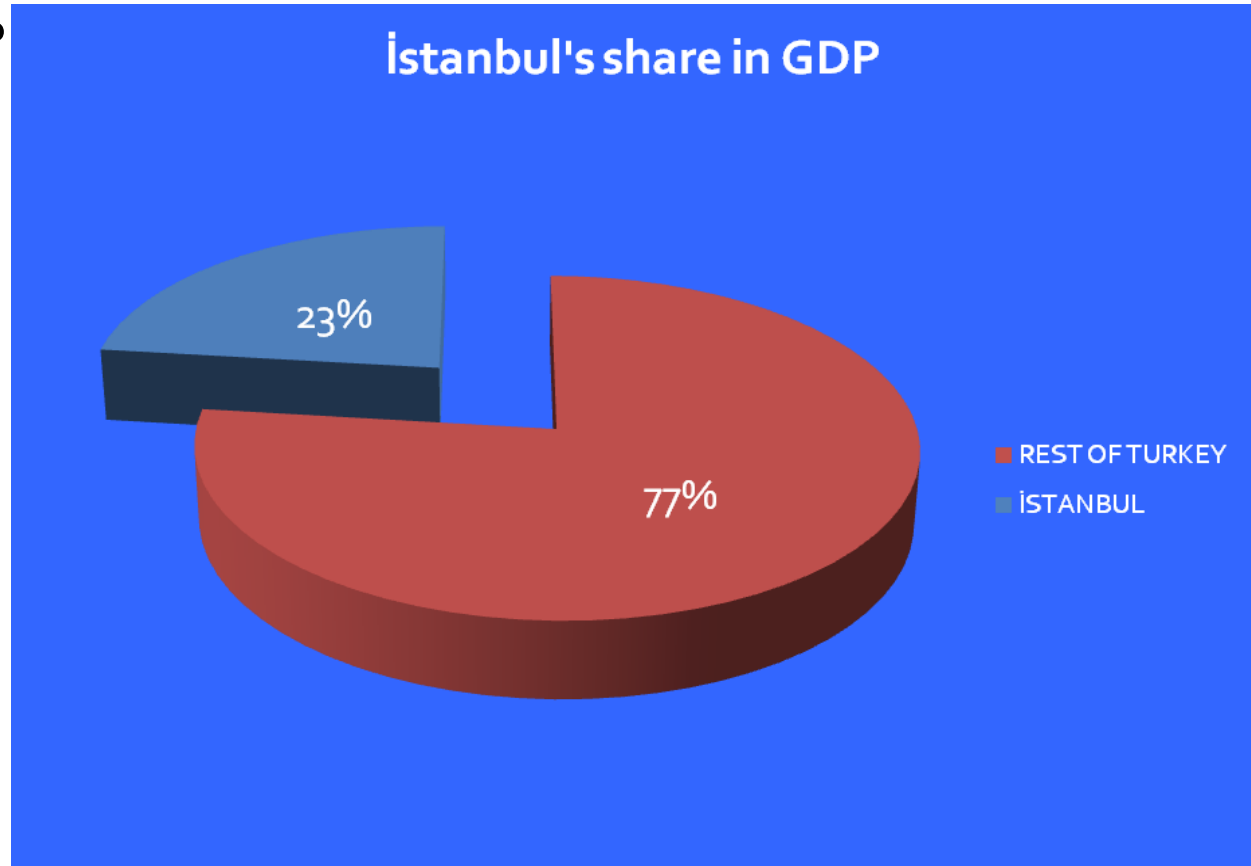
Most foreign firms are active in wholesale & retail trading, manufacturing, real estate leasing & business and to a lesser extent in transportation, communication and warehouse services



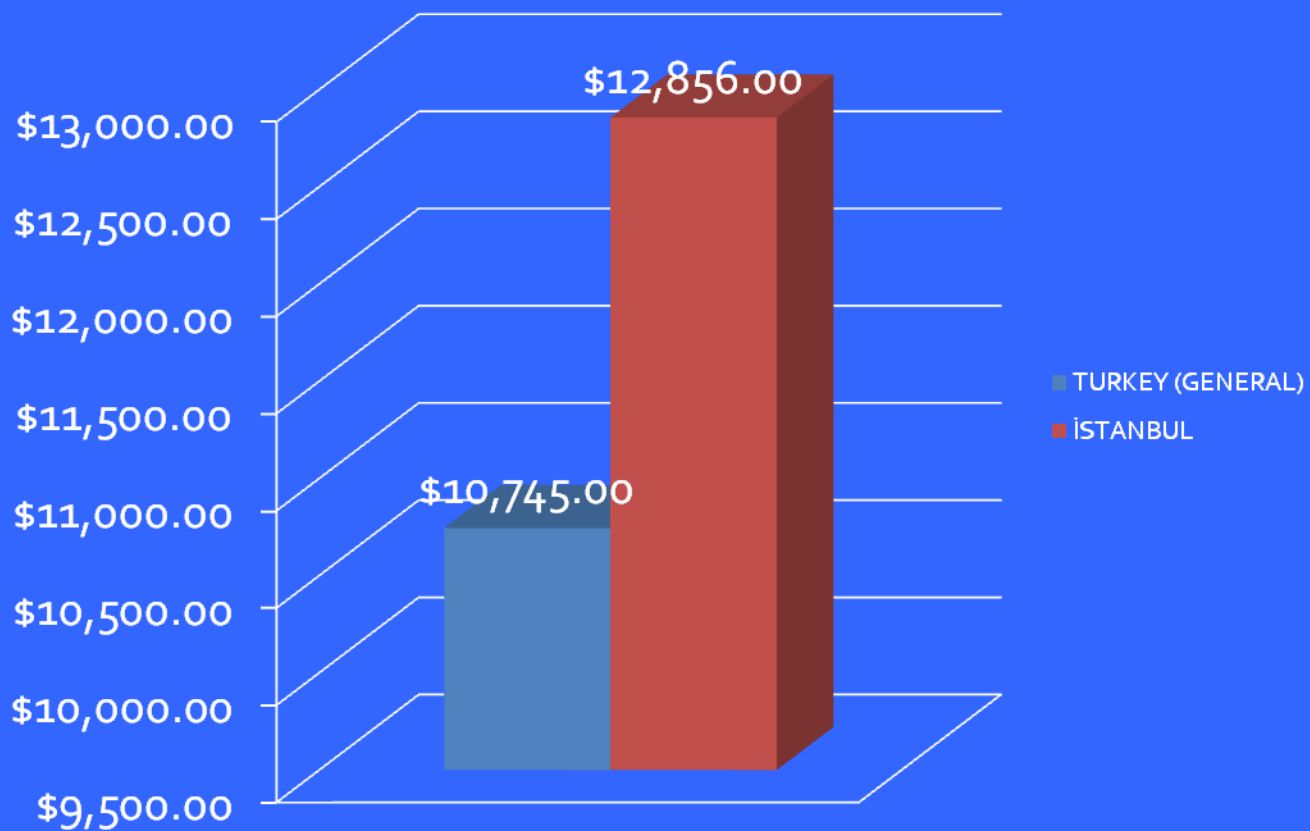
**ISTANBUL IS THE LARGEST METROPOLIS OF EUROPE
WITH A POPULATION OVER 13.2 MILLION**

Istanbul's share
in Turkish GDP
is

23%



**İSTANBUL'S SHARE IN GROSS
DOMESTIC PRODUCT
AT CURRENT PRICES**



PER CAPITA INCOME IN İSTANBUL – 2011

AIRPORTS

Situated on the European Side, **Atatürk Airport** has a passenger traffic of **30 million** per year in international flights, and **18,2 million Passengers** per year in domestic flights, Atatürk Airport accounts for the 88.7% of foreign tourists (as of Oct. 2009)

Situated on the Anatolian Side, **Sabiha Gökçen Airport** has a yearly traffic of 11 million international and domestic passengers



The third airport is projected to be built near Silivri on the European side



İSTANBUL HAS TWO SUSPENSION BRIDGES CROSSING OVER THE BOSPHORUS STRAIT, PLANS ARE TO BUILD UP A THIRD BRIDGE TO THE NORTH, MOST PROBABLY BETWEEN BEYKOZ AND TARABYA

MARMARAY, A LANDMARK RAILWAY PROJECT



Istanbul's two sides will be connected by **the world's deepest immersed tube tunnel under the Bosphorus strait** which is part of a huge project of much greater scope, called **Marmaray**, that is expected to reduce Istanbulites' travel time from Gebze (on the far East end of the city) to Halkalı (on the European Side) by **80 mins.**

