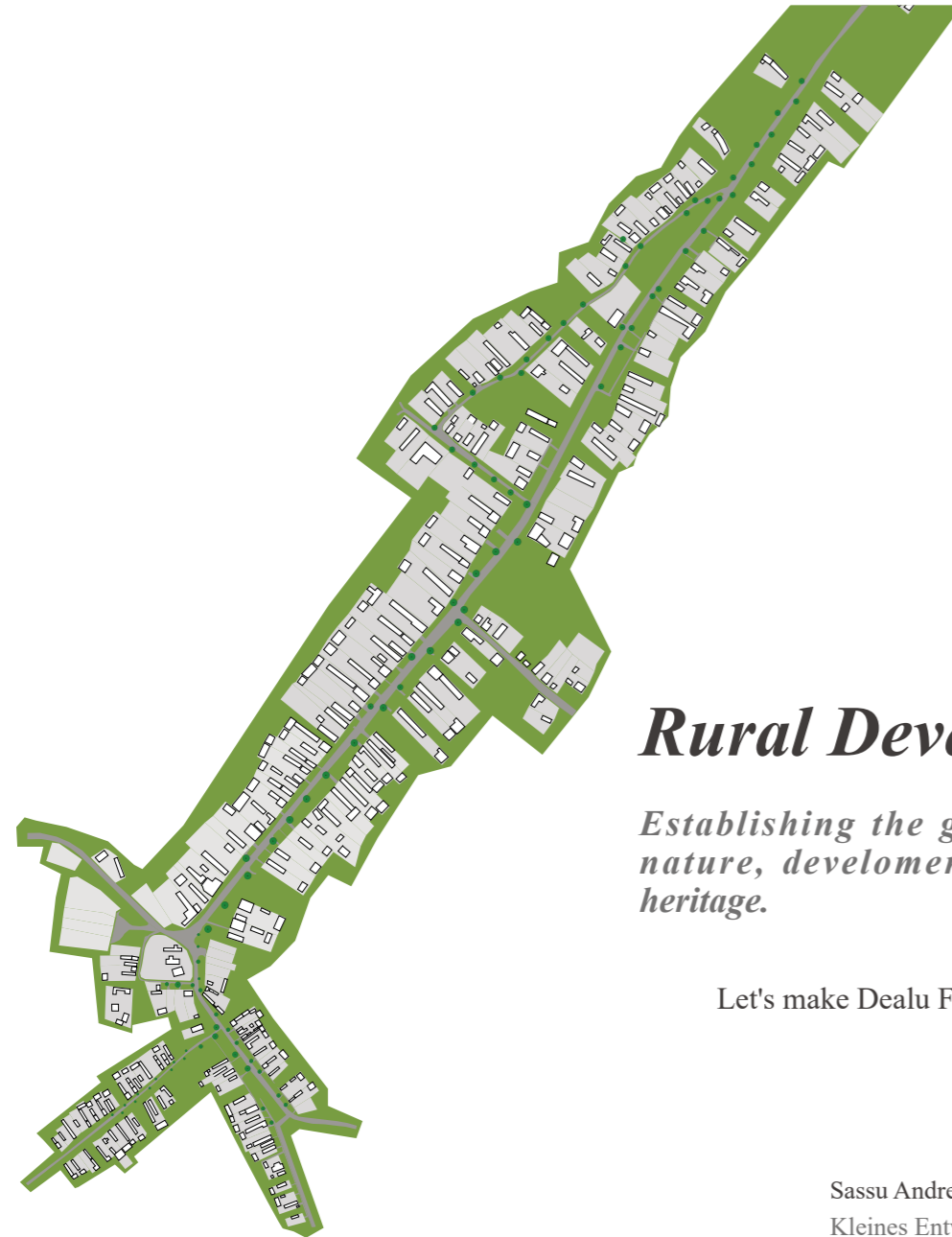


“One can say that the city  
itself is the collective  
memory of its people, and  
like memory it is associat-  
ed with objects and  
places. The city is the locus  
of the collective memory.”  
— Aldo Rossi



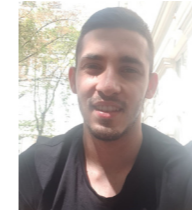


# *Rural Development*

*Establishing the ground between nature, development and cultural heritage.*

Let's make Dealu Frumos "mișto" again.

