
The Protected Areas within the Study Area, between Theory and Practice

prof. Anca Brătuleanu (UAUIM Bucharest, Romania)

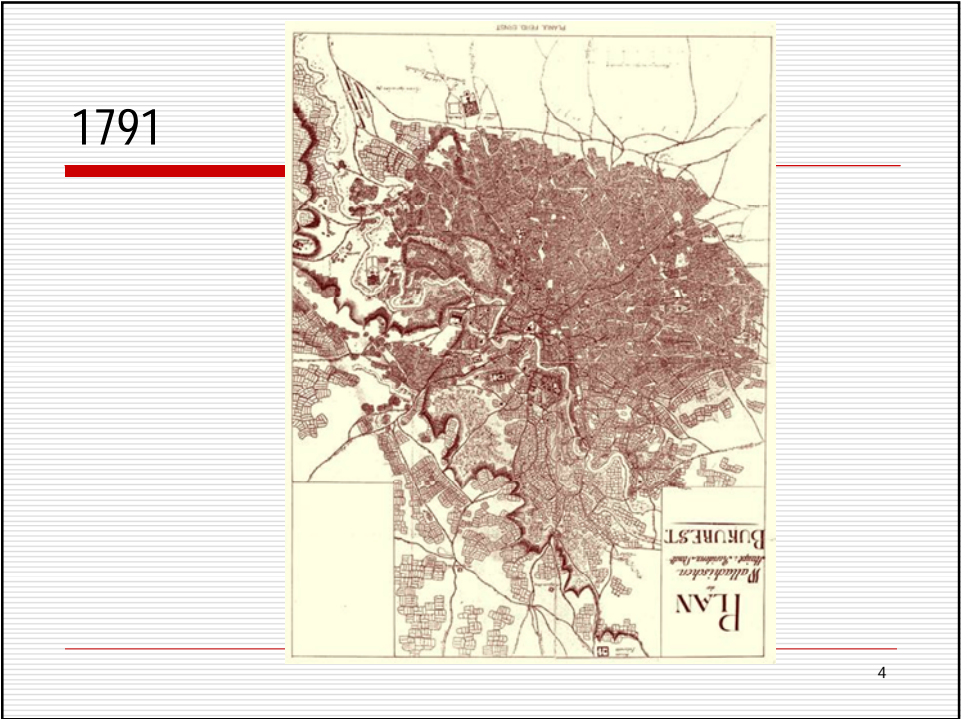
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Conservation and the City

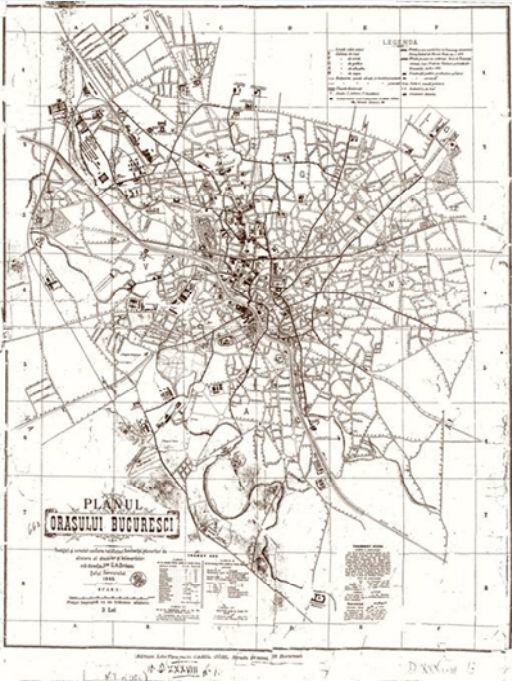
The dichotomy between economic development and urban identity