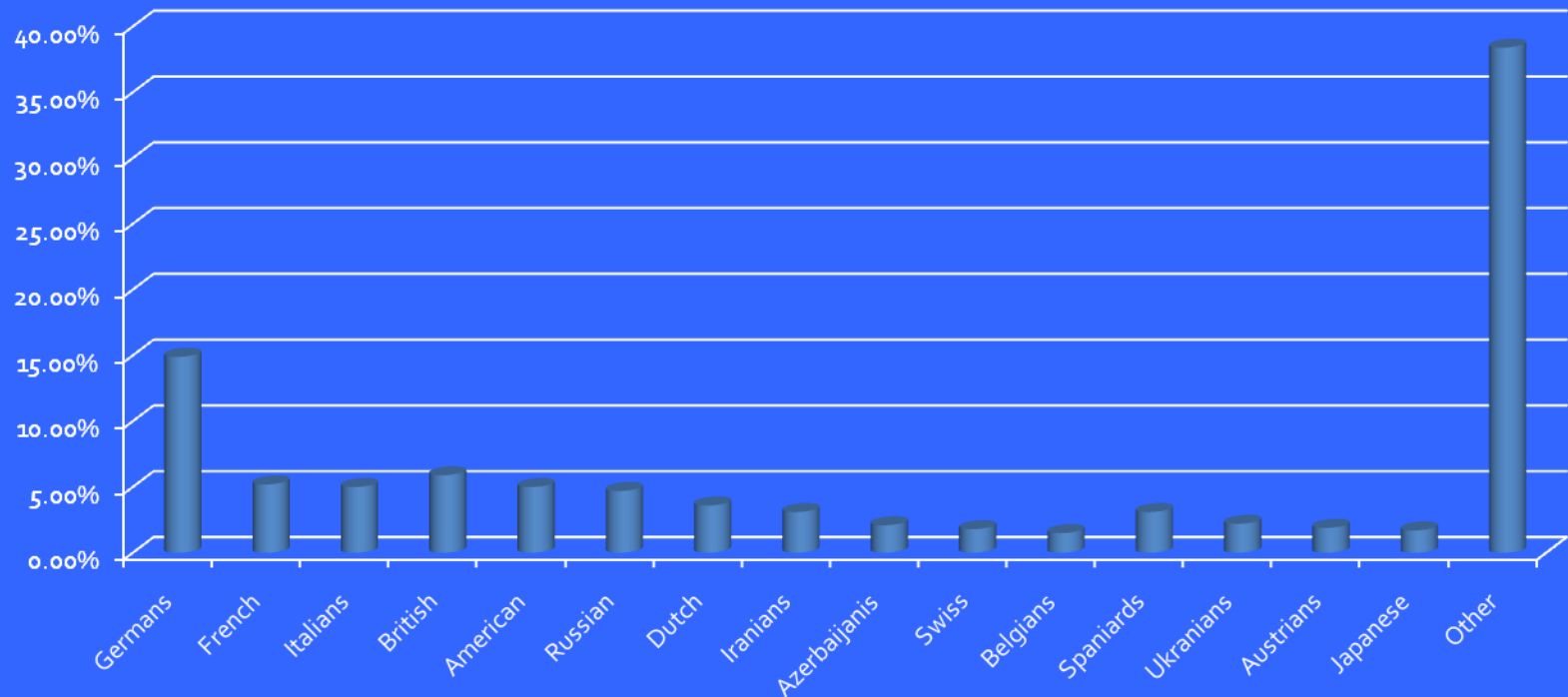
There are plans to construct a **second tunnel for motor vehicles**





**ISTANBUL ATTRACTED 7,5 MILLION TOURISTS
FOR THE YEAR 2010.**

RESPECTIVE DISTRIBUTION OF TOURISTS' COUNTRIES OF ORIGIN



**MOSTLY NATIONALS OF EUROPEAN
COUNTRIES ARE VISITING İSTANBUL**

TOURISM INCOME

Istanbul grabbed the first place in Europe for increasing its income from Tourism by

23.5%

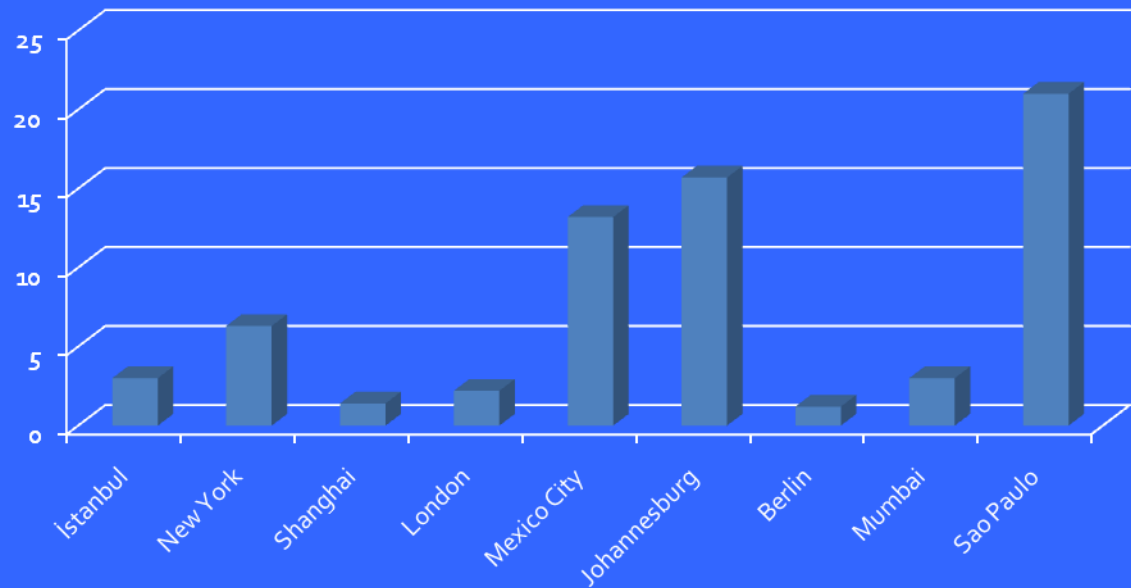
as shown by the Hospitality Vision Global Performance Review – Spring 2009, a comprehensive report by Deloitte



ISTANBUL CITY OF INTERSECTIONS



Homicide Rates (per 100,000 people)



**ISTANBUL IS AMONG THE MOST SECURE WORLD
METROPOLISES AS INDICATED AT THE URBAN
AGE REPORT 2009**



IN LINE WITH THE NATIONAL
STRATEGY TO MAKE İSTANBUL
A GLOBAL AND REGIONAL
FINANCIAL CENTER

**NATIONAL CENTRAL BANK
WILL BE SOON MOVED TO
İSTANBUL**



Istanbul rated amongst the top markets for investment and development in 2009 and listed in the 3rd rank in Europe by *Emerging Trends in Real Estate Europe 2009*, an in-depth report produced by Pricewaterhousecoopers (pwc) & Urban Land Institute



İSTANBUL, A PROMINENT REAL ESTATE MARKET FOR GLOBAL INVESTORS



Istanbul Chamber of Commerce (İTO), with has a registered membership of over 350 thousand and 90 business committees specialized in different sectors, is among the top 5 in the world

Foreign capital registered to İTO hit over \$256 million for the first half of 2010

İTO is unique with its university, known as Istanbul University of Commerce

**İSTANBUL CHAMBER OF COMMERCE:
A BRAND OF EXCELLENCE IN
PROMOTING INTERNATIONAL BUSINESS**



İSTANBUL WORLD TRADE CENTER

Building bridges between İstanbul's businesses and the rest of the World; İDTM's professionalism has been certified by the WTCA. İDTM, situated only a few minutes' drive from the Atatürk Airport, must be noted for being the World's largest WTC which comprises world class office buildings, a large expo area and brand new hotels and a convention center .

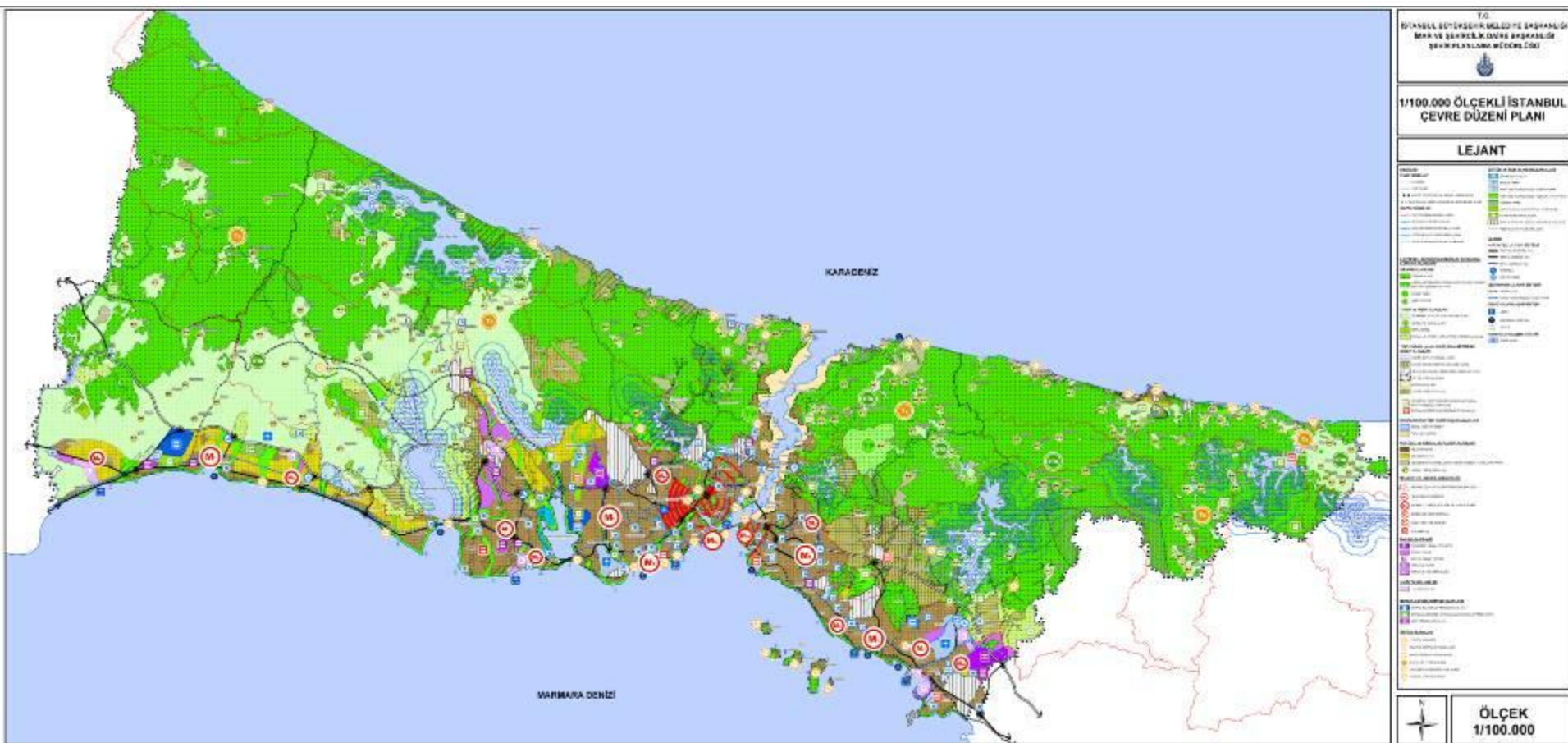


**Istanbul Metropolitan Municipality
Department of Housing and Urban Development
Directorate of City Planning**

An aerial photograph of the Istanbul coastline, showing the Bosphorus Strait, the Golden Horn, and the surrounding land. The water is a deep blue, and the land is a mix of green vegetation and brownish-yellow areas, possibly indicating urban development or natural terrain. The sky is a clear, pale blue.

