

The Monumental Ensemble and the Path of Heroes, Targu Jiu

Protection and Management Plan

U N E S C O

Part of the application file for registration the *Monumental Ensemble and the Path of the Heroes* on the *UNESCO World Heritage List*, in accordance with the Operational Guidelines on the implementation of the World Heritage Convention



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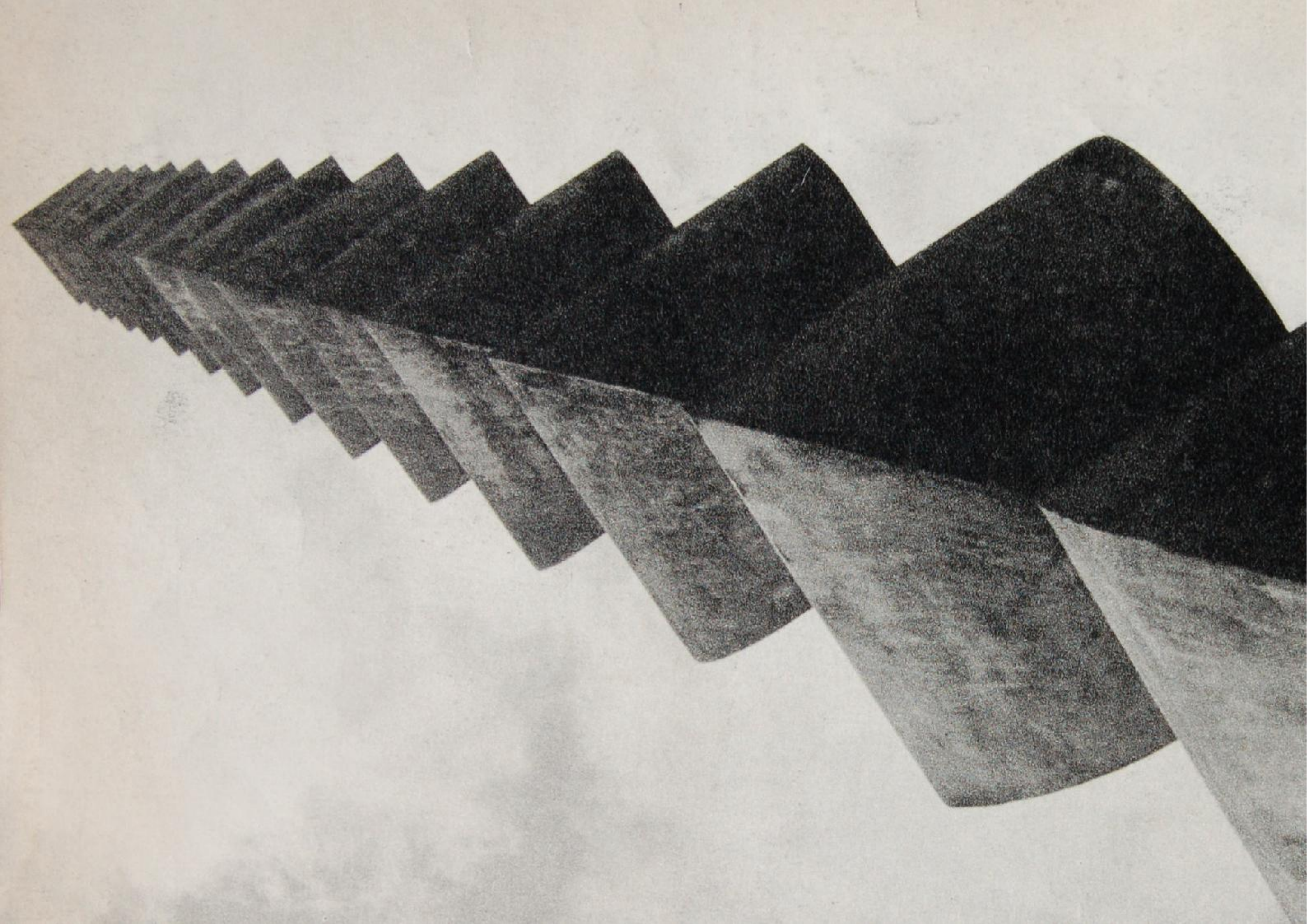
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Introduction

Introduction of World Heritage

Role of the Management Plan

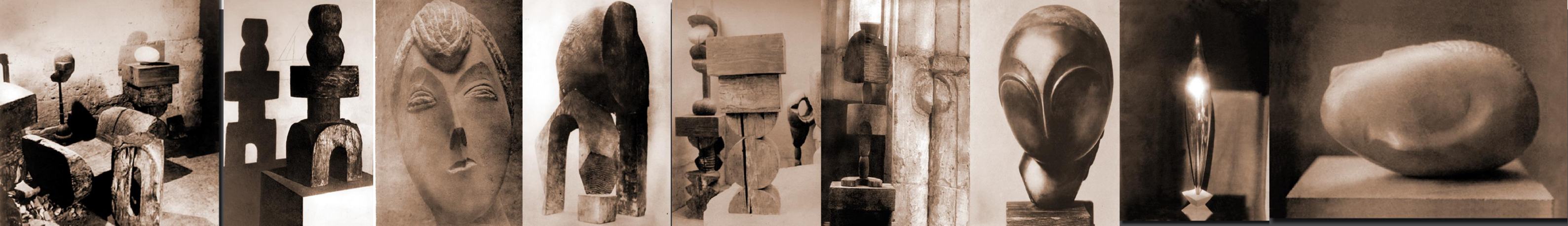
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My sculptures shouldn't be respected.
They should be loved and played with.

(Constantin Brâncuși)



Introduction of World Heritage

World Heritage includes sites, buildings, and monuments of great universal value for whom protection is provided by the international community and are marked on the *World Heritage List*, which is maintained by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). By the decree of the World Heritage Convention (1972), UNESCO has the responsibility of identifying, recognizing, and managing the World Heritage List as the basic means of its conservation, for present, and future generations.

The protection and management of properties that are part of World Heritage List must ensure that their great universal value at the date of registration, including the conditions of integrity and authenticity, are maintained over time. All properties on the List should be protected and managed through a long term legal, institutional, and regulatory system. This protection ensures adequate territorial limits and is enforced by institutions at national, regional, and local levels. Regular review of the conservation status of the property is part of their monitoring process.

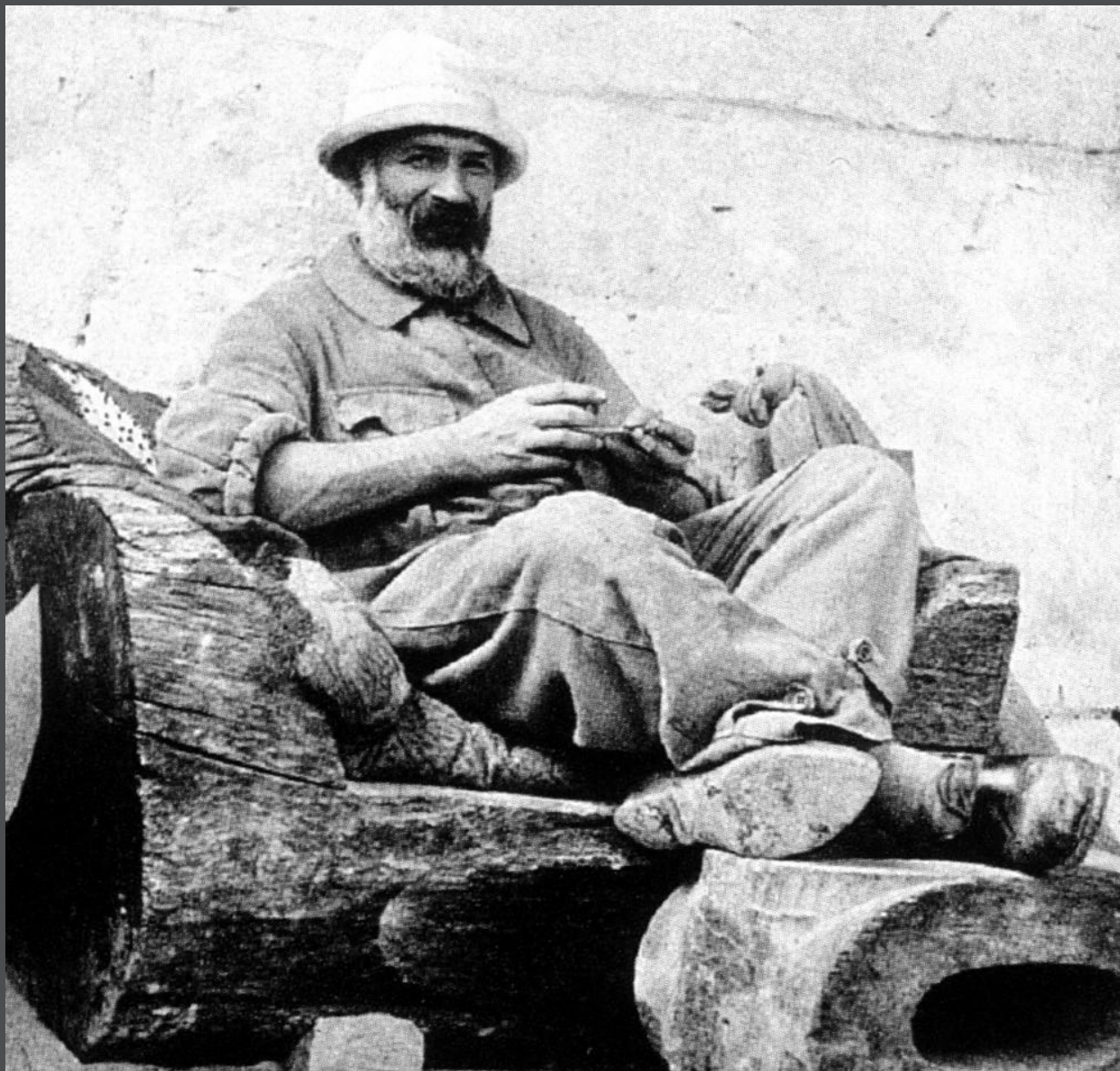
Romania ratified the *Convention on the Protection of World Heritage Cultural and Natural Sites in 1990* and currently has 7 sites on the list (6 of which are cultural and one natural):

1. Rural sites with fortified churches in Transylvania (1993, 1999)
2. Monastery Hurezi (1993)
3. Churches from Moldova (1993)
4. Sighisoara Historic Center (1999)
5. Wooden Churches of Maramures (1999)
6. Dacian Fortresses of Orastie (1999)
7. The Danube Delta Biosphere Reservation (1991)

The Monumental Ensemble and the Path of Heroes, in Targu Jiu is part of the *monument heritage - works of monumental sculpture and painting* – and has been on the Waiting List since 1991.



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Role of the Management Plan

According to the *Operational Guidelines on the implementation of the World Heritage Convention* (2017), all nominated properties must have a management system to protect the outstanding universal value for present and future generations. Beyond the diverse characteristics of World Heritage properties, common elements of a management system include:

- » The common understanding of property by all decision factors involved,
- » A cycle for planning, implementation, monitoring, and evaluation of public and private action,
- » Monitoring and impact assessment of trends and changes generated by the proposed interventions,
- » The involvement of partners and decision makers,
- » The allocation of necessary resources,
- » Strengthening the management capacity,
- » Transparent description for operating the management system.

The plan for the protection and management of property, dedicated to a monumental ensemble, integrated as an active part of a contemporary city, must recognize and manage the change of socio-economic conditions in a complex institutional environment. Such a management plan needs to become the common property of the community, providing a framework to coordinate the management and development of partnerships in order to support and preserve the character of the Monumental Ensemble. More specifically, the objectives of the plan are:

- » Developing a comprehensive, flexible, periodically revised working document, which has legal-administrative status at the local level, as an urban planning document;

nt plan



- » Identifying key management issues of concern and focus on local community interests related to the development of the Monumental Ensemble;
- » Proposing a set of objectives and an action plan, to ensure a comprehensive and coordinated approach to the integration of the Monumental Ensemble into the urban landscape;
- » Coordonating strategies and existing measures and develop new ones for increasing the level of knowledge and the public interest regarding the cultural heritage on the one hand as well as to communicate and present it at a local, national, and international level, on the other hand;
- » Identifying the main factors of vulnerability of the Monumental Ensemble and to provide a clear framework for the protection, conservation, and increase its value, together with a commitment of continuous monitoring and reviewing;
- » Supporting and coordinating initiatives that relate to ensuring adequate human and material resources to achieve the objectives.

Methodology

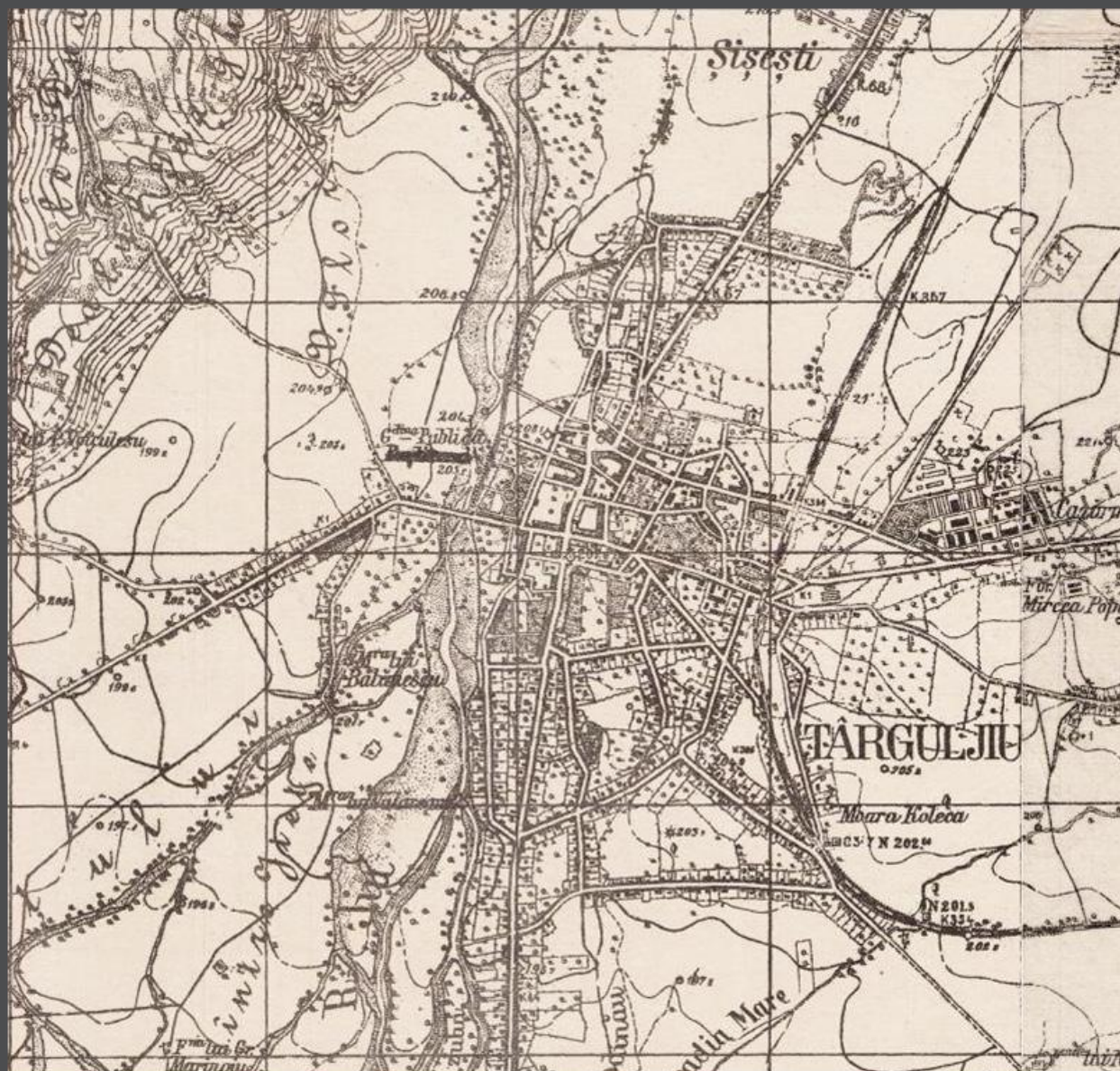
The plan for the protection and management of the property, in order to prepare the documentation required for the nomination on the UNESCO World Heritage List, of the Monumental Ensemble and the Path of Heroes, is drawn up in accordance with the Operational Guidelines on the implementation of the World Heritage Convention, WHC 17/01 version from July 2017.



The development of the Management Plan is achieved through a participatory process in which all major stakeholders are involved at different stages of the process. Municipality of Targu Jiu and the „Constantin Brâncuși” Research, Documentation and Promotion Center are playing a leading role in the process, participating in both the identification of key aspects of management as well as in formulating objectives and projects.

The existing planning documents, the regulations thereof, and their ongoing investment programs were also considered, as well as the free expression of the community representatives, the private sector and non-governmental sector. The consultations with the representatives of the National Institute of Heritage, as well as project developers, which envisage the capitalization of the protection area of the ensemble, have provided an overall framework for the coordination of programs and projects.

Local media has supported the dissemination of findings of working meetings and will ensure permanent community information during implementation. Meetings agenda and participation of the representatives mentioned above are presented in chronological order in Annex 1.



Structure of the Management Plan

The Management Plan includes the following chapters:

Chapter 1: Introduction

Chapter 2: Description of the Property - understanding the universal value, integrity, and authenticity. This chapter of the Management Plan shall present a brief overview of the characteristics of the site, along with the affirmation of the special significance of the latter.

Chapter 3: Aspects of Management, Vision and Objectives - identifying key management issues and objectives to be addressed in order to protect the site listed as World Heritage, grouped into the following sections:

- Management and Public Administration,
- Protection and Conservation of the Monumental Ensemble,
- Landscaping and Use of Public Space,
- Cultural Activities and the Promotion of Universal Values,
- Sustainable Tourism Development.

Chapter 4: The Action Plan for Property Management, Monitoring and Evaluation - Containing specific projects that will guide the implementation of operations for conservation and capitalization.





