



The Urban Regeneration and City Image Making Process in Eskişehir -Turkey

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Due to the effect of the economic globalization, local systems have gained greater importance. This situation caused the birth of a strong competition among cities in order to attract new investments and tourist flows. Depending on this, the phenomenon of urban regeneration has become increasingly prominent on cities agendas in recent years. Eskişehir that is located in Central Anatolia as a medium sized city is not exempt from these developments. The main objective of the urban programme in Eskişehir was adaptation of the city to contemporary needs on the physical and socio-economic structure and to higher standards of life quality and defining a stronger image for a city.

The programme aimed, to improve the accessibility in the city and depending on this to create pedestrian environment, to conserve the historical and cultural heritage and environmental assets, to develop social goals such as sports and recreation. ..Developing the social structure with accessible, safe and attractive public spaces such as museums, concert halls, parks, new facilities on brown field sites etc. contributed to the transformation of the city in an image making and a tourism- oriented manner. Having a good, well- defined and appearance - oriented image seemed to have become a sort of guarantee of success that's why attraction of the visitors, media and movie industry to the city and also new jobs and revenue creation in the city has increased.

This paper aims to describe, key points of the regeneration and well-defined image process and the effects of the accessible, safe and attractive public realm to the competitiveness of the cities in the case of Eskişehir.

KEY WORDS: Urban regeneration, city image, competitiveness of the cities.