ISTANBUL ENVIRONMENTAL PLAN

1/100.000



PLANNING PROCESS

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graph TD; A[ASSESSMENT OF OBJECTIONS RELATED TO CDP] <--> B[MASTER PLANS OF SURROUNDING CITIES (Trakya, Kocaeli)]; B <--> C[MAJOR STUDIES (9th Growth Plan, OECD Report)]; C <--> D[1/25.000 PLAN STUDIES (continuing)]; D <--> E[OPINIONS AND DEMANDS of Institutions, Municipality Departments, DPT, DLH, Civil Society Organization, Professional Chambers, Universities]; E <--> F[SECTOR STUDIES]; F <--> G[ISTANBUL ENVIRONMENTAL PLAN 1/100.000]; G <--> A; B --> C; C --> D; D --> E; E --> F; F --> G; H[ENVIRONMENTAL PLAN] --- I[Map of Istanbul];
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The diagram illustrates the **PLANNING PROCESS** for the Istanbul Environmental Plan. The process is iterative and involves several key stages:

- ASSESSMENT OF OBJECTIONS RELATED TO CDP** and **MASTER PLANS OF SURROUNDING CITIES (Trakya, Kocaeli)** are interconnected by a double-headed arrow.
- MASTER PLANS OF SURROUNDING CITIES** leads to **MAJOR STUDIES (9th Growth Plan, OECD Report)**.
- MAJOR STUDIES** leads to **1/25.000 PLAN STUDIES (continuing)**.
- 1/25.000 PLAN STUDIES** leads to **OPINIONS AND DEMANDS of Institutions, Municipality Departments, DPT, DLH, Civil Society Organization, Professional Chambers, Universities**.
- OPINIONS AND DEMANDS** leads to **SECTOR STUDIES**.
- SECTOR STUDIES** leads to the final **ISTANBUL ENVIRONMENTAL PLAN 1/100.000**.
- The **ISTANBUL ENVIRONMENTAL PLAN 1/100.000** feeds back into the **ASSESSMENT OF OBJECTIONS RELATED TO CDP**, completing the iterative cycle.

On the right side of the diagram, a large blue arrow points to a box labeled **ENVIRONMENTAL PLAN**, which contains a map of Istanbul showing the city's layout and surrounding areas.

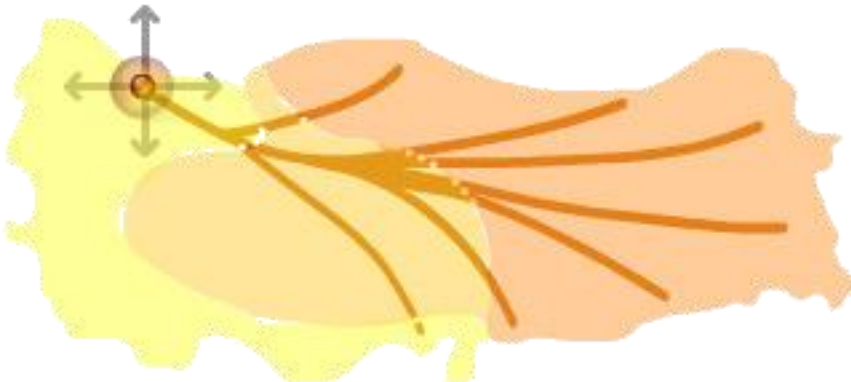


BASIC APPROACH

Issues in Istanbul should be considered within city, region and country aspects.

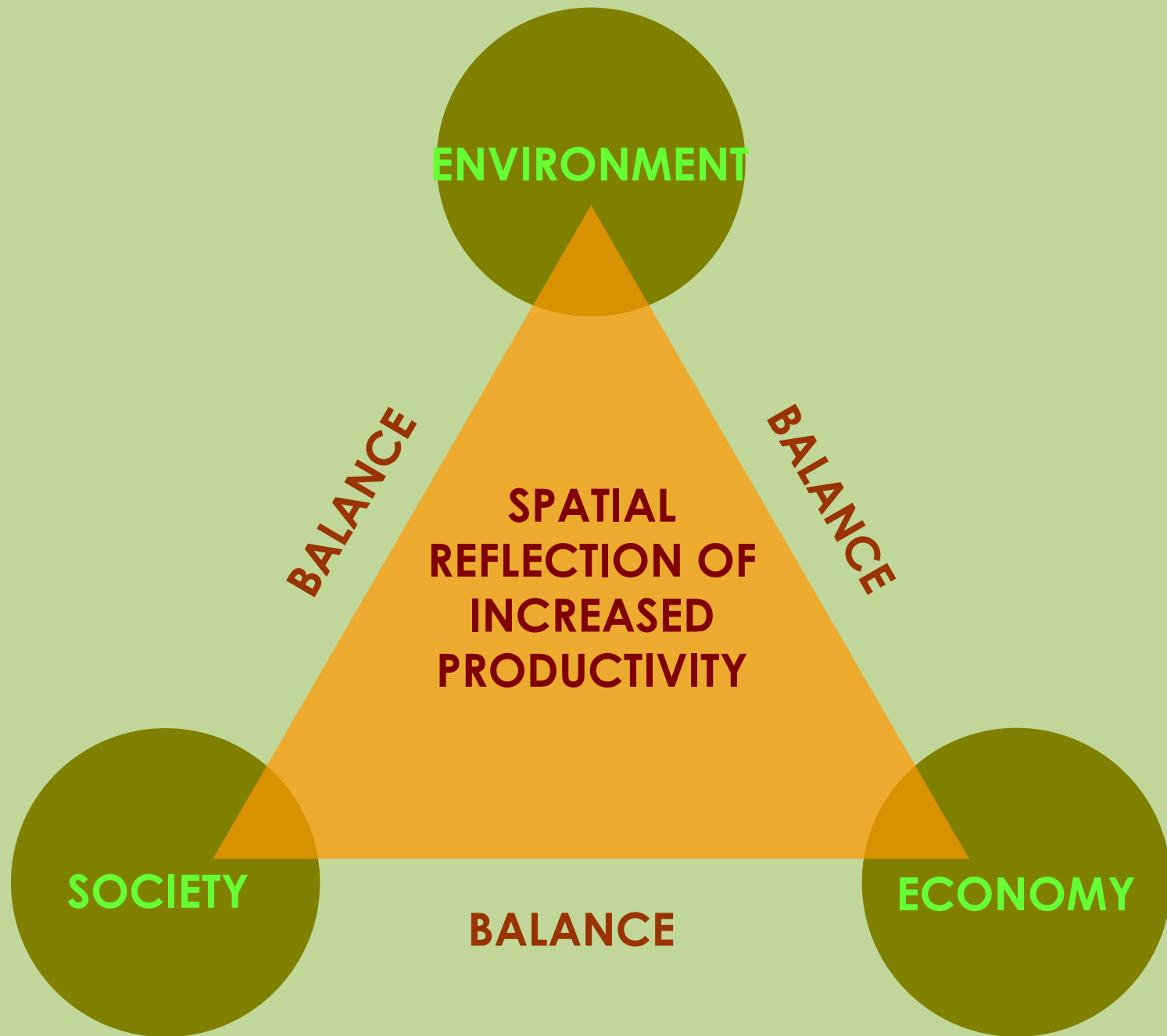
In the process of 1/100.000 Istanbul Environmental Plan Studies, **firstly regional development diagram was created** and then planning decisions were set according to this diagram.

In planning studies **polycentric and balanced regional development** approach is considered and harmonisation within Trakya and Kocaeli Environmental Plan is provided.



Istanbul is the only city which has an excessive concentration of total size of 37 cities.





SYNTHESIS OF SPATIAL SUSTAINABILITY

"ECONOMY\ECOLOGY BALANCE"

AREAS WHOSE
FUNCTIONS NOT TO BE
DISTURBED

SUSTAINABLE
DEVELOPMENT AREAS
WHICH NEED SPECIAL
MEASURES

SUSTAINABLE
DEVELOPMENT AREAS

AREAS WHICH ARE AT
RISK ABOUT
SUSTAINABILITY

EXISTING SETTLEMENT

NATURAL
REHABILITATION AREAS



VISION

TOWARDS ENVIRONMENTAL, SOCIAL AND ECONOMIC
SUSTAINABILITY PRINCIPLES,
TO DEVELOP WHILE PROVIDING CONSERVATION OF
AUTHENTIC CULTURAL AND NATURAL IDENTITY AND
TO HAVE GLOBAL COMPETITIVENESS AND
HIGH QUALITY OF LIFE



istanbul



COMPONENTS OF VISION

 **NATURE, CULTURE**

 **TOURISM**

 **FINANCE**

 **TECHNOLOGY (SCIENCE-EDUCATION)**

 **CONVENTION & FAIR**

 **INTERNATIONAL RELATIONS**

 **TRANSPORT & LOGISTIC**

 **SPORT**

 **HEALTH**

 **FASION DESIGN**

 **LIFE QUALITY**



PLANNING PRINCIPLES

ECONOMIC CONTEXT



SOCIAL CONTEXT



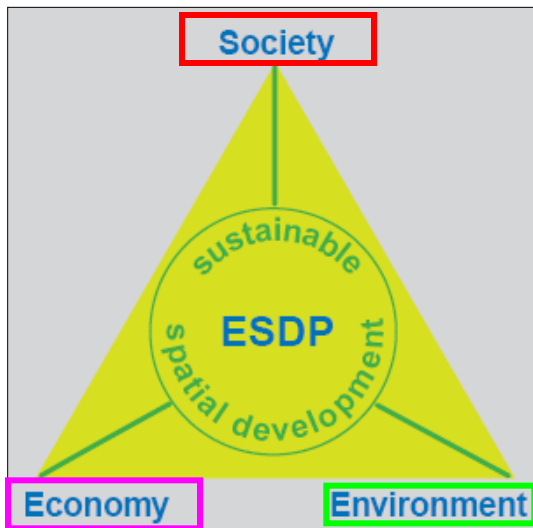
ECOLOGIC CONTEXT



- *Rehabilitation of Pollutant Industries*
- *Development of Service Sector, Especially High Order Services*
- *Development of Areas Which is Specialized, Able to*
- *Adaptation of Human-Centred Planning Approach*
- *To Provide Equality for Accessibility of the City's Opportunities*
- *Improvement of Education, Health, Security and Social Services*
- *Development of Citizen Consciousness*
- *Prevention of Social Exclusion and Segregation*
- *Efficiency of Local Authority- Coordination with Other Authorities and Promotion of Communication to Optimum Level*