Description of the site

Understanding the universal value, the integrity, and the authenticity

Location and definition

Significance of the ensemble

Status and property management

Legislative and regulatory context concerning the protective measures of the ensemble

Delimitation of the monumental ensemble and protection area

Sustainable use

Management system



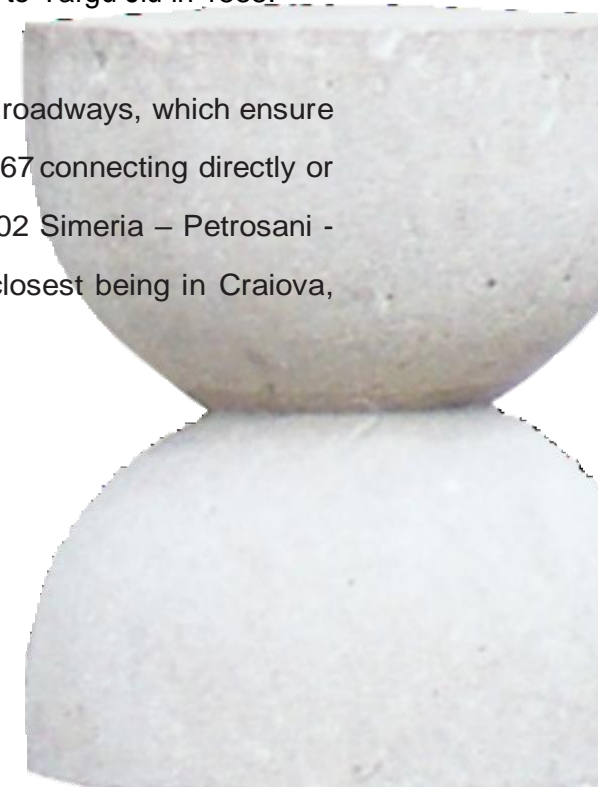


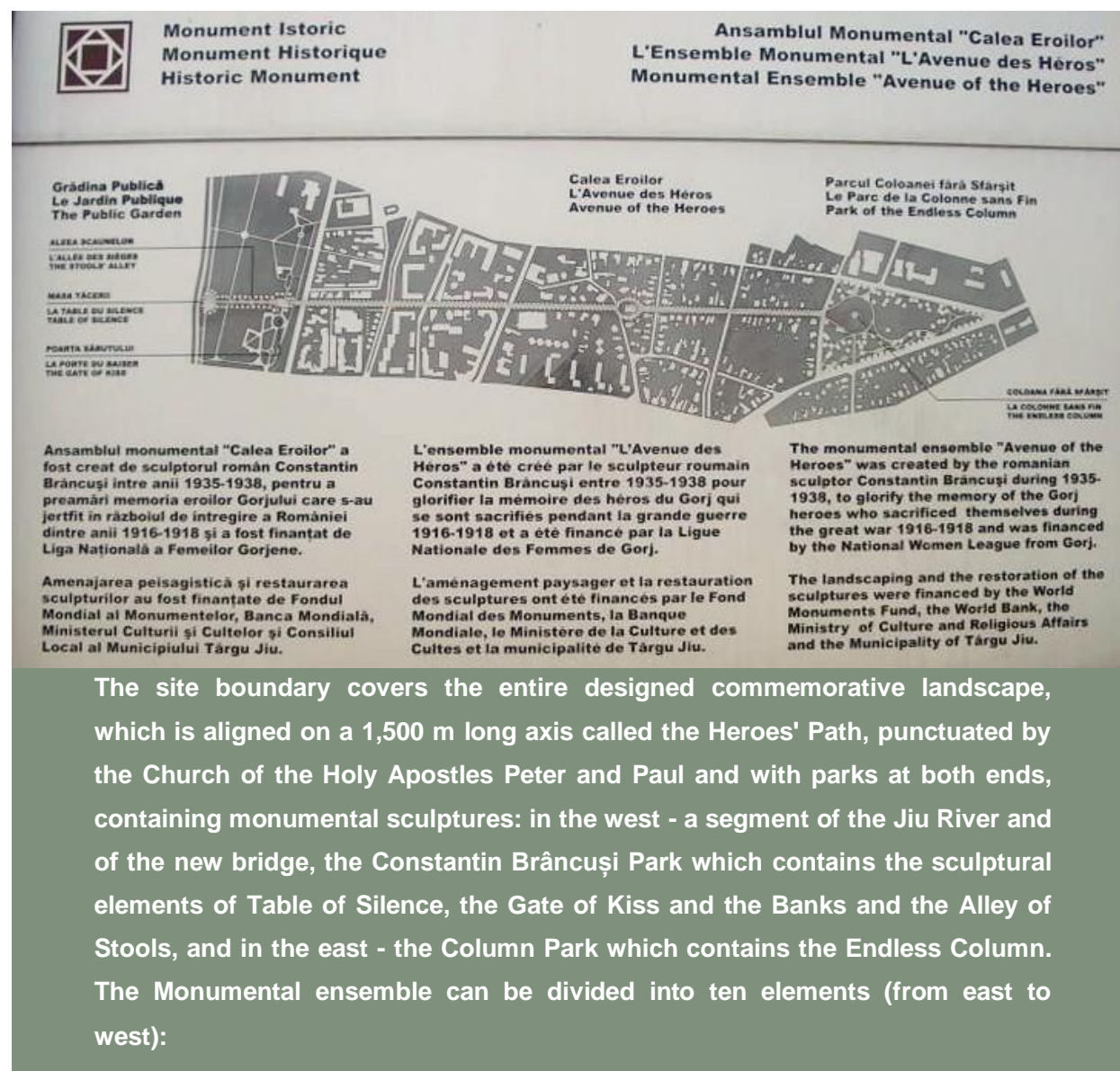
2.1. Location and definition

The modern art ensemble from Târgu Jiu is a masterpiece of the human creative genius, owed to one of the foremost promoters of modern art. The Monumental Ensemble, built in Romania, is the only one created by Constantin Brancusi who, at that moment, was recognized as a world-famous artist. The entire Monumental Ensemble is an homage to the fallen heroes of World War I.

Targu Jiu city, with a stable population of 95 595 inhabitants (2018), is the county capital of Gorj county, is located in the South-West Oltenia Development Area, 18 km south of the Carpathian mountains. The development of the city was facilitated due to its geographical location, at the crossing of major roads (to Craiova, Ramnicu Valcea, Drobeta Turnu-Severin, Petrosani), as well as by the the construction of the railway from Filiasi to-Targu Jiu in 1888.

Located 287 km from Bucharest, Targu Jiu is crossed by the major roadways, which ensure accessibility (DN66 connecting Oltenia region to Transylvania, DN 67 connecting directly or through branches Banat and Valcea county, and the railway CF 202 Simeria – Petrosani - Targu Jiu - Filiasi). Targu Jiu does not have its own airport, the closest being in Craiova, 113 km from Targu Jiu, or in Sibiu, 210 km from Targu Jiu.





The Endless Column



1. *The Endless Column* (1937-1938) is located in the park of the same name. It is made up of a suite of brass-gilded cast iron modules (16 modules of 180x90x45 cm each and two semi-modules; with a total height of 29,35 m).

The prototype for the modules of the column has been elaborated by Brancusi in Petroșani, in a model of linden wood, which was completed in September, 1937. The cast iron and reinforcing rod segments were made during September-October 1937, in the factory of Petrosani. The parts were cleaned with sand and then polished.

The installation work began on site in October 1937 and ended in November. Moulding and assembly works were carried out after the technical project, under the direction and supervision of engineer Stefan Georgescu-Gorjan and followed by Brancusi, either directly or through correspondence.

Column Park



2. *The Column Park*, which contains the Endless Column, was specially designed by the landscape architect Frederic Rebhuhn during the urban works carried out in 1937. During 2000 – 2004, a series of works, financed by the World Bank, were executed, based on the WMF partnership, with the Ministry of Culture and the City Hall of Târgu Jiu.

It is located in a grassy area, with shrubs and flower beds, along with a network of cobbled paths marking the axiality of the Column and concentric paths arranged with banks to allow an equidistant view of the column.

Path of Heroes



3. *Path of Heroes* runs between Constantin Brâncuși Park (on the banks of Jiu River, near the heroes' place of sacrifice) and Column Park, constituting as a continuous processional route in a straight line with path and road segments, as a result of the urban plan implemented in 1937. This is the living urban component of the Ensemble and the rectilinear axis of the urban and symbolic composition that brought an exceptional improvement to the urban image.

Church of the Holy Apostles Peter and Paul

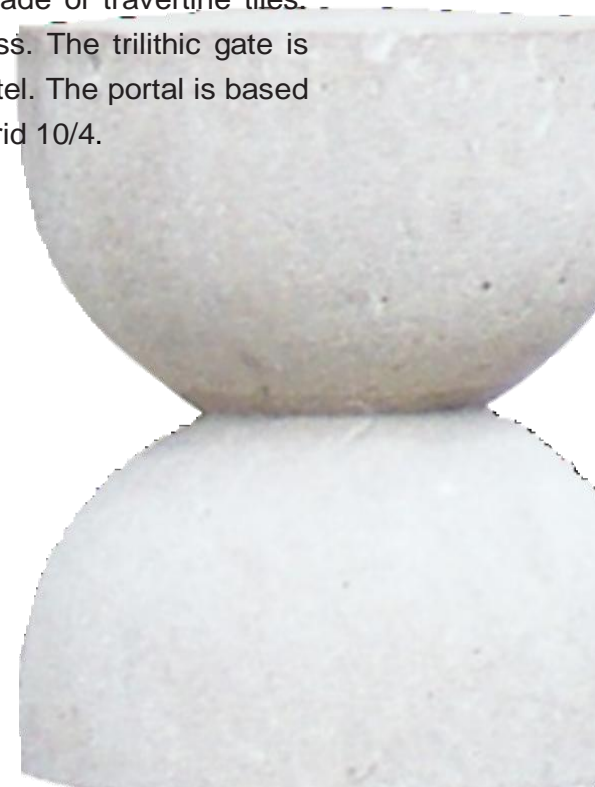


4. *The Church of the Holy Apostles Peter and Paul* (built in 1747) was one of the centers of urban development in Târgu Jiu. The church has been linked to the theme of glorifying heroes since 1921, shortly after the end of the First World War, when a new bell was ordered, bearing the inscription "*This bell donated to the church for those taken by the Germans, for the victory and for the memory of the fallen Heroes in the battles of Jiu ... 1921*". The reconstruction in monumental proportions of this church was part of the same theme of the glorification of heroes and is due to a local initiative, on January 7, 1922.

The Gate of Kiss



5. *The Gate of Kiss* (1937-1938) is a large portal (5.13m high, 6.45m long and 1.69m wide) made of travertine tiles. The decorative motif is that of the Kiss. The trilithic gate is made up of two pillars supporting a lintel. The portal is based on square stone slabs arranged in a grid 10/4.



Stone benches



- 6.** *Stone benches*, carved in 1937 are located on both sides of the Gate of Kiss (north and south), set on the edge of the driveway. These are prismatic monoliths, with L-section, from Banpotoc travertine, built at the same time with the Gate.

Alley of the Stools



- 7.** *The Alley of the Stools (1937-1938)*, comprises 30 stone stools (0.545 m high), squares (hourglass-shaped) arranged on one side and on the other of the alley in groups of three, which make the connection between the Table of Silence and the Gate of the Kiss. The structure is similar to the stools from the Table of Silence, but the elements have a squared section with sides of 0.45m. A carved wooden model of the seat, as well as an outline of it, can be found in the studio of sculptor. The stools were realized in the workshop of the Pietroasa society from Deva. An original seat is located in the collection of the Museum of Modern Art in Paris, supporting the dimensions of 0.45m / 0.41m / 0.41m, also signed and dated from 1928.

Table of Silence



- 8.** *The Table of Silence (1938)* is located in the Public Garden, near the Jiu river bank; it is made of stone (Banpotoc limestone) and is surrounded by 12 round stone stools (hourglass-shaped). The table is made up of 2 disks of lime monolith, the larger one being on top of the smaller one. The height of the table is 0.90m, the upper disk has a diameter of 2.15m and the lower one, 2.0m, respectively. The 12 chairs, with heights of 0.45m each, radially surround the table, in a circle formation. Each seat is built from 2 tangent hemispheres with a diameter of 0.55m.

Constantin Brâncuși Park



- 9.** *Constantin Brâncuși Park*, previously the public garden of the city, it is one of two parks where the sculptural elements of Brancusi Monumental Ensemble were located between 1937-1938. Both parks were specially designed by landscape architect Frederic Rebhuhn, during the urban works in 1937.

Jiu River



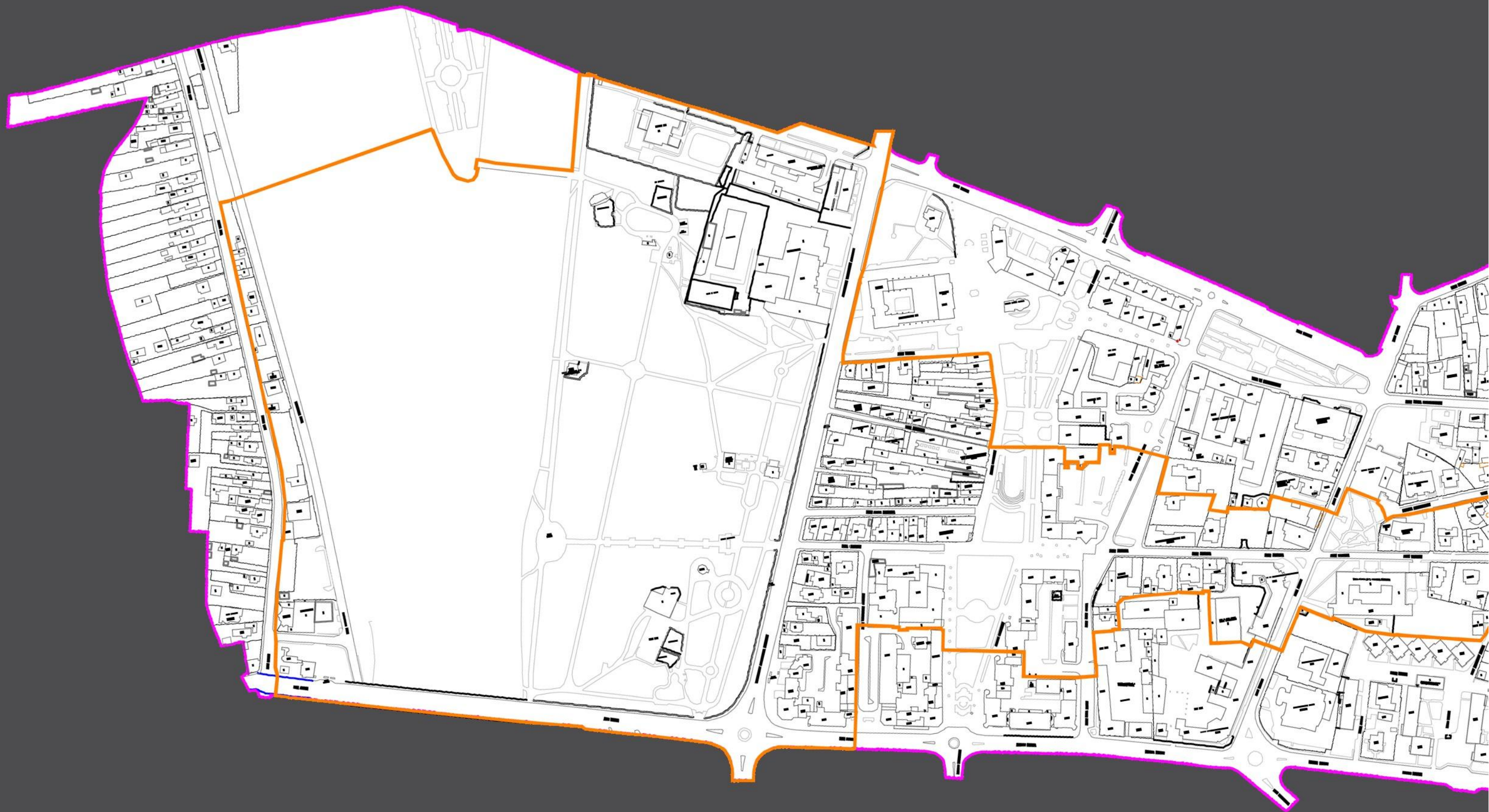
10. *The Jiu River* (and the place of sacrifice of the heroes) forms the "water mirror" that adjoins the Constantin Brâncuși Park to the West, as a result of the hydrotechnical development of the river in the Turceni-Târgu Jiu sector (1991-2000), which led to the creation of a lake. accumulation (9 ha), of the pillars with promenades and of the "island".

The old bridge over the Jiu River (Jiu Bridge or Ferdinand Bridge, historic structure that witnessed the "heroic sacrifice") was built in 1896 by Dayde and Pille in France and inaugurated on July 3, 1897. It is classified as a historic monument.

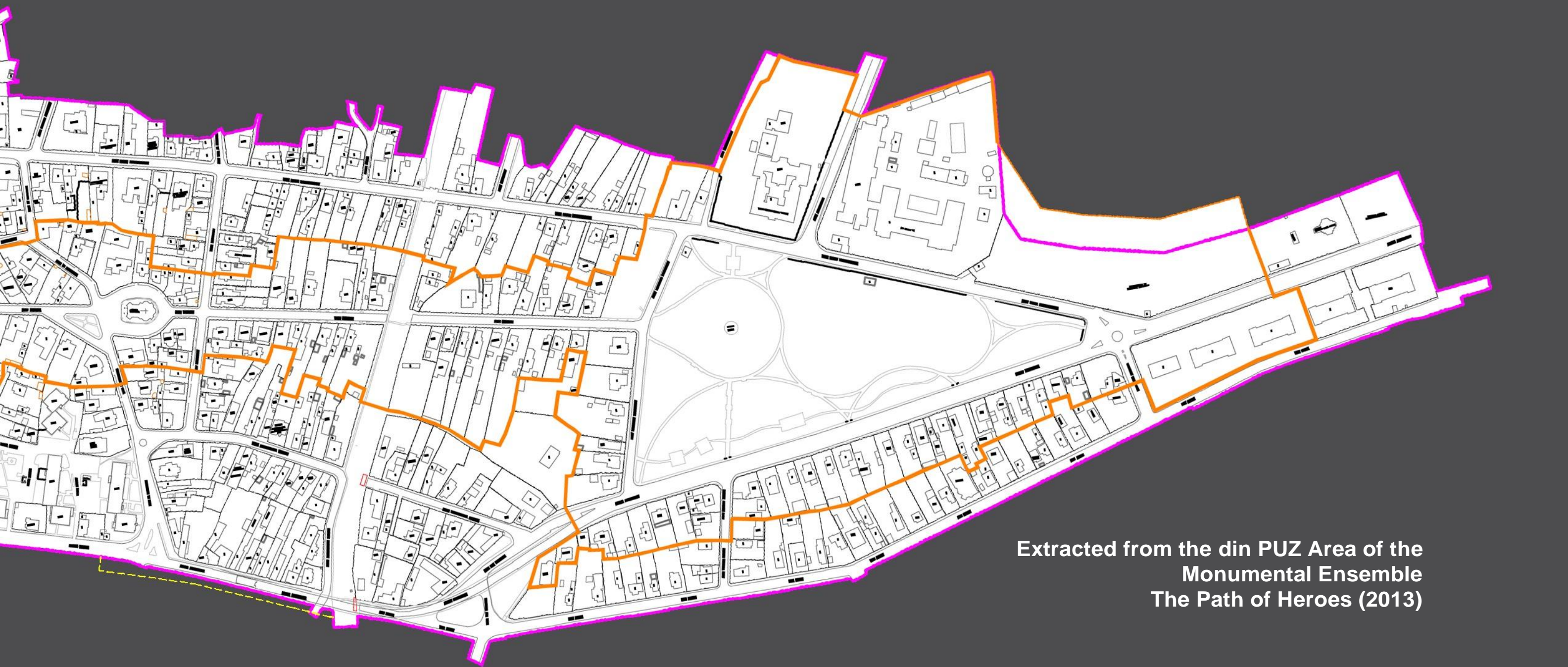
In 1989, before the 100-year warranty expired, it was dismantled because of structural problems to make room for another modern structure. Three of the five arches were transported to the north and reassembled to create a pedestrian link between Constantin Brâncuși Park and "the Island".

A monument originally built on the old bridge on October 14, 1920, four years after the Battle of the Jiu Bridge, was transferred upstream to the new bridge, at its western end.





Map no. 1. The Monumental Ensemble and the Path of Heroes, delimitation and its Protected Area



Extracted from the din PUZ Area of the
Monumental Ensemble
The Path of Heroes (2013)



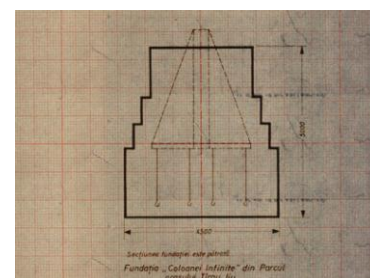
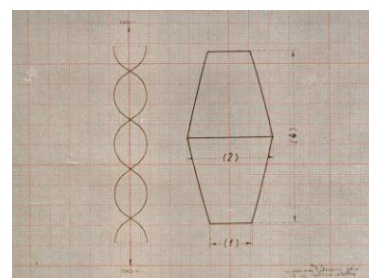
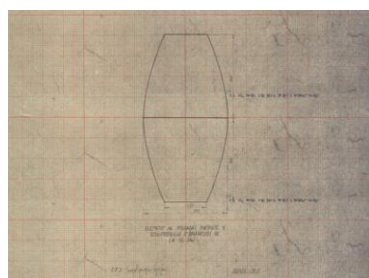
2.2. Significance of the ensemble *

Brâncuși Monumental Ensemble in Târgu Jiu is a creative masterpiece, expression of modernism, located in the city of Târgu Jiu, on the banks of the Jiu River. The monumental complex, built between 1937 and 1938, represents a turning point in the history of modern art, especially for modern monumental sculpture and public art. The ensemble, which instead of placing the monument in the city, "placed the city as a functional element in the center of the monument", demonstrates a perfect interdisciplinary fusion between sculpture, architecture, engineering, environment and urbanism; a fundamental balance that guided great, subsequent, works of artists, architects and engineers.

