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Ottoman Period of Commercial Urban Areas: Research of Manisa-Kula Conservation Area

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OTTOMAN PERIOD OF COMMERCIAL URBAN AREAS: RESEARCH OF MANİSA-KULA CONSERVATION AREA¹

Abstract

Kula is one of the districts of Manisa where historical and traditional residential architecture is intensely seen. This study aims to reveal the historical commercial buildings in the Kula Urban Conservation Area within the determined limits, with an urban and architectural focus. There are many studies on the traditional houses and monumental buildings of Kula, but there is no study on the historical bazaar and commercial buildings. This study is important because it covers these structures, which are both Group 1 and Group 2 cultural assets that need to be protected, and the holistic traditional bazaar texture in the district and documents it in this context. In the research, the existence of a highly qualified commercial fabric was determined. In this area, there are many shops and inns with few examples that have preserved their original character. The majority of historical commercial buildings could not maintain their original function and were re-functioned with current commercial activities.

Key Words: Manisa, Kula, Traditional Trade Areas, Ottoman Period, Historical Commercial Buildings

OSMANLI DÖNEMİ TİCARİ ALANLARI: MANİSA KULA SİT ALANININ ARAŞTIRILMASI

Öz

Kula, Manisa'nın tarihi ve geleneksel konut mimarisinin yoğun olarak görüldüğü ilçelerinden biridir. Araştırmanın amacı belirlenen sınırlar dahilinde, Kula Kentsel Sit alanındaki tarihi ticaret yapılarını kentsel ve mimari odaklı olarak ortaya çıkarmaktır. Kula'nın geleneksel konutları ve anıtsal yapılarını konu alan pek çok çalışma bulunmaktadır ancak tarihi çarşısı ve ticari yapılarını konu alan bir çalışma bulunmamaktadır. Bu çalışma, ilçedeki hem 1. Grup hem de 2. Grup korunması gerekli kültür varlıklarından olan bu yapıları ve bütüncül geleneksel çarşı dokusunu konu edinmesi ve bu kapsamda belgelemesi nedeniyle önemlidir. Araştırmada oldukça nitelikli bir ticari dokunun varlığı tespit edilmiştir. Bu alanda çok sayıda özgün niteliğini korumuş dükkân ve örnekleri az sayıda olan hanlar bulunmaktadır. Tarihi ticari yapıların büyük çoğunluğu özgün işlevini sürdürmemiş güncel ticari faaliyetlerle yeniden işlevlendirilmiştir.

Anahtar Kelimeler: Kula, Manisa, Geleneksel Ticaret Alanları, Osmanlı Dönemi, Tarihi Ticari Yapılar

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Introduction

Kula is one of the districts in Manisa where traditional residential architecture is densely constructed. This town, with its surviving residences, resembles an open-air museum that continues the culture of life. Additionally, in continuation of the traditional housing texture, significant portions of the Kula Urban Conservation Area are occupied by historic commercial buildings, emphasizing the necessity of their preservation. The existence of historical commercial buildings gathered within the Kula urban conservation area has been identified. Some of these cultural heritage structures located in the tourism zone in the central conservation area of Kula have disappeared, and some have become unusable due to the threat of collapse.

This study aims to investigate the sustainability of historical commercial structures within the urban conservation area and explore them within architectural and urban contexts. It includes commercial buildings located in the Kula historical commercial urban conservation area and lost over time will be examined. The characteristic features of the historical commercial buildings of Kula will be determined. It will be stated which commercial profession/craft groups have continued their existence in the region. At the same time, the architecture of commercial buildings belonging to this profession/craft group will be researched. The architectural features of historical inns located in the historical trade zone will be investigated. Construction techniques, materials, plan, façade and detail features, changes and preserved architectural qualities of the historical commercial buildings will be determined.

The study area is centered around the traditional bazaar area of Kula, formed around two main parallel streets, Hamdullah Street and Yunus Emre Street. New market boundaries have developed to the north, west, and south of the designated area, while the east is characterized by traditional residential areas. Within the selected area, there are 298 commercial buildings. In the scope of the study, these 298 structures have been thoroughly examined in terms of commercial activity type, state of ruin, original functions, usage status, number of floors, structural system characteristics, and facade elements.

TRADE IN THE OTTOMAN EMPIRE

The geography where the Ottoman State was established, especially Anatolia, which forms the center, is entirely a field of commercial activities. During the founding period of the state, the trade network was stagnant. This network expands over time with the growth of lands, institutionalization of state mechanisms and strengthening of the economic structure. In this context, while the volume of exports, imports, domestic trade and transit trade grows, trade routes and venues gain vitality. Following the establishment of the state, within a period of half a century, the center of trade became evident around Western Anatolia (İnalçık, 2015:76-80). With the conquests, the Ottoman rulers transformed the system they inherited from the previous states and principalities as an open market into a protectionist and interventionist economy due to the circumstances. As a matter of fact, a large area was turned into the Ottoman internal market in a short time with rational methods (Pamuk, 2017:29).