Environment

- *Conservation of Green Areas, Lakes, Rivers and Other Natural Resources*
- *Improvement of Urban Infrastructure*



OBJECTIVES

OBJECTIVE 1. TO STRENGTHEN ISTANBUL ON GLOBAL SCALE

OBJECTIVE 2. TO ACHIEVE SUSTAINABLE DEVELOPMENT BY ACTIVATING LOCAL POTENTIALS OF MARMARA REGION

OBJECTIVE 3. TOWARDS ENVIRONMENTAL, ECONOMICAL AND SOCIAL SUSTAINABILITY PRINCIPLES, SPATIAL DEVELOPMENT AND FUNCTIONAL INTEGRATION OF ISTANBUL

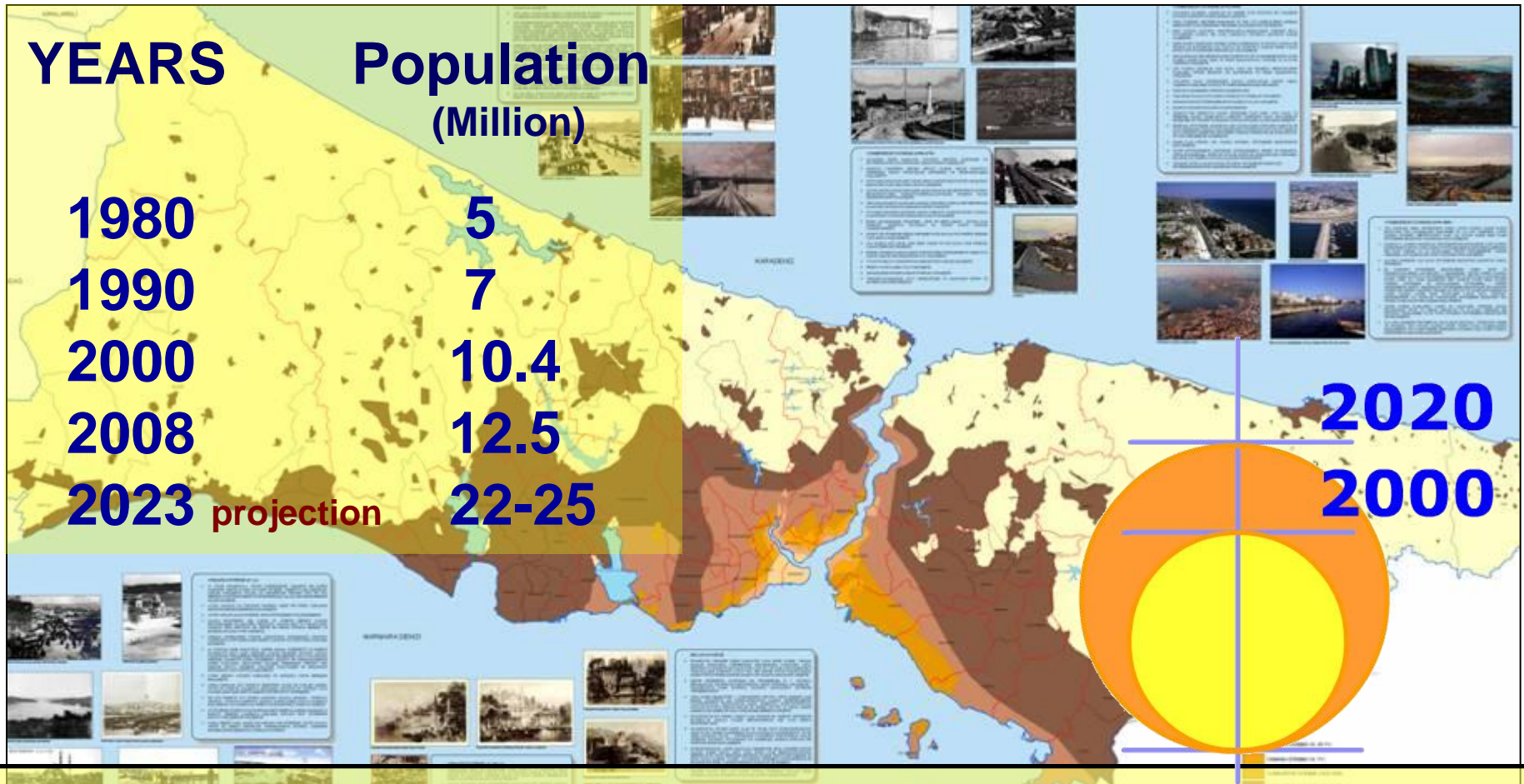
OBJECTIVE 4. TO ENRICH QUALITY OF LIFE

OBJECTIVE 5. TO STRENGTHEN SOCIAL CAPITAL

OBJECTIVE 6. REORGANIZATION FOR ACHIEVING SUSTAINABLE URBAN MANAGEMENT SYSTEM



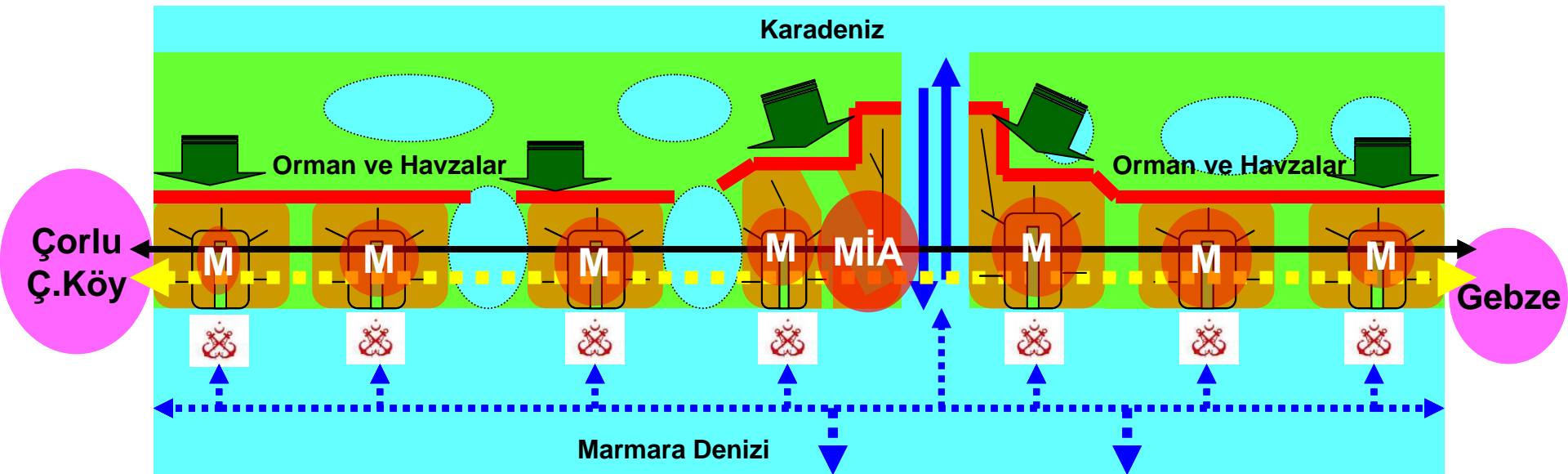
SPATIAL DEVELOPMENT OF ISTANBUL



The most important factor which causes existing trend is **MIGRATION!**



PROPOSED MACROFORM



To develop on an East-West oriented axis (linear structure along Marmara Sea) and towards environmental sustainability principles; and to control expansion of city towards north.

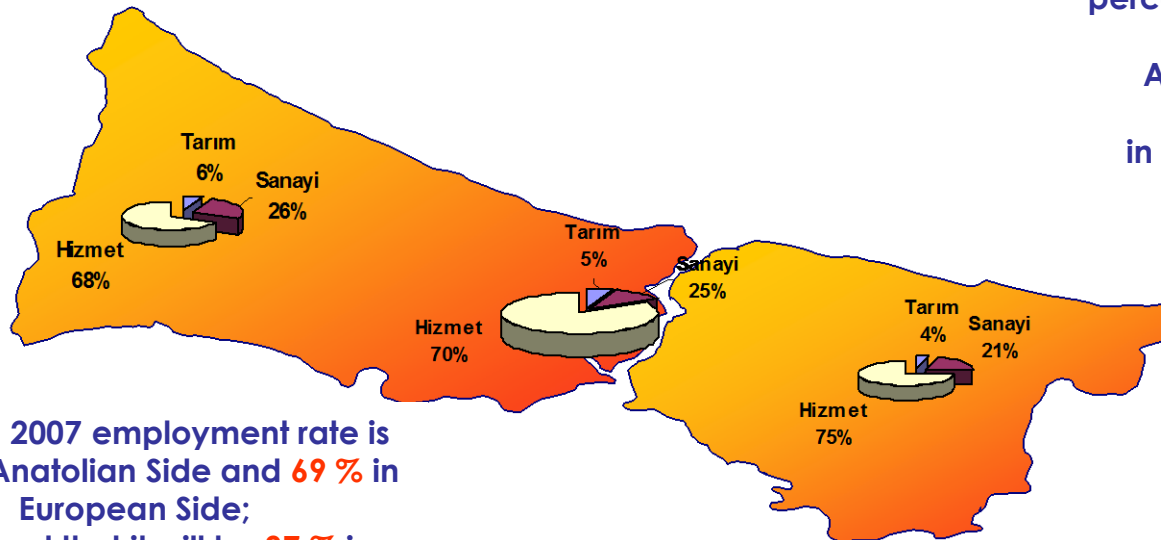


SECTORS

	In year of 2000	1/100.000 (Proposing)
Population (2008)	12.573.836	16.000.000
Activity Rate	32 %	35 %
Total Employment	----	5.600.000
Industry	32 %	25 %
Services	60 %	70 %
Agriculture	8 %	5 %

Studies about
sectors and activity rate
are revised by considering
the facts of Istanbul.