Case study: the protected areas from Bucharest

2



1893



5



BUCHAREST 1927

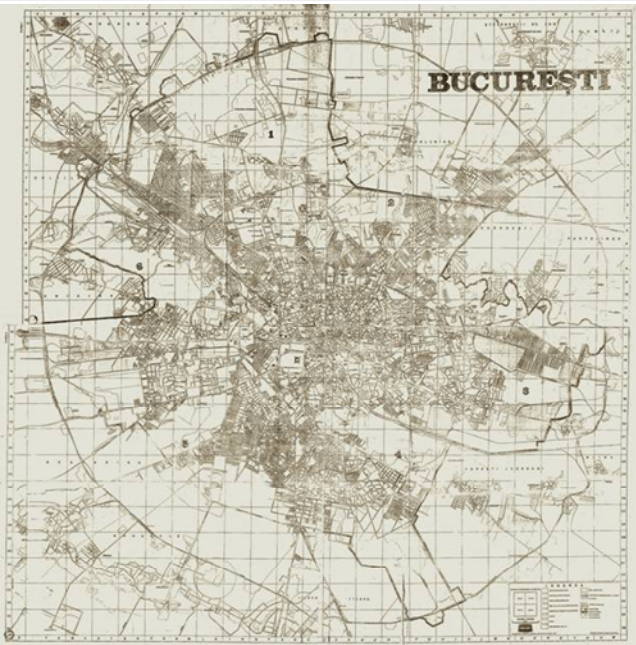
Bucharest

development plan
1935-1938



7

1989





9



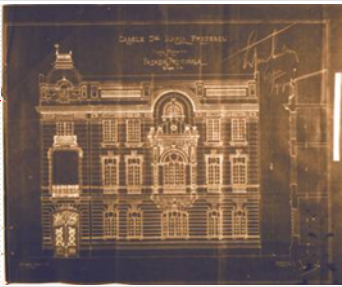
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Building styles:

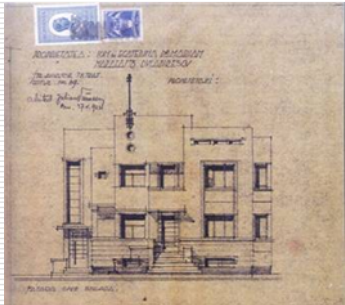
◆ from the Balkans'
Tradition to the
French Eclecticism



◆ French Eclecticism



◆ Modern Movement



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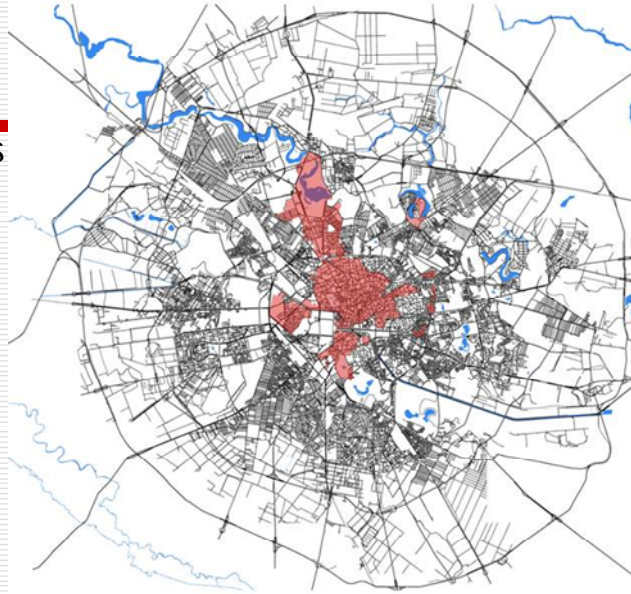
◆ Neo-Romanian (or Romanian Revival)



14

Bucharest

the protected areas
as defined in 1999



15

Terms and definitions of the 1999 protected areas

- Protected areas = areas in which the preservation of the characteristic cityscape determined by its natural features, historical structures, typical building stock and variety of functions must be safeguarded
- to protect an area does not mean that the development is excluded; it is permitted, even encouraged, in some specific conditions, different from area to area; it is important that the new intervention preserves, even enhances the defined specific character / the identity of the area

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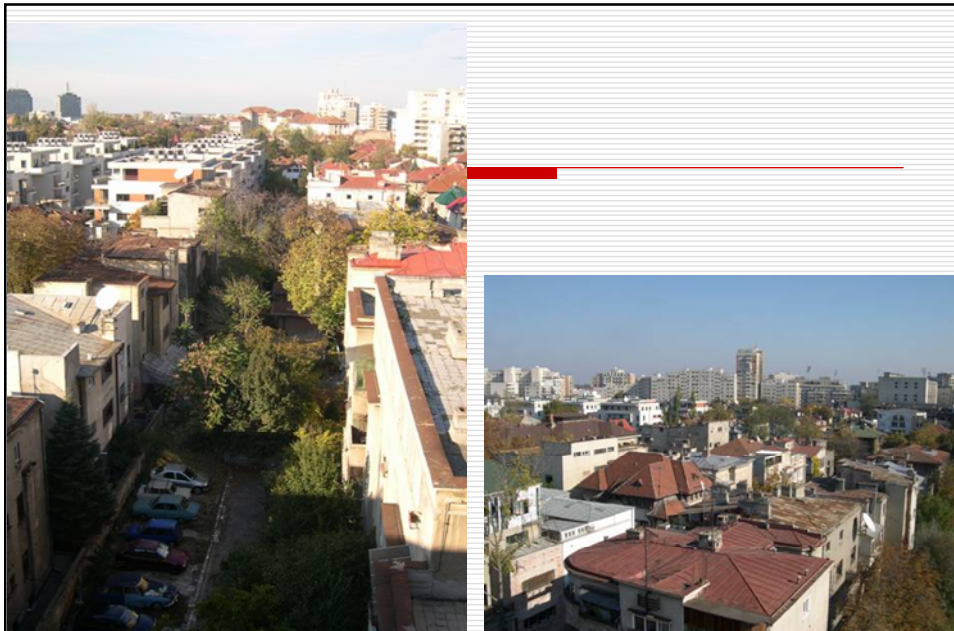
First Phase