Ottoman administrators carried out a variety of developments to improve trade. The use of various international currencies is encouraged, and widespread small or large trade centers are built depending on the trade potential of the cities, customs rates are reduced to a reasonable level, and articles to improve trade are added to the agreements. If the states with which commercial relations are established are at war, a conciliatory role is assumed, and in case of war with the states with which trade is made, the continuation of commercial activities is requested. The state undertakes various physical capital investments from the very beginning, especially in order to increase the volume of domestic trade. In every period, structures such as caravanserais, covered bazaars, inns, bazaars and bridges were built one after another, almost in competition, to develop trade (Genç, 2012:208).

Orhan Gazi's construction of a large bazaar in Bursa and Fatih's construction of the bazaar, which consisted of 118 main shops and 984 commercial establishments around it, became the largest shopping center in the world at the time and is known today as the 'Grand Bazaar', are important developments. It is important that, as in many cities, there are bedestens with a capacity of 1900 shops in Konya and 1000 shops in Sivas, and 10 bedestens, 18 caravanserais, 232 inns, 32 guesthouses and 42 bridges were built in Bosnia. Many inns and caravanserais, which can accommodate 10,000 pack animals and contain many rooms as well as stables, cellars, bakeries, dining halls and baths, are important in terms of emphasizing an active commercial life. In addition, security forces are positioned at critical points for the security of caravan routes and safe transportation (Kurmş and Yapucu, 2020:530-541).

The routes that merchants and passengers will pass through are well-maintained, clean and arranged in the most convenient way according to the conditions of the day. In order to improve trade and production, irrigation

channels and facilities are also important. Investments are mostly made by state officials and the military. Almost all of these structures are operated under the foundation method (Bulut, 2020:49-65; Duran & Çamlı, 2019:195).

The housing policy, which is carried out in a highly systematic manner, is also motivating for the commercial sector. It is important for cities to Turkify, grow and increase their population. The construction required by urbanization must be fulfilled. Production opportunities are established thanks to infrastructure and superstructure investments. The continuous functioning and expansion of the agricultural and industrial sectors ensures an increasing revival of domestic and foreign trade. While the mentioned trade units are being built, architectural features are shaped in line with this understanding and policies.

KULA URBAN CONSERVATION AREA AND COMMERCIAL DISTRICT BOUNDARIES

Kula is one of the districts of Manisa where traditional residential architecture is intensively built. This district is like an open-air museum that continues the culture of life with its surviving houses. However, in the continuation of the traditional housing texture, it is seen that there are historical commercial buildings in a significant part of the Kula Urban Conservation Area and they need to be conservation. It has been determined that there are commercial buildings gathered in the Kula Urban Conservation Area, which have largely preserved their historical character. While the commercial area is located in the south of the urban conservation area, the residential areas are located in the north and east of the conservation area that surrounds the commercial area from two directions.

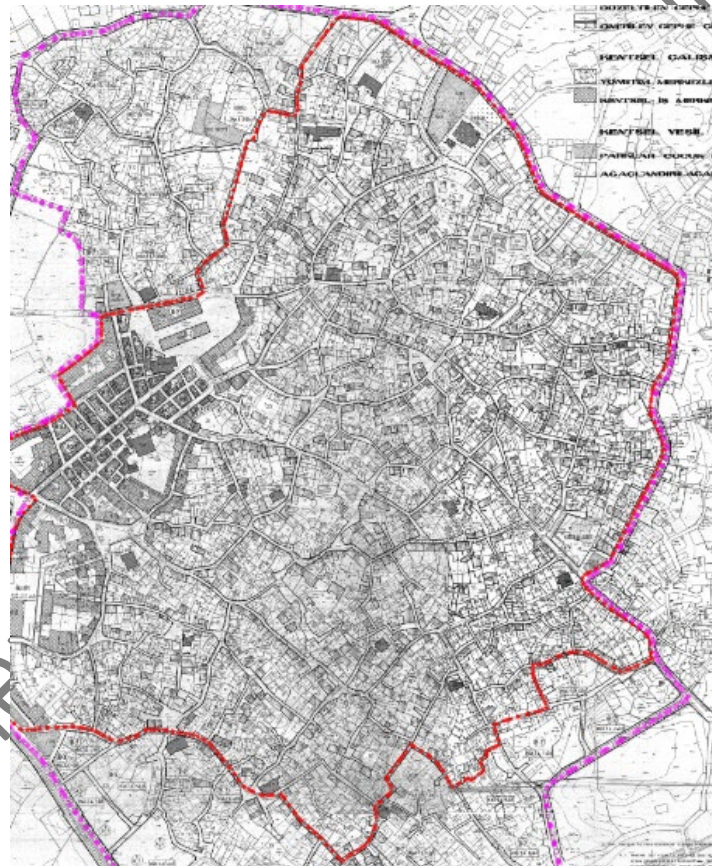


Figure 1. Kula urban conservation area (Archive of Kula municipality,2022)

The center of the Kula traditional bazaar area is formed around two main parallel streets, Hamdullah Street and Yunus Emre Street. There are many shops that preserved their originality in this area. New bazaar borders have developed in the north, west and south of the area.

The Historical Buildings and Commercial Activities in Kula Commercial Urban Site Area from Past to Present

Although the residences of Muslims and non-Muslims were regionally concentrated in different areas in Ottoman cities, all ethnic groups generally operated together in the commercial field. As a matter of fact, the existence of a single and common trade area can be seen in Kula. In this area, shops of Muslims and non-Muslims are located side by side.