Sassu Andrei      01328183  
Kleines Entwerfen Schönberg 2018S



## *Rural Development*

*Let's make Dealu Frumos "mișto" again.*

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**Keywords:** Rural development, Analysis, Participation, Tourism, Fortified churches

### **1. Preamble**

The concept of rural development is based on analysing the soon to cultivate space and creating a SWOT-Analysis. After that, the main idea is to focus on aims and actions regarding the expansion on each of the analysed sectors. The cynosures are mobility, building development, green and free space but also the social space. The development area is located in Transilvania, near the geographical center of Romania. The village itself is a small one, with around 500 people, both romanians and romas. The fundamental objective is to bring more people in the area, both local and foreign. The main method that will be used, is participation, where experts and locals exchange information to help elaborate ideas about: developing the landscape, creating mobility routes, but also investing in touristic concepts, wich mainly involve the tour guides of the fortified churches of Sibiu and Mures counties.

### **2. Design Goals**

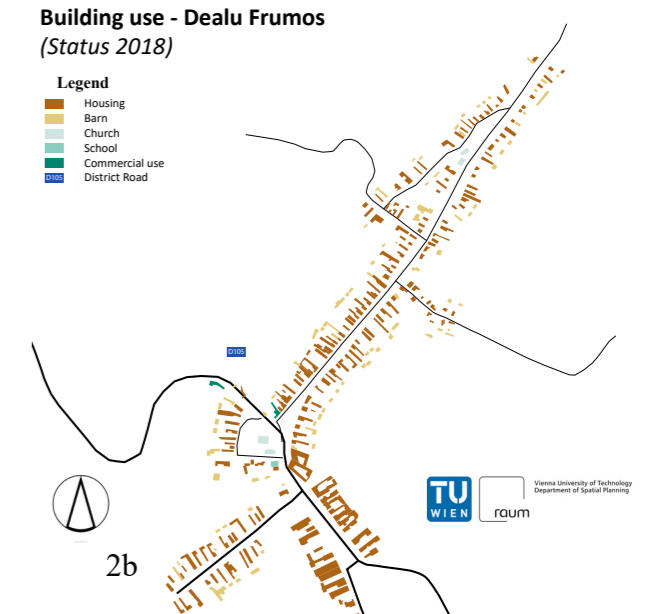
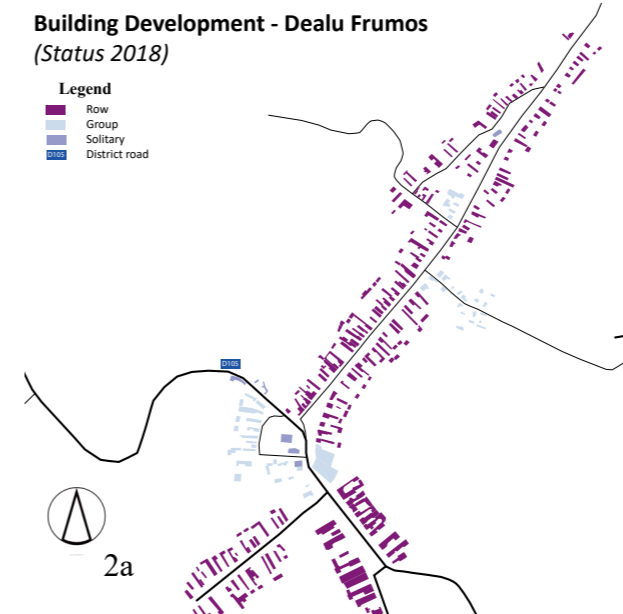
1. Participation to bring the community together
2. Developing the the green spaces and landscape for the community
3. Creating touristic activities
4. Refurbishing unpreserved houses to keep the cultural heritiage intact
5. Mobilty concepts for locals