Bucharest - the protected areas as defined in 1999*

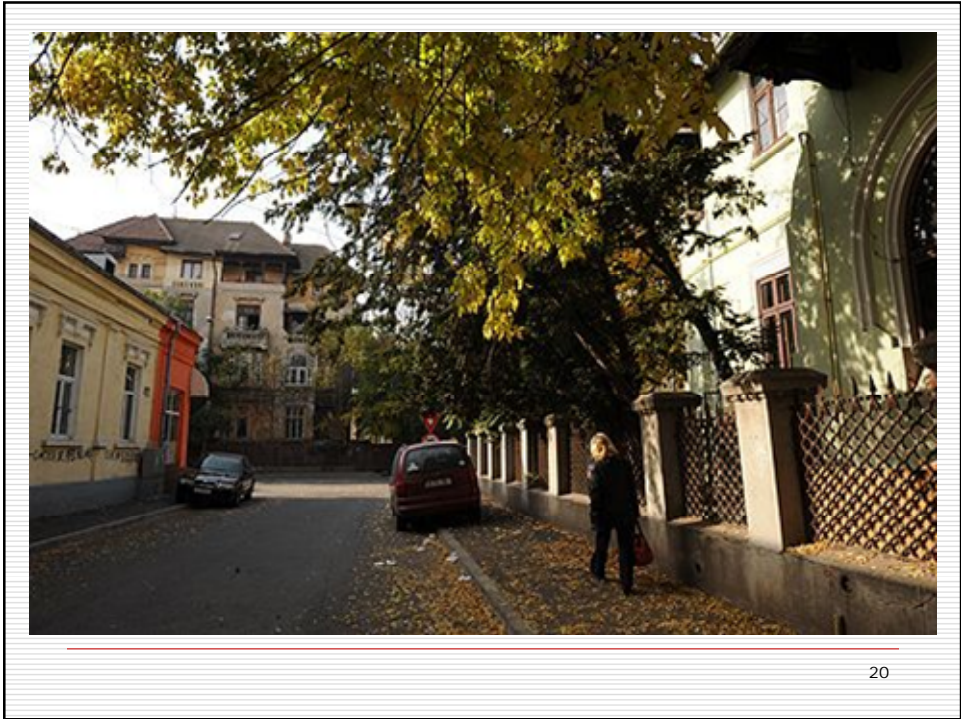
- ☐ urban coherence / constitutive elements / specific identity
- ☐ urban use
- ☐ urban regulations
 - Permitted urban interventions / functions
 - Intervention scale
 - Focused on conservation of the urban quality by preserving the specific character of the area