Brancusi was the first and the greatest sculptor, of modern art; having a massive influence on the sculptures of the twentieth century (especially during the second half of it). Brancusi's art is a carrier of ideas, and since then, modern and contemporary sculpture has become an act of intellectual concentration, equally for the artist and for the thinker. For the first time since the Middle Ages, works of art are not merely reproductions of a sensitive reality, but are elevated to the rank of an idea, which also defines that object (I. Glass).

The components of the Monumental Ensemble in Targu Jiu, dedicated to the heroes of region of Gorj, who died in the First World War, are arranged along an axis oriented East to West; perpendicular to the West, on the bed of the River Jiu, and pursuing an upward path to the East in the direction of the Parang Mountain peaks.

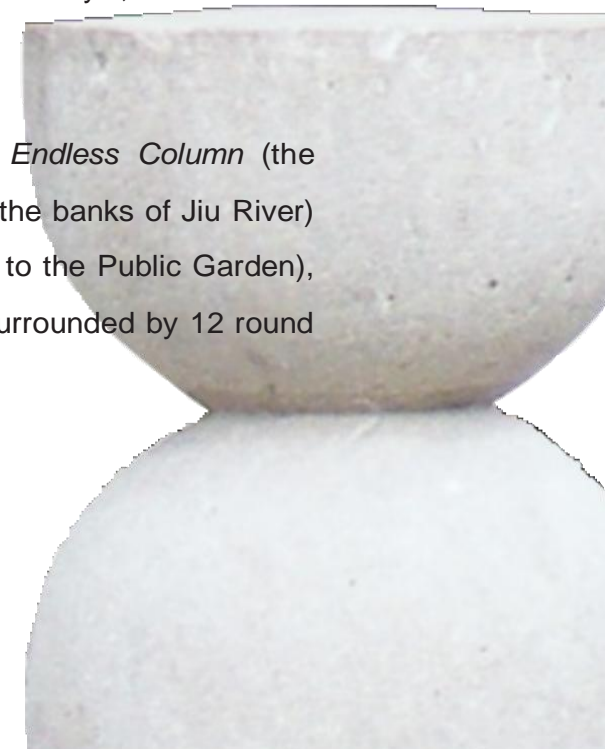
* Source: The nomination document of the Brancusi Monumental Ensemble for the World Heritage List, National Institute for Heritage, Bucharest, 2013



The axis has as its starting point the central park of the city, organized on the banks of the Jiu River before 1877, in Zavoiului area, with his thick canopy of trees including poplars and centennial alders, and where two of the elements of the Monumental Ensemble, the Table of Silence and the Gate of Kiss, are located. The axis also incorporates, in the middle sector, the Church of the Holy Apostles Peter and Paul, which was initially built in 1747 and then rebuilt in 1937. It opens into the park of the Endless Column, located on a promontory, of the upper floodplain of Jiu, formerly used as a cattle market, called by Brancusi, the "Hay Fair"; this is located in the area of the complex that composed the former Barracks of the 7th Heavy Artillery Regiment and of the 18th Infantry Regiment Tudor Vladimirescu and in the vicinity of the old Commercial School, on Tudor Vlaimirescu Street.

The axis, named, in 1937, the Path of Heroes by the decision of the Local Council, at the proposal of the Women's League of Gorj County, materializes in a continuous way, with pedestrian and road segments. Its flanks group historic buildings (the Gymnasium, the Boys' School) but also houses built between 1937-1938, in the Romanian national style, some of them classified, today, as historic monuments.

The Monumental Ensemble was formed gradually, first with the *Endless Column* (the column of endless gratitude, dedicated to fallen heroes of 1916 on the banks of Jiu River) and the *Gate of Kiss* (stone portal, meant to act as the main entry to the Public Garden), was completed with *the Table of Silence* (a round table of stone, surrounded by 12 round stools, situated on the riverbanks of Jiu River)





and thirty other stools (with squared headboards), grouped three by three, along the alley between the *Table of Silence* and the *Gate of Kiss*, that were all placed directly on the soil, used as a natural base. The location sites have been long thought of by the author, with photographs, sketches and pre-models, so that the public works could be inserted in the right environment.

2.3. Status and property management

The Monumental Ensemble and the Path of Heroes is the property of, and administrated by, the City Council and has been registered on the *List of Historic Monuments of 2010*, under the code **GJ-III-a-A-09465**, Targu Jiu, *the Path of Heroes* (1937-1938).

2.4. Legislative and regulatory context concerning the protective measures of the Monumental Ensemble

Issues relating to the protection of *Monumental Ensemble and the Path of Heroes* and the development of its associated Protected Area are complex; resulting from the diversity of the heritage elements (the monuments and the protected areas), as well as of the scale of their territorial spread. In this particular area there are:

- Monuments, whose plots are protected by the Law 422-2001 on the protection of historic monuments (art. 3, paragraph 1, letter a);
- Historic Ensembles, whose components, buildings and plots, are protected by the Law 422-2001 on the protection of historic monuments (art. 3, paragraph 1, letter b);
- Historic Sites, components, buildings and plots, are protected by the *Law 422-2001 on the protection of historic monuments* (art. 3, paragraph 1, letter c), as well as the protected areas generated by them, as it follows:

- Areas of protection of monuments, ensembles, and sites protected in accordance with the provisions of Art. 9 of *Law 422-2001 on the protection of historic monuments*;
- Protected built area established by the approval of *the Urban Zoning Plan for the protected built area of the Monumental Ensemble Path of Heroes* designed by Constantin Brâncuși in Târgu Jiu and elaborated by S.C. Urbanproiect S.A. in 1994.
- In the context of the preparation of the nomination file for *UNESCO World Heritage List*, to these shall be added also the *Protected Area of the Monumental Ensemble and the Path of Heroes*, designed by Constantin Brancusi.

Therefore, there is an overlap of the protection regimes generated by the heritage elements in the subject area of the study. To this complexity, it is added the overlaying of the protection and management of the site, given its location in the historic center of a city that is in a deep process of transformation and revitalization.

This is why, in the case of the Ensemble and *the Path of Heroes*, the legislative context (both national and international, with national reference) as well as the methodological context must be implemented in accordance with the capabilities of the instruments and their applicability to the concrete situation.

For the purpose of drafting and approving a *management plan of the site on the World Heritage List*, see hereafter the conclusions to be considered following the historic study:

a) The natural, historic development of the city of Târgu Jiu has been modified, in a positive sense, by the initiative of building the Monumental Ensemble Calea Eroilor and its realization. At this moment, the urban, social, economic evolution of the city can no longer be conceived without taking into account the universal exceptional value of the Path of Heroes regardless of the moment it will be registered on the World Heritage List, or even if, for various reasons, it will not happen.

b) The zoning regulations drawn up in the Zonal Plan are not sufficient to ensure the vitality of the area for a good, efficient, fair, and sustainable presentation of the area. The site management plan will extend its scope and area on which the zoning regulations are implemented, having consequences that will have to be considered in the General Urban Plan and in the long-term policies and strategies of the municipality. According to Art. 96 of the Operational Guide for the implementation of the World Heritage Convention: “The protection and management of the world heritage asset must ensure that the exceptional universal value, as well as the conditions of integrity and authenticity defined at the time of registration are maintained or improved in the future.”





2.5. Delineation of the Monumental Ensemble and of the Area of Protection

The delineation of the Monumental Ensemble and of its protected areas is set by the PUZ for the *Monumental Ensemble Path of the Heroes Areas* (2013) and is illustrated in the map no. 1. The delineation of the area it is such carried out, so that it will enhance the expression of the universal value of this particular ensemble, its integrity and authenticity. This includes an extra layer of protection adjacent to it, in which the space for perceiving the monuments, the pedestrian footbridge, important perspectives as well as other functionally useful areas or settings, are identified and regulated. There are also included the properties along the Path of Heroes with direct access from this street, as well as the group of properties opposite the Municipal Park, on Constantin Brâncuși Boulevard.

The Brâncuși Monumental Ensemble in Târgu Jiu, together with its buffer zone, have the highest level of regional and national protection, offered by the List of Historic Monuments, annex to the Order of the Minister of Culture no. 2828/2015 for updating Annex 1 of the Order of the Minister of Culture and Religious Affairs no. 2314/2004 on the approval of the List of historic monuments, updated and of the List Historic monuments, with subsequent updates, dated 24.12.2015, published in the Official Monitor of Romania, Part I, no. 113 bis, 15.02.2016.

Within the activities regarding the update of the urban plans, in 2013, the City Hall has developed the Urban Zoning Plan for the protected area of the Monumental Ensemble Path of Heroes. The urban plan together with its regulations were approved by Târgu Jiu Local Council in 2014

The legal protection is ensured by Law 422/2001 for the protection of historic monuments and by Law 564/2001 for the approval of the Romanian Government Ordinance no. 47 regarding the measures of protection of the historic monuments registered on the World Heritage List for the Monumental Ensemble Path of Heroes designed by Constantin Brâncuși.

The Urban Zoning Plan identifies and regulates the following categories of protected areas:

- A protected built area - ZCP of the *Path of the Heroes Ensemble* partially defined by PUZ ZCP in 1995, which contains a number of historic monuments (category A and B), historic ensembles (axis of the *Monumental Ensemble and the Path of Heroes*, historic sites (the *Park of Endless Column*, the *Constantin Brancusi Municipal Park*).
- Protection areas (ZP) generated by the protection values previously identified according to the Law no. 422/2001 and Law no. 5/2000, areas that provide overlap for the territory in question.
- Buffer-zone (BZ) area resulting from the delineation of the Monumental Ensemble of Constantin Brancusi by the proposal to be included on the UNESCO World Heritage List. This adds a higher level, of international importance, above and beyond the levels of patrimonial value established by the LMI and protection levels previously explained.

2.6. Sustainable use

Properties registered on the World Heritage List may be used in a sustainable manner from a cultural and environmental point of view, and which contributes to the quality of life for the communities they belong to.

Sustainable use cannot have a negative impact on the outstanding universal value, as identified, protected, and preserved with the goal of it being passed on to future generations.

The management plan identifies and integrates the usability of the Monumental Ensemble and *the Path of Heroes* into the socio-economic and cultural life of the city; all the while ensuring the protection of its outstanding universal value. The programs and projects formulated encourage and promote a cultural and sustainable form of tourism and research and educational activities, as well as provide information to a wider audience.

2.7. Management system

The management system of the Monumental Ensemble *Path of Heroes* incorporates the practice and instruments of planning and control. It also uses institutional mechanisms for program implementation and monitoring – which include assessment and cooperation with the local community. An effective management is about a cycle of actions for short, medium, and long term goals aimed at protecting, preserving and enhancing the property. An integrated approach to planning and management is essential to guide the evolution of the property over time and to maintain all aspects of their outstanding universal value. This requires:

- Outlining the significance of the Monumental Ensemble, in accordance with the procedures of the World Heritage Committee;
- Maintaining its integrity and authenticity and of the surrounding environment;

- Understanding the process and history of the Monumental Ensemble and its integration into current plans for urban development, as a source of culture and an attraction to visitors;
- Land use regulation and interventions in the public and private area of the properties that are adjacent, in order to achieve a sustainable preservation;
- Support the current use in order to maintain and strengthen the significance of the property.

Institutional responsible mechanisms include dedicated structures at the local government level and complex schemes of partnership with all public and private actors involved. Drawing up the management plan will take into account the provisions of the Government Decision 1268 from December 8, 2010: Management and protection program for the historic monuments registered in the *UNESCO World Heritage List*. (amended by Government Decision 1102 of 2011), as well as the draft Government Decision regarding the establishment of the necessary measures for the management, protection and monitoring of the historic monuments registered on the World Heritage List and in the Indicative List for Romania for their inclusion in the World Heritage List, and of their protection areas (under public debate). All of these specify the general objectives of the program for the protection and management of the sites, that refers to the involvement of local communities, to the improvement of public access and to raising awareness of the authorities responsible in this field, but especially establishes forms of coordination and monitoring of the sites / monuments included on the World Heritage List - by the compulsory creation of the Organization Committees, committees organized after inclusion of the monument on the World Heritage List.

In accordance to article 1 from the draft Government Decision, the following aspects will be taken into consideration:

(1) The purpose of this Government Decision is to organize a unitary system of management, protection and monitoring, hereinafter referred to as the System:

a) historic monuments registered on the UNESCO World Heritage List (LPM), provided in Annex no. 1, as an integral part of the present decision, recognized to have an exceptional universal value based on the Convention on the protection of the world, cultural and natural heritage accepted by Romania by Decree no. 187/1990 hereinafter referred to as the Convention;

b) historic monuments for which Romania submitted to the World Heritage Committee near UNESCO the file for their inclusion in the World Heritage List in order to protect the potential exceptional universal value, inscribed in the list referred to below, Romania's Indicative List for the UNESCO World Heritage List (LI) , provided in Annex no. 2, an integral part of this decision,

c) protection areas for the provided historic monuments on the letters a) and b).

(2) The objectives of the System are:

a) management, protection and monitoring of exceptional universal values, respectively of potential exceptional universal values;

b) respecting and ensuring the preservation of authenticity and integrity indicators;

- c) integration of cultural heritage in development policies;
- d) the correlated fulfillment of the rights and responsibilities of the public authorities, institutions, owners, administrators or holders of real rights;
- e) ensuring priority funding;
- f) ensuring information and raising awareness of the population on the exceptional universal values, respectively on the potential universal exceptional values.

(4) An UNESCO organizing committee will be established for each historic monument (COU), by a decision of the County Council, constituted of:

- a) the coordinator of the historic monument, appointed according to art. 6 paragraph (1), which will ensure the presidency of the COU;
- b) a representative of the owners or holders of other real rights to the monument;
- c) a representative of the county inspectorate for emergency situations;
- d) a representative of the county police inspectorate;
- e) three representatives of the local community, designated by the community in a public consultation meeting organized by the local public administration, among the citizens, or associations, non-governmental organizations active in the field of cultural heritage within the municipality;
- f) a representative of the Ministry of Culture and National Identity;
- g) a representative of the decentralized public service of the Ministry of Culture and National Identity in whose territorial range the historic monument is located;

h) a scientific responsible appointed by the National Heritage Institute, specialist or expert, certified by the Ministry of Culture and National Identity, which ensures the methodological coordination of the activity of the COU;

i) a representative of the County Council;

j) a representative of the Local Council;

k) a representative of the monitoring structures at local level, established according to the provisions of art. 9 lit. g) from O.G.nr. 47/2000 regarding the establishment of measures to protect the historical monuments, which are part of the World Heritage List.

The following chapters will detail the management system by identifying the key aspects of the protection and sustainable management of the *Monumental Ensemble and the Path of Heroes* and by proposing program packages and specific action plans for the identified issues. A monitoring and evaluation of the implementation of the management plan is also included.







Management issues, vision, and objectives

Management issues

- Management and Public Administration

- Protection and Preservation of the Monumental Ensemble

- Landscaping and use of public space

- Cultural activities and promoting the universal value

- Sustainable development of tourism

SWOT Analysis

- Visions and General Principles

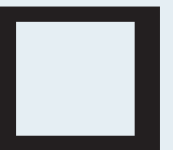
- Management Objectives





3.1. Management issues

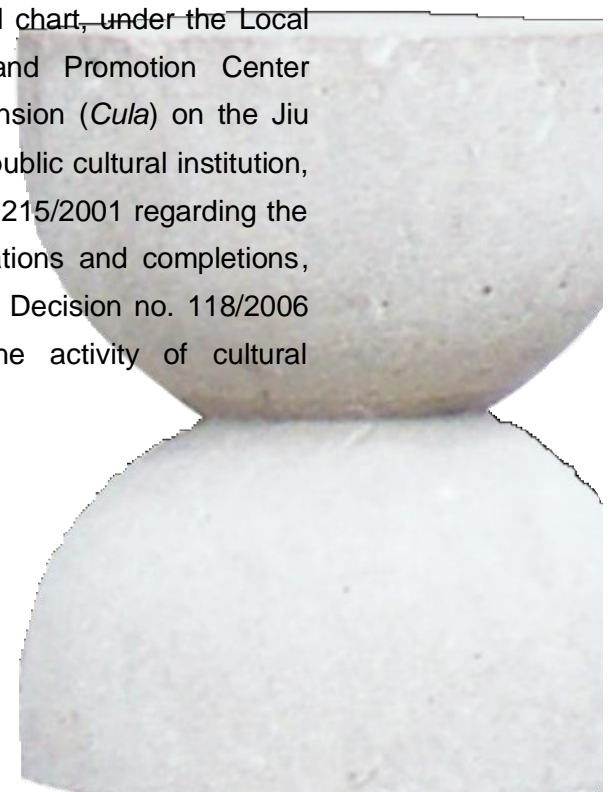
This chapter identifies the key management issues that need to be addressed for the protection and management of the Monumental Ensemble Path of Heroes. The issues identified within consultation of the decision-makers and of the local community in the process of formulating the plan are listed below, and grouped in the following sections:



3.1.1. Management and public administration

Institutional structures:

The Monumental Ensemble and the Path of Heroes is the property of Targu Jiu Municipality, and its management is assumed by the City Hall. In the organizational chart, under the Local Council is the „Constantin Brâncuși” Research, Documentation and Promotion Center (CCDPCB Târgu Jiu), with the administrative headquarters in the mansion (*Cula*) on the Jiu dam, at 12 A Constantin Brâncuși Boulevard. CCDPCB Târgu Jiu is a public cultural institution, with legal personality, organized according to the provisions of Law no. 215/2001 regarding the local public administration, republished, with the subsequent modifications and completions, functioning according to the provisions of the Government Emergency Decision no. 118/2006 regarding the establishment, organization and development of the activity of cultural settlements, with subsequent modifications and completions.





The main objective of CCDPCB Târgu Jiu is linked to the protection, conservation and enhancement of the Monumental Ensemble and Path of Heroes and the documentation and advanced applied fundamental research through the development of research, consultancy and expertise programs regarding the life and work of Constantin Brâncuși. The specific objectives are as follows:

- monitoring and maintenance of the monuments to ensure the integrity and the preservation of the authenticity of the *Monumental Ensemble and Path of Heroes*;
- monitoring the aspects that represent risk factors, assessing the risk generated by climate change on the *Monumental Ensemble and Path of Heroes* and identifying options to mitigate these effects;
- increasing the accessibility and visibility of the *Monumental Ensemble and Path of Heroes*;
- establishing and consolidating a strong cultural identity for the purpose of asserting Târgu-Jiu Municipality role as a cultural center of national and international interest, on Brancusi's heritage and the potential offered by it;
- widening the area of communication and evolution of intercultural relations, as well as developing institutional cultural partnerships;
- creating an infrastructure for scientific documentation and research;
- initiating and promoting research programs in the Center's field of activity;
- promoting and disseminating at national and international level of the scientific research results by participating in and organizing conferences, symposia, debates, round tables and publication of books, magazines, collections and albums, including online documents;
- providing specialized consultancy in the activity of the Center;
- continuous education of the members of the community, in the spirit of transmitting the inherited moral, artistic and scientific values, as well as for the unaltered preservation of the cultural heritage, of national and universal value.

The management is ensured by a manager, appointed by contest, fulfilling the conditions stipulated in art. 3 of the Government Emergency Ordinance no. 189/2008 regarding the management of public cultural institutions, with subsequent amendments and completions. Based on the cultural objectives and indicators included in the management plan, the evaluation of the management is done by a commission set up for this purpose within the Local Council of Târgu Jiu, by referring to the way in which the obligations assumed by the management contract were fulfilled.

In carrying out his duties, the CCDP manager Târgu Jiu is assisted and supported by an Administrative Council, functioning as a body with an advisory role, established on the basis of the provisions of art. 26 of the Government Emergency Ordinance no. 189/2008, with subsequent amendments and completions, and by a Scientific Council, a body with an advisory role, made up of 12 cultural personalities.