Looking at the historical process, information about the Kula trade area during the Ottoman Period can be seen in Evliya Çelebi's "Seyahatname". In his travel book, the traveler mentions Kula under the title "evsâf-ı şehri-

i Kula". According to the book, in 1671 there were 8 neighborhoods, 24 mosques, 3 baths, 6 inns and 1200 houses, 200 shops and 11 school in Kula. It is stated that the famous carpets and rugs of the region were produced even in the 17th century (Çelebi, 1935:45).

In some of the sources, it is written that there were "8 inns, 11 fountains and mosques, and 3 schools" in Kula, which had a long bazaar in the 18th century. Muslims and non-Muslims lived together in Kula in the early 19th century. Kılıç states that non-Muslims lived in the neighborhoods named Kuzguncuk and Hızırilyas. It is also stated that in the first half of the 19th century, there were "30 mosques, 2 Orthodox churches, 3 baths, 2 inns, 1 market, 35 shops, 10 coffee houses, 12 warehouses, 15 fountains, 4 bakeries" in Kula (Kılıç, 2018:245).

Texier, who visited the city in the early 19th century, gave information about the general structure of the city, its economic life and its inhabitants. The traveler wrote that the streets of Kula were clean and the people were hardworking, artistic and quite wealthy. During this period, the town's population was estimated to be around 4000-5000 people. He stated that wool, cotton, opium and grain were traded by the Greeks. Turks, on the other hand, were generally engaged in businesses such as caravan farming and carpet weaving together with the Greeks. He wrote that the women of the 'Yörük' tribes of the Turks wove prayer rugs in their tents (Kılıç, 2018:251).

In Kula's neighborhoods where predominantly Muslim population lives, there were professions such as tanner (leather maker), agricultural specialist, blacksmith, sewer, blacksmith, butcher, halva maker, roasted chickpea maker. While agricultural specialists or tanners were not seen among the professions performed by non-Muslim people, similar professions were performed with Muslims. For example, professions such as draper, hoemaker, tailor, hawker, maid, baker, coffee maker were practiced by both parties (Kılıç, 2018: 255).

Cuinet, another traveler who stopped by Kula in the last quarter of the 19th century, reported that 5655 of the population, which he gave as 6,000 in total, were Muslims and 345 were Greeks. Cuinet wrote that there are "30 mosques, 2 churches, 3 baths, 2 inns, 1 market, 35 shops, 10 coffeehouses, 4 bakeries and 15 fountains" in Kula (Cuinet, 1894:39). Bozer (1989) states that today, 18 mosques and masjids, 1 bath, 3 inns, 1 inn (ribat) inscription, 1 fountain and the mirror stone of 1 fountain remain (Bozer, 1989:111).

Kula Historical Trade Zone is an area where commercial activities are actively carried out today, as in the past. Today, the traditional bazaar continues to provide services to meet all the needs of the people of the region. For this reason, there are many shops that serves different commercial activities in this region. Trade, as a part of the economy, is shaped according to the needs of history. The needs of the day create demands and reveal the product and service in the market. For this reason, depending on changing living conditions, today's types of commercial activities differ from the types of activities in the past. Although some types of traditional commercial activities dating back to the Ottoman period have disappeared, there are also traditional commercial activities that have survived to the present day. Some of those; barber, shoemaker, tailor, coffee shop, bakery, tobacconist, saddle maker, halva maker, tinsmith, blacksmith, mechanic, spice maker and felt maker. Along with these, new commercial activities have emerged in the process.

The formation of classical Ottoman cities and towns can be seen in the Kula urban commercial area. Mosques, baths, inns, shops, workshops, etc. are located in this area. While many shop structures have survived from the past to the present, only two of the inns have survived. However, some sources mention the existence of four or five inn structures in Kula during the Ottoman period, such as the Ciğeroğlu, Zincirli, Veliöğlu, Şapçı Inns (Ataş 83). These cultural heritage structures have disappeared, except for Veliöğlu and Şapçı Inn, which have survived to the present day. But Veliöğlu and Şapçı Inns are in ruins and unusable today.

Şapçı Inn is located on Hamdullah Street, within the urban conservation area. It is a single-storey building with a courtyard, built of masonry stone. Şapçı Inn plan scheme was shaped on a rectangular-trapezoidal form as a result of the land situation. Some of the spaces within the inn can be accessed from the street. The units in the main section are located around the courtyard. Some of these units are located back to back, while one is accessed from the street and the other from the courtyard.

Veliöğlu Inn is located within the urban conservation area, at the intersection of Hamdullah Street and 1st Street. It was built with a wooden frame construction system. While the lower floor is partially used, the upper floor is unusable due to structural problems. In the inscription of the building, it is written that it was built in H (1311) AD 1894. The building is a two-storey building with a gable roof and covered with Turkish style tiles. The lower floor of the surviving parts was built with rubble stone material. In the plan scheme, there is a courtyard in the middle and two-storey rooms around the courtyard. The single-storey shops attached to the inn are covered with vaults. It can be said that the plan of the building, which has two entrances, has changed significantly in the process.