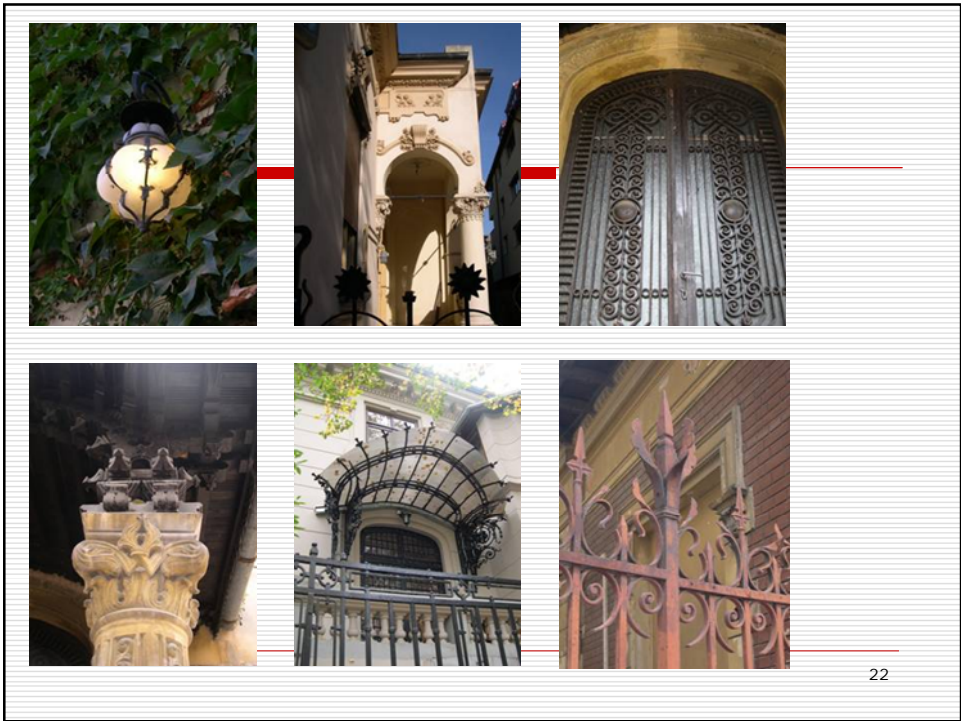
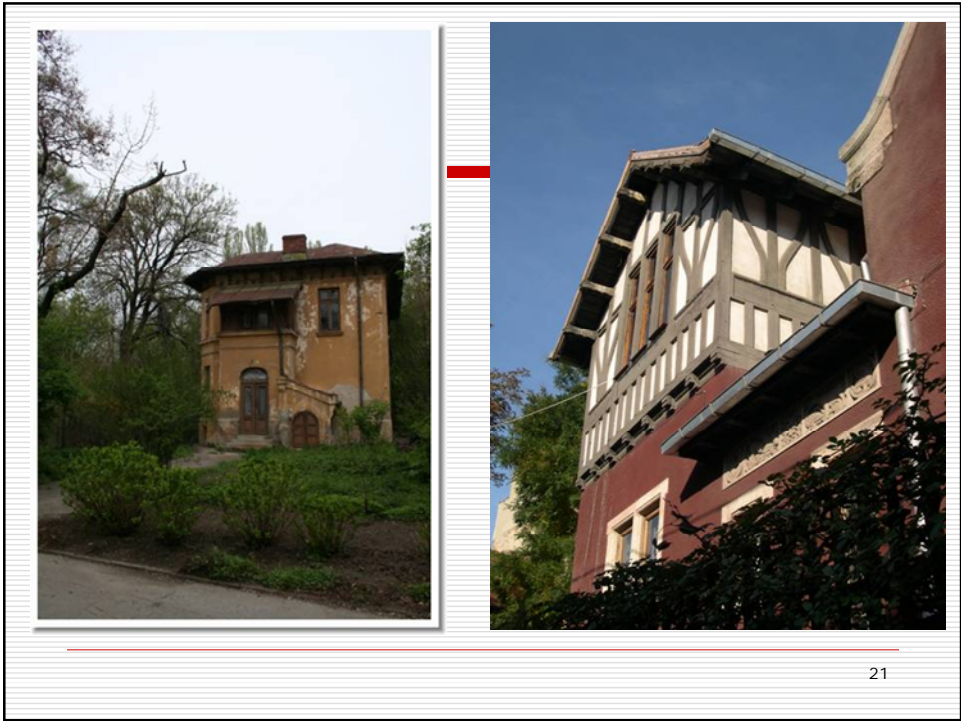
***the urban planners assumed that the life quality offered by the urban space will make from these areas very valuable and researched as residential areas; they were counting with the owner's appreciation, which was an incorrect assumption**