According to the approved management plan, CCDPCB is composed of five compartments: (1) Conservation, Protection and Development of the monumental ensemble "Path of Heroes"; (2) Fundamental Studies and Research, Library and Archive; (3) Development, Partnerships and Cultural Projects; (4) Communication-Cultural Marketing, Publications; (5) Finance-Accounting, Legal Department, Human Resources. The structure has a maximum number of 16 positions (contractual functions), as stipulated in Annex no. 22 to the H.C.L. no. 166 from 28.04.2016 and of Annex no. 23 to the H.C.L. no. 166 from 28.04.2016.

Between 2014 and 2017 CCDPCB Târgu Jiu established strategic partnerships with the Romanian Cultural Institute, with the National Institute of R&D for Optoelectronics, with the Union of Plastic Artists and with the Romanian Academy in order to develop some joint research programs,

to increase the visibility of the institution nationally and internationally, as well as to promote the *Monumental Ensemble Path of Heroes* as a work of universal value designed by Constantin Brâncuși, and of the city of Târgu-Jiu as an exceptional cultural and tourist destination (<http://centrulbrancusi.ro/>).

In addition, the monitoring of the protection area of the Monumental Ensemble is currently carried out by the City Hall through the services of its own apparatus. Since 1995, the municipality has assumed this role by accepting the status of a Protected Built Area for the territory comprised between Unirii Street, Jiu River, Traian Street, Tudor Vladimirescu Street and Endless Column Park. The tasks related to the development of the area, the planning and authorization of public and private investments are the responsibility of the Urban Planning Department and the Investment Department.

The public spaces and parks landscaping in which the monuments are located are managed by SC Edilitara SA and the Communal Household Department. The latter is responsible for the maintenance and checking up the technical state of the streets, the control and delivery of the services regarding sanitation, water, public lighting, green spaces and parks, traffic, the landscape and operation of the parks and public display places, the prevention of air and water pollution.

The security of the monuments is ensured by the local police, which is in charge with the maintenance of public order and tranquility, the protection of the environment and of the objectives of public and private interest, the video surveillance of public spaces, and enforcing the legal norms regarding street cleaning of the municipality.



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Training:
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The personnel from the existing institutional structures are specialized, and when new specializations are required for accomplishing special works, these are subcontracted. Heritage management is a complex field covering both historical / cultural and technical aspects - maintenance and conservation, but also management and finance issues, and it requires continuous professional training, assuming specific activities for transferring new knowledge, as well as inter-disciplinary workshops related to the stated issue.

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Construction planning and control:
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Planning the urban development is carried out on the basis of the documentation in force, *Urban Zoning Plan – Monumental Ensemble and the Path of Heroes Area, 2014*, being the main instrument that delineates the Monumental Ensemble and its protection area (buffer zone) and regulates public and private interventions.

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Community involvement:
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Against the total population of the municipality, in the Protection Zone of the Monumental Ensemble live about 1,500 citizens. They are directly affected by the movement of visitors and will be affected by any renovation projects implemented along *the Path of Heroes*. Their participation and involvement in the management plan programs or cultural and commemorative activities are crucial for the implementation of the Management Plan.

A number of institutions are located in the protection area and this represents a good basis for creating partnership in cultural programs (i.e.: *University Constantin Brancusi, Dramatic Theatre Elvira Godeanu, Art Museum, The County Library Christian Tell, Stefulescu Alexandru School, Commercial College Virgil Madgearu*) or programs of investment (*Hotel Brancusi, Hotel Gorj, Hotel Europa, Hotel Dasiana, Hotel Miami* and other commercial and public food establishments).

The church of The Holy Apostles, through its location on the axis of the Path of Heroes represents a powerful polarization factor for the community comunității and an important element for tourists on the visiting path. Other major public institutions located in the protection area of the Monumental Ensemble are the Garrison Targu Jiu and Gorj County Police Inspectorate, and the Romanian Intelligence Service Gorj.

At the level of the entire urban community, information and communication channels with the population are provided by the Citizens Information Center, through the Public Relations Department and the Direct Public Information Department, as well as by the local press. Their direct involvement, in debating the regulations that affect the protection area and in the operations for protection and management of the heritage, is necessary to support the local government's approach.

The role of non-governmental organizations (NGOs) as a facilitator in structuring the involvement of the community and as a partner for the local authority becomes important for all programs. The Order of Architects and the subsidiaries of creative unions are engaged in activities for debating urban operations / competitions and in cultural activities.

3.1.2. Protection and Preservation of the Monumental Ensemble

The content of the management plan highlights measures that ensure the protection, preservation and promotion of the heritage value of Monumental Ensemble and the Path of Heroes. By placing them in an open space (outdoor), the parts of the Monumental Ensemble may be affected by active or latent hazards coming from the action of climate factors, air pollution, but also by a possible destructive behaviour of visitors (both on heritage objects and within the buffer zone).

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Monitoring the risk factors:
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Târgu Jiu City Council, as the administrator of the Monumental Ensemble, has the responsibility of identifying the activities and the factors threatening the attainment of the objectives of this Management Plan, along with the issuing of local policies, guidelines, and methods by which, through which the management plan is implemented throughout the lifetime of the heritage. Monitoring issues related to risks or hazards for the Monumental Ensemble is one of the priorities and shall be carried out together with the interested public institutions.

The responsibility for monitoring air quality and pollution risk falls into the responsibility Gorj Environmental Protection Agency. Air quality in the municipality of Targu Jiu is monitored by uninterrupted measures at the automatic station Gj-1 located at 2, street Vasile Alecsandri. Along with the monitoring of certain meteorological parameters such as temperature, solar radiation, precipitation, wind speed and direction, relative humidity and air pressure, are monitored other pollutants SO₂, NO₂, NO_x, CO, O₃ and PM₁₀ dust which may affect, by reaching certain values, the heritage objects.

The annual reports carried out for the mentioned indicators, reveal values below the annual limit for the protection of human health and which does not represent a risk factor for the Monumental Ensemble. The reports reveal the upper limit values of 11.11µ/mc for NO₂, 39,52µ/mc for SO₂, - µ/mc for dusts in suspension (for PM₁₀), 0.15µ/mc for CO, 93,17µ/mc for O₃. There were no exceedances of the upper limit values for heavy metals in the air and of the target value stipulated in the legislation. (index values at 27.07.2019 - source: http://www.calitateaer.ro/public/home-page/?__locale=ro)

The General Inspectorate for Emergency Situations develops the *Plan for Risk Analysis and Coverage*, which takes into account the risks of earthquakes and floods. The reservoirs for the hydroelectric power plants set on Jiu River reduce the danger of floods to the minor risk category.

The protection of the monuments from possible acts of vandalism is carried out by the Local Police, through permanent guard and through camera surveillance that ensure live transmissions (without the possibility of recording).

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Monitoring the behavior in time and the management program of the monument:
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„Constantin Brâncuși” Research, Documentation and Promotion Center is responsible for carrying out the Program for Monitoring the behavior of monuments in time. Regular inspections are carried out according to the present legislation, and periodical reports are published in the Journal of Events. The actions regarding the conservations and the results of the interventions after special situations are organized in reports and are made public to the authorities that have responsibilities in the conservation area. The restoration works are financed by the Ministry of Culture through the National Restoration Plan.

Monitoring the behavior in time is carried out according to the Project – *Maintenance / Monitoring the behavior in time Framework – Determining the procedures for the activities and interventions regarding the Monitoring the behavior in time / Maintenance for the Monumental Ensemble and the Path of Heroes, located in Târgu Jiu, the Municipal Park and Endless Column Park* (2019)* and includes:

- Indirect monitoring (Ensuring the safety of the parts, Monitoring the microclimate factors, Monitoring the variation of the water levels)
- Direct monitoring (Regular inspection of all parts, Periodic repetition of ultrasonic measurements)
- A set of instructions for the current maintenance and preservation (dusting, biocides, local interventions)
- Monitoring the behavior in time of the parks and green spaces adjacent to the monuments.

.....
Regulation of public and private investments in the Protection Area:
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This is achieved by enforcing the Local Regulation for the Urban Zoning Plan (PUZ for the area of the *Monumental Ensemble and the Path of Heroes*, 2014). At the same time there is MC is is legally bind, through DJC, to develop the Obligation regarding the use of the Historical Monument document that regulates, together with the measures that will be included in the RLU/PUZ, the aspects regarding the maintenance, conservation, restoration, enhancement, and use of the two parks in which the monuments are located.

The Urban Zoning Plan (2014) sets out the additional regulations as a result of the request for the ensemble to be registered on the World Heritage List, based on on the conclusions of the General Historical Study (2013). These include the admissible interventions on the following sub-categories (according to the General Historical Study):

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*Author SC Credo Design SRL

- The subzone of the Municipal Park, where new buildings are not permitted, and only is admitted the rehabilitation of existing buildings and plantations.
- The subzone of the Heroes' Avenue between C. Brâncusi Boulevard (included) and Victoriei Square, where some interventions are admitted but by maintaining the existing building stock (MI), of rehabilitation of pavement and of urban furniture, of demolition and re-building/building on undeveloped plots or occupied by unprotected building and with no architectural value, as they were identified in the background study, as well as planting trees according to the landscape study.
- The subzone crossing Victoriei Square, up to General Magheru Street, where some interventions are permitted, the rehabilitation of pavement and of urban furniture, rehabilitation of existing buildings and plantations, in order to control the perspectives along the axis of the Path of Heroes.
- The subzone between General Magheru Street and 16th November Street where interventions on historic monuments are permitted: conservation / restoration of buildings with architectural value identified by the background study; rehabilitation, repair and modification of buildings as well as demolition of derelict buildings or without architectural value identified through the study, as well as pavement rehabilitation and adaptation of the street profile and plantations to a specific pedestrian street only open to residents.
- The subzone Church of the Holy Apostles square, where interventions of conservation / restoration of historic monuments with architectural value identified through the background study are permitted; reparation and modification of the buildings as well as of demolition of the derelict ones or without architectural value identified through the study, as well as pavement rehabilitation and adaptation of the street profile and plantations to a specific pedestrian street only open to residents, on the axis of the Path of Heroes, crossing on the direction of 16th February street.

- The subzone between the Church of the Holy Apostles and Gh. Tătărăscu street (exclusively the plots located on the latter), where interventions of conservation / restoration of buildings with architectural value identified through the background study are permitted, as well as pavement rehabilitation and adaptation of the street profile and plantations to a specific pedestrian street only open to residents.
- The subzone of Endless Column Park, where two other functional subzones are identified: in the first subzone near the Endless Column, new buildings are not allowed and there are only allowed interventions to rehabilitate the existing plantations; in the second subzone are only allowed buildings that do not surpass some limits and volumes, spaces designed as an addition to the site. It should be mentioned that these spaces can only be built underground and can have a maximum of 50 cm height above the currently landscaped ground.







3.1.3. Landscaping and use of public space

Within the management plan, the public space is addressed from the perspective of the perception and visiting infrastructure of the Monumental Ensemble and of ensuring the support framework for cultural and tourist activities. In this sense, it includes the access roads, the axis of the Path of Heroes and the two parks at its ends.

Car and pedestrian accessibility:

The area of the Monumental Ensemble Path of Heroes, studied in PUZ 2014, has good accessibility at the city level, partially overlapping the central area defined by the GUP in force and as it is included within a major road network comprised of two perpendicular systems:

- the North-South axis system comprised of the following streets: Jiului str., Barajului str., C-tin Brâncuși str., (pedestrian way) Victoriei Square, Gh. Magheru str., Geneva str., 16 februarie str., Mărășești str., the railway corridor, Ghe. Tătărașcu str.;
- the East-West axis systems with the streets: Traian str., Tudor Vladimirescu str., Crișan str., Mihai Eminescu str., Dobrogeanu Ghenea str.

The area is subordinated to the axis of the Path of Heroes as an element of utmost importance, and by Victoriei Square (the esplanade), that has emerged in the city structure as a result of a large-scale urban restructuring operation that marked the history of the 80s.

The Urban Zoning Plan has identified dysfunctions (traffic jams at certain peak hours, congestion and a high number of road accidents) in some intersections, insufficient number of parking spaces compared to the existing demand and highlighted the possibilities of municipal roads to take and develop pedestrian routes (especially on the Path of Heroes).

The Path of Heroes is the central axis of the area and crosses from West to East along a route of 1.5 km, both historic urban structure of the city, shaped since the sixteenth century and remodelled between 1937-1938, and areas of new interventions designed in the 80s. Car access is permitted, but parking cars on the street makes the access difficult for visitors.

Signalling access to the Monumental Ensemble is done on the main roads, but without a highlighting the pedestrian route for visitors. In these conditions, it is necessary to study an integrated signaling system of the access directions to and inside the ensemble for buses, cars, bicycles, pedestrians and persons with disabilities, signs that which also include other tourist services (hygiene and health, police, public authorities, accommodation and food units, etc.).

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Designing Path of Heroes:
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In 2017, Târgu Jiu City Hall developed the project for the Modernization and Rehabilitation of the Protected Area of the Monumental Ensemble and Path of Heroes", that has three objectives*:

- Redevelopment of the Path of Heroes, as a fundamental east-west axis of the city and a unitary route between the tourist objectives comprised by the works of Constantin Brâncuși;
- Parking on two underground levels and at the ground level, with 98 parking spaces, in the South area (behind) Hotel Gorj, adjacent to the Path of the Heroes (proposal for designing the above-ground market including elements of metallic shading, urban furniture, green spaces)
- Parking on three levels, with 246 parking spaces, located under the back curtyard of the blocks in the central area, adjacent to the underground road passage on Popa Sapca street.

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*Author D.S. Birou de Arhitectură

(the urban design of the above-ground market consists of its transformation into pedestrian space for cultural events, space for relaxation and the placement of a large umbrella-pavilion).

In the same context, the city hall has purchased a specific set of works for planting dendrological material in green areas of "urban alignment" type, along the Path of Heroes, in order to achieve the investment objective: "Landscaping works within the ensemble of the Path of the Heroes" **. The green space studied for the development has a total length of 1145 m, and at the present is a street on which there is a fragmented association of green spaces planted with trees and shrubs, of birch type, linden trees, thuia, etc. In the composition of the project there are also two distinct urban spaces, containing the aforementioned underground car parkings.

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Monuments' parks:
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Constantin Brâncuși Municipal Park and the Endless Column Park are meant to highlight the sculptural pieces through spatial support and guide the perspectives and the access paths and directions. According to the General Historical Study (2013), landscape and urban planning solutions will follow:

- Protecting and supporting the direct and axial perspective (both in the Municipal Park and in the Endless Column Park)
- Using the landscape (dam, embankment slopes) and the vegetation (low, medium and high plantation) for setting up the framework and background for the objectives and avoid blocking partial perspectives on them
- Banning provisional buildings and land improvements at the location of the works and only allowing activities included in the Management Plan.

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** Author SC Luvicos Prod SRL



Landscaping the parks represents a continuous proces for study, design and execution. In 2014, Târgu Jiu City Hall, as beneficiary, has elaborated the Documentation for approving intervention works (DALI) - Landscape design for the Public Garden within the protected area of the monumental ensemble "Path of Heroes" (approved by MCC, approved by CL), work resumed in 2017 (without approval, works concerning the Public Garden, outside the axis that has already been rehabilitated)*.

3.1.4. Cultural activities and promotion of the universal value

„Constantin Brâncuși” Center for Research, Documentation and Promotion it is the only cultural institution dedicated to researching, documenting and promoting the work of Constantin Brâncuși and who hosts works of universal importance. Its mission is to protect, preserve and enhance the Monumental Ensemble "Path of Heroes", as well as to research the life and work of Constantin Brâncuși. To this end, the cultural strategy of the center sets out a series of objectives related to the development of partnerships for cultural, education, marketing and communication activities.

The management project of the center for the period 2017-2022, approved by HCL no. 301 / 28.08.2017 formulates the directions of action for implementing a complex package of cultural programs and a marketing plan, which will increase the visibility at national and international level for the Monumental Ensemble. Marketing is the propitious framework for developing the cultural offer in the sense of satisfying the wishes of consumers and attracting new segments of the public. It is a continuous process that can contribute to the qualitative enhancement of the cultural act, but also to the intensification of its reception.

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In this context, the "Constantin Brâncuși" Center for Research, Documentation and Promotion benefits from the possibility of extending the range of distribution channels for the cultural offer in several directions:

- exhibitions, collections, conferences, workshops, artistic residences, publications, promotional materials offered in Târgu-Jiu;
- exhibitions and events in other institutions in the country or abroad;
- educational programs in educational institutions or in other cultural institutions;
- promotional materials sold in shops, malls, railway stations, airports;
- publications;
- online communication.

The strategy of promotion and public communication aims to the:

- Integrated approach of the promotional mix to reach as many consumers as possible and to diversify the audience segments;
- Proper use of the visual identity in all the communication and promotion materials of the institution;
- Increase the accessibility and visibility of the Monumental Ensemble "Path of Heroes" and of the events and activities organized by the institution;
- Knowledge and promotion of the exceptional universal value of the Monumental Ensemble "Path of Heroes" and of the work of Constantin Brâncuși;
- Correct transmission of information regarding the activity of the institution and highlighting the benefits of the cultural offer;
- Use of the means of promotion suitable for each segment of the audience;
- Increase the positive reputation of the institution by highlighting the quality of cultural and scientific events.

3.1.5. Sustainable development of tourism

The tourism potential of Targu Jiu is based primarily on the existence of Brancusi's works, as well as on a historically valuable urban core, which groups a number of old buildings from the 19th-20th centuries on Tudor Vladimirescu, Victoria, Traian, the Path of Heroes, Geneva, Republicii and Unirii streets.

According to the analysis study of the tourism potential of the county of Gorj*, the municipality is located in an area of concentration of natural and anthropic tourism resources with technical problems regarding the tourism infrastructure, which include:

- Cerna area with important natural and anthropic tourist objectives (at a distance of 130 km from Târgu Jiu);
- Runcu area - Sohodol Gorges, suitable for ecological tourism, agrotourism or weekend tourism (at a distance of 15 km)
- Domogled National Park with unique thermal caves in Romania, thermal springs (at a distance of 87 km from Târgu Jiu);
- „Defileul Jiului” National Park (at a distance of 45 de km).

A series of destinations of high tourist interest, which can be used in some thematic circuits, include:

- Hobița village within Peștișani commune, Gorj county. Constantin Brâncuși's Memorial House is a county museum. It is classified as a historic monument, under the code LMI GJ-IV-m-B-09494, "Constantin Brâncuși" Museum House.

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 * * Background studies for Section VI of PATN - Tourism Studies <http://www.mdrt.ro/studii-de-fundamentare-privind-patn-sectiunea-a-vi-a-zone-cu-resurse-turistice>

- Gorj County vernacular architecture museum, from Curtișoara. The most important objectives are: Cula Cornoiu, St. John the Baptist Church and "Gheorghe Tătărescu" architectural ensemble;
- Tismana, Lainici, Polovragi, Crasna and Cioclovina de Sus Monasteries;
- Corcoaia Keys located in the upper basin of Cerna, on the Cernisoara affluent;
- Valea Mare accumulation lake, the crest of the Piatra Closanilor massif with Closani Cave or the Monument of the Proclamation from Pades, and Motrului Valley.

The Integrated Strategy for Urban Development of Târgu Jiu (2016) identifies the main tourist objectives in the cultural domain (other than the Monumental Ensemble Path of Heroes):

- Alexandru Stefulescu County Museum - was established on July 16, 1894 at the initiative of scholars of the time, among whom Alexandru Stefulescu, Iuliu Moisil and Aurel Diaconovici. The museum comprises specialized sections of ethnography, archeology, history, numismatics, religious objects, natural sciences and is arranged in the headquarters of the Administrative Palace at that time, located on Geneva Street. The museum has over 24,000 objects related to the history of the Gorj, collected, researched and processed among others and by the historian Alexandru Stefulescu.
- The Art Museum – is located in the Public Garden of the municipality (Central Park), exhibiting works of art by local artists, various religious art objects and sculptures. The museum has an exhibition of icons, wood sculpture from the 17th-18th centuries, modern Romanian painting (where artists such as Mișu Pop, Corneliu Baba, Vasile Grigore can be found) and sculpture (where Rodica Popescu can be found). The museum has functioned in the premises of the Commercial Highschool, until 1998, when it was assigned the former presidential residence (built in 1988).