It is proposed that
percentage of services will
increase in
Anatolian Side from
68 % to 75 %,
in European Side from
54 % to 68 %.



Whilst in 2007 employment rate is
31 % in Anatolian Side and **69 %** in
European Side;
it is aimed that it will be **37 %** in
Anatolian Side and **63 %** in
European Side.



CENTRES



**CBD AND INTEGRATION
AREA**



**TRADITIONAL
CENTRE**



**COMMERCIAL, TOURISM,
CULTURAL AND
RESIDENTIAL AREA**



PRIMARY CENTRES



SECONDARY CENTRES



SUB-CENTRES



**ATTRACTION
CENTRE**



**ATTRACTION
CENTRE**

**CBD and
Integration
Area**



**SİLİVRİ-MERKEZ
YENİBOSNA BASIN AKSI
BAKIRKÖY
KOZYATAĞI-ATAŞEHİR
KARTAL**

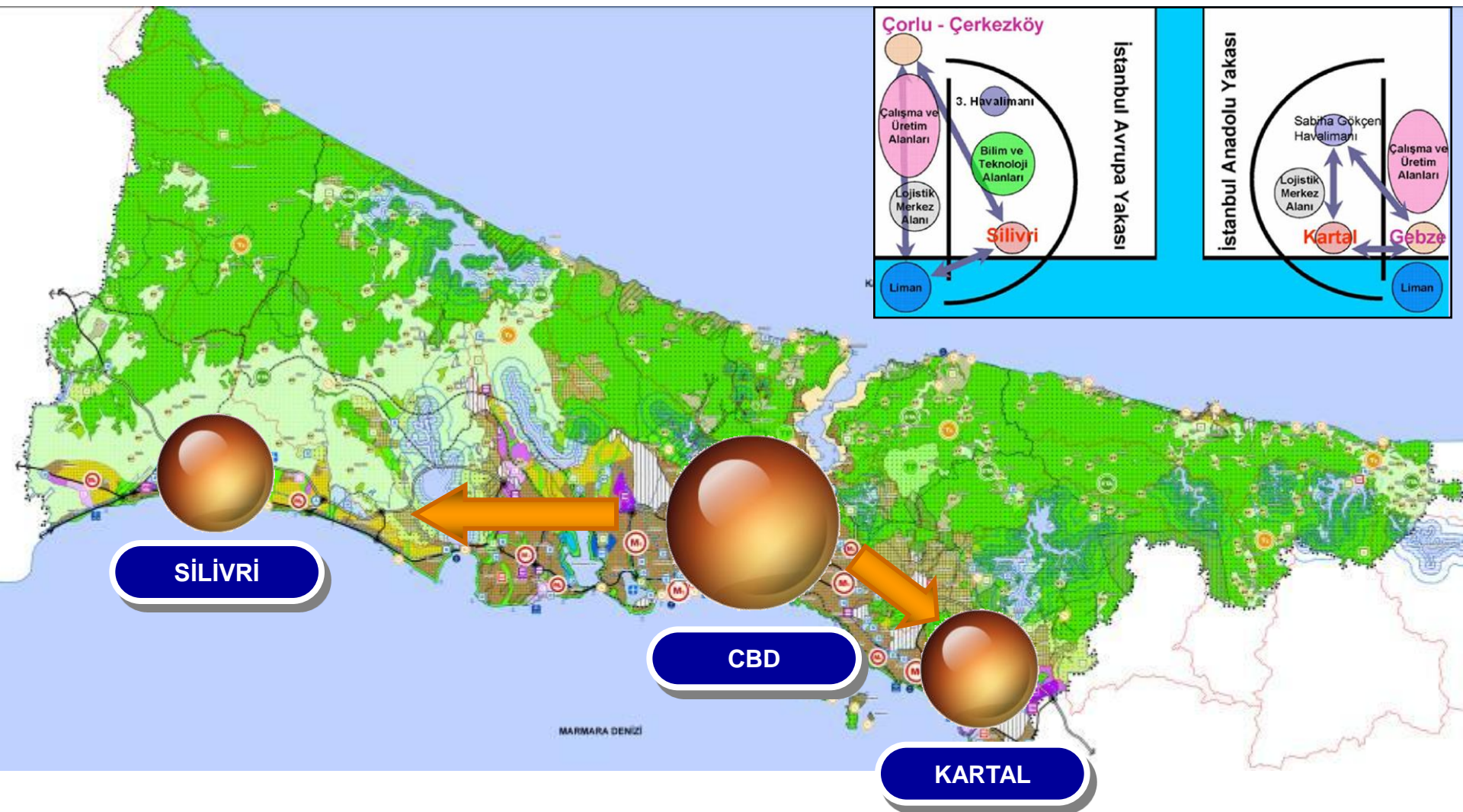


**BEYLİKDÜZÜ-ESENYURT
GAZİOSMANPAŞA
PENDİK-ŞEYHLİ**

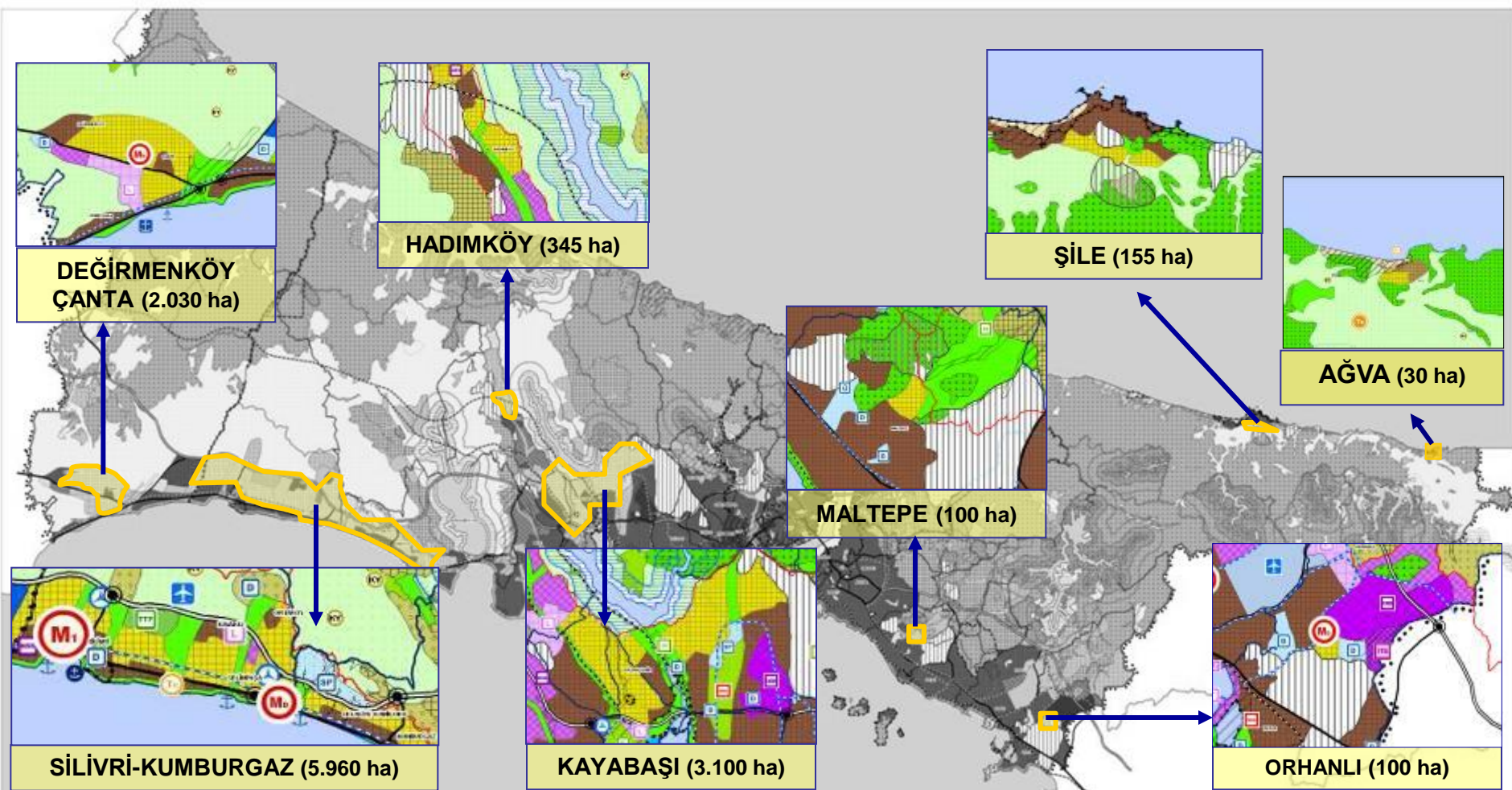


**ÇANTA
SELİMPAŞA
AVCILAR
ÜMRANIYE
MALTEPE VE ORHANLI**

ATTRACTION CENTRES



DEVELOPMENT AREAS 11.645 hectare



INDUSTRIAL AREAS **BASIC APPROACH**

1

STRUCTURAL TRANSFORMATION

INDUSTRIES BE
RESPONSIBLE TO
ENVIRONMENTAL
HEALTH AND
HUMAN HEALTH

INDUSTRIES
USING HIGH
TECHNOLOGY
SUPPORTED BY
RESEARCH AND
DEVELOPMENT

HIGH VALUE-
ADDED
INDUSTRIES

QUALITY
INDUSTRIES IN
WORLD
STANDARDS

↓
**STRONG
ECONOMY**

2

SPATIAL TRANSFORMATION

REHABILITATION OF
DISORGANIZED
INDUSTRIAL AREAS HAVING
UNUTILIZED CAPACITY

**SOCIAL
WELFARE**

3

QUANTITATIVE TRANSFORMATION

{ give priority to social investments (new work areas, education programmes, etc. which unskilled labour be able to canalize) }