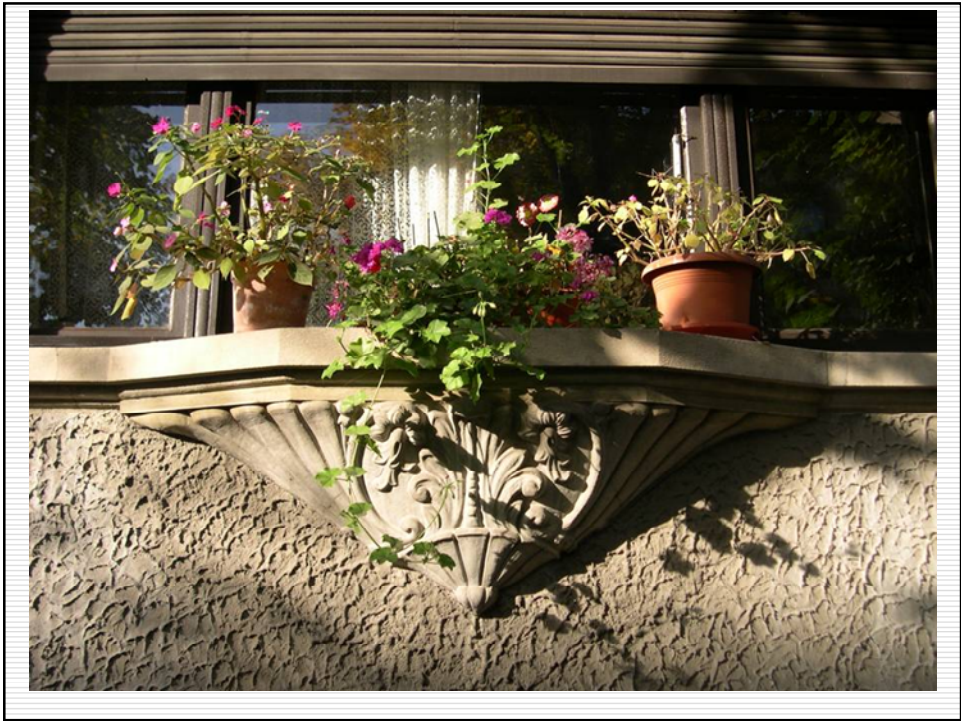
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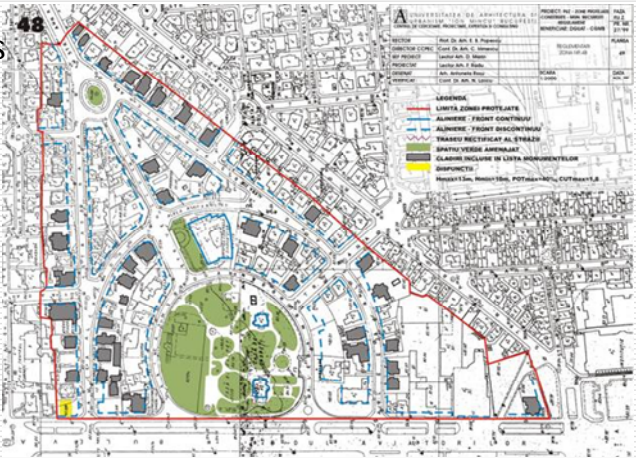