### 3. Analysis - Part 1

**A. Mobilty:** At the transport level, there are three levels evaluated: public transport, motorized individual traffic - MIT and not motorized individual traffic - NMIT. At the MIT level, the main road 105 in the west leads to the district road 106 to Agnita and then on to Sibiu. In the south, the district road 105 leads to Brasov. Within Dealu Frumos there is a local main road and an adjacent road, which leads to Iacobeni. This can be regarded as a street with stationary traffic, because the constitution of the road has been degraded over time. As the picture shows, the road itself is raw and unappealing. There are no public transport routes going through Dealu Frumos. The closest one is from Sibiu to Agnita. In the NMIT area, there are no bicycle routes, very small sidewalks, espacially on the main county road D105.

**B. Building development and use:** The Saxons came in Romania around the 12-13th century. The town itself, was built in the 13th century when the Saxons started settling in Transylvania. The churches in each saxon village were built around that time, but after a series of attacks from the Ottoman Empire, they started to fortify the churches in case of other attacks. They used them as meeting points, but also as storage points. Most buildings were kept intact, but some of them were refurbished around the 19th century. The main categories in the building development area, are the Row, Group and Solitary. Map nr. 2a shows a detailed description. The building uses are mostly divided in six categories, also shown in map nr. 2b. The most common use of buildings is the Housing type.

The building development primarily focuses on the type of the building. The most used building type in the village is the Row. The circulation is coming from the road. The green spaces in front also contribute to the attractiveness of the space. The second used type is the Group. Therefore the buldings marked as Group are partly isolated from the other ones and have common characteristics, such as: architectural type, building period. The last building type located in the village is the Solitary. These buildings are unique in the area and can be used as points of interests: the churches. This map shows the Building use in Dealu Frumos. Most of the buldings are used for housing purpose. In the back of each house, there are buildings used mainly as barns. In the center of the City is located the fortified Evangelical Church and the school. The NE-Side of the village houses the orthodox Church. There are also buildings used for commercial purposes.



### 3. Analysis - Part 2

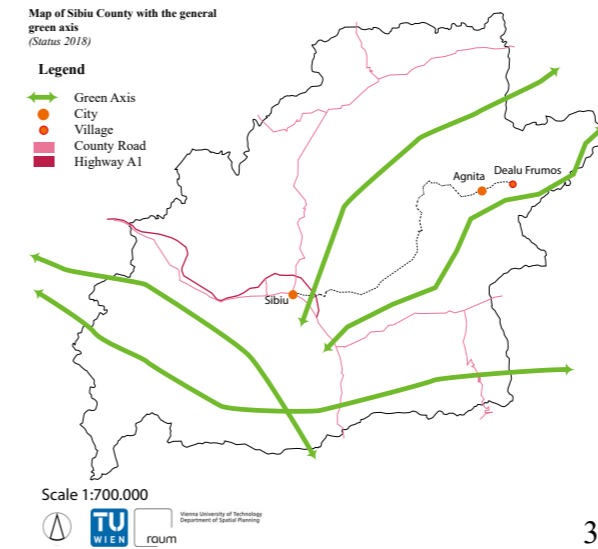
**C. Green, free and agriculture space:** The green spaces are the most spreaded areas located in Dealu Frumos. Both green axis located in the south and north of the village, coming from Sibiu, form a circular spot, where they converge into the landscape itself. The agriculture area is the second most spread area in the village, where the people, who live in the village, cultivate their own products. In combination with this, some villagers have their own farms in the back of their barns. Most of them use this as a source of income and they travel to Agnita or Sibiu, to sell the cultivated products at the markets. The green space in the village is mostly not used: there is no park and the green spaces in front of the houses are used by some people for meeting purposes, but also for parking the cars. (3a) The axis of green shows how the vegetation, forest and agriculture areas are spread across the county. Mostly they go parallel with the road from Sibiu to Dealu Frumos. On this map are shown the surrounding areas of Dealu Frumos and Merghindeal. (3b) As shown the agriculture and green areas are very vast. Most of the people in the village have their own agriculture land and partly live from what they cultivate.