Figure 2. Veliöğlü Inn and Şapçı Inn (Personal archive)



Figure 3. Çiğeroğlü Inn, which has not survived to the present day, whose location and picture were found according to archive research

Shops with masonry construction systems predominate in the area. There are many stone masonry walls built from volcanic "black stone" which is the local stone of the region, as well as stone/brick masonry alternating walls. Facade elements such as jambs around openings in masonry buildings, moldings at eaves or floor levels, and relief arches are also made of stone or brick.

Shops with wooden frame construction systems are generally shops whose front walls are made of carcass. The main walls adjacent to other shops must have been built with a masonry system to take precautions against fire, according to the regulations that came into force in the 19th century. The carcass walls in the area were made with post and pane filling, not lathing. It is understood from the spilled plaster parts that the inside of the load-bearing wooden frame was made of stone or brick filling. In shops with carcass walls, it is seen that the moldings around the opening, shutters, and moldings at the eaves or floor levels are also made of wood.



Figure 4. Masonry building example and wood frame structure example

Although the building elements on the facades vary depending on the number of floors, typologies and construction systems of the shops, the shops in the Kula traditional trade area have a common architectural language. The recurring architectural elements on the facades that form this common architectural language are; wooden/metal shutters, doors/windows with jambs, triangular pediments, eye windows, iron railings, sheet metal covered wooden porches, stone/brick/wood moldings and corner plasters. Some shops are decorated with floral motifs such as flowers, acanthus leaves, or religious symbols on the jambs and corner plasters. In addition to these recurring facade elements, it has been observed that iron, sheet metal doors and wooden joinery have largely survived to the present day in shops whose originality has been preserved.

ARCHITECTURAL CHARACTERISTICS OF HISTORICAL COMMERCIAL BUILDINGS IN KULA CONSERVATION AREA AND DETERMINATIONS ON THE PROTECTION OF THE REGION

The center of the Kula traditional bazaar area is formed around two main parallel streets, Hamdullah Street and Yunus Emre Street. An area containing these main streets was determined to examine the shops in the Kula historical commercial district (Figure 5). There are many commercial structures built in this area. There are inns and shops that have survived from the Ottoman period, shops that were built in the recent past, and public buildings such as baths and mosques. Within the scope of the research, new bazaar boundaries have developed in the north, west and south of the determined area.

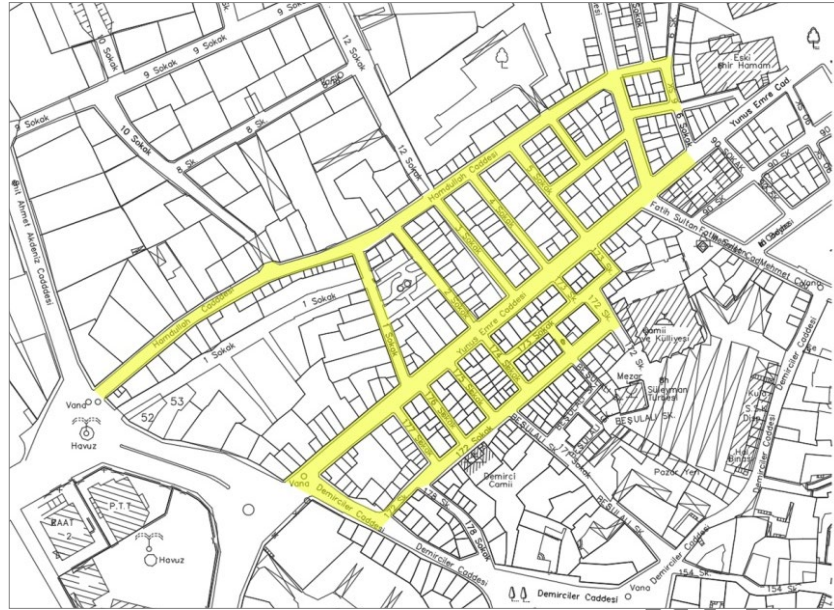


Figure 5. The boundaries of the determined area and the streets examined within the area

To investigate the Kula traditional trade area, a region where the traditional bazaar texture can be read best and where historical trade structures are preserved and come together was chosen.

Architectural Characteristics of Kula Historical Commercial Buildings

The traditional bazaar area consists of shops with different numbers of floors. The reasons for this difference are; the materials used, financial possibilities during construction, subsequently changing conditions and needs, the materials of more recently constructed structures, and so on.

When the floor numbers of 298 buildings within the boundaries of the study area were examined, the floor numbers were determined as follows:

- The number of single-storey buildings is 108,
- The number of buildings with basement + 1 floor is 4,
- The number of buildings with first floors and mezzanine floors is 50,
- The number of two-storey buildings is 125,
- The number of basement + 2-storey buildings is 2,
- The number of three-storey buildings is 9.