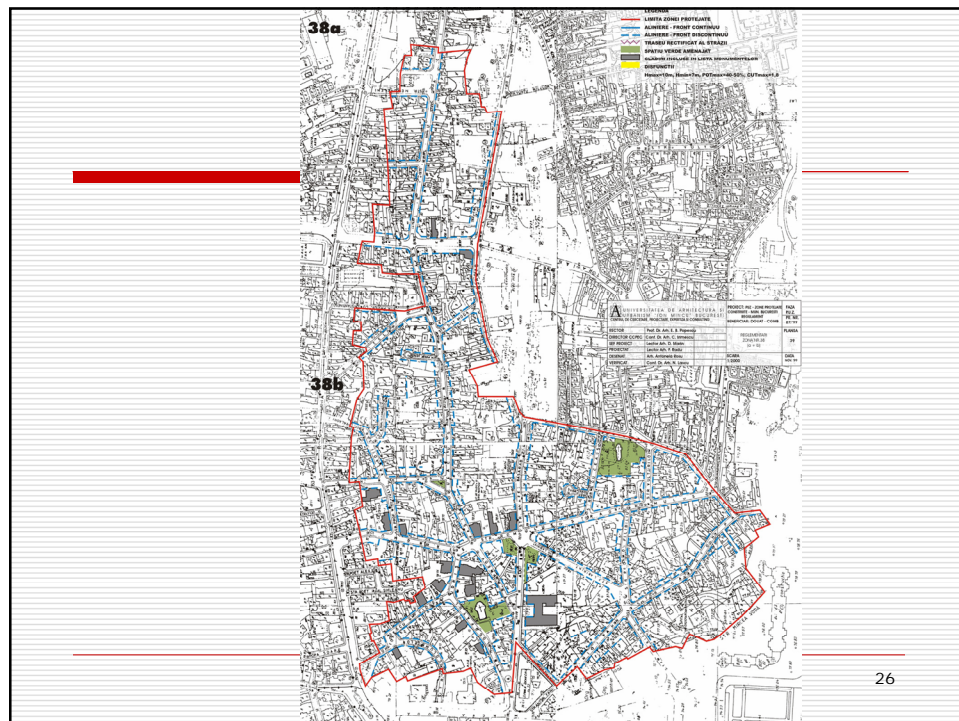
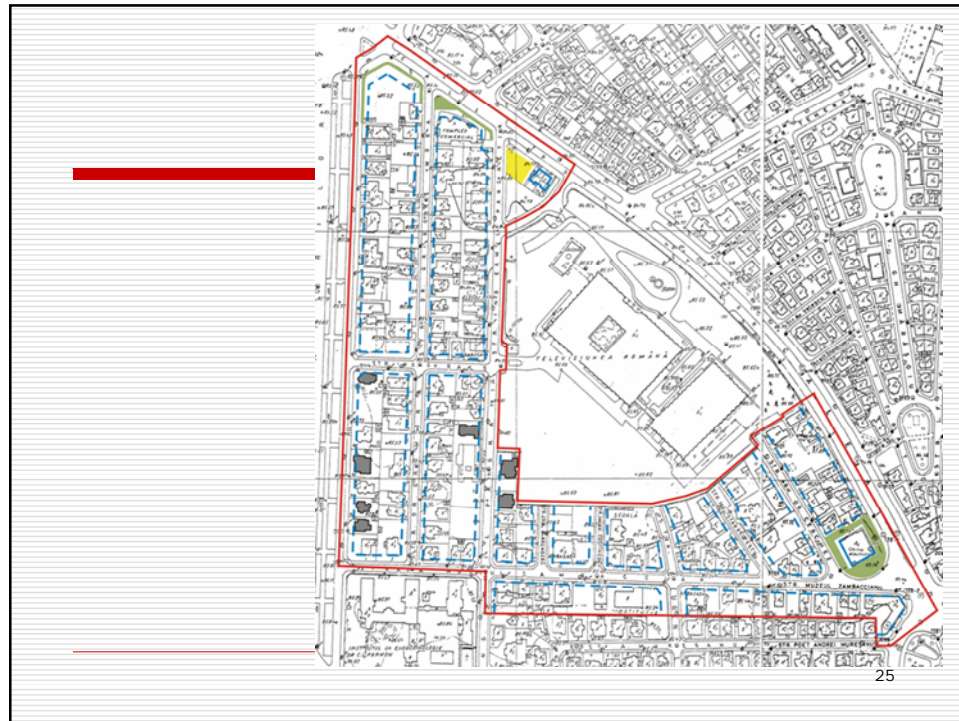


Bucharest

the protected areas
as defined in 1999

- operational plan



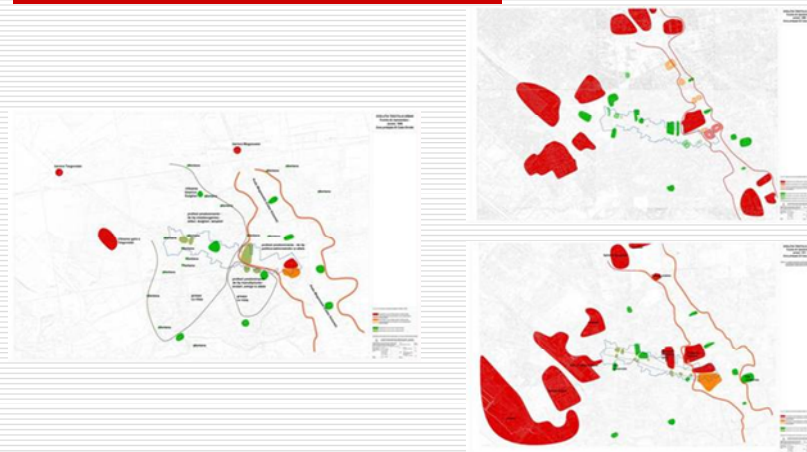


2nd phase: 2005-2007 – the refining of the 1999 regulations regarding the already established protected areas (the pilot-project)

- ☐ Analysis of the urban tissue and buildings evaluation into the frames of the extant protected areas
 - analysis of the area development and position / role / value into the city
 - analysis of the urban tissue development, defining the different sub-areas character
 - buildings' value / quality
 - ☐ buildings' physical bad stage is never a criteria / proof of missing value
-

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analysis of the area development and position / role / value into the city