**D. Social space:** The social infrastructure is as following in the village: there is a small local school, a doctor and a couple of shops. Most of the people there have are about the age of 45+. I've conducted a survey, asking 20 people, about their opinion on the social infrastructure. As most of them are living a simple life, they said they would like to see some changes in the healthcare and education area. Most of them need to go in Agnita or Sibiu to get checked. Most of the kids are attending the first years of school in the village. When they get older, most of them need to travel to other cities, such as Agnita, Brasov, Sibiu to continue their studies. There is also a guest house located outside of Dealu Frumos on the road to Agnita. Most of the tourist only pass through the village to continue to the next city.

### 4. Conclusions of the analysis

The conclusions of the analysis are as follows:

- Changes should be made to the public transport routes - creating new ones, to reach main cities
- The healthcare system should improve - more doctors should work in the village
- Green and free spaces should be more organised, to raise the attractiveness generally



3a



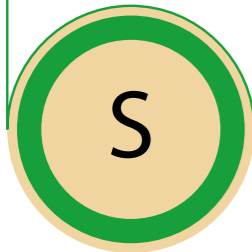
3b



## 5.1. SWOT - Analysis

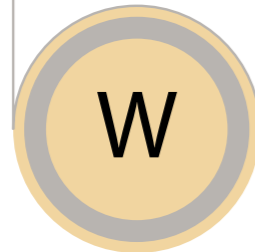
### Strengths

- physical and geographical conditions which are favorable for the development of settlements and economic activities.
- The network of urban areas is balanced
- Existence of a growth pillar (Braşov) and two urban development poles (Târgu Mureş and Sibiu)
- Road network enabling access to all areas of the region.
- The Central Region is crossed by Pan-European Transport Corridor IV - Motorway
- Relatively balanced economic structure
- The trend towards increasing the share of high value-added industries (services, certain industries)
- Clusters in the fields of wood processing, biomass, electrical engineering, food industry



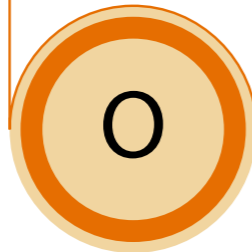
### Weaknesses

- The mountainous landscape limits territorial, social and economic development
- Only half of the water bodies in the Central Region have a good environmental status
- A large number of villages that are not assigned to the infrastructure of public utilities
- Low employment and employment rates of the working-age population, which increases inequalities between regions in employment
- Insufficient technical condition of the road network
- Lack of highways and high-capacity roads. Low investment in the maintenance of railway infrastructure. Poor, educational and poor health infrastructure in small towns and rural areas. The tourist infrastructure is unevenly developed at the regional level. There is an unsustainable exploitation of forests.



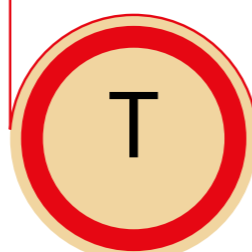
### Opportunities

- Use of renewable energy sources (biomass, micro-hydro, solar)
- polycentric urban development
- Moderate improvement of certain demographic indicators
- Increase the level of education of the workforce
- Increase the share of the working population in the tertiary sector
- Improved access to areas with poor road infrastructure, ensuring rapid connections between the central region and other regions of Romania
- Expand business support infrastructure, diversify service offerings. Increasing the flow of tourists into the region
- profitability of agriculture, development of related economic activities
- Creating viable economic alternatives in rural areas



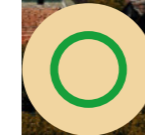
### Threats

- Increased negative impacts of climate change and unrealistic Exploitation of natural resources
- Increasing disparities between large urban centers and small and medium-sized cities
- Increasing population decline
- Emphasizing the phenomenon of external migration, especially of the young and highly skilled population
- Overloading of European and national roads, continuing deterioration of road infrastructure
- Low traffic safety
- Increasing mismatch between road and rail traffic
- Increase of unused agricultural land, inappropriate exploitation of forests
- Emphasizing the economic and social problems associated with poverty in small towns and rural areas



## 5.2. Aims and actions:

- Creating a pavilion near the church for gatherings, events or meetings
- Creating a touristic concept to visit the fortified churches between Sibiu and Dealu Frumos and Mures
- Improving the public green spaces to revitalize the streets and developing the social infrastructure



## 6. Development Concept - Part 1

**A. The Saxon's Pavilion:** The pavilion is built on the south side of the church, near the center of the city. It has a length of 42 meters and is 11 meters wide. The columns supporting the beams will have a height of 2.8 meters and the highest point of the combined beams will have 6.4 meters. The structure itself will be made of wood, featuring joints of the beams at the top. It can be used as a point of interest, especially when the villiage itself will grow.

