

Urbanism Role in Preserving the Cultural, Architectural and Civic Heritage. The Mission of Urbanism in Forming the Sense of Ownership and Community

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Abstract

An European and national objective is that the European regions to become more attractive for investments and to attract labor force, so they can capitalize on new conquests of science and technology.

Thus, this paper tries to identify links through which the application of the principles of urban planning has in creating a metropolis at the highest standards of living. In the same time, the principles of urbanism have also an impact in the preservation of cultural heritage and architectural creation that is a key factor in the socio-cultural identity.

Key- words: *urbanism, architecture, identity, administration.*

1. Conceptual approaches. The urbanism architecture conflict

The definition of 'urban' concept varies from country to country and, by redefining its regular can vary even in the same country over time.

This hampers the realization of direct comparisons. An urban area may be defined by one or more of the following features:

- administrative criteria or political boundaries (area under the jurisdiction of a municipality or local council, for example)
- population threshold (where usually the minimum for an urban area is somewhere around 2,000 inhabitants, although this varies globally between 200 and 50000)
- demographic density,
- economic -function (the area where a significant majority of the population does not deal mainly with agriculture or where there is surplus employment) or
- some urban features such as paved streets, electric lighting or sewage. [1]

For instance, in 2010, it was estimated that 3.5 billion people lived in areas classified as urban.

In the last decades of the twentieth century, economic development and globalization, marginalization and the threat of extinction faced by many communities and the gradual erosion of traditional beliefs and convictions were absolutely necessary to reconsider the place of international cultural heritage and its role in the future of societies.

Because "Unity in diversity" is one of the basic principles of the European Union it has become vital the formulation of strategies aligned with the aspirations and cultural realities of each country.

Documents, like "Our Creative Diversity", assumed by the UN and UNESCO, and "In from the Margins - A Contribution to the Debate on culture and Development in Europe" have revolutionized all modes of approach and definition of culture.

A third contribution to this new approach is dating from 1999, the year the International Conference organized in Florence by UNESCO and the World Bank Unfortunately a conflict that dominates the reaching the objectives recommended by the European Union is that between planners and architects. According to some specialists, the Leipzig Charter, from 2007, would have been a moment of reconciliation in these two categories because it provides both the need for urban planning and construction on the culture of beautiful and durable quality public spaces. [2]

The Association "Save Bucharest" conducted a study entitled "Bucharest – An Urban Disaster" from which some meaningful conclusions are to be drawn. Bucharest is "suffocated by traffic" aspects revealed in many statistics. One example relates to reach average speed 2 km/ h on high-traffic arteries. The cause is densification of housing, especially in the center.

Bucharest has a density of 9.009 inhabitants / km square, while Berlin, is 3905, Vienna and Budapest 3.674 3.850 inhabitants / km square (social comfort should not be surpassed 3,500 inhabitants per km square). Yet, in Bucharest, there are given authorizations for construction of grand building in places overcrowded, either, parking or green space, etc.[3] Other reasons are given by the construction of hypermarkets in the city, and not outside the city, such as is normal, the location of office buildings are in the very center, so, all these generate very high traffic at certain hours. [4]

Another conclusion is that Bucharest is considered an “ugly” city, who can not keep their architectural heritage. The number of tourists coming to Bucharest is very small compared with other European cities.

Also in this study they were presented and attacks against historical monuments, including the now famous case of the Armenian Church. In addition, after 1990, in Bucharest were demolished hundreds of homes with architectural value, some historical monuments, and thousands more are in danger of being demolished.

Not even the industrial heritage has no chance of being preserved: Moara lui Assan, Fabrica de Bere Bragadiru sau Atelierele Tipografice “Cartea Romanească” should be restored, but were allowed to collapse. Markets have not kept the identity: they became either parking or “rectangular windows” (see Amzei Market) and in Sector 2, Obor market is in danger of being demolished and replaced by a mall. [5]

As a result, what was lacking Romania after 1989 was a consistent attitude of the responsible authorities, which would have meant recognition, including legal, that the cultural and natural heritage is a national priority.

To sum up, the lack of involvement in the decision-taking and the political irresponsibility in not providing protection, restoration and conservation of heritage, the consideration and financial support led to this catastrophic situation.

2. Aspects of competitiveness and welfare of regions and metropolitan areas

Ensuring competitiveness and well-being of regions and metropolitan areas is an essential coordinated to achieving the objectives of a European Convention on Territorial Cohesion, the Lisbon and Gothenburg Agendas for competitive and sustainable economic development, of the European Spatial Development Perspective [6] on urban areas and the objectives of the Third Report for social and economic cohesion. [7]

In the EU agenda, the economic, social and environmental development of European metropolises are of particular interest, which required the establishment of a European database on the subject, supporting and initiating debates intense cooperation between European cities. To this end they were launched European initiatives related to urban development Eurocities, Metrex (The Network of European Metropolitan Regions and Areas), URBAN etc.