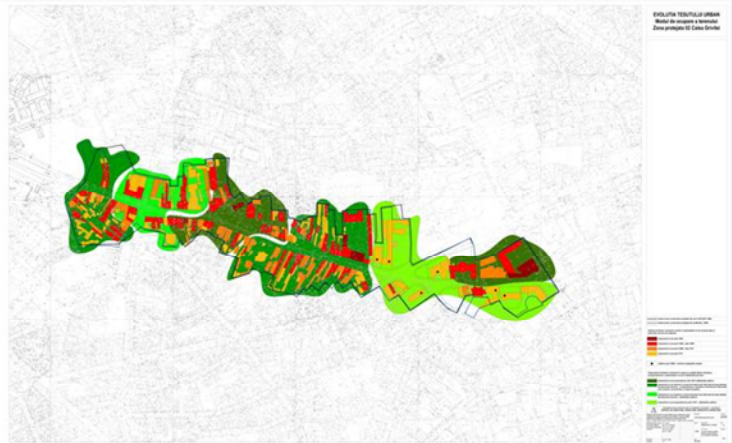
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analysis of the urban tissue development, defining the different sub-areas character

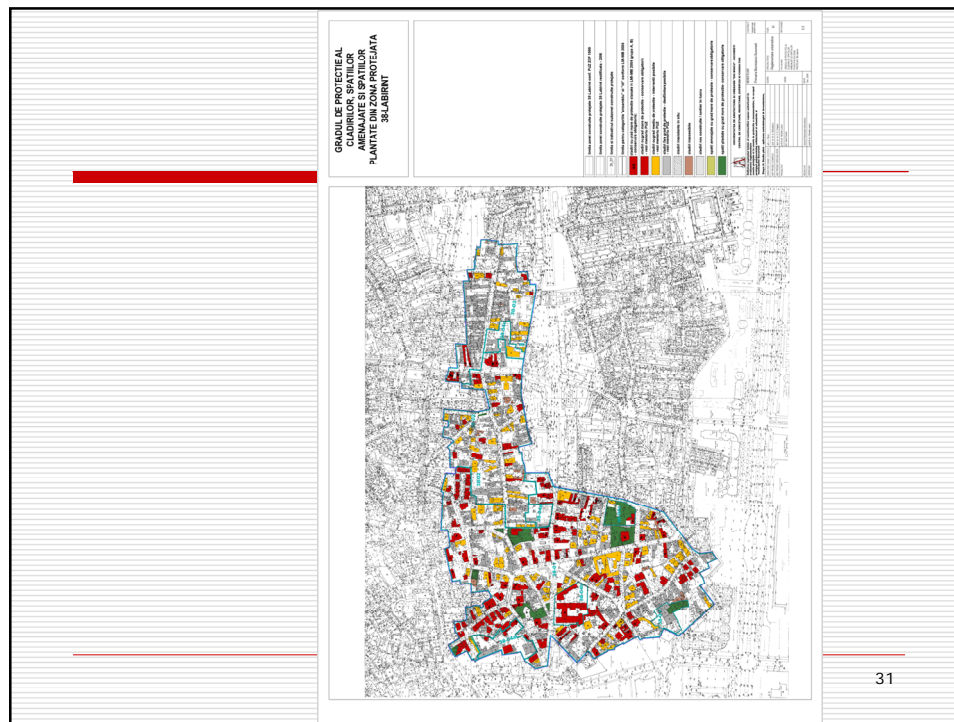


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The result of the analysis: the “attitude”



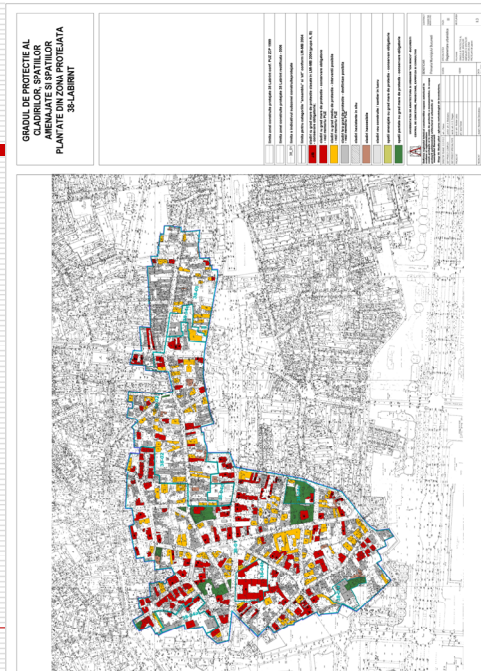
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Buildings' value as represented in the protected areas' plans

	cladiri cu grad mare de protectie clasate in LMI-MB 2004 (grupa A, B) - conservare obligatorie;
	cladiri cu grad mare de protectie - conservare obligatorie - vezi memoriu PUZ
	cladiri cu grad mediu de protectie - interventii posibile - vezi memoriu PUZ
	cladiri fara grad de protectie - desfiintare posibila - vezi memoriu PUZ
	cladiri inexistente in situ
	cladiri inaccesibile
	cladiri nou construite / santier in lucru
	spatii amenajate cu grad mare de protectie - conservare obligatorie
	spatii plantate cu grad mare de protectie - conservare obligatorie