It represent a turning point in the history of the village, where the nature itself becomes embedded in the cultural heritiage and where the people become one with the nature. It represent the traditionality of the 13th century architecture, but developed in new, constructive way. Form where it is placed, it won't be influenced by the shadows thrown from the other buildings and trougt the suporting beams, it will generate a space of aproximatly 460 square meters. The wood structure will also remind the people of the beam-structures located in the towers of the churches.

**B. Green areas near the Saxon's Pavilion:** the pavilion itself will be the focus point near the church, but the green spaces sourrounding the pavilion will raise the atractivness of the area itself. Planning next to the pavilion will be a small playground. With both this concepts combined, the community will see each other more often, interact more and trough this, bringing the locals and tourist back together.

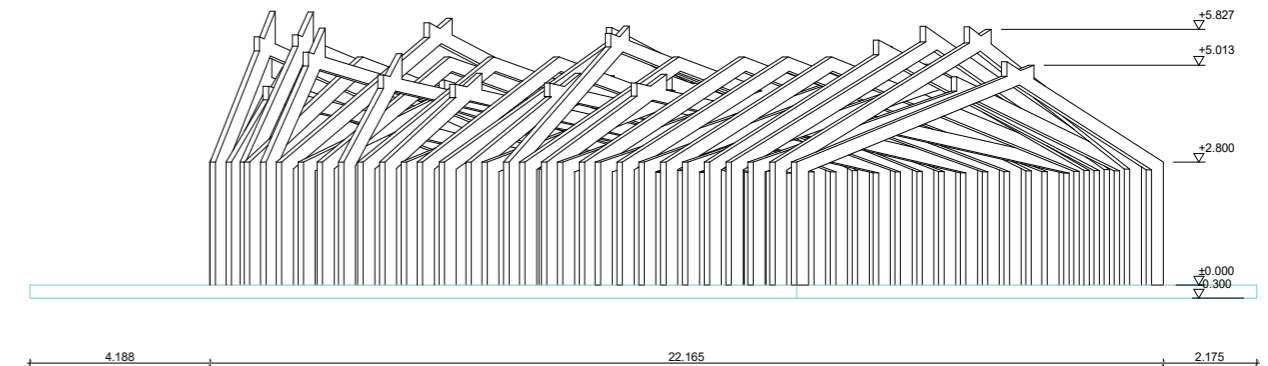
**C. Green areas in the village and mobilty concept:** The mobility concept will primarily focus on bringing the people from the surrounding cities to the rural area of Dealu Frumos. As shown in the anlysis, the small villages near Sibiu don't have a plan for the public transport. There is indeed a route for public transportation from Sibiu to Agnita, but the interregnum between the busses dosen't create the oportinuty for more people to visit. Generating this mobility concept will benefit all the people, who would want to travel in between the cities.

Located in front of mostly each house in the village, the green spaces are mostly taken care of by the owners. In front of each house, there are also benches, mostly made from wood. The idea is to create new sitting benches for childern, elderly people and young people alike.

Rendering of the Saxon's Pavilion  
(entrance)