INDUSTRIAL AREAS

ORGANIZED INDUSTRIAL SITES TO BE SATURATED

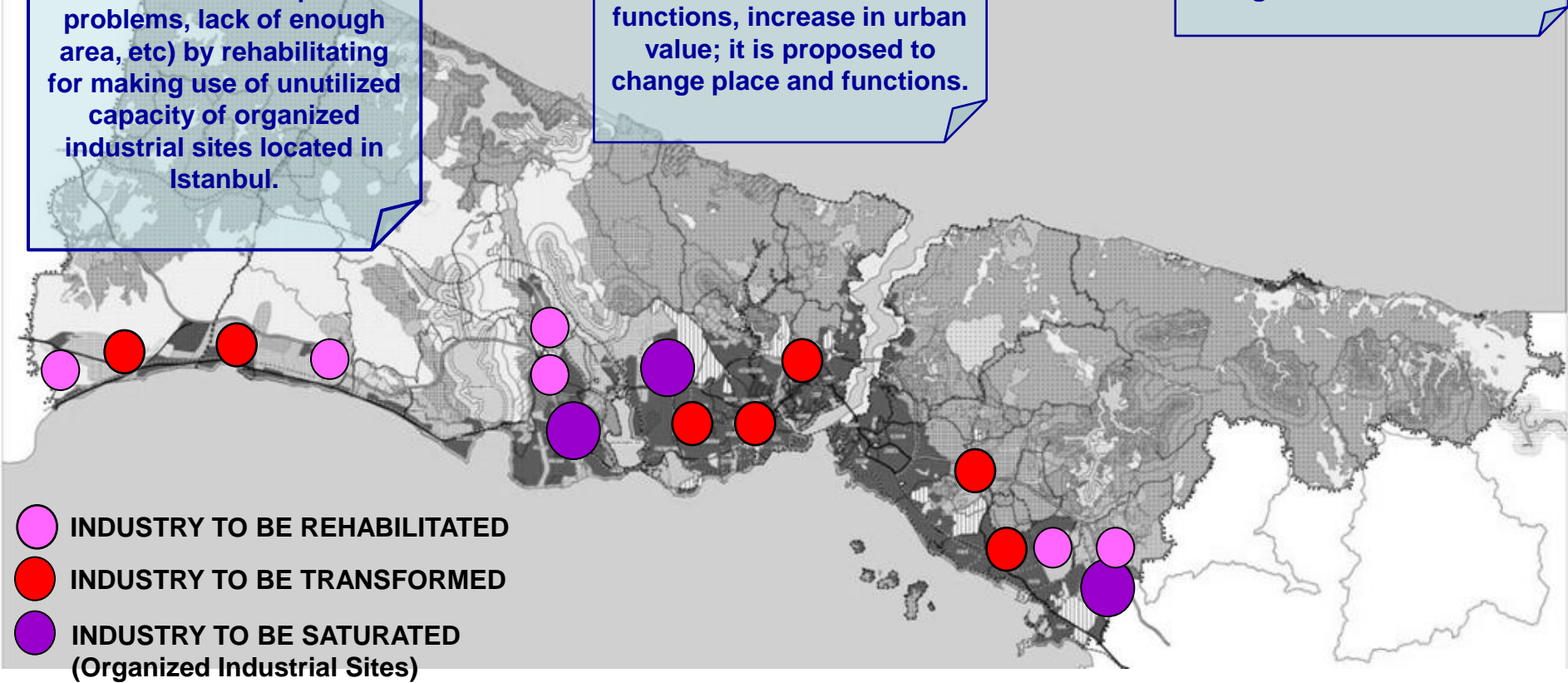
Industrial areas where it is required to provide necessary conditions (to overcome transport problems, lack of enough area, etc) by rehabilitating for making use of unutilized capacity of organized industrial sites located in Istanbul.

INDUSTRY TO BE TRANSFORMED

Industrial areas; especially located in central areas, but for reasons like lack of space, inadaptability of functions, increase in urban value; it is proposed to change place and functions.

INDUSTRY TO BE REHABILITATED

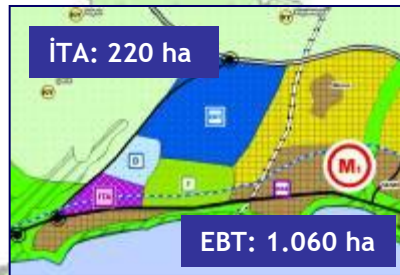
Industrial areas where it is decided to rehabilitate development and to reorganize of the structure.



INDUSTRIAL AREAS



TECHNOLOGY DEVELOPMENT AREAS



TOTAL: 8 (5 European, 3 Anatolian)
AREA : 2450 hectare
(2105 ha European, 345 ha Anatolian)
TÜR : 5 **Education, Information and Technology Development Area (EBT)**
2 **High Technology Area (İTA)**
1 **Agricultural Production Technologies Development Park (TTP)**

Education, Information and Technology Development Area

Information, communication and high technology facilities, technoparks, universities, high technology institutes, research and development, etc
Depend on high technology
No industrial production except prototype

Agricultural Production Technologies Development Park

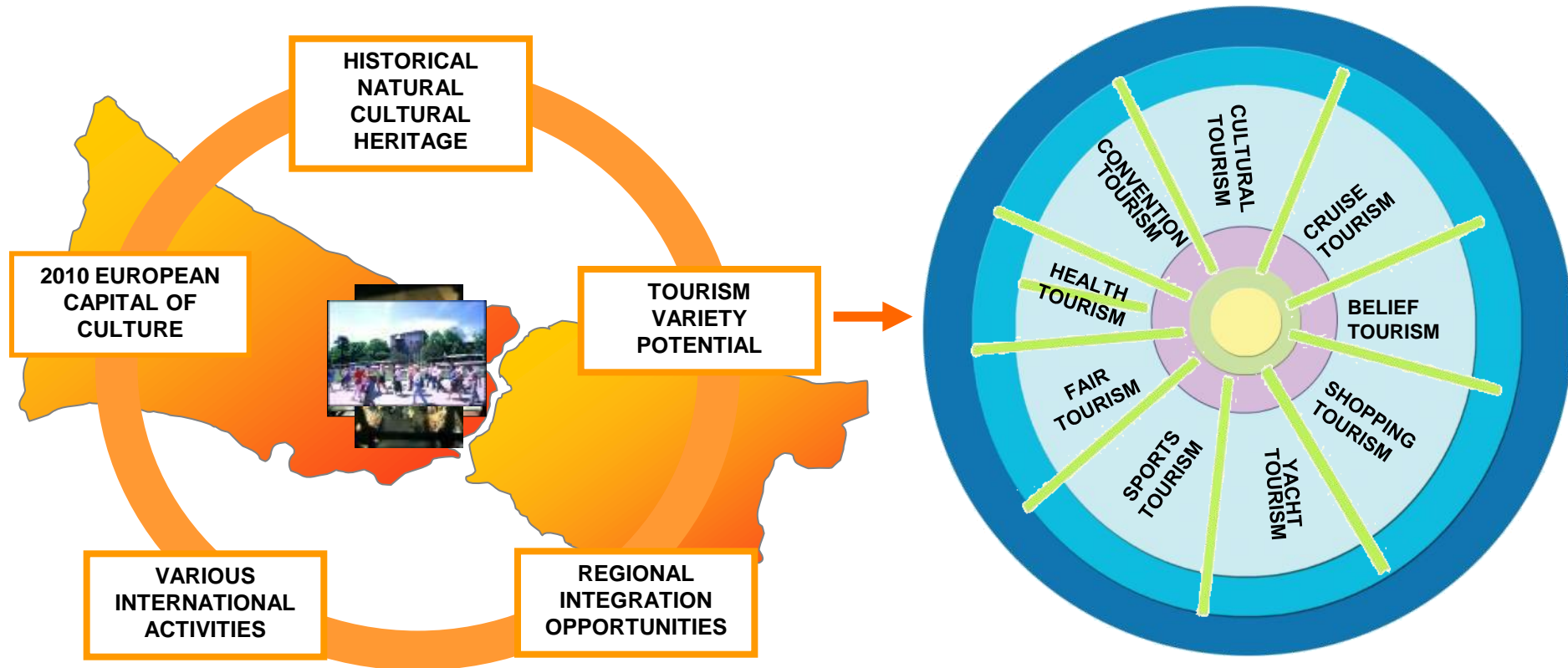
Agricultural research and development, education, experiment and practicing area
Agricultural high technology institutes, research and development, agronomy and botanic departments of universities
No industrial production

High Technology Areas

Areas, contributing to production process of general and defence industries by getting technology from scientific information, where flexible production and automation systems, information and communication technologies are developed and produced.