Part of the
“mechanism” – the
buildings’ postal
addresses inventory

MUNICIPIUL BUCUREȘTI - ZONA PROTEJATĂ NR. 10 - "ZONA LARGOVI"						
Anexa II.5. Lista imobilelor cuprinse în zonă						
Nr. crt.	Calea	Denumire	Numărul principal de servicii	Grădini de grădini	Grădini de grădini	Grădini de grădini
1	STRADA	BASARAB MATREI	21 IMOBILE	1		
2	STRADA	BASARAB MATREI	22			
3	STRADA	BASARAB MATREI	23			
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A parallel history – the real one

- ❑ 2000, all the Municipalities were obliged to draw the limits and to establish the rules of conservation / development of the protected areas → a few of them did ...
- ❑ 2004, the Ministry of Public Works issued an Order regarding the ways of establishing of regulations regarding the conservation and the use of the development potential of the protected areas ... only the Bucharest Municipality did it, for 12 areas from 94, as a “pilot project” in 2005-2007, ...
- ❑ Finished at the beginning of 2007, the “pilot project” was discussed and approved only in 2009 by the Municipality Council
- ❑ Day after day we are witnesses of new demolition of valuable buildings belonging to the “protected areas”; the “EU structural funds” are almost always quoted as requesting this kind of sacrifices ...

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...and there is more ... the Zaha Hadid project for an important “protected area” in Bucharest ...

Dorobanti Tower, Render © Zaha Hadid Architects

PROGRAM: 5 Star Hotel & Apartments

CLIENT: Smartown Investments

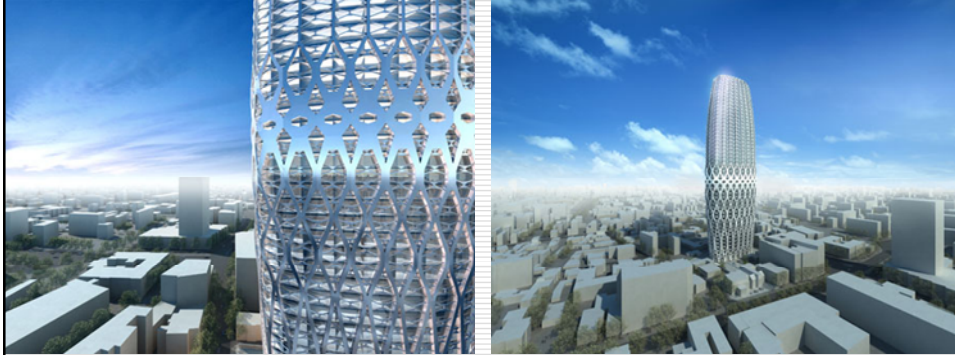
SIZE/HEIGHT: 200m

CONCEPT:

IntroductionThe Dorobanti Tower was designed to establish an iconic presence in the heart of Bucharest. The new tower is a unique mix of a distinctive form, ingenious structure, and spatial qualities of sky-high living. The purity of its form - a chamfered diamond like structure - will be a timeless, elegant landmark in the centre of Bucharest. Zaha Hadid Architect's design concept is a synthesis of architecture and engineering, which integrates a distinct meandering structural mesh frame and naturally expresses the changing programme of hotel, amenities, and residential apartments. The site is located in the centre of Bucharest, to the west of Plaza Romana, and approximately 6km south of the international airport. The brief called for a 100,000 square metre mixed-use development at the junction of Calea Dorobanti and St. Mihail Eminescu. The project comprises 34,000 square metres of a 5-star hotel (including restaurants and a convention centre) and 35,000 square metres of luxury apartments. Additionally, the scheme offers lower level retail areas of 4,600 square metres and it delivers a generous allocation of public realm. This public area **will be unlike anything else in Bucharest**, representing a major attraction within the dense urban character of the City, offering an important new meeting space and urban plaza.



The proposed intervention and the surroundings



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...in parallel with

☐ THE ICOMOS QUÉBEC DECLARATION ON THE PRESERVATION OF THE SPIRIT OF PLACE

☒ *Adopted at Québec, Canada, October 4th
2008*

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