West elevation



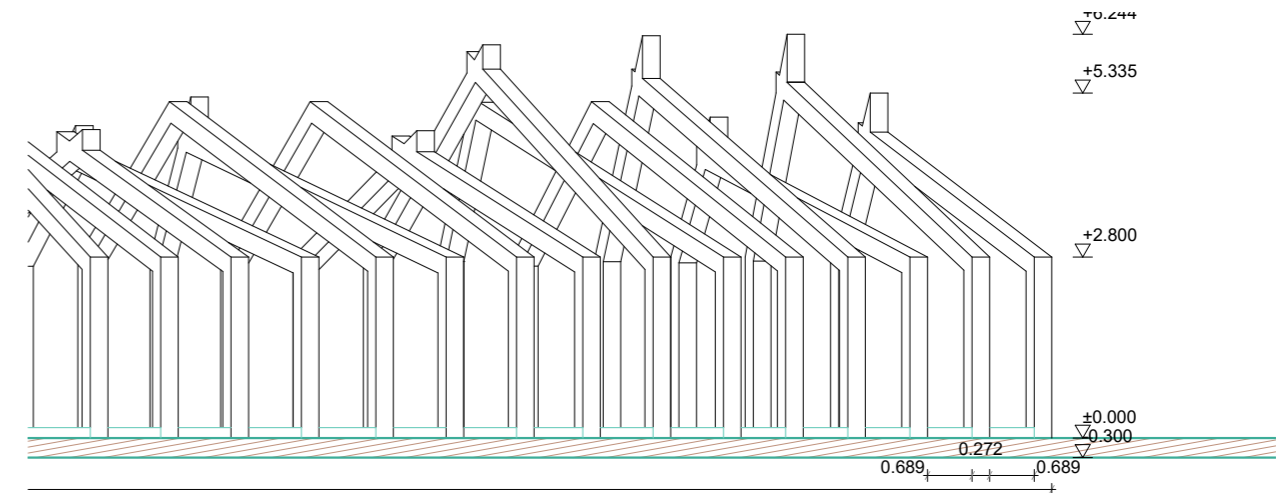
## 6. Development Concept - Part 2

**D. Creating the needed social infrastructure:** The analysis has shown, that there is a low quantity and quality in the social infrastructure concerning the village. The health care system is not developed and most of the locals need to travel to major cities to get checked out. Creating a pharmacy and another doctors office, could help improve the general state of the locals. There is one shop right in the center of the city. Bulding another one near the orthodox church, will help the people, who live on the east side of the village, get the groceries faster and with better efficiency. The school system would need more experienced professors with a firm position, helping the young generation develope itself, learning about the past and also the future.

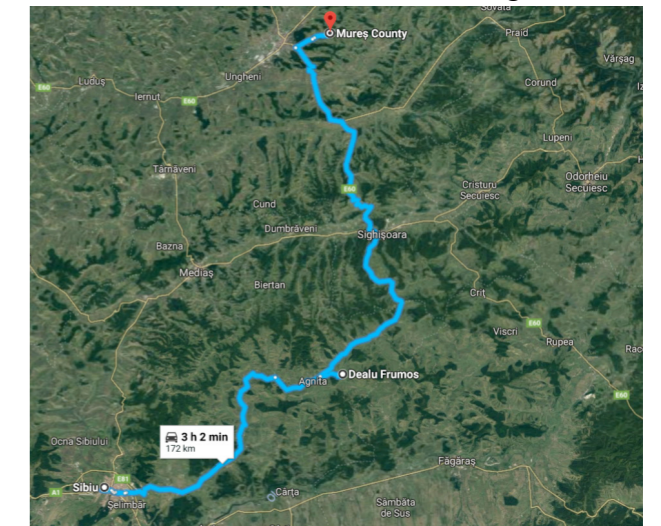
## 7. Touristic Concept

This concept will represent one of the major changes in Dealu Frumos, but will also influence other villages in the counties of Sibiu and Mures. The plan is to create a 2 day itinerary for both locals and tourist. The people wanting to patricipate in this trip will visit in one day diferent fortified evangelical churches, where they can get an input about the architecture. The uses of each church will be presented, because each one is unique in it's way of construction, but also the placement and materials used for building. At the end of day one, they will have the chance to see the pavilion in Dealu Frumos and have an unique experience with the locals: talking about traditions, cultural heritage, but also share homemade Palinca. Starting in day two, they will have a trip from Dealu Frumos to Targu Mures and then back to Sibiu. A new guest house will also be constructed at the far end of the town in the NE part. The design plan 4a shows the new building field. The pavilion will be placed in the middle of it, beeing surrounded by the park with trees and a couple of lakes. With this new concept, the city itself will become an attraction point, combining both the new and old traditions.