- Christian Tell County Library - located on Eroilor Street, is one of the important spaces for promoting culture, intellectual training and lifelong learning, both at the municipality level and at county level. The county library organizes, in collaboration with other institutions, various major events, of national or regional level.
- Elvira Godeanu Dramatic Theater - it was established on June 6, 1993, and from October 26, 2002, it has a modern hall, where theater season, theater festivals and other types of cultural events take place.
- Ecaterina Teodorescu memorial house - located on DN 66 (Târgu Jiu - Petroșani) is in the Vlădeni district. Until 1945 the house was inhabited by the family members, becoming in 1959, after the restoration, a memorial house, where photographs, documents and other objects that belonged to the second lieutenant Ecaterina Teodorescu, Heroine of Jiu battle, are displayed.
- Tudor Vladimirescu statue - located in the park located in front of Tudor Vladimirescu National College, is the work of sculptor C. Bălăcescu and was erected in 1898.
- The statue of General Gheorghe Magheru - was unveiled on October 7, 1972, work of sculptor V. Năstăsescu, and is located in the roundabout near the intersection of Heroes and Gheorghe Magheru streets.
- The bust of Alexandru Stefulescu - the work of sculptor Vasile Blendea, was unveiled in 1937. Alexandru Stefulescu (1856-1910), teacher and school inspector, publicist, archeologist, numismatist, was a prestigious animator of the city's cultural life, bringing, through his writings, a valuable contribution to Gorj County's history.
- The Mausoleum of Ecaterina Teodorescu - sarcophagus with bas-reliefs in stone, was erected in 1935, in the Administrative Palace Square, by artist Milița Petrașcu, a student of Constantin Brâncuși, in order to shelter its earthly remains. On January 22, 1979, in the CAM area of the municipality, the statue of Ecaterina Teodorescu, by Iulia Oniță, was unveiled.

The arrivals registered in the tourist accommodation structures in Gorj County, in May 2019 reached a total number of 7418. The arrivals of the Romanian tourists in the tourist accommodation structures in May 2019 represented 96.9%, while the arrivals of foreign tourists represented 3.1% of the total number of arrivals. Of the foreign tourists who stayed in the tourist accommodation structures in Gorj County, 93.0% are from Europe, 5.3% from Asia, 1.3% from North America, 0.4% from Africa.

Overnight stays in tourist accommodation structures, in May 2019 reached a total number of 11927, of which for Romanian tourists it represented 97.0%, while those for foreign tourists represented 3.0%. (according to the National Institute of Statistics).

The tourist attraction of the Monumental Ensemble is difficult to estimate, as long as the (free of charge) way of visiting does not have a system for monitoring them. However, it can be assumed that out of the annual number of tourists, around 60-70% visit the ensemble, which sums about 25,000 tourists. If the number of the visitors in transit, who stop on their way only for Brâncuși's work, is added, the number can be doubled, and the estimate can become a starting point in the future for monitoring the number of tourists, provided that Gorj County Museum - History Section has an annual approx. 15,000 visitors, Art Section - approx. 12,000 visitors, Ecaterina Teodoroiu Memorial House has approx. 2000 visitors. However, the valuable tourism potential is insufficiently exploited, in the absence of complex tourist products, which integrate the natural and cultural values into tourism programs with local specificity, which promote local gastronomic and artisanal brands, becoming income generating tourist activities. The city of Târgu Jiu is insufficiently promoted on the national and international tourism market, and the tourism infrastructure is also poorly developed.

Tourism promotion activities are carried out by "Constantin Brâncuși" National Center for Tourist Information and Promotion. In order to capitalize on the Monumental Ensemble Path of Heroes with the purpose of developing sustainable tourism, it is necessary to promote it intensively, as part of regional circuits, because cultural tourism, through the richness of the stylistic and content elements, can bring a surplus in the image consolidation and development. of Târgu Jiu municipality.

The management plan presents simultaneously activities for protection and conservation of heritage aiming in order to attract visitors. Completing the experience of contemplating the heritage ensemble also requires the development of an exceptional tourism offer, of some forms of quality for the accommodation and hosting of tourists and of continuous research methods on how to improve cultural tourism.

3.2. SWOT Analysis



Strenghts

At the moment, the objects of the Monumental Ensemble and of the adjacent area, such as the Municipal Park and the Endless Column Park, are all administrated accordingly through services provided by Targu Jiu City Hall. The role of the management plan is precisely aimed at future coordination of the complex of activities necessary to ensure the protection, conservation and promotion of the value of the entire Monumental Ensemble, the social and economic integration in the urban structure of Târgu Jiu and to ensure the conditions of international cooperation for the research and promotion of Constantin Brâncuși legacy.

Constantin Brâncuși's work is known and appreciated nationally. The Monumental Ensemble of Târgu Jiu is easily accessible, it is visited free of charge, and the cultural activities in the area ensure the integration of the Monumental Ensemble into the life of the community and also provides its tourism promotion.

Weaknesses

The Monumental Ensemble is perceived more like a group of monumental objects located in two different areas, rather than a pathway along an urban axis. The protection area of the ensemble, constituted along the Path of Heroes, is insufficiently marked and enhanced. The accomodation facilities and tourist guidance in this area are also insignificant. For this reason, the number of visitors is relatively small, and their impact on the local economy is minor.

Urban interventions of recent decades have not highlighted this pathway, the investments made in the past few years being sporadic and not sufficiently controlled in terms of specific regulations. The management plan will have to pay particular attention to future developments in the protection area, the rehabilitation of public space and the real estate development being regulated by the Local Zoning Plan.

Opportunities

A number of opportunities for proper site management are identified. Promoting the community as part of the world heritage represents recognition of the value of the sculptor, but also shows a sign of respect and care from the community, for his work, and his remembrance. Targu Jiu county will play a bigger role in the Romanian network of cities through gained experience by administrating an UNESCO site, which opens its gates towards cultural tourism internationally, exploring its potential as a tourist destination.

Another opportunity is given by the social value of the site through the creation of a network of knowledge and promotion of the value of the Monumental Ensemble. People and organizations will be in touch, they will organize and meet to present the result of the research done in the field, to listen to cultural events or to participate in education programs.

Threats

The major threat facing the site is linked to finding sufficient sources of funding for the implementation of the Management Plan. Financial amounts needed for capital investment can be funded by the European Union, but will be limited and will require local and national co-financing.

Another threat may come from acts of vandalism. Security and surveillance measures implemented in the present, protect the heritage objects; but in conjunction with an increase in the number of visitors, forms of management, human, logistics and economical resources will have to be redesigned and distributed accordingly.





3.3. Vision and general principles

The vision of the Monumental Ensemble lies within the context of a wider development of the city, in which he played a vital role. The Monumental Ensemble is the generator of the contemporary city - the urban operation of the Path of Heroes involved the rehabilitation of a park and the creation of a new one, the design of a long-desired street and the re-qualification of some plots for housing, structuring the modern city and ensuring its connection with its historic center.

The development vision of the municipality, formulated in the Integrated Strategy for Urban Development (2016) sets out that “ *In 2030, Brâncuși’s Targu Jiu will be a cultural space that combines the traditional with the modern, a regional pole of culture in Oltenia, with a functional economy based on tourism, culture and social cohesion, a meeting place for artists, a city with a cozy appearance and bohemian air.*”

In this context, the vision of the ensemble therefore represents the recognition of its exceptional role in the urban configuration and projects *the support of the international value of sculptor Constantin Brâncuși’s legacy and its integration into the life of the community of Târgu Jiu, specifically in terms of protection, conservation, and openness to the public.*

Understanding the meaning and value of the Brancusi universal heritage, this vision will coordinate as a whole the theme of the management plan and measures concerning all problem types.

Accepting the Management Plan by all stakeholders involved in the implementation of the Management Plan, with abiding responsibilities, conditions and implementation period, requires a framework of principles needed to be respected in the long term. The principles are as follows:

1. Activities and initiatives that will take place during the implementation of the Management Plan while respecting the heritage value as stated in the national legislation and procedures and documents by UNESCO.
2. Administration, to ensure the conservation and protection of the Monumental Ensemble, will be achieved through the cooperation of the responsible partners for implementing the activities outlined in the Management Plan.
3. Maintain community interest through involvement in the decision making process and activities on the continuous support of the conservation status and protection of ensemble, and means of promoting its value, and encouraging participation of NGOs, accepting initiatives brought forth by these efforts.
4. Implementation and financing activities of the Management Plan, in terms of respecting heritage values, will ensure the sustainable development by integrating the site into the urban, social, cultural, and economic context of the city; all the while creating the conditions and ways of access for visitors to and within the area of the Monumental Ensemble.



3.4. Management objectives



The management objectives are formulated starting from the complete understanding of the aspects that define and which will arise from the protection and enhancement of the Monumental Ensemble Path of Heroes. These include two strategic objectives that derive from the development vision and a series of specific objectives, which address key management issues identified previously:

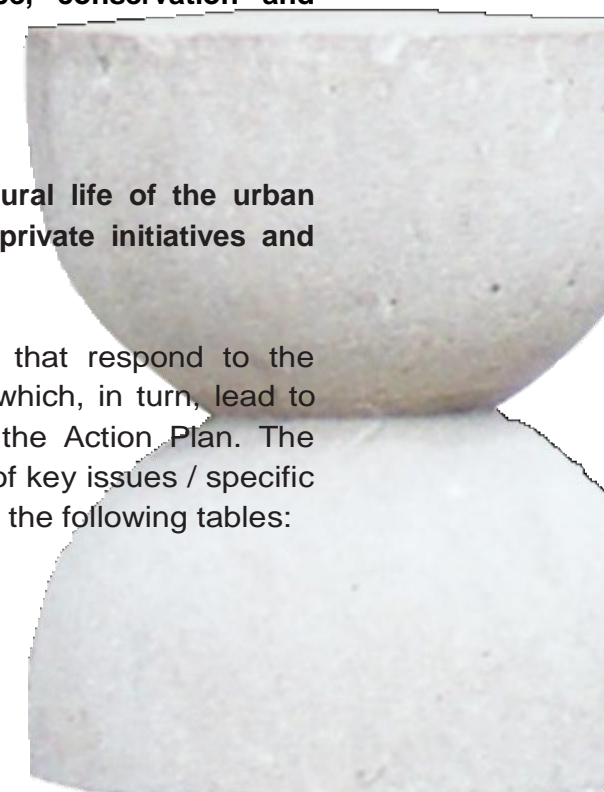
Strategic objective 1:

Ensuring the integrity and durability of the ensemble - an objective aimed at the management capacity and the measures for the maintenance, conservation and protection of the monuments;

Strategic objective 2:

Integration of the ensemble into the economic, social and cultural life of the urban community, through measures that promote cultural activities, private initiatives and tourism promotion.

The strategic objectives are supported by specific objectives that respond to the problems identified in the analysis of management issues and which, in turn, lead to packages of programs and projects, which will be detailed in the Action Plan. The logical framework of their formulation, as well as the succession of key issues / specific objectives / programs, are structured on the five analysis topics in the following tables:



The logical framework for formulating the management objectives for the Monumental Ensemble Path of Heroes

Vision:Support of the international value of sculptor Constantin Brâncuși's legacy and its integration into the life of the community of Târgu Jiu, specifically in terms of protection, conservation, and openness to the public.

Strategic objective 1:
Ensuring the integrity and durability of the ensemble

Strategic objective 2:
Integration of the ensemble into the economic, social and cultural life of the urban community

Specific objectives	Specific objectives	Specific objectives	Specific objectives	Specific objectives
<p>MANAGEMENT AND PUBLIC ADMINISTRATION</p> <p>→ Increase the capacity of local public institutions with responsibilities in ensuring the management of cultural heritage according to the requirements of UNESCO World Heritage</p> <p>→ Increase the sense of belonging to the values of Brâncuși heritage by involving the local community and the public and private actors in the knowledge and participation in the decision making regarding the property management</p> <p>→ Mobilize the human, technical and financial resources necessary for the actions for protection and capitalization of the Monumental Ensemble Path of Heroes</p>	<p>PROTECTION AND PRESERVATION OF THE MONUMENTAL ENSEMBLE</p> <p>→ Protection and conservation of the outstanding universal value of the Monumental Ensemble in front of natural and/or man-made risks</p> <p>→ Monitoring and maintenance of monuments to ensure the integrity and preserve the authenticity of the Monumental Assembly</p> <p>→ Monitoring the aspects that represent risk factors, assessing the risk generated by climate change on the Monumental Ensemble and identifying options for risk mitigation</p>	<p>LANDSCAPING AND USE OF PUBLIC SPACE</p> <p>→ Increase accessibility and visibility of the Monumental Ensemble Path of Heroes</p> <p>→ Design of the public space in the protection area, by enhancing the axis of the Heroes Road</p> <p>→ Attract visitors and create a representative urban framework for the tourist which is representative of the tourism and cultural experience in the area</p>	<p>CULTURAL ACTIVITIES AND PROMOTION OF THE UNIVERSAL VALUE</p> <p>→ Knowledge and promotion of the outstanding universal value of the Monumental Ensemble</p> <p>→ Propose an approach to the world heritage from an educational, scientific and cultural point of view, for the multivalent use of Constantin Brâncuși's legacy</p> <p>→ Integrate the world heritage in the social-cultural life of the local community and in the world and tourist cultural circuits</p>	<p>SUSTAINABLE DEVELOPMENT OF TOURISM</p> <p>→ Promote a sustainable tourism, based on the cultural products offered by the Monumental Ensemble and on a quality tourism infrastructure</p> <p>→ Increase the number of tourists, by capitalizing on world heritage and facilitating their access to local culture and values</p>

3.4.1

key issues

specific objectives

programs

MANAGEMENT AND PUBLIC ADMINISTRATION



Key aspects	Specific objectives	Programs
→ Institutional structures	<ul style="list-style-type: none"> ▪ Increase the capacity of local public institutions with responsibilities in ensuring the management of cultural heritage according to the requirements of UNESCO World Heritage 	<ul style="list-style-type: none"> ▪ Program 1.1. Institutional development for the management of the Monumental Ensemble Path of Heroes
→ Professional training		
→ Planning and control of buildings	<ul style="list-style-type: none"> ▪ Increase the sense of belonging to the values of Brâncuși heritage by involving the local community and the public and private actors in the knowledge and participation in the decision making regarding the property management 	<ul style="list-style-type: none"> ▪ Program 1.2. Community involvement in the protection and management of the Monumental Ensemble Path of Heroes
→ Community involvement	<ul style="list-style-type: none"> ▪ Mobilize the human, technical and financial resources necessary for the actions for protection and capitalization of the Monumental Ensemble Path of Heroes 	<ul style="list-style-type: none"> ▪ Program 1.3. Mobilization of financial resources for implementing the management plan

3.4.2

PROTECTION AND CONSERVATION OF THE MONUMENTAL ENSEMBLE



Key issues	Specific objectives	Programs
→ Protection and preservation of monuments	<ul style="list-style-type: none"> Protecting and preserving the exceptional universal value of the Monumental Ensemble Path of Heroes against natural and / or anthropic risks 	<ul style="list-style-type: none"> Program 2.1. Monitoring the behavior in time and the management program of the monument
→ Monitoring of natural and anthropogenic risk factors	<ul style="list-style-type: none"> Monitoring and maintenance of monuments to ensure the integrity and preserve the authenticity of the Monumental Ensemble 	<ul style="list-style-type: none"> Program 2.2. Regulation of public and private investments in the protection area
→ Intervention measures in the protection area (buffer zone)	<ul style="list-style-type: none"> Monitoring the aspects that represent risk factors, assessing the risk generated by climate change on the Monumental Ensemble and identifying options for risk mitigation 	

3.4.3

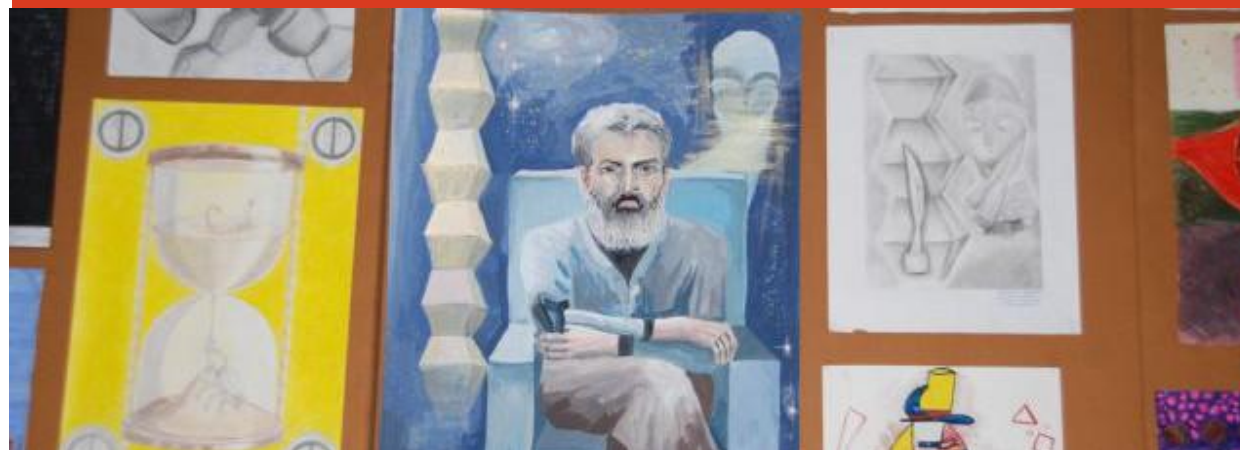
LANDSCAPING AND USE OF PUBLIC SPACE



Key issues	Specific objectives	Programs
→ Car and pedestrian accessibility	<ul style="list-style-type: none"> Increase accessibility and visibility of the Monumental Ensemble Path of Heroes 	<ul style="list-style-type: none"> Program 3.1. Accessibility and visibility of the whole
→ Path of the Heroes	<ul style="list-style-type: none"> Design of the public space in the protection area, by enhancing the axis of the Heroes Road 	<ul style="list-style-type: none"> Program 3.2. Landscaping the area of the Monumental Ensemble
→ Monuments parks	<ul style="list-style-type: none"> Attract visitors and create a representative urban framework for the tourist who is representative of the tourism and cultural experience in the area 	

3.4.4

CULTURAL ACTIVITIES AND PROMOTION OF THE UNIVERSAL VALUE



Key issues	Specific objectives	Programs
→ Cultural events	Knowledge and promotion of the outstanding universal value of the Monumental Ensemble	Program 4.1. Cultural and commemorative events
→ Commemorative events		Program 4.2. Scientific research and communication
→ Scientific research and communication	Propose an approach to the world heritage from an educational, scientific and cultural point of view, for the multivalent use of Constantin Brâncuși's legacy Integrate the world heritage in the social-cultural life of the local community and in the world and tourist cultural circuits	


3.4.5

SUSTAINABLE DEVELOPMENT OF TOURISM



Key issues	Specific objectives	Programs
→ Tourist promotion	Promote a sustainable tourism, based on the cultural products offered by the Monumental Ensemble and on a quality tourism infrastructure	Program 5.1. Research and promotion of tourism
→ Tourist circuits		Program 5.2. Development of tourism infrastructure and of services
→ The quality of the tourist infrastructure	Increase the number of tourists, by capitalizing on world heritage and facilitating their access to local culture and values	





Action plan for property management, monitoring, and evaluation

Action Plan

Monitoring and assessing the management plan

Management and Public Administration

Protection and Preservation of the Monumental Ensemble

Landscaping and use of public space

Cultural activities and promotion of the universal value

Sustainable development of tourism





4.1. Action plan



In line with the objectives set out in the previous chapter, Chapter 4 proposes a number of specific action plans that will guide the implementation of conservation and enhancement operations. Details on specific projects that need to be implemented are provided, in order to protect and enhance the significance of the site. The chapter presents the responsibilities assumed by local institutions and their partners in implementing the projects that can be achieved on medium term (2020-2027).