Table 1. Number of floors of buildings



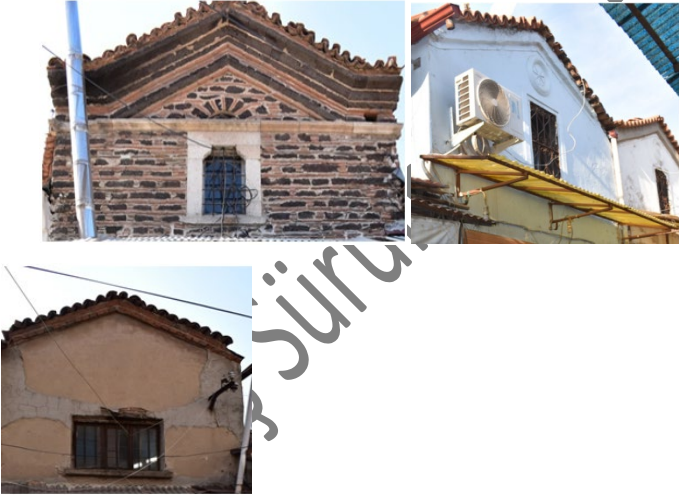



The structural elements on the facades vary depending on the number of floors, typologies and construction systems of the shops. The shops in the Kula traditional trade area have a common architectural language. The elements that make up this common architectural language are: Wooden and metal shutters, doors and windows, triangular pediments, eye windows, iron railings, sheet metal covered wooden porches, stone/brick/wood moldings and corner plasters. Some shops are decorated with floral motifs or religious symbols such as flowers and leaves on corner placards. In addition to these facade elements, it has been observed that

iron and sheet metal doors and wooden joinery have largely survived to the present day in shops whose originality has been preserved.

Tablo 2. Facade elements seen in shops in Kula traditional bazaar

Facade Elements	Photos
Metal Shutter	
Wooden Shutter	
Doors/Windows	
Arched Doors/Windows	

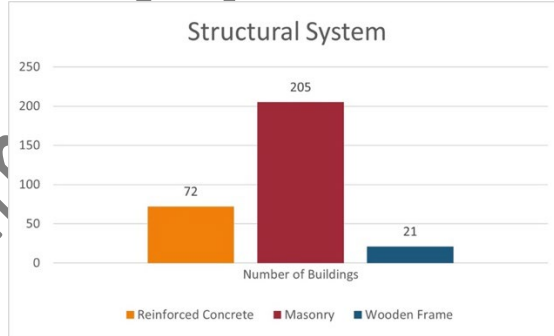
<p>Eye Window</p>	
<p>Iron Fence</p>	
<p>Triangle Pediment</p>	
<p>Wooden Porch</p>	



Structural systems of buildings

It is not correct to state that all of the buildings in the Kula Historical Trade Zone have historical character. Unlike historical buildings, there are also unqualified reinforced concrete structures built in more recent periods.

Table 3. Structural systems of buildings

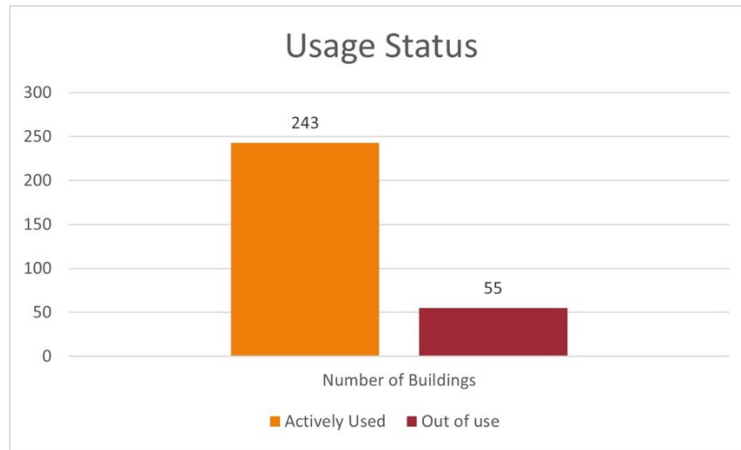


When the load-bearing system properties of 298 buildings within the boundaries of the study area were examined, the number of reinforced concrete structures was found to be 72, the number of masonry structures was 205, and the number of wooden frame structures was 21. It was determined that 10 of these buildings were built with a mixed masonry system on the ground floor and a carcass system on the upper floor.

Usage of Historical Commercial Buildings

While the majority of the buildings in the Historical Trade Zone are actively used and continue their commercial activities, the remaining few are unused. When the usage status of 298 buildings in the study area was examined, it was determined that 243 buildings continued to be used and 55 buildings were no longer used.

Table 4 . Usage Status of The Buildings



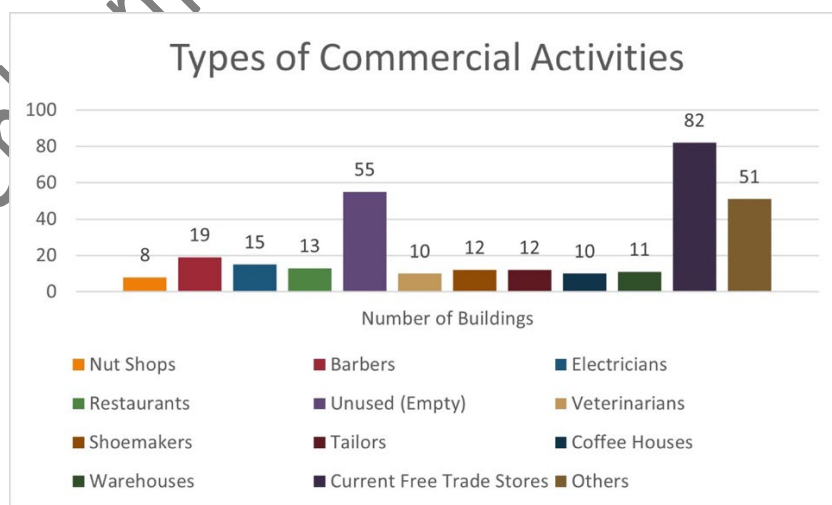
When the usage status of the buildings is examined, the figures determined show that this commercial area is still actively used as a trade center. The ratio of the number of actively used commercial buildings to unused ones is approximately five times.