Part of the south elevation



The route Sibiu - Dealu Frumos - Targu Mures



## 8. Conclusion

Even though the village is small and with the population on descend, there is potential to develop the region and create new opportunities for the locals. The landscape offers the possibility to create a improved general attractivity of the village and the people will be more open towards the outside community and tourism. Bringing more people in, will help the village get noticed and with the actual technology, people will be eager to come and visit such a rural landscape. Although the houses are in a degreasing condition, they represent the tradition and heritage of the saxons that came first and settled here. With help of rehabilitation concepts for the houses, the street will be reinvigorated. The mobility concept will benefit the locals in reaching the villages such as Dealu Frumos, Nocrich, Peles and others easier.

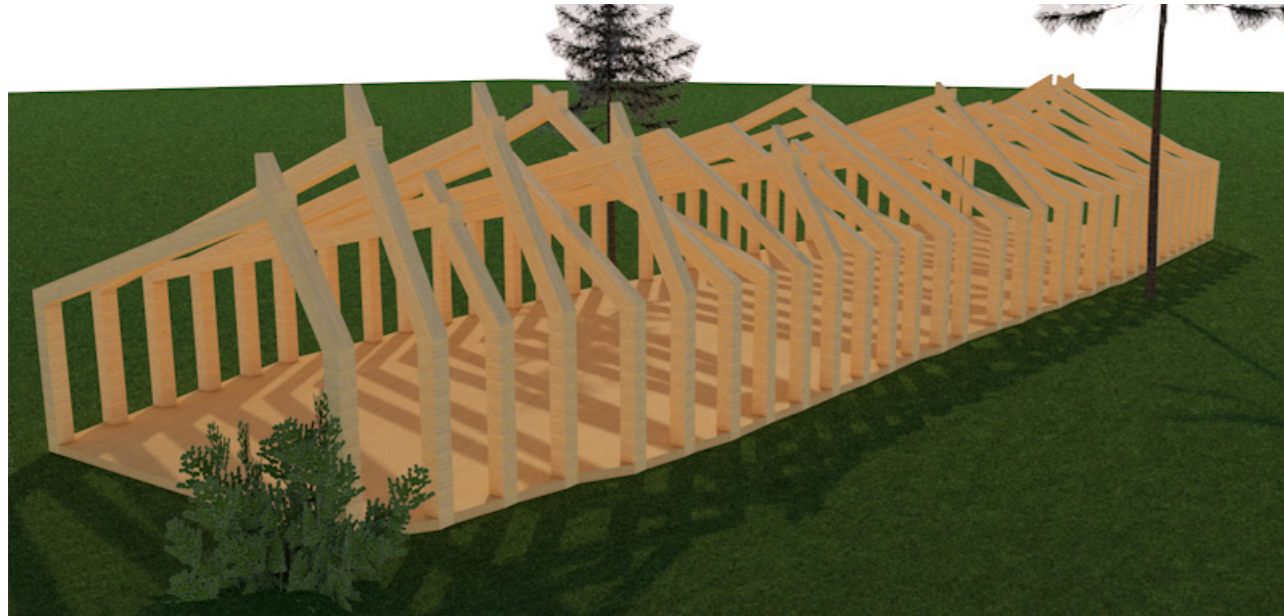
The pavilion is another point of interest for the whole community. With the landscape in the background, it will incorporate itself with the architecture and with the needs of the people. The green areas in the village and near the pavilion restructure the green axis of the suburban area, creating a new and modern composition within the area.

" [...] The city is the locus of the collective memory."— Aldo Rossi

As it's said above, the city represents the "locus of collective memory". The village Dealu Frumos, although smaller than the average city, can also be viewed as the locus of the memory of its people. It's where they create memories, and where important events of their lives take place. Although the locals of the current Dealu Frumos do not assimilate themselves with the older version of the village, the essence remains the same. The cultural aspect, the ethymology and nature remains embedded in the village itself. Tourism, the landscape, agriculture and the building development will contribute further to the essence and will regenerate the village from inside out.







## 9. References

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