The site management action plan is a working document that will be reviewed periodically. It is expected that other actions will be initiated and carried out by the local community.

The following tables provide an integrated picture of the logical approach to managing the ensemble, starting from key management issues, specific objectives, programs and reaching action plans. The projects proposed to be implemented in the next 7 years are detailed through a series of information structured on the methodology of action planning: objectives, responsible institutions and partners, activities, implementation deadline, performance indicators.

These boxes will guide the administration in the implementation phase of the proposed projects, supporting the efforts of the municipal teams and the efforts of other actors. Based on these recommendations, the multi-disciplinary teams will be able to move on to the operationalization and monitoring phase of the projects.



4.2. Monitoring and assessing the management plan

Monitoring concerns the system for collecting and reporting information regarding the process of implementing the projects envisaged, for (1). improving the efficiency of the process of preparation and implementation of projects and (2). reorganizing the activities and resources if these did not lead to the results previously estimated.

Within the process of implementing the management plan, it is necessary that the process allows the participation of new inhabitants or legal entities who can contribute with additional resources to the process of preparing and carrying out the activities provided in projects.

The monitoring of the management plan is based on the content of the action plan and will follow the process of implementation of the list of projects, how to phase them in the same program, or in relation to other programs, of the activities provided in the projects, the start and finishing dates of the projects, as well as the specific indicators.

The monitoring of the protection area of the Monumental Ensemble is currently carried out by the City Hall of Târgu Jiu through its services, according to the responsibilities mandated by decentralization and in compliance with the legislation in force. According to the nomination of the ensemble on the World Heritage List, the monitoring process of the Management and Protection Program for the historic monuments listed in the UNESCO Heritage List is organized in accordance with the Governmental Decision 1268/2010 (Protection and management program) and Governmental Decision 1102/2011 which provides the establishment of a UNESCO organizing committee.



The committee has a variety of competences and responsibilities regarding the management of the historic monument. The monitoring indicators provided in GD 1268/2010 are specified on the following fields:

- Conservation status (art 16):
- Promotion and enhancement (art. 17)
- Tourist impact (art. 18)

Table 4.1. presents the timetable of the projects presented in this chapter, positioning the projects in the semesters of each year, from 2020 to 2027.



Management and public administration



Specific objectives

- » Increase the capacity of local public institutions with responsibilities in ensuring the management of cultural heritage according to the requirements of UNESCO World Heritage
- » Increase the sense of belonging to the values of Brâncuși heritage by involving the local community and the public and private actors in the knowledge and participation in the decision making regarding the property management
- » Mobilize the human, technical and financial resources necessary for the actions for protection and capitalization of the Monumental Ensemble Path of Heroes

Program 1.1. Institutional development for the management of the Monumental Ensemble *Path of Heroes*

Târgu Jiu Local Council entrusts the management to Constantin Brâncuși Center for Documentation Research and Promotion to a manager appointed following a competition and supported by an administrative board with an advisory role. In the perspective of listing the Monumental Ensemble on the UNESCO World Heritage List and its careful management, the institutional development program includes a series of projects aimed at increasing the performance of the Monumental Ensemble Path of Heroes.



Project 1.1.1. Establishment and operationalization of the UNESCO Organizing Committee

In accordance with Government Decision 1268 of December 8, 2010, the Protection and Management Program for the historic monuments inscribed in the UNESCO World Heritage List, as amended by the Government Decision 1102 of 2011, for each monument inscribed in the UNESCO List will be appointed a coordinator of the monument by the county council in whose territorial area the monument is located and a UNESCO Organizing Committee will be created (COU).

Objective: Creation and operationalization of a partnership structure between different public stakeholders, as a decision factor in the protection and management of the Monumental Ensemble Calea Eroilor and ensuring the respect of its integrity and authenticity.

Main activities:

- Appointment of the monument coordinator by Gorj County Council
- Nomination of the members of the UNESCO Organizing Committee
- Implementation of the work plan of the UNESCO Organizing Committee

Partners:

- Gorj County Council
- Târgu - Jiu City Hall
- County Inspectorate for Emergency Situations
- County Police Inspectorate
- Ministry of Culture
- County Department of Culture
- National Institute of Heritage
- Constantin Brâncuși Center for Documentation, Research and Promotion
- Representatives of the local community

Timeline: 3 months after being listed on the World Heritage List

Indicators: Decision of the County Council appointing the COU, Approval of the work plan of the COU



Project 1.1.2. Enhancing the operational capacity of Constantin Brâncuși Documentation Research and Promotion Center

Constantin Brâncuși Center for Documentation, Research and Promotion carries out activities of protection, conservation and enhancement of the Monumental Ensemble, as well as cultural programs and projects and tourism promotion. All these require additional human, technical and financial resources compared to the current situation.

Objective: The gradual development of the existing human resources of the Constantin Brâncuși Center, the increase of its technical, logistical and financial capacity and the collaboration with the other structures created for the management of the Monumental Ensemble, respectively with the COU and the Management Unit.

Main activities:

- Elaboration of an annual plan of activities for the Constantin Brâncuși Center for Documentation, Research and Promotion, accompanied by a financial plan
- Identification of additional funding sources for the center's activities
- Attraction of specialized resources in the field of monument protection and tourism marketing
- Participation in training programs and experience exchanges with similar institutions in the country and abroad

Partners:

- Târgu - Jiu City Hall
- COU
- Public institutions, NGOs, personalities in the field of culture in general and of Brâncuși heritage in particular

Timeline January - December 2020

Indicators: The business plan and the financial plan are approved by the Târgu-Jiu Local Council

Attracted funds

Partnership agreements

Number of programs implemented



Project 1.1.3. Professional training of local public administration staff and of local partners involved in the implementation of the Management Plan

Monument protection operations, as well as heritage management, require specialized training and specific skills for both City Hall staff and partners in activities aimed at monument protection operations..

Objective: Strengthen the management capacity in prioritizing and coordinating investments and writing projects for accessing national and European public funds necessary for the protection, knowledge and promotion of the Monumental Assembly.

Main activities:

- Identification of training needs of the staff (relevant topics)
- Identification and selection of training providers in the field
- Organize training programs and their evaluation

Partners:

- Târgu - Jiu City Hall
- Training providers

Timeline Permanent

Indicators: Two courses per year for 15 participants

Program 1.2. Community involvement in the protection and management of the Monumental Ensemble Path of Heroes

Currently the community involvement in the protection of the built heritage is realized by Constantin Brâncuși Center for Documentation, Research and Promotion in partnership with local cultural institutions by participating in various cultural actions. In order to increase the population's involvement it is necessary to initiate a partnership between the community and the public authorities in order to respect Brâncuși's legacy and increase Târgu Jiu municipality's reputation by integrating the monumental ensemble into the urban landscape in a sustainable manner.



Project 1.2.1. Rise awareness of the community on the value and necessity of the protection of the Monumental Ensemble Path of Heroes

To support the implementation of the management plan, the local community must become a partner both in participating in activities related to the symbolism of the artist and man Brâncuși but also in proposing own programs or complementary actions..

Objective: Involving the inhabitants in actions regarding the significance of the universal value of Brâncuși's work and its effects on the socio-economic and cultural-educational development of the municipality but also in practical elements of protection, education and promotion of the universal value of the Monumental Ensemble.

Main activities:

- Publication of a guide for the community - *What it means and what it implies to include the ensemble on the World Heritage List?*
- Organizing summer schools for pupils and students on the theme of World Heritage protection
- Training for teachers on the theme of the protection of the World Heritage and the elaboration of a manual dedicated to the local cultural heritage addapted to the specific courses in the gymnasium cycle
- Training for citizens interested in becoming urban curators in the area of the Monumental Ensemble Path of Heroes
- Meetings with the owners of the buildings in the protection area of the Monumental Ensemble determined by commemorative moments
- Involving the owners located in the protection area of the Monumental Ensemble in commemorative activities carried out on Path of Heroes
- Holding competitions for the best initiatives / projects for protecting or communicating and promoting the Brâncuși legacy

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Center for Documentation, Research and Promotion
- County School Inspectorate, Târgu Jiu schools and high schools
- NGOs and institutions of art and culture
- Real estate owners on Path of Heroes

Timeline:permanent

Indicators:

The guide published in 500 copies and distributed to the community in general and to the economical operators located in the protection area

Number of participants in training programs, meetings and commemorative events

Number of projects awarded



Project 1.2.2. Strategic partnerships to promote heritage value

The complexity and the varied characteristics of the projects in the management plan require their implementation in a system of partnerships with other organizations, this representing a solution for achieving the assumed objectives.

Objective: Identifying and attracting new institutional resources (human, technical, financial) to support the implementation of projects, or to generate new projects.

Main activities:

- Participation of public institutions located on Calea Eroilor and in the buffer zone in the formulation and implementation of the Management Plan
- Partnership with the Georges Pompidou Center (France)

Partners:

- COU
- Târgu - Jiu City Hall

Timeline: January-December 2020

Indicators:

Meetings to identify projects to complete the annual management plan

Partnership signed

Program 1.3. Mobilization of financial resources for implementing the management plan

The size of the management plan and the value of the projects identified exceed the financial capacity of the municipal budget. Attracting other funding sources, public or private, depending on the size and specificity of the projects, is a crucial objective for the local authority, in order to fulfill the responsibilities assumed for the protection and management of the Monumental Ensemble Path of Heroes.



Project 1.3.1. Attract EU structural funds 2021-2027

The EU Structural Funds for the programming period 2021-2027 represent, through the programs dedicated to urban development (and other specific sectoral programs), a source of funding for infrastructure projects in the area of the Monumental Ensemble and in the buffer zone of the Ensemble.

Objective: Financing the eligible projects from the EU structural funds

Main activities:

- Preparation of the investment program for the protection area
- Establish the list of projects for which Feasibility Studies will be carried out
- Formulate the project fiches according to the eligibility criteria

Partners:

- COU
- Târgu - Jiu City Hall

Timeline:2021-2027

Indicators:

Documentation approved by the Local Council

Documentation submitted to the authorities with responsibilities in the management of structural funds

Signing of a financing contract



Project 1.3.2. Identify of other public or private funding sources for the promotion of Constantin Brâncuși cultural heritage

For other categories of projects (especially soft - cultural, research and promotion of universal values), additional sources, public or private, can be explored and used

Objective: Financing projects from the management plan from sources drawn from economic agents, individuals, national and international public organizations.

Main activities:

- Identification and creation of a database of financing sources
- Sponsorship campaign to attract funds from private companies for cultural activities related to Constantin Brâncuși's memory
- Identification of the existing forms of volunteering or patronage for the activities and for the financing of the Constantin Brâncuși Center

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Center for Documentation, Research and Promotion
- Private sector, NGOs.

Timeline: permanent

Indicators:

Reports on projects funded from other sources

Protection and conservation of the Monumental Ensemble



Specific objectives

- » Protecting and preserving the exceptional universal value of the Monumental Ensemble Path of Heroes against natural and / or anthropic risks
- » Monitoring and maintenance of monuments to ensure the integrity and preserve the authenticity of the Monumental Ensemble
- » Monitoring the aspects that represent risk factors, assessing the risk generated by climate change on the Monumental Ensemble and identifying options for risk mitigation

Program 2.1. Monitoring the behavior in time of monuments

The Monumental Ensemble Path of Heroes is composed of sculptural objects placed within classified Historic Sites. All this ensemble and the parks in which it is located, together with the axis between them are surrounded by a protection zone, which is in turn in a protected built area (according to the Historical Background Study / Phase 1). Therefore, there is a time tracking and management program for the UNESCO monument that derives from the existing legal provisions, accompanied by a second regulatory program of the Urban Zoning Plan.



Project 2.1.1. Monitoring the behavior in time

Monitoring in time is a systematic activity of collecting and exploiting information from observations and measurements on certain phenomena, in order to prevent possible degradation that may occur due to the interaction of the pieces with the environment, degradations that would affect its integrity or authenticity. The obligations and responsibilities in this program derive from the norm P130 / 1997 elaborated by INCERC and approved by MLPAT Order no. 109 / N / 01.06.1997 and through the Plan for Monitoring in Time and Maintenance of the Monuments approved by HCL 276 / June 2019 and managed by the *Constantin Brâncuși* Center for Documentation Research and Promotion.

Objective: Monitoring environmental factors and other external factors that may influence the state of monuments.

Main activities (according to the Plan for Monitoring in Time and Maintenance of the Monuments):

- Indirect tracking (Ensuring the security of the parts, Monitoring the microclimate factors, Monitoring the variation of the ground level)
- Direct tracking (Periodic verification of all parts, Periodic repetition of **ultrasonic measurements performed during 2000 research, Vibration measurements for recording the variation of structure rigidity**)
- **Direct** measurements and macrophotographs regarding the joint state, External inspection and inspection of the visiting channel. ventilation at the Endless Column)

Partners:

- Târgu - Jiu City Hall
- *Constantin Brâncuși* Center for Documentation Research and Promotion
- The Scientific Council of *Constantin Brâncuși* Center
- COU

Timeline: permanent – every 6 months (according to the Plan for Monitoring in Time and Maintenance of the Monuments)

Indicators:

Semi-annual report and immediate measures plan
Number of interventions per year

Project 2.1.2. Implementation of the management program for the UNESCO monument

This project is based on the provisions of Government Decision 1268 of December 8, 2010, Protection and management program for the historic monuments listed in the UNESCO World Heritage List, modified by the Government Decision 1102 of 2011 (or in accordance with the draft GD in public debate). The project will include activities regarding:

Main activities:

- Evaluation of the protection and management measures of the monuments listed in the UNESCO World Heritage List (art.4)
- Evaluation of the state of preservation of the monuments and identifying the problems they face (art.5)
- Evaluation of the existing vulnerabilities for the monuments listed in the UNESCO World Heritage List (art. 7)

Alongside this project, it is obligatory to comply with the measures included in the ULR / ZUP Monumental Ensemble Zone Path of Heroes (2013) and the Plan for Monitoring in Time and Maintenance of the Monuments approved by HCL 276 / June 2019.

Partners:

- COU
- Târgu - Jiu City Hall
- *Constantin Brâncuși* Center for Documentation Research and Promotion
- The Scientific Council of *Constantin Brâncuși* Center

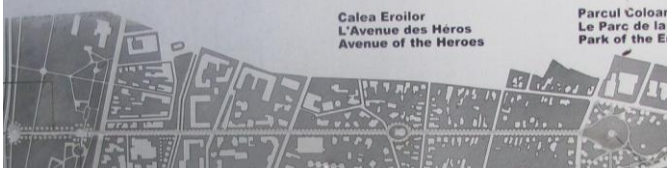
Timeline: permanent

Indicators:

Semi-annual report and immediate measures plan
Number of interventions per year

Program 2.2. Regulation of public and private investments in the protection area

The purpose of this program is to ensure that the provisions of the management plan are supported by statutory plans and technical and administrative procedures to prevent any development and construction actions affecting the Monumental Ensemble Path of Heroes. This is achieved by applying the Local Urban Regulations within the ZUP Monumental Ensemble Path of Heroes (2013).



Project 2.2.1. Review of the ZUP (2014), dissemination and application of the provisions of the Local Urban Zoning Regulation for the protection area

In order to apply the regulations of the Zoning Urban Plan, its conditions must be discussed with the local community and understood by the landlords and investors. Public and private intervention in this area must maintain the balance between the investment interests and the unaltered preservation of the universal value of the Monumental Ensemble.

Objective: To respect the provisions of the Local Urban Planning Regulation in order to protect the traditional character of the protection zone (buffer zone).

Main activities:

- Review of the Zoning Urban Plan approved in 2014
- Publication on the City Hall's website of the Urban Local Regulations from the Zoning Urban Plan
- Publication of a guide on investment making (extract from ULR) and sending it to local organizations, local companies that carry out projects in the area
- Work meetings with the architecture and construction companies that have contracts in the ZUP area
- Organize discussions with the landlords in the area to understand the construction conditions for both new investments and interventions on the existing buildings and to authorize the property delimitation (fences) located along the Path of Heroes
- Follow-up on the compliance with the conditions stated in the Building Permits issued for the area

Partners:

- Târgu - Jiu City Hall (local responsible according to the law)
- *Constantin Brâncuși* Center for Documentation Research and Promotion
- State Inspectorate for Constructions

Timeline: permanent

Indicators:

Reports on monitoring the conditions withn the Building Permits

Landscaping and use of public space



Specific objectives

- » Increase accessibility and visibility of the Monumental Ensemble Path of Heroes
- » Design of the public space in the protection area, by enhancing the axis of the Heroes Road
- » Attract visitors and create a representative urban framework for the tourist which is representative of the tourism and cultural experience in the area

Program 3.1. Accessibility and visibility of the ensemble

The Monumental ensemble Path of Heroes is easily accessible in the municipality of Târgu Jiu, for both locals and visitors traveling from DN66 and DN67. However, the problems related to increasing its visibility on all public roads, parking for visitors, as well as their attention in busy traffic situations, require a special approach, through specific projects, but in accordance with the provisions of the ULR / ZUP and with the projects accomplished and mentioned in chapter 3.



Project 3.1.1. Signaling the access to the Monumental Ensemble Path of Heroes

In order to increase the number of visitors, it is useful to develop the signaling system on all access roads and to improve the visibility of the ensemble and of Târgu - Jiu municipality in regional and international context.

Objective: Increasing the visibility and facilitating the visitors' access to the Monumental Ensemble

Main activities:

- Signaling through panels of the Monumental Ensemble before entering the municipality of Târgu-Jiu from DN66 and DN67
- Signaling of the Monumental Ensemble at the trainstation, as well as at the airports in Bucharest, Craiova or Sibiu
- Signaling with panels of the route and of the parking places to the Monumental Ensemble, to the *Constantin Brâncuși* Center for Documentation Research and Promotion, and the Barbu Gănescu House, and electronic on the website of Târgu Jiu City Hall and of Constantin Brâncuși Center
- Signaling on the access road of Hobița village

Partners:

- *Constantin Brâncuși* Center for Documentation Research and Promotion
- Gorj County Council

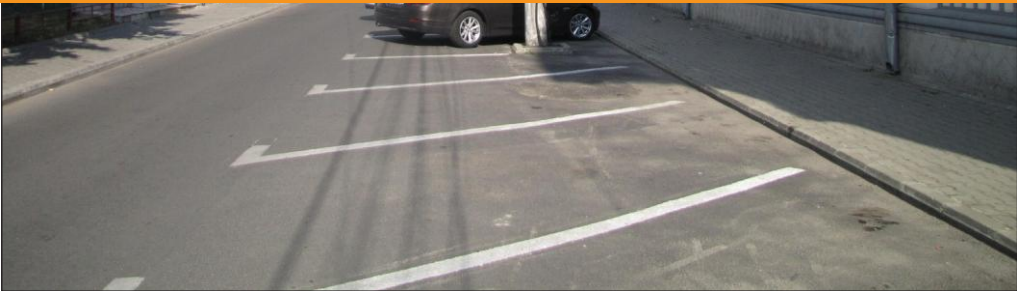
Timeline: 2020-2022

Indicators:

Mounting of the signposts (number and location)

Number of hits on the city hall and of Constantin Brâncuși Documentation and Promotion Research Center websites

Number of visitors



Project 3.1.2. Organizing the parking and the access for visitors in the Monumental Ensemble

The organization of tourists' car access must be made in such a way that it allows easy accessibility of the groups of visitors, without disturbing the flow of traffic existing on the arteries of the city and without obstructing, by stationary cars, the visibility of the monuments from the ensemble or the access of other groups. The project also proposes a parking system for tourist coaches, which includes a fee for visiting the Monumental Ensemble. In the absence of a visitor tax system, parking tax is a mean of generating income for the maintenance of monuments and a mean of monitoring the number of tourists.