Commercial Activities of Historical Commercial Buildings

Commercial activities carried out in most of the shops could be easily identified. However, it has been observed that some shops engage in more than one commercial activity. These enterprises, which carry out more than one commercial activity, differ from traditional commercial enterprises by offering goods and services that meet current needs. For instance, insurers, GSM stores, and second-hand shops provide up-to-date services in more than one area. For this reason, these businesses in the region are named current free commercial stores and workplaces in the chart created. Differently from this, commercial activity types that show the same commercial activity in the businesses within the boundaries of the study area and are 5 or less in number are called other businesses in the chart.

When the buildings within the boundaries of the study area are examined according to commercial activity type; 8 nut shops, 19 barbers, 15 electricians, 13 restaurants, 10 veterinarians, 12 shoemakers, 12 tailors, 10 coffee houses, 11 warehouses, 82 current free trade stores and workplaces, 3 bakeries, 5 tobacco sellers, 2 saddle sellers, 5 butchers, 5 food sales, 1 sarraci shop, 2 photographers, 1 stationery store, 4 jewelers, 3 halva sellers, 2 tinsmiths, 1 blacksmith, 2 mechanics, 1 spice seller, 1 dry cleaner, 2 bijouteries, 2 felt shops, 1 computer shop, 2 printing houses, 1 bank, 1 plumber, 1 glazier, 3 pharmacies determined and 55 shops were unused and empty.

Table 5. Types Of Commercial Activities Carried Out In Buildings

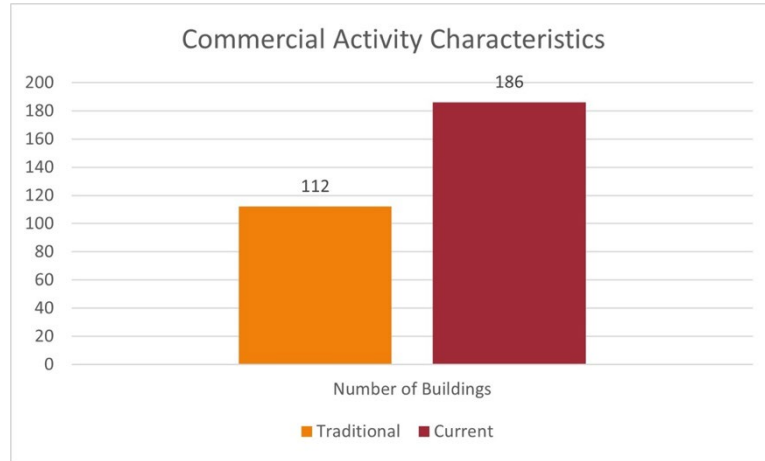


Traditional commercial activity types dating back to the Ottoman Empire have changed over time and some commercial activities have disappeared. However, new commercial activities have also emerged. In Kula district, the types of commercial activities examined in parallel with the general economic approach are different today but have been decreasing from past to present.

Since the historical commercial region is examined in this study, commercial branches that are not needed today or have little demand are referred to as traditional commercial activities. Traditional commercial activities that have survived to the present day in the Kula Historical Trade Zone: Barber, restaurant, veterinarian, shoemaker, tailor, coffee house, bakery, tobacconist, saddle maker, butcher, food salesman, jeweler, halva maker, tinsmith, blacksmith, repairman, spice maker, felt maker were observed

When the activity characteristics of 298 buildings within the boundaries of the study area were examined, it was determined that the number of buildings with traditional commercial activities was 112 and the number of buildings with current commercial activities was 186.

Table 6. Characteristics of commercial activities carried out in buildings



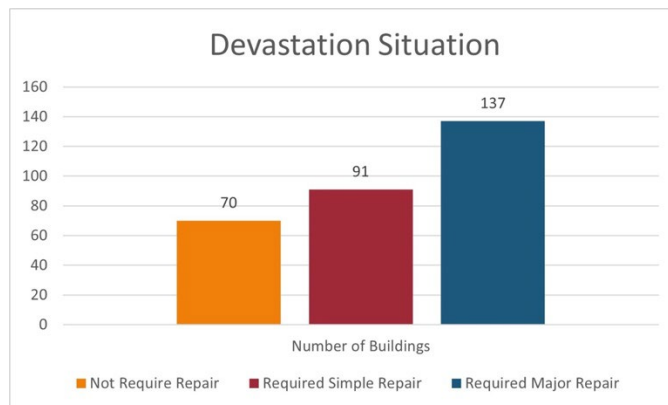
Condition of Destruction of Historical Commercial Buildings

When the conditions of the buildings in the study area are examined, it is seen that the buildings are deteriorated due to natural factors such as weather conditions, natural disasters, and human factors caused by people. It has been determined that the buildings that are still in use have undergone various repair works over time. Some of the buildings are in a position to maintain their integrity without requiring much intervention through restoration.

