



June 2004

ZeyREG – IIPM

Zeytinburnu Urban Transformation Program
Integrated Impact Project Management

A Project Management Methodology Toward Sustainable Urban Regeneration In The Context Of Disaster Mitigation

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1. INTRODUCTION

Disasters are inevitable events that occur at unpredictable times, threatening the society and a valuable part of the society that is self-sufficient with unwanted results. Though it will be possible to reduce future risks in the potential disaster regions through pre- and post-disaster actions such as loss reduction, preparation, intervention, improvement and development. Preparations for earthquake are of great importance in disaster planning. Disaster preparation is an integrated approach that requires strategic planning in the physical, economic and social environment. Societies that might be subject to disasters need to handle long range social and physical effects with a global perspective, and even more, target sustainable development principles. Preparation to disasters and management of societies that are or have been subject to disasters become more important in the planning of the cities of future in the framework of sustainability criteria.

The 1999 Marmara Earthquake experience has introduced the necessity to assemble disaster preparations in a unified system in Turkey. Deciding locations for temporary settlements, relating such allocated places to urban plans, supplying neighborhood utilities in temporary housing areas and relating prefabricated dwelling units' designs to each other, and to making the preparations for an earthquake in a process needed to be appropriated as a new approach. The results of the 1999 Marmara Earthquake have obliged the creation of a system of “planning, design and management” for earthquake preparations in Turkey. While Turkey's and the Marmara Region's sensitivity for earthquake preparations increase, other subjects that require coordination are the designation of places that will start “*urban transition acceleration*” in regions where strengthening (or fortification or reinforcements) is inadequate and ensure the use of urban transition as a tool for damage reduction works.

The **ZeyREG** project in this framework of disaster preparation policies is assembled to create a system of an “integrated impact project management” that will be implemented in the designation of areas that will accelerate urban transition at the district level and in the urban transition itself. **ZeyREG – Zeytinburnu Urban Transition Project** covers the area that is limited by the borders drawn at Figure 1.1, in Zeytinburnu, a chosen pilot region in the Istanbul Earthquake Master Plan. Since the project has been accepted as a part of disaster preparations. it is necessary to designate an impact project area. “IETT Blocks” where some of the blocks are vacated due to earthquake danger and where most of the people living in them are willing to move out. These blocks have been chosen as the Impact Project Area of the **ZeyREG** project.

Information on the Zeytinburnu District is given in the first chapter of this report. Information on the designation of “urban transition” problem areas in Zeytinburnu District and in Turkey is in the second chapter. The aims and the targets of the urban transition project that is planned to be implemented in “IETT Blocks” in the Zeytinburnu District take place in the third chapter. The fourth chapter consists of the methodology to be implemented through urban transition. The fifth chapter includes pre-feasibility studies, observations and evaluations. The final chapter includes a general evaluation and the conclusion.