Objective: Facilitating the visitors' access by arranging parking spaces and pedestrian routes

Main activities:

- Rehabilitation of the public domain for car and bicycle parking on Unirii Street, between Digului Alley and Constantin Brâncuși Boulevard
- Rehabilitation of Constantin Brâncuși Boulevard, between Traian Street and Unirii Street, highlighting the parking places for coaches and cars
- Rehabilitation of Gheorghe Tătărăscu street, between Tudor Vladimirescu street and București Avenue, with the highlighting of parking and parking places for coaches and cars
- Underground parking and public space for Hotel Gorj - according to the project Modernization and Rehabilitation of the Protected Area of the Monumental Ensemble Path of Heroes
- Underground parking, passage and public space Magheru - according to the project Modernization and Rehabilitation of the Protected Area of the Monumental Ensemble Path of Heroes
- Introducing a system of progressive hourly payment of the parking fee for cars and payment of a group tax for coaches (including a fee for visiting the ensemble)
- Landscaping and signaling of access points for pedestrians and of the visitation route of the Monumental Ensemble

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Center for Documentation Research and Promotion

Timeline: 2020 – 2025

Indicators:

Receipt of the investments

Number of parking places

Amounts collected from the parking fee

Program 3.2. Landscaping the area of the Monumental Ensemble

The measures of protection and enhancement of the Monumental Ensemble Path of Heroes must be based on an urban policy specific to the area. With the promotion of the monumental ensemble and the increase in the number of visitors, this area, which represents the route for visiting of Constantin Brâncuși's monumental sculptures, will have to respond to the cultural and tourist demands imposed by the works that it promotes.



Project 3.2.1. Rehabilitation of the *Path of Heroes*

Implementation of the project Modernization and Rehabilitation of the Protected Area of the Monumental Ensemble Path of Heroes, in accordance with the provisions of the Local Urban Regulation within the ZUP Monumental Ensemble Area and with the conclusions of the General Historic Study (2014).

Objective: Pedestrianization of the Path of Heroes, increasing the attractiveness of the route for visitors, facilitating access and organizing cultural and commemorative events.

Main activities:

- Rehabilitation of the public domain and of the public technical infrastructure and the pedestrian route on the Path of Heroes
- Modernization of public lighting in terms of energy efficiency
- Specific planting landscaping for dendrological material for green areas of "urban alignment" type, in accordance with the project Landscaping works within the Monumental Ensemble Path of Heroes
- Designing customized urban furniture for the entire Path of the Heroes
- Safe crossing at railway level for pedestrians and cyclists

Partners :

- Târgu - Jiu City Hall
- Constantin Brâncuși Center for Documentation Research and Promotion

Timeline: 2020-2027

Indicators:

Investments final acceptance (table with indication of types of works, characteristics, location)



Project 3.2.2. Landscaping the areas adjacent to the *Path of Heroes*

The project of rehabilitating the Path of Heroes must be accompanied by operations of landscaping of the adjacent areas, which will ensure continuity and the integration of the protection area of the Monumental Ensemble into the urban fabric of the city, in accordance with the Zoning Urban Plan.

Objective: Solve the intersections of the Heroes Path with the cross streets and increase the attractiveness of the adjacent areas

Main activities:

- Landscaping of the public domain of General Gheorghe Magheru street, between Calea Eroilor and Tudor Vladimirescu street
- Landscaping of the public domain of Popa Sapcă street, between Calea Eroilor and Unirii street
- Solving the intersections on the Path of Heroes and modernization of existing roundabouts
- Landscaping of parks and green areas (Arethia Tătărăscu Park, the green area in front of the General School Alexandru Stefulescu)
- Landscaping the protection area of the CF traffic corridor between Dobrogeanu Ghenea street and Tudor Vladimirescu street

Partners:

- Târgu - Jiu City Hall

Timeline: 2020-2027

Indicators:

Investments final acceptance



Project 3.2.3. Landscaping the Municipal Park and the Park of the Endless Column

The Municipal Park and the Endless Column Park require landscaping works for the enhancement of Constantin Brâncuși's sculptures, ensuring optimal conditions for all categories of visitors in all seasons, according to the Documentation of approval of the intervention works (DALI) - Landscape the Public Garden within the protected area of the Monumental Ensemble "Path of Heroes", following its review and approval.

Objective: Improving the conditions of access and visibility of the monuments in the parks where they are located

Main activities for the Municipal Park:

- Rehabilitation and modernization of the Dig alley, including urban furniture, lighting and surveillance cameras
- Landscaping of the entrance areas in the Municipal Park and organization of information points regarding the Monumental Ensemble
- Ensuring the access to the Monumental Ensemble for people with disabilities
- Landscaping and trimming the park's vegetation
- Establishing and developing platforms where commercial activities can be carried out for a limited period (in the amusement park area)

Main activities for the Endless Column Park:

- Landscaping of the entrance areas in the Endless Column Park and organization of information points regarding the Monumental Ensemble
 - Landscaping and trimming the park's vegetation

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Center for Documentation Research and Promotion

Timeline: 2020-2027

Indicators:

Construction works final acceptance



Project 3.2.4. Restoration, modernization, enhancement of the tourist potential of the church of the Holy Apostles Peter and Paul

The project aims at the enhancement of the Monumental Ensemble Path of Heroes and of the church, located halfway through the axis and rebuilt for the purpose of glorifying the heroes fallen in the battles of Jiu.

Objective: Keeping the monument safe and functional

Main activities:

- Restoration of construction elements
- Restoration of paintings and elements of exterior and interior decoration
- Modernization of installations / connections

Partners:

- Târgu - Jiu City Hall
- Parish of the Church of the Holy Apostles Peter and Paul

Timeline: 2020-2023

Indicators:

Construction works final acceptance



Project 3.2.5. Developing the built stock in order to capitalize on the cultural functions organized under the aegis of Constantin Brâncuși

The development of Constantin Brâncuși cultural network along the axis of the monumental ensemble and in its immediate vicinity requires renovation and modernization of existing buildings and spaces.

Main activities:

- Renovation, modernization and adaptation of the building of the Culture House of Trading Unions in the new headquarters of the Constantin Brâncuși Documentation Research and Promotion Center and of some cultural spaces/ expo dedicated to Brâncuși's activity
- The use of the exhibition halls and the related spaces within the Art Museum for organizing cultural events in memory of Constantin Brâncuși
- Identification of spaces (buildings and plots) that allow the organization of cultural activities by Constantin Brâncuși Documentation Research and Promotion Center in partnership with other cultural institutions

Partners:

- Târgu - Jiu City Hall
- Centrul de Constantin Brâncuși Documentation Research and Promotion Center

Timeline: 2020-2023

Indicators:

Construction works final acceptance



Project 3.2.6. Rehabilitating Ferdinand Bridge, a historical monument

The rehabilitation works of the bridge will ensure both the safety for crossing the water mirror and the enhancement of a historic structure that was an element, witness of the fight that took place 14th of October 1916, in which the Romanian army together with the population of the city have resisted the German troops, where among the participants in the confrontation. was Ecaterina Teodoroiu.

Main activities:

- Safe keeping and guarding the two abandoned bridge sections
- Rehabilitation of the three sections of the bridge connecting the Digului Alley with the Insulița Park, designed as an open-air workshop and exhibition for works by Romanian and foreign sculptors

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Documentation Research and Promotion Center

Timeline: 2020-2027

Indicators:

Construction works final acceptance



Project 3.2.7. Signaling within the protected area

Within the design of the protection zone, in order to facilitate the visiting of the ensemble, the appropriate signaling must ensure the transmission of information and message to various groups, both in Romanian, English and French (to be added according to the nationality of the tourist groups).

Objective: To inform the visitors about the universal value of the objectives, the environment in which they are located and the conditions of the visit

Main activities:

- Signaling the monuments with the world heritage emblem after listing them
- Signaling the status of the protection area
- Signaling of the visiting circuit
- Signaling the conditions for visiting the monuments in order to maintain their integrity
- Signaling the representative and classified buildings on the Path of Heroes
- Signaling car access (for residents, for supplies, for religious ceremonies) and parking places for tourists and residents

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Documentation Research and Promotion Center

Timeline: 2020-2027

Indicators:

Construction works final acceptance of the mentioned signaling panels (number, location)

Cultural activities and promotion of the universal value



Specific objectives

- » Knowledge and promotion of the outstanding universal value of the Monumental Ensemble
- » Propose an approach to the world heritage from an educational, scientific and cultural point of view, for the multivalent use of Constantin Brâncuși's legacy
- » Integrate the world heritage in the social-cultural life of the local community and in the world and tourist cultural circuits

Program 4.1. Cultural and commemorative events

Culture, education and science are fundamental elements of UNESCO. The integrated approach of these fields is fundamental both for the implementation of the management plan and for understanding the significance of Constantin Brâncuși's creation, a process that must be presented to the general public in an inspired, attractive and useful format. The program follows the objectives and projects identified in the Management Plan of the Constantin Brâncuși Documentation Research and Promotion Center, as well as its cultural agenda.



Project 4.1.1. The knowledge on and understanding of Brâncuși genius

Interpreting the message of Brâncuși's creation can use a variety of techniques that engage visitors and residents, by types of experiences and preferences, including video, audio, visual art, drama, etc. in registered or direct forms. The Monumental Ensemble is also an important educational resource. Educational activities can be part of a curriculum for students and pupils, connected to sites of other national or international education centers.

Objective: To raise public awareness and facilitate the forms of knowledge and interpretation of the symbolisms of Constantin Brâncuși's art.

Main activities:

- Organizing discussion groups in the Municipal Park and the Endless Column Park
- Sale of audio CDs and video CDs with information and data on the sculptor's life
- Live shows, movie presentations and theater evenings
- Presentations of photographs related to the realization of heritage objects
- Program of lessons in the secondary and tertiary system of education
- Discussions on how to treat with the respect of the sculptor's creation, and on the significance of the Monumental Ensemble

Partners:

- Constantin Brâncuși Documentation Research and Promotion Center
- Schools, high schools, Constantin Brâncuși University
- People's Art School
- The Union of Plastic Artists from Romania, Gorj Branch, other branches in the country
- Elvira Godeanu Dramatic Theater

Timeline: permanent

Indicators:

Number of events per year
Number of participants
Revenue collected from sales of promotional documents



Project 4.1.2. Agenda for cultural and commemorative events

A series of cultural and commemorative events are currently organized by the Constantin Brâncuși Municipal Center for Culture and are enjoyed by the interest and participation of the target groups. The project aims to continue these events and to include them in a coherent annual agenda, distributed to interested citizens and institutions.

Objective: Organizing cultural and commemorative events (related to Constantin Brâncuși and Path of Heroes) according to an annual agenda

Main activities:

- Organizing the agenda, publishing and distributing it
- Continuity in activities related to the tribute of the sculptor (Brâncușiana sculpture camp)
- Organize of international / regional exhibitions with the sculptor's work
- Other festivals, exhibitions, symposiums (according to the agenda)
- Involving public, private institutions and landlords in Path of Heroes or in carrying out the activities of the agenda

Partners:

- COU
- Târgu - Jiu City Hall
- Constantin Brâncuși Documentation Research and Promotion Center
- The Church of the Holy Apostles Peter and Paul
- Alexandru Ștefulescu County Museum

Timeline: permanent (according to the agenda)

Indicators:

Number of events per year
Number of participants
Revenue collected from participation fees

Program 4.2. Scientific research and communication

Encouraging, facilitating and undertaking research actions, both for heritage objects and for their buffer zone, contributes to identifying critical aspects and completing knowledge about heritage, protecting and enhancing it, and rising awareness of its importance for the universal culture. Publication and communication of the results regarding scientific information and research should be supported by the implementation of some forms of public access to them.



Project 4.2.1. Design of the Constantin Brâncuși Interpretation Room

Constantin Brâncuși Documentation Research and Promotion Center is currently carrying out research and documentation activities, with a limited area to the existing material and human capacity. Expanding these capabilities and developing the research content is a priority for the local community.

Objective: Construction and operationalization of a research and documentation center on Constantin Brâncuși's work and its universal value

Main activities:

- Addition to the library with other publications and documents on the life and work of Constantin Brâncuși (from the Georges Pompidou Center, from the Romanian Academy)
- Addition to the film archive
- Develop a protocol of collaboration with the Georges Pompidou Center in Paris and exchanging documents for the opening of exhibitions
- Exchanges of information and documents with museums that house works by sculptor Constantin Brâncuși
- Research contracts with the academic environment for specialized studies, professional training programs, cultural / commemorative events
- Scientific information on the research work performed by national and international experts
- Activities related to the forms of understanding for the audience, interpretation and promotion of heritage value, and development of those with more audience.

Partners:

- COU
- Constantin Brâncuși Documentation Research and Promotion Center
- Georges Pompidou Center in Paris
- Târgu - Jiu City Hall
- Gorj County Council
- Ministry of Culture

Timeline: 2020-2027

Indicators:

Opening of the Interpretation Room
Number of publications and documents purchased
Number of exhibitions opened in partnership



Project 4.2.2. Support services incubator for heritage protection

The lack of specialized human resources is a problem identified in the public, private and non-governmental sectors. The training of qualified personnel is possible through special programs, workshops offered by companies / specialized / certified persons, both to the officials of the city hall, as well as to the natural or legal persons providing cultural services of expertise in heritage conservation and of scientific research. The COU will monitor the list of expertise and trades necessary for the management of the Monumental Ensemble Path of Heroes and the forms of recruitment / employment for certain trades / activities.

Objective: Develop an incubator for consulting and assistance services to companies offering cultural services, maintenance of heritage objects, research of Brâncuși heritage (on a site to be identified)

Main activities:

- Opening research laboratories for the maintenance of heritage objects
- Opening of workshops for the maintenance of heritage objects
- Organizing of sculpture and modeling circles
- Making a conference room with high-performance equipment for international symposiums

Partners:

- COU
- Constantin Brâncuși Documentation Research and Promotion Center
- Târgu - Jiu City Hall
- Gorj County Council
- Ministry of Culture

Timeline: 2020-2027

Indicators:

Opening the incubator services
Number of specialized personnel within the service incubator

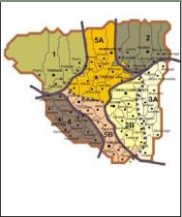
Sustainable development of tourism



- » Promote a sustainable tourism, based on the cultural products offered by the Monumental Ensemble and on a quality tourism infrastructure
- » Increase the number of tourists, by capitalizing on world heritage brand and facilitating their access to local culture and values

Program 5.1. Research and promotion of tourism

The cultural tourism, through the richness of the stylistic and content elements, brings a surplus in consolidating the image and the economic development of Târgu Jiu municipality. The request for the introduction of the Monumental Ensemble Path of Heroes on the list of world heritage confirms the national policy to make known Constantin Brâncuși's legacy at international level, with the positive economic effects in the local development.



Project 5.1.1. Tourism marketing study

Currently, there is no documented information about tourists visiting the Monumental Ensemble, and the local incomes estimates for this type of activity are relative. That is why it is necessary to develop a marketing study and a monitoring system for the number of tourists, in order to be able to evaluate subsequently the impact that the listing of the ensemble on the world heritage list will have on the local economy.

Objective: To create a marketing strategy for Târgu Jiu to position itself on the international market by highlighting the local and regional tourism potential.

Main activities:

- Analysis of the cultural tourism market - on international demand and supply of Târgu Jiu
- Creating a marketing and promotion strategy for the city as a destination for cultural tourism and as part of regional and international circuits
- Creating a system for monitoring the number of tourists

Partners:

- Gorj County Council
- Târgu - Jiu City Hall
- Constantin Brâncuși Documentation Research and Promotion Center
- Ministry of Culture
- Owners of the tourist units in the area
- Local stakeholders involved in tourism activities and services

Timeline: 2020-2022

Indicators:

- Final study
- Number of tourists monitored

Project 5.1.2. Promoting the Monumental Ensemble Path of Heroes as a destination for cultural tourism

Based on UNESCO Handbook* for managing tourism in World Heritage Sites and the principles of the ICOMOS Charter for International Cultural Tourism (Brussels, 1976), the project approaches a tourism promotion strategy, composing a coherent message and a series of differentiated distribution channels related to identified cultural and educational / research activities, in previous programs.

Objective: To create a package of tourism promotion and its use in different circumstances, to attract tourists

Main activities:

- Elaboration of the tourism promotion message and of the graphic editing scheme
- Printing promotional materials and developing a distribution strategy
- Participation in national and international tourism fairs
- Promoting cultural events as an attraction for visitors
- Promoting the Monumental Ensemble as part of regional / national tourist circuits (together with other tourist products - traditions, music, traditional gastronomy, etc.)

Partners:

- Gorj County Council
- Târgu - Jiu City Hall
- Ministerul Culturii
- Constantin Brâncuși Documentation Research and Promotion Center
- Tourism associations, tourism companies

Timeline: Permanent

Indicators:

- Distributed promotional materials
- Number of tourists monitored

* Petersen, A. (2002), Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers - UNEP, TEMA, UNESCO, WHC

Program 5.2. Development of tourism infrastructure and of services

The management plan simultaneously presents activities of protection and conservation of the heritage and for attracting tourists. Completing the experience of contemplating the heritage ensemble also requires the development of an exceptional tourism offer, of some forms of quality accommodation for tourists and of continuous methods of researching the ways to improve the tourist experience.



Project 5.2.1. Tourist Information

The project aims to develop the capacity of the Tourist Information Center and its services to guide tourists through the access points, the visiting circuit and the signals made through investments in public space (programs 3.1 and 3.2.).

Objective: Facilitating the visitors' access to the information needed for the tourism activities, to follow the route of the Monumental Ensemble and to understand the universal value of Constantin Brâncuși's sculpture and to ensure the capacity of the Information Center to distribute information and documents of tourist interest in order to ensure the fluidity of the tourist groups.

Main activities:

- Extension of the material and human capacity of the Center for Tourism Information and Promotion
- Guide the tourists inside the site and to other objectives of interest (hygiene and health services, police, public authorities, accommodation and food units, etc.).
- Distribution of informational material (guides, maps) and sale of books, albums of local objects, souvenirs, etc.
- Promoting cultural events and tourism products related to Brâncuși

Partners:

- Târgu - Jiu City Hall
- Constantin Brâncuși Documentation Research and Promotion Center

Timeline: permanent

Indicators:

- Number of tourists monitored
- Income from sales

Project 5.2.2. Accommodation and public food infrastructure on the Path of Heroes

In order to improve and diversify the accommodation and public catering services, the City Hall will support the private initiative in this area, under the conditions of compliance with the urban zoning plan and regulations as stated in PUZ Monumental Ensemble Area, Path of Heroes (2013).

Objective: To support the rehabilitation of the accommodation and public food infrastructure located on the Path of Heroes, through consultancy services offered by Constantin Brâncuși Documentation Research and Promotion Center.