Unlike these, some of the buildings have not been repaired for a long time, have been ruined due to negative factors caused by both natural and human beings, and require major repair interventions. For this reason, three criteria were created to examine the destruction status of the structures in the study area. These are; structures in good condition (no need for renovation), requiring simple renovations, requiring major renovations.

When the state of destruction of 298 buildings in the study area was examined, it was determined that the number of buildings that did not require repair was 70, the number of buildings that required simple repair was 91, and the number of buildings that required major repair was 137.

Table 7. Devastation situation of buildings



The fact that the number of buildings that do not require repair is relatively low and the number of buildings that require repair is high reveals that the processes related to the repair of buildings in this region should be initiated.

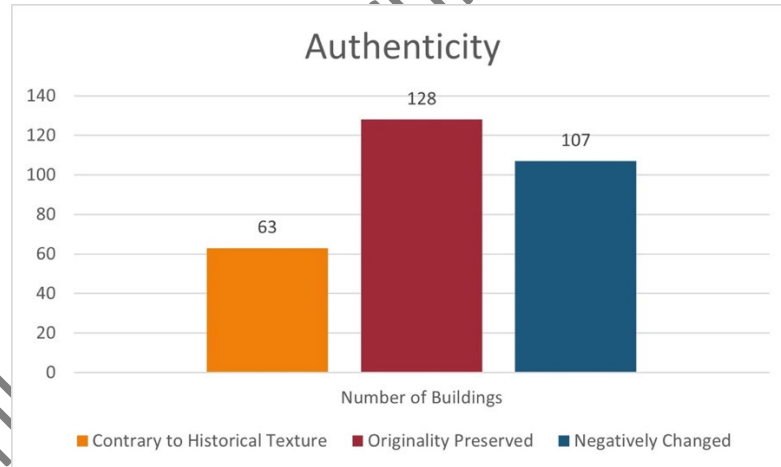
Conservation Problems of Historical Commercial Buildings

When the buildings in the study area were examined, it was seen that some of these buildings had their original architectural features deteriorated over time, while some of the buildings were able to maintain their originality and architectural integrity despite the passing time and conditions. Considering the factors that affect the change of buildings, it is seen that they change as a result of the conscious or unconscious interventions of people as well as the natural factors that occur during the process of their existence. The repair works applied to some of the buildings in the study area were carried out unconsciously, without paying attention to the historical qualities and integrity of the building.

Closing windows and doors or changing their dimensions, adding floors, interventions in the mass and material of the building that differ from its original state, changes in the plan and facade layout and similar interventions have caused the original architectural features of the buildings to deteriorate. Unlike these mentioned structures, there are also structures built in recent times within the boundaries of the study area. Since these buildings were built using today's construction techniques and materials, they are not suitable for other historical buildings in the historical texture, both in terms of construction techniques, use of contemporary materials, and number of floors. For this reason, three criteria were created to examine the authenticity of the structures in the study area regarding the conservation problems. These are "Contrary to Historical Texture, Originality Preserved, Negatively Changed".

When the originality status of 298 buildings in the study area was examined, the number of buildings contrary to the historical texture was determined as 63, the number of historical buildings with preserved originality was 128, and the number of qualified historical buildings that had undergone negative changes was 107.

Table 8. Authenticity of buildings



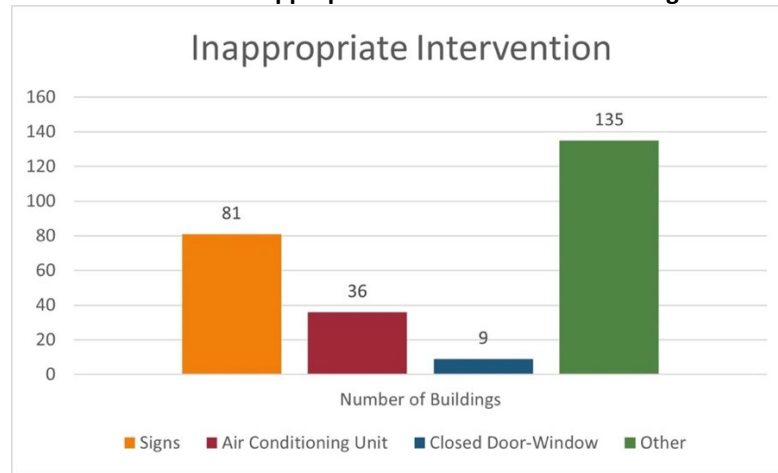
Apart from the above-mentioned structural situations, there are some negative interventions and foreign additions made on these structures. Over time, as conditions and needs changed, these interventions and additions made on the buildings became elements that damaged the originality and architectural features of the building. The first of these is the door and window gaps that were subsequently closed. These changes caused the original facade features, plan scheme and space structure of the building to be distorted.

Other elements that cause the architectural features of the buildings to deteriorate are the signs and air conditioning units that are not in their original condition added to the building facades. These negative interventions cause the original facade layouts of the buildings to deteriorate and prevent the perception of the historical texture of the shops. Satellite antennas, porches that do not fit into the historical texture, non-original shutters, cables, boxes, discharge pipes, electrical panels, ventilation units, stickers and posters are foreign and negative additions added later to historical buildings.