TOURISM

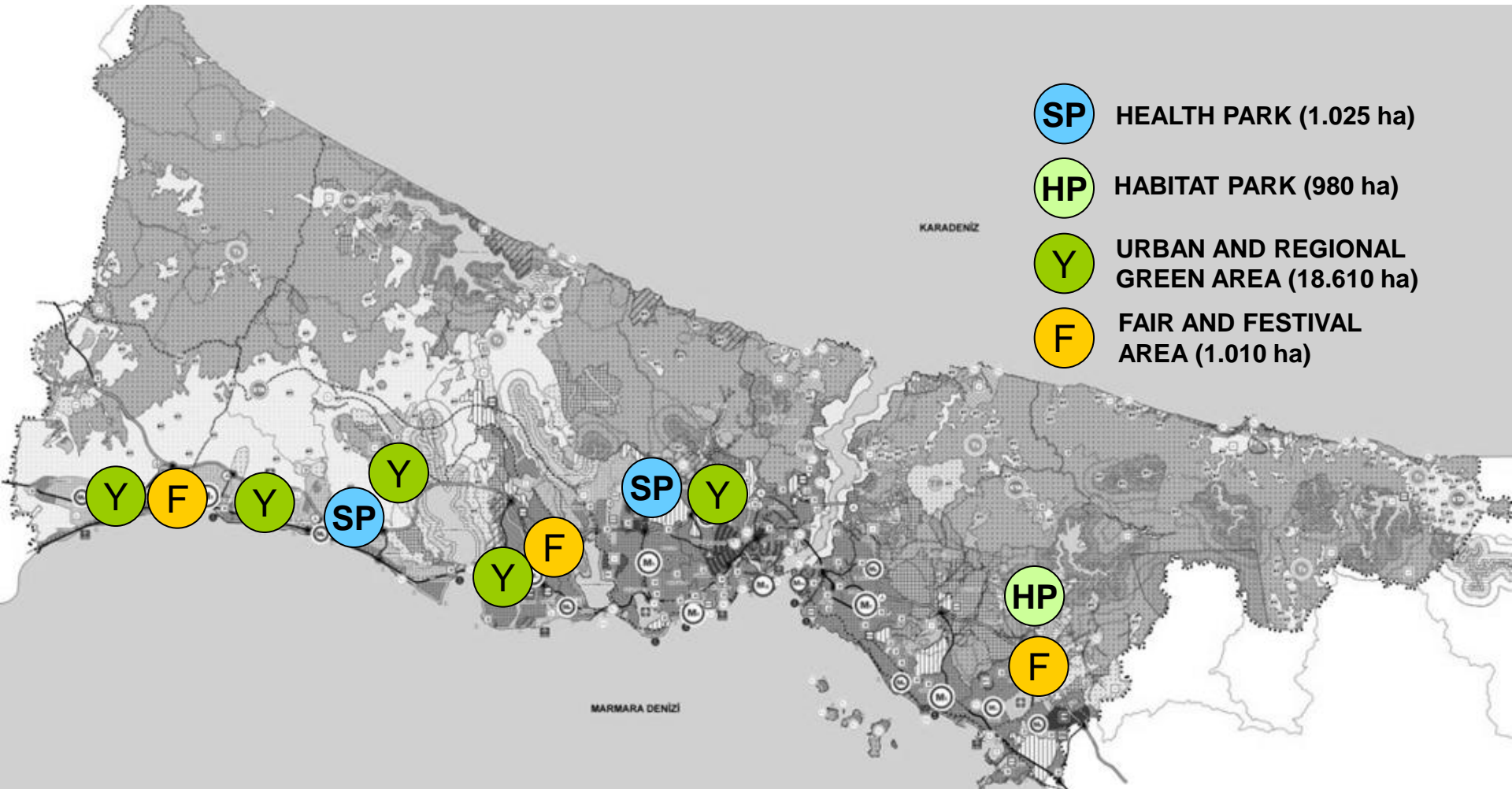
**Bring to Istanbul, Identified with the Identity It Has,
Culture Oriented Tourism City Status Across the World.**



TOURISM



PROPOSING MAJOR PUBLIC AREAS



TRANSPORTATION

To prioritise transport of people –not vehicles– in the most economic, rapidly and safety way

High capacity railway and seaway dominated public transport system supporting to linear, graduated and polycentric development of the city

To plan north-south oriented axis (bus and minibus lines) in order to support high capacity railway system lines which are proposed to develop on an east-west oriented axis

To provide an integrated motorway, railway, seaway and airway system in urban transportation

To restrict vehicular traffic in central district of city, so support pedestrian and bicycle access

To improve transportation network considering all emergency situations particularly earthquake

To integrate seaway and railway, so increase share of seaway in public transport

To provide airports supporting and being in coordination with each other



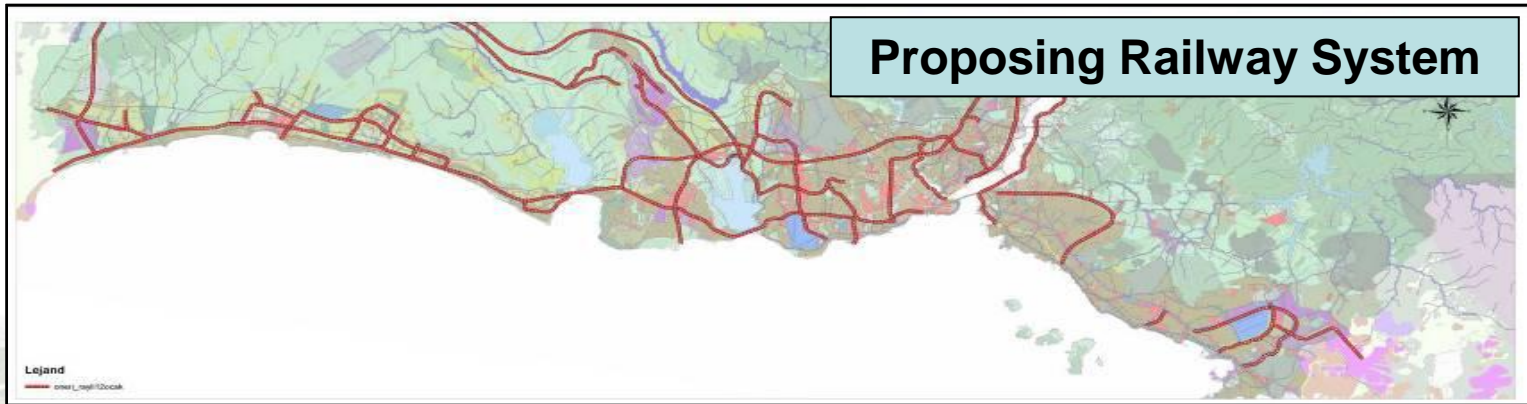
TRANSPORTATION– HIGHWAY NETWORK

*Rational use of existing transportation infrastructure is prioritised; in line with the principle of that **in the future high capacity railway systems will form the transportation network backbone.***

*Total 7 sub-stations are proposed for intercity buses;
- In European Side in Silivri, Selimpaşa and Bahçeşehir and Arıcılar,
- In Anatolian Side in Kavacık, Ataşehir and Kurtköy.*



TRANSPORTATION– RAILWAY NETWORK



Metro : 8.5 Km.
Light Metro : 19.3 Km.
Tramway : 32.0 Km.
Nostalgic Tr: 4.2 Km.
Funicular : 1.6 Km.
Telpher : 0.3 Km.
Suburban : 72.0 Km.
Halkalı-Çerkezköy
Railway : 79.0 Km.
EXISTING VALUES
Total : 216.9 Km.

Metro : 114.1 Km.
Light Metro : 70.0 Km.
Tramway : 41.6 Km.
Nostalgic Tr: 4.2 Km.
Funicular : 1.6 Km.
Telpher : 0.3 Km.
Suburban : 155.5 Km.
European Rapid
Railway : 79.0 Km.
PROPOSING VALUES
Total : 479.7 Km.

Transportation network based on highway can not work properly. As a solution, a system is proposed, which is based on **integration of highway, seaway and railway.**



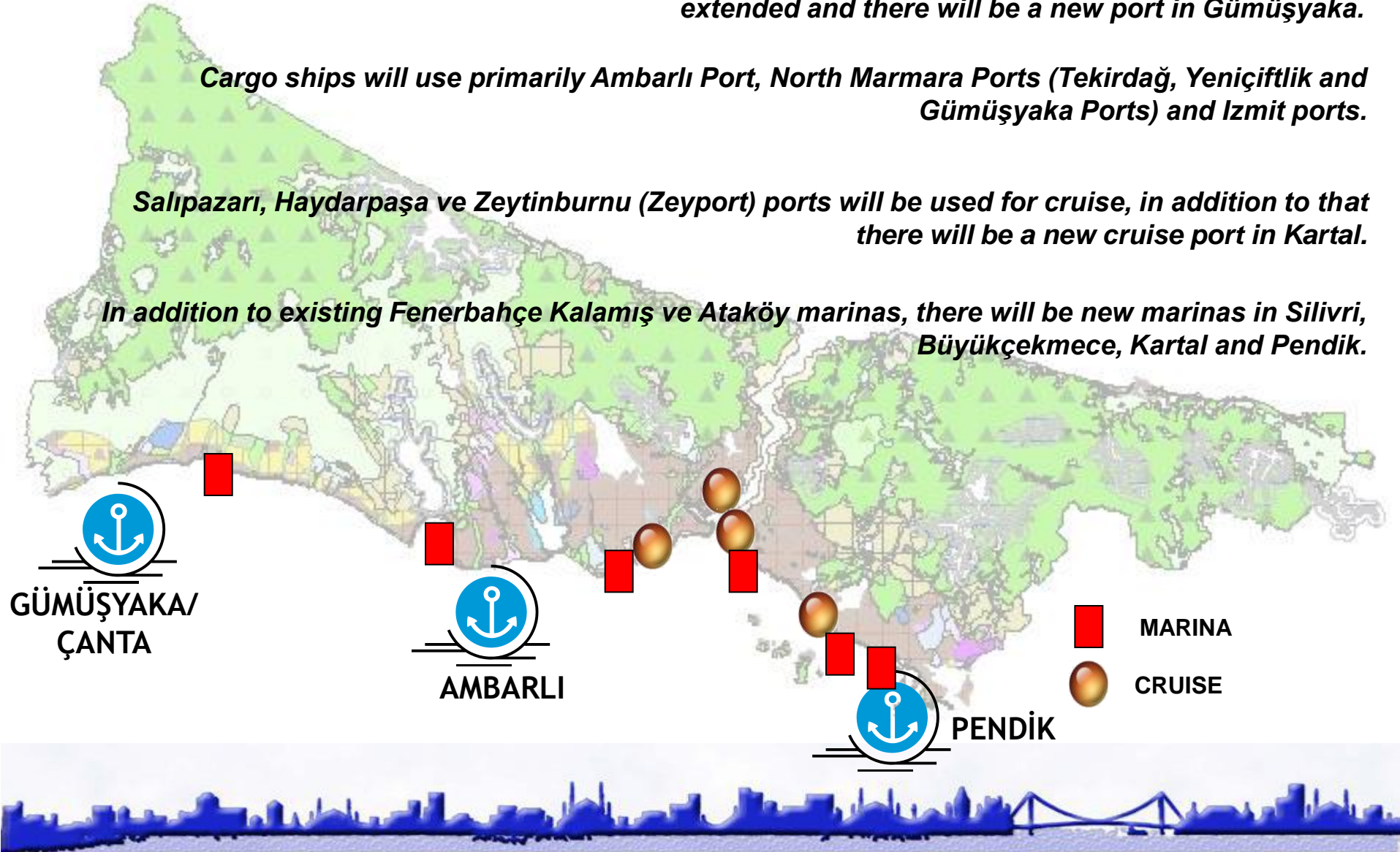
TRANSPORTATION– SEAWAY NETWORK (Port)

Pendik Port will be in its current area; Haydarpaşa Port will be transformed; Ambarlı Port will be extended and there will be a new port in Gümüşyaka.