At the European Council in Potsdam (1999), there was defined the European Spatial Development Perspective (ESDP), which proposed the Scheme of Spatial Development Perspective (ESDP) - a polycentric vision on urban restructuring in Europe.

European Spatial Development Perspective focused on competitiveness, cooperation and cohesion within the European harmonious and sustainable development in Europe. The document highlighted the fact that metropolitan areas such as London, Paris, Brussels, Randstaat, Ruhr, formed "global integration zone" similar to the USA and Japan.

To meet these new challenges, coordinated by the European Commission, was held in the city of Porto, in November 1999, a conference with the theme of development in metropolitan areas. On this occasion, were drafted and signed Metropolitan Magna Carta and the Declaration of Porto, accompanied by referential "Practice Benchmark" which included planning and territorial development indicators, periodically review the studies made for this purpose.

The documents stated that the objectives envisaged in the constitution metropolitan areas were:

- Ensuring the competitiveness of regions and metropolitan areas and welfare;
- Achieve a balance between urban planning and urban sprawl;
- The integration of land use, transport and infrastructure;
- Maintaining the vitality and viability of cities and metropolitan centers;
- Providing conditions and stimulating economic competitiveness;
- Promoting social inclusion;
- Assessing the impact of development on the environment;
- Protection of natural resources and urban heritage.

According referential "Practice Benchmark" metropolitan spatial planning is effective when the essential conditions are met related to competence, capability and processuality (competence, capability and process).

Indicators of *competence* refers to the conditions under which authorities may adopt, implement and promote an integrated strategy metropolitan areas (Integrated Metropolitan Strategy). *Capability* refers to the ability to make appropriate decisions

through knowledge and understanding of the strategy. *Processuality* refers to the ability to monitor, consult citizens and to adapt the strategy according to the situations encountered in its effective implementation process.

Competitiveness and cohesion of urban areas are gradual, as the implementation of the strategy, according to several indicators (Functional Urban Regions and Areas). In referential Benchmark approached the question of metropolitan governance that is subject to the requirements of the principle of subsidiarity, according to which metropolitan areas can more effectively achieve the major objectives of European territorial arrangements. From the perspective of sustainable development, European metropolitan strategies should lead to improving the quality of urban life, the social and economic integration and environmental protection.

The metropolitan governance models existing today in Europe are classified by METREX (European Network of Metropolitan Regions and Areas) in three categories:

1. Metropolitan authorities have discretion as regards the social, economic, infrastructure, and environment and spatial planning. These authorities are responsible to plan and implement strategies effectively and completely harmonious development of metropolitan areas;
2. Authority, appointed or elected, provided with essential selective powers through which to plan and apply strategies to solve key problems;
3. Appointed metropolitan agencies or bodies entrusted with additional responsibilities for strategic planning and implementing an advisory capacity.

Whichever solution is adopted, according to the specific national or regional problems facing it will be necessary authority or agency with the capacity planning, control, maintenance, preservation and application of metropolitan strategy.

The metropolitan area must have the professional resources strategic planning in the medium and long term policy analysis at the metropolitan level, the correlation or establish equilibrium between sectorial interests and those of the metropolitan area.

In recent years, at European level were more projects using development metropolitan areas. Thus, for the period 2000-2001 InterMETREX pilot project was launched in the European program INTERREG II. This project involved the metropolitan areas Glasgow, Bradford, Dublin, Lille, Brussels and Rotterdam.

For the period 2001-2003 it was launched SocioMETREX project, which addressed issues of poverty and social inclusion phenomenon.

For the period 2004 - 2006, the program included InterMETREX Central and Eastern European countries, plus PolyMETREX about the project INTERREG III C.

In 2004, at the European level, was drawn up an initiative called "Metros: socio economic implications for Europe's future", presented by the Economic and Social Committee, the European Commission.

The document emphasized the importance of the development of metropolitan areas within the overall EU regional policy and territorial cohesion policy. EESC and other European institutions have asked for a public debate on the third report on regional cohesion and adapting EU policies to the needs of developing metropolitan areas.

Strategy reaffirmed the objectives of the Lisbon agenda related to cohesion policy and growth, with special reference to regional competitiveness and territorial cooperation. Guidelines aimed at developing regions, so as to eliminate disparities in Europe.

Conclusions

With economic growth, the pressure of real estate investments and developments has enhanced the uncontrolled destruction of what was left intact after Ceausescu demolition: the historic centers of towns, protected areas architecture, archeological sites, traditional rural architecture, sites and nature reserves, landscapes and ways to access them.

These damages are favored by maintaining- under the pretext of encouraging the development –of a extremely permissive legislation in the fields of urban planning, town planning, environmental protection and historic heritage.

The destruction or degradation of natural and built heritage means the disappearance of memory and cultural identity of citizens of Romania and, consequently, the inability to transmit this heritage to the future generations.

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