When the status of foreign additions to the 298 buildings in the study area was examined, it was determined that the number of buildings with non-original signs was 81, the number of buildings with air conditioning units

was 36, the number of buildings with closed doors and windows was 9, and the number of buildings with other foreign additions was 135.

Table 9. Inappropriate Interventions on buildings



In the examinations, it is possible to see that the structures in the region have changed over the years. Although the architectural texture of these structures, which have survived from the Ottoman to the present day, has changed, they show continuity in terms of commercial activities. When the active use status is evaluated, it is possible to say that the commercial buildings in this region are an important heritage from the Ottoman Empire to the present day.

CONCLUSION

Kula is an valuable city in terms of both our national cultural heritage and natural resources. Turkey's most important geological conservation area is located in this region. Kula is quite remarkable with its Geopark area, geological-geomorphological formations and geothermal resources. In addition, it contains important cultural heritage elements with its traditional houses, monumental architectural structures, handicrafts and folkloric features. Located in Salihli district of Manisa, Sardes antique settlement has architectural values that can be a focal point in tourism. However, despite having these cultural values, it is seen that the tourism potential around Manisa Kula and Salihli is not developed enough. In this context, the necessity of protecting and sustaining the cultural heritage in Kula and its surroundings is important.

In the globalizing world, the unique identities of cities need to be preserved. For this purpose, the aim should be to protect the natural, cultural and historical identity of Kula district. Interventions such as unconscious repair and restoration works and incorrect functionalization of historical buildings within the Kula urban conservation area should be prevented. Historical buildings should not be left neglected or dysfunctional. Throughout the city, avoiding interventions that will damage the history, cultural and natural texture of the settlement will be important in preserving the historical, cultural and architectural identity of the Kula district.

Within the scope of the research, the existence of a highly qualified commercial texture was determined in the examinations made in the traditional Kula Urban commercial area. In this area, there are many shops that have preserved their original characteristics and a small number of inns. Within the project boundaries, it has been observed that the historical commercial buildings largely had a masonry construction system and were mostly basement +1 or 2 storeys. It has been observed that the majority of historical commercial buildings could not maintain their original function and were re-functioned with current commercial activities.

It has been determined that the originality of the unused buildings in the study area is preserved, even though they are worn out, but the used buildings have undergone changes. Advertising signs and air conditioning units of various sizes located on historical commercial buildings constitute the majority of foreign additions. Due to these foreign additions, the historical qualities of the buildings are damaged. When the facade elements of commercial buildings are examined; It was observed that there were windows/doors with jambs, wooden/metal shutters, and rectangular/eye windows with iron bars.

It has been observed that Veliöğlü and Şapçı Inn, among the 1st Group cultural heritage buildings located in the Kula Urban Conservation Area, have survived to the present day. Ciğeroğlu and Zincirli Inns, whose existence is mentioned in the sources, have disappeared. According to the documents, the location of the Ciğeroğlu Inn, which has not survived to the present day, has been determined. Veliöğlü Inn was built in 1894 with a two-storey, reed-filled wooden frame technique. While some of the units on the ground floor of the inn are usable, the second floor is completely unusable.

Şapçı Inn, whose construction date is unknown, consists of single-storey shop units arranged around a courtyard in the masonry system. Most of Şapçı Inn's shops facing Hamdullah Street are in use. The shops overlooking the inner courtyard are unusable. Velioglu and Şapçı Inn, which have survived to the present day and are partially in ruins, face the threat of collapse day by day. With this; As a result of the studies carried out in the research area, 47 buildings should be preserved in their current state, 124 (80 historical buildings + 44 buildings from the republic period and after) should be preserved after simple repairs, 108 buildings should be used after major repairs, and 19 buildings should be completely demolished. It has also been concluded that the added illegal floors will be demolished.

At the commercial texture scale in Kula Urban Conservation Area; It is recommended to carry out street improvement works on Kula Hamdullah Street and Şehit Raşit Uzun Street, to renew the floor coverings with materials similar to the original flooring, to increase the number of lighting elements, and to remove unqualified annexes. In addition, it is recommended that some of the historical buildings in the area be opened to public use in order to be used by making them functional. To protect the buildings in the Kula Commercial Urban Conservation Area, it is important to increase the restoration work and carry the cultural assets to the future with correct restorations.

It is important for the commercial buildings in the region to continue their use with proper function and restoration. However, the mode of transportation and shipping has changed since the date these structures were built. Transportation, which was provided by horses and carriages, is now carried out by vehicles (cars). For this reason, it becomes difficult to travel among the buildings on foot. Restricting vehicle traffic in the commercial zone at certain hours will both ease pedestrian circulation and increase the shopping potential of pedestrians visiting the region for tourism.

In addition to the use of buildings in the protection of cultural assets, objects bearing the cultural traces of the society are also heritage. For this reason, recommendations for the preservation of buildings alone may be insufficient when viewed from a broader perspective. Creating a public exhibition area or a small comprehensive museum where cultural heritage items, historical commercial products, relic objects, and old woven carpets of the region are exhibited can also be beneficial in archiving the history of this region and transferring it to future generations.

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