Cargo ships will use primarily Ambarlı Port, North Marmara Ports (Tekirdağ, Yeniceiftlik and Gümüşyaka Ports) and Izmit ports.

Salıpazarı, Haydarpaşa ve Zeytinburnu (Zeyport) ports will be used for cruise, in addition to that there will be a new cruise port in Kartal.

In addition to existing Fenerbahçe Kalamış ve Ataköy marinas, there will be new marinas in Silivri, Büyükçekmece, Kartal and Pendik.



TRANSPORTATION– AIRWAY NETWORK

In order to satisfy national and international flight demand of Istanbul and its surroundings which will exist in the future, Çorlu airport will be extended and there will be a new (third) airport -as **reserve** area- in west side of city in Silivri-Gazitepe.



LOGISTICAL DISTRICT SUGGESTIONS

LOGISTICAL DISTRICT Total : 1.835 ha.
European Side : 1.395 ha.
Anatolian Side : 440 ha.

*The gate of city's west part; **Silivri-Gümüşyaka (L1)***

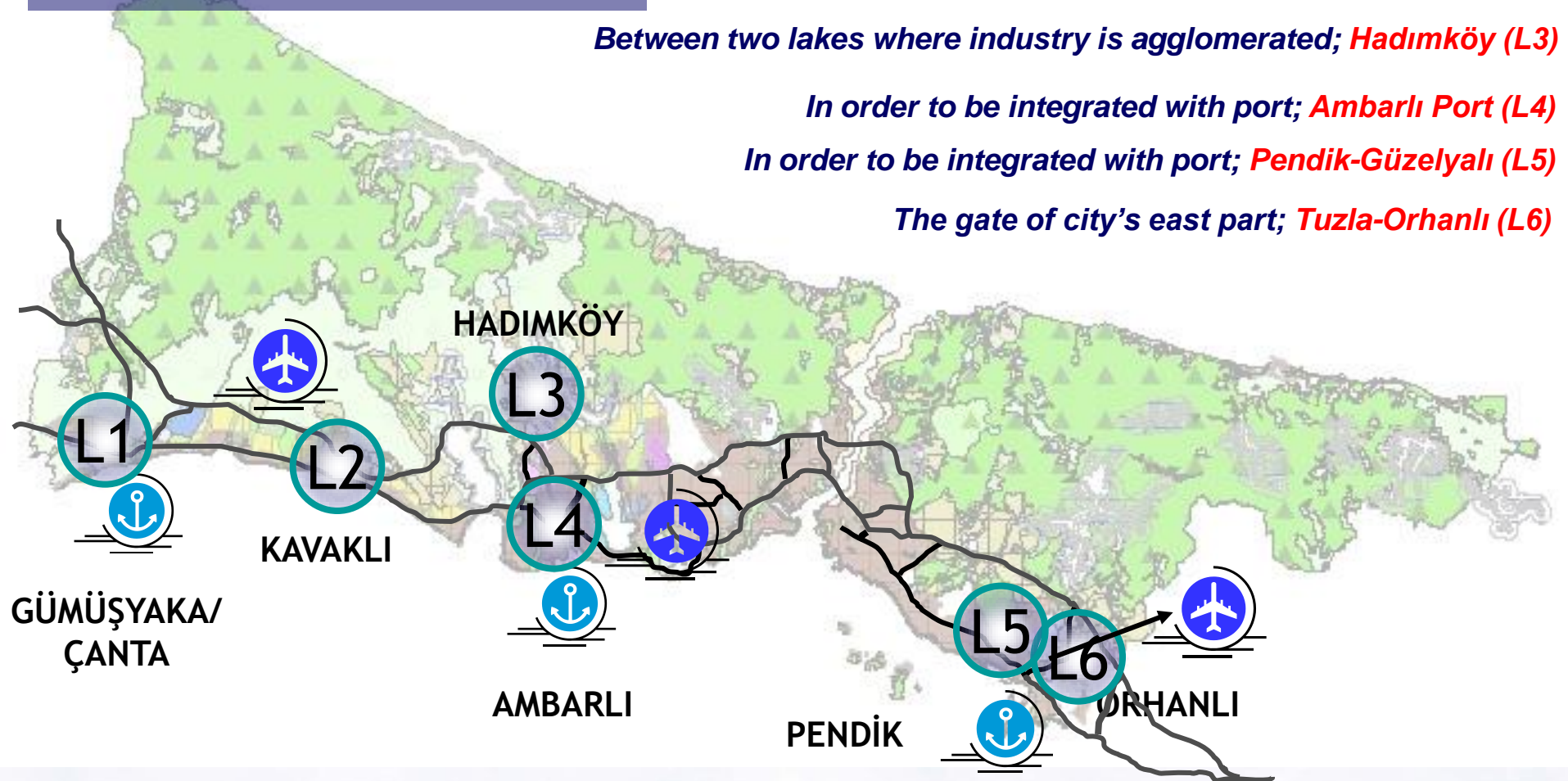
*In order to serve industry in Silivri and Kavaklı; **Kavaklı (L2)***

*Between two lakes where industry is agglomerated; **Hadımköy (L3)***

*In order to be integrated with port; **Ambarlı Port (L4)***

*In order to be integrated with port; **Pendik-Güzelyalı (L5)***

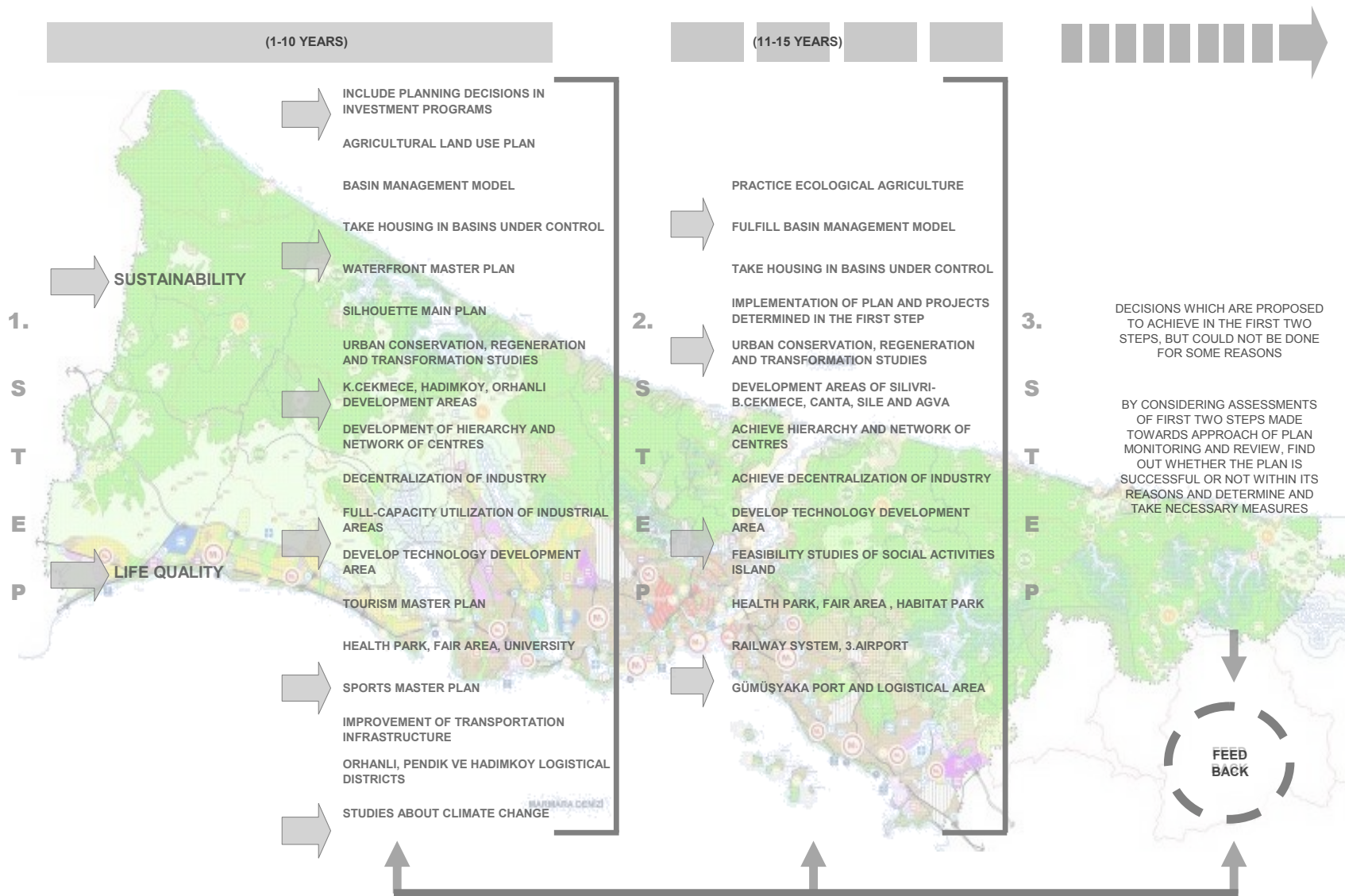
*The gate of city's east part; **Tuzla-Orhanlı (L6)***



ONGOING PROJECTS

- TOURISM MASTER PLAN
- INVESTIGATION OF SPATIAL PLANNING APPROACHES FOR THE COASTAL ZONES OF İSTANBUL
- INTERNATIONAL FINANCIAL CENTER PROJECT
- MARMARAY PROJECT

PLAN IMPLEMENTATION STEPS





Thank You...