Main activities:

- Consultancy for investment opportunities
- Consultancy related to the urban zoning plan regulations in the area
- Information on financing opportunities from European funds

Partners:

- Târgu - Jiu City Hall
- Investors and owners of the accommodation / public food infrastructure located on Path of Heroes

Timeline: permanent

Indicators:

- New private investments (according to the PUZ Regulation)



Table 4.1. Project development schedule, during 2020/2027



- ➔ 1. Management and public administration
- ➔ 2. Protection and conservation of the monumental ensemble
- ➔ 3. Landscaping and use of public space
- ➔ 4. Activities and promotion of the universal value
- ➔ 5. Sustainable development of tourism

	2020		2021		2022		2023		2024		2025		2026		2027	
	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2
1. Management and public administration																
Program 1.1. Institutional development for the management of the Monumental Ensemble Path of Heroes																
1.1.1. Establishment and operationalization of the UNESCO Organizing Committee																
Activities																
Appointment of the monument coordinator by Gorj County Council				■												
Nomination of the members of the UNESCO Organizing Committee				■												
Implementation of the work plan of the UNESCO Organizing Committee				■												
Project 1.1.2. Enhancing the operational capacity of Constantin Brâncuși Documentation Research and Promotion Center																
Activities																
Elaboration of an annual plan of activities for the Constantin Brâncuși Center for Documentation, Research and Promotion, accompanied by a financial plan	■	■														
Identification of additional funding sources for the center's activities	■	■														
Attraction of specialized resources in the field of monument protection and tourism marketing	■	■														
Participation in training programs and experience exchanges with similar institutions in the country and abroad	■	■														
Project 1.1.3. Professional training of local public administration staff and of local partners involved in the implementation of the Management Plan																
Activities																
Identification of training needs of the staff (relevant topics)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Identification and selection of training providers in the field	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Organize training programs and their evaluation	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Program 1.2. Community involvement in the protection and management of the Monumental Ensemble Path of Heroes																
Project 1.2.1. Rise awareness of the community on the value and necessity of the protection of the Monumental Ensemble Path of Heroes																
Activities																
Publication of a guide for the community - What it means and what it implies to include the ensemble on the World Heritage List?	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Organizing summer schools for pupils and students on the theme of World Heritage protection	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Training for teachers on the theme of the protection of the World Heritage and the elaboration of a manual dedicated to the local cultural heritage adapted to the specific courses in the gymnasium cycle	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Training for citizens interested in becoming urban curators in the area of the Monumental Ensemble Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Meetings with the owners of the buildings in the protection area of the Monumental Ensemble determined by commemorative moments	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Involving the owners located in the protection area of the Monumental Ensemble in commemorative activities carried out on Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Holding competitions for the best initiatives / projects for protecting or communicating and promoting the Brâncuși legacy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 1.2.2. Strategic partnerships to promote heritage value																
Activities																
Participation of public institutions located on Calea Eroilor and in the buffer zone in the formulation and implementation of the	■	■														

Management Plan																	
Partnership with the Georges Pompidou Center (France)	■	■															
Program 1.3. Mobilization of financial resources for implementing the management plan																	
Project 1.3.1. Attract EU structural funds 2021-2027																	
Activities																	
Preparation of the investment program for the protection area	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Establish the list of projects for which Feasibility Studies will be carried out	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Formulate the project fiches according to the eligibility criteria	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 1.3.2. Identify of other public or private funding sources for the promotion of Constantin Brâncuși cultural heritage																	
Activities																	
Identification and creation of a database of financing sources	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Sponsorship campaign to attract funds from private companies for cultural activities related to Constantin Brâncuși's memory	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Identification of the existing forms of volunteering or patronage for the activities and for the financing of the Constantin Brâncuși Center	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

	2020		2021		2022		2023		2024		2025		2026		2027	
	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2
2. PROTECTION AND CONSERVATION OF THE MONUMENTAL ENSEMBLE																
Program 2.1. Monitoring the behavior in time of monuments																
Project 2.1.1. Monitoring the behavior in time																
Activities																
Indirect tracking (Ensuring the security of the parts, Monitoring the microclimate factors, Monitoring the variation of the ground level)	■		■		■		■		■		■		■		■	
Direct tracking (Periodic verification of all parts, Periodic repetition of ultrasonic measurements performed during 2000 research, Vibration measurements for recording the variation of structure rigidity)	■		■		■		■		■		■		■		■	
Direct measurements and macrophotographs regarding the joint state, External inspection and inspection of the visiting channel. ventilation at the Endless Column)	■		■		■		■		■		■		■		■	
Project 2.1.2. Implementation of the management program for the UNESCO monument																
Activities																
Evaluation of the protection and management measures of the monuments listed in the UNESCO World Heritage List (art.4)		■		■		■		■		■		■		■		■
Evaluation of the state of preservation of the monuments and identifying the problems they face (art.5)		■		■		■		■		■		■		■		■
Evaluation of the existing vulnerabilities for the monuments listed in the UNESCO World Heritage List (art. 7)		■		■		■		■		■		■		■		■
Program 2.2. Regulation of public and private investments in the protection area																
Project 2.2.1. Review of the ZUP (2014), dissemination and application of the provisions of the Local Urban Zoning Regulation for the protection area																
Activities																
Review of the Zoning Urban Plan approved in 2014	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publication on the City Hall's website of the Urban Local Regulations from the Zoning Urban Plan	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Publication of a guide on investment making (extract from ULR) and sending it to local organizations, local companies that carry out projects in the area	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Work meetings with the architecture and construction companies that have contracts in the ZUP area	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Organize discussions with the landlords in the area to understand the construction conditions for both new investments and interventions on the existing buildings and to authorize the property delimitation (fences) located along the Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Follow-up on the compliance with the conditions stated in the Building Permits issued for the area	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

	2020		2021		2022		2023		2024		2025		2026		2027	
	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2
3. LANDSCAPING AND USE OF PUBLIC SPACE																
Program 3.1. Accessibility and visibility of the ensemble																
Project 3.1.1. Signaling the access to the Monumental Ensemble Path of Heroes																
Activities																
Signaling through panels of the Monumental Ensemble before entering the municipality of Târgu-Jiu from DN66 and DN67	■	■	■	■	■	■										
Signaling of the Monumental Ensemble at the trainstation, as well as at the airports in Bucharest, Craiova or Sibiu	■	■	■	■	■	■										
Signaling with panels of the route and of the parking places to the Monumental Ensemble, to the Constantin Brâncuși Center for Documentation Research and Promotion, and the Barbu Gănescu House, and electronic on the website of Târgu Jiu City Hall and of Constantin Brâncuși Center	■	■	■	■	■	■										
Signaling on the access road of Hobîța village	■	■	■	■	■	■										
Project 3.1.2. Organizing the parking and the access for visitors in the Monumental Ensemble																
Activities																
Rehabilitation of the public domain for car and bicycle parking on Unirii Street, between Dîgului Alley and Constantin Brâncuși Boulevard	■	■	■	■	■	■	■	■	■	■	■	■				
Rehabilitation of Constantin Brâncuși Boulevard, between Traian Street and Unirii Street, highlighting the parking places for coaches and cars	■	■	■	■	■	■	■	■	■	■	■	■				
Rehabilitation of Gheorghe Tătărăscu street, between Tudor Vladimirescu street and București Avenue, with the highlighting of parking and parking places for coaches and cars	■	■	■	■	■	■	■	■	■	■	■	■				
Underground parking and public space for Hotel Gorj - according to the project Modernization and Rehabilitation of the Protected Area of the Monumental Ensemble Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■				
Underground parking, passage and public space Magheru - according to the project Modernization and Rehabilitation of the Protected Area of the Monumental Ensemble Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■				
Introducing a system of progressive hourly payment of the parking fee for cars and payment of a group tax for coaches (including a fee for visiting the ensemble)	■	■	■	■	■	■	■	■	■	■	■	■				
Landscaping and signaling of access points for pedestrians and of the visitation route of the Monumental Ensemble	■	■	■	■	■	■	■	■	■	■	■	■				
Program 3.2. Landscaping the area of the Monumental Ensemble																
Project 3.2.1. Rehabilitation of the Path of Heroes																
Activities																
Rehabilitation of the public domain and of the public technical infrastructure and the pedestrian route on the Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Modernization of public lighting in terms of energy efficiency	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Specific planting landscaping for dendrological material for green areas of "urban alignment" type, in accordance with the project Landscaping works within the Monumental Ensemble Path of Heroes	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Designing customized urban furniture for the entire Path of the	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Heroes																	
Safe crossing at railway level for pedestrians and cyclists	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 3.2.2. Landscaping the areas adjacent to the Path of Heroes																	
Activities																	
Landscaping of the public domain of General Gheorghe Magheru street, between Calea Eroilor and Tudor Vladimirescu street	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping of the public domain of Popa Sapcă street, between Calea Eroilor and Unirii street	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Solving the intersections on the Path of Heroes and modernization of existing roundabouts	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping of parks and green areas (Arethia Tătărească Park, the green area in front of the General School Alexandru Stefulescu)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping the protection area of the CF traffic corridor between Dobrogeanu Ghenea street and Tudor Vladimirescu street	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 3.2.3. Landscaping the Municipal Park and the Park of the Endless Column																	
Activities																	
Rehabilitation and modernization of the Dig alley, including urban furniture, lighting and surveillance cameras	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping of the entrance areas in the Municipal Park and organization of information points regarding the Monumental Ensemble	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Ensuring the access to the Monumental Ensemble for people with disabilities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping and trimming the park's vegetation	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Stabilirea și realizarea platformelor unde se pot realiza activități comerciale pe perioade limitate (în zona de divertisment a parcului)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Establishing and developing platforms where commercial activities can be carried out for a limited period (in the amusement park area)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping of the entrance areas in the Endless Column Park and organization of information points regarding the Monumental Ensemble	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Landscaping and trimming the park's vegetation	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 3.2.4. Restoration, modernization, enhancement of the tourist potential of the church of the Holy Apostles Peter and Paul																	
Activities																	
Restoration of construction elements	■	■	■	■	■	■	■	■	■								
Restoration of paintings and elements of exterior and interior decoration	■	■	■	■	■	■	■	■	■								
Modernization of installations / connections	■	■	■	■	■	■	■	■	■								
Project 3.2.5. Developing the built stock in order to capitalize on the cultural functions organized under the aegis of Constantin Brâncuși																	
Activities																	
Renovation, modernization and adaptation of the building of the Culture House of Trading Unions in the new headquarters of the Constantin Brâncuși Documentation Research and Promotion Center and of some cultural spaces/ expo dedicated to Brâncuși's activity	■	■	■	■	■	■	■	■	■	■	■	■					
The use of the exhibition halls and the related spaces within the Art Museum for organizing cultural events in memory of Constantin Brâncuși	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Identification of spaces (buildings and plots) that allow the organization of cultural activities by Constantin Brâncuși Documentation Research and Promotion Center in partnership with other cultural institutions	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 3.2.6. Rehabilitating Ferdinand Bridge, a historical monument																
Activities																
Safe keeping and guarding the two abandoned bridge sections	■	■	■	■	■	■	■	■	■	■	■	■	■			
Rehabilitation of the three sections of the bridge connecting the Digului Alley with the Insulița Park, designed as an open-air workshop and exhibition for works by Romanian and foreign sculptors	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 3.2.7. Signaling within the protected area																
Activities																
Signaling the monuments with the world heritage emblem after listing them	■	■	■	■	■	■	■	■								
Signaling the status of the protection area	■	■	■	■	■	■	■	■								
Signaling of the visiting circuit	■	■	■	■	■	■	■	■								
Signaling the conditions for visiting the monuments in order to maintain their integrity	■	■	■	■	■	■	■	■								
Signaling the representative and classified buildings on the Path of Heroes	■	■	■	■	■	■	■	■								
Signaling car access (for residents, for supplies, for religious ceremonies) and parking places for tourists and residents	■	■	■	■	■	■	■	■								

	2020		2021		2022		2023		2024		2025		2026		2027	
	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2
4. CULTURAL ACTIVITIES AND PROMOTION OF THE UNIVERSAL VALUE																
Program 4.1. Cultural and commemorative events																
Project 4.1.1. The knowledge on and understanding of Brâncuși genius																
Activities																
Organizing discussion groups in the Municipal Park and the Endless Column Park	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Sale of audio CDs and video CDs with information and data on the sculptor's life	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Live shows, movie presentations and theater evenings	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Presentations of photographs related to the realization of heritage objects	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Program of lessons in the secondary and tertiary system of education	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Discussions on how to treat with the respect of the sculptor's creation, and on the significance of the Monumental Ensemble	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 4.1.2. Agenda for cultural and commemorative events																
Activities																
Organizing the agenda, publishing and distributing it	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Continuity in activities related to the tribute of the sculptor (Brâncușiana sculpture camp)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Organize of international / regional exhibitions with the sculptor's work	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Other festivals, exhibitions, symposiums	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Involving public, private institutions and landlords in Path of Heroes or in carrying out the activities of the agenda	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Program 4.2. Scientific research and communication																
Project 4.2.1. Design of the Constantin Brâncuși Interpretation Room																
Activities																
Addition to the library with other publications and documents on the life and work of Constantin Brâncuși	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Addition to the film archive	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Develop a protocol of collaboration with the Georges Pompidou Center in Paris and exchanging documents for the opening of exhibitions	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Exchanges of information and documents with museums that house works by sculptor Constantin Brâncuși	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Research contracts with the academic environment for specialized studies, professional training programs, cultural / commemorative events	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Scientific information on the research work performed by national and international experts	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Activities related to the forms of understanding for the audience, interpretation and promotion of heritage value, and development of those with more audience.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 4.2.2. Support services incubator for heritage protection																
Activities																
Opening research laboratories for the maintenance of heritage objects	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Opening of workshops for the maintenance of heritage objects	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Organizing of sculpture and modeling circles	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Making a conference room with high-performance equipment for international symposiums	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

	2020		2021		2022		2023		2024		2025		2026		2027	
	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2	s1	s2
5. SUSTAINABLE DEVELOPMENT OF TOURISM																
Program 5.1. Research and promotion of tourism																
Project 5.1.1. Tourism marketing study																
Activities																
Analysis of the cultural tourism market - on international demand and supply of Târgu Jiu	■	■	■	■	■	■										
Creating a marketing and promotion strategy for the city as a destination for cultural tourism and as part of regional and international circuits	■	■	■	■	■	■										
Creating a system for monitoring the number of tourists	■	■	■	■	■	■										
Project 5.1.2. Promoting the Monumental Ensemble Path of Heroes as a destination for cultural tourism																
Activities																
Elaboration of the tourism promotion message and of the graphic editing scheme						■	■	■	■	■	■	■	■	■	■	■
Printing promotional materials and developing a distribution strategy						■	■	■	■	■	■	■	■	■	■	■
Participation in national and international tourism fairs						■	■	■	■	■	■	■	■	■	■	■
Promoting cultural events as an attraction for visitors						■	■	■	■	■	■	■	■	■	■	■
Promoting the Monumental Ensemble as part of regional / national tourist circuits (together with other tourist products - traditions, music, traditional gastronomy, etc.)						■	■	■	■	■	■	■	■	■	■	■
Program 5.2. Development of tourism infrastructure and of services																
Project 5.2.1. Tourist Information																
Activities																
Extension of the material and human capacity of the Center for Tourism Information and Promotion	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Guide the tourists inside the site and to other objectives of interest (hygiene and health services, police, public authorities, accommodation and food units, etc.).	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Distribution of informational material (guides, maps) and sale of books, albums of local objects, souvenirs, etc.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Promoting cultural events and tourism products related to Brâncuși	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Project 5.2.2. Accommodation and public food infrastructure infrastructure on the Path of Heroes																
Activities																
Consultancy for investment opportunities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Consultancy related to the urban zoning plan regulations in the area	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Information on financing opportunities from European funds	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

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ANNEX 1: Agenda of the consultation and coordination meetings for the elaboration of the Protection and management Plan of the Monumental Ensemble Path of Heroes

.....
Date and place of the meeting:
.....

.....
Objective of the meeting:
.....

.....
Key issues, conclusions and recommendations:
.....

.....
Participants:
.....
•

annex

Abbreviations

ANTREC	National Association for Ecological and Cultural Rural Tourism
COU	UNESCO Organizing Committee
DJC	County Directorate for Culture
HG	Government decision
ICOMOS	International Council of Monuments and Historic Sites
INCERC	Institute for Research in Construction and the Economy of Constructions (the current National Institute for Research and Development in Construction, Urban Planning and Sustainable Territorial Development)
INP	National Institute of Heritage
LMI	List of Historic Monuments
MC	Ministry of Culture
MI	Historic monuments
MLPAT	Ministry of Public Works and Land Use
ONG	Non-governmental organization
OUG	Government Emergency Ordinance
PUG	General Urban Plan
PUZ	Zoning Urban Plan
PUZ CP	Zoning Urban Plan for Protected Area
RLU	Local Urban Regulation
SRR	Romanian Broadcasting Society
UCB	Constantin Brâncuși University
UAPR	Union of Plastic Artists from Romania
UNESCO	United Nations Educational, Scientific and Cultural Organization
WHCUNESCO	The World Heritage Committee of the United Nations Educational, Scientific and Cultural Organization

1 The «Avenue of Heroes» Monumental Ensemble, Târgu Jiu, Protection and Management Plan

Municipality of Târgu Jiu, August 2013

Monumental Ensemble and Avenue of Heroes, Târgu Jiu

U N E S C O

Protection and Management Plan

Part of the nomination of the *Monumental Ensemble and Avenue of Heroes of Târgu Jiu* for the *World Heritage List*, in accordance with the Operational Guidelines on the implementation of the World Heritage Convention.



Prepared by

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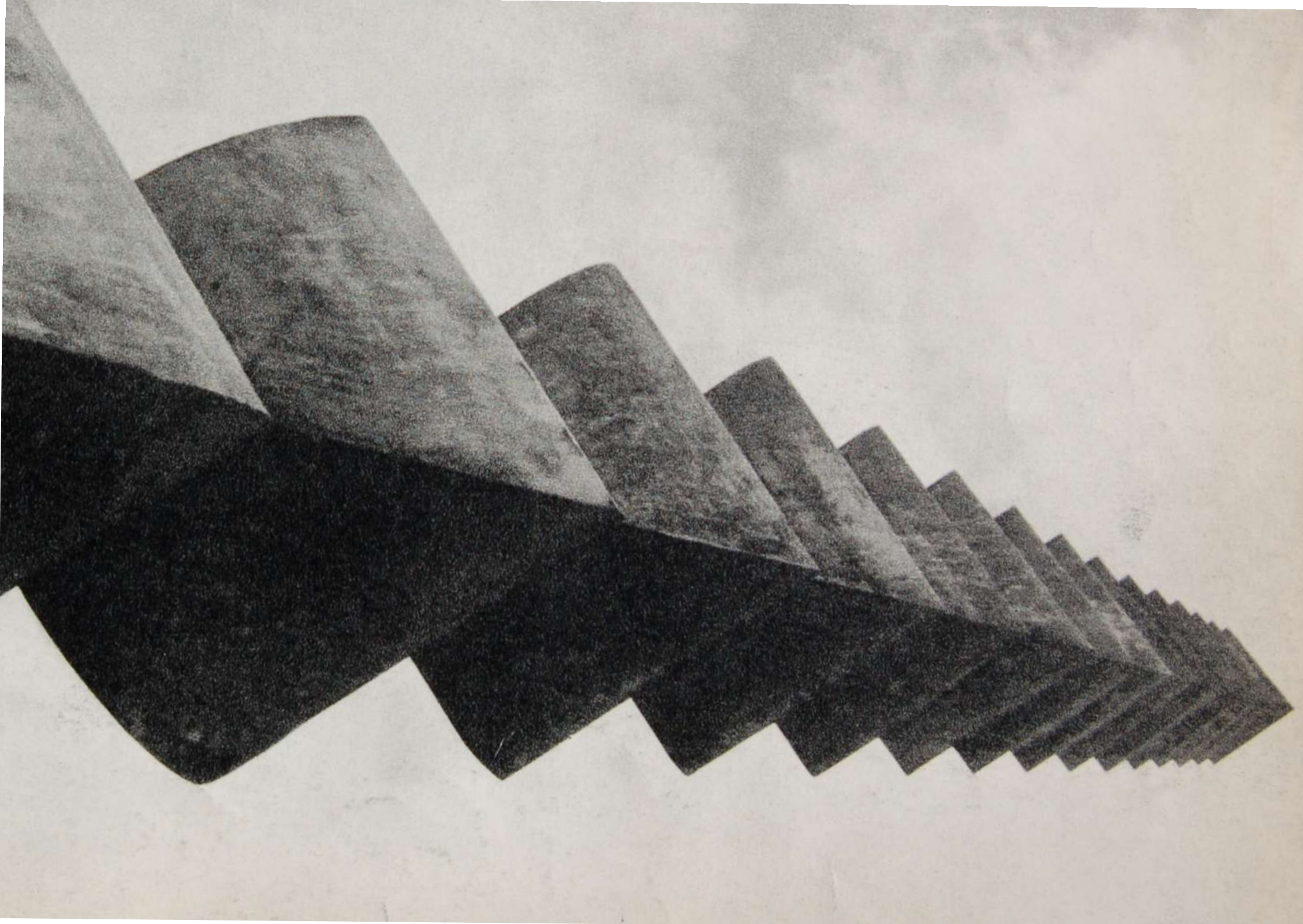
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Release date:

August 2013

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Introduction

Registration in the World Heritage

Role of the Management Plan

Drafting Method

Structure of the Management Plan



“My sculptures shouldn’t be
respected. They should be loved and
played with.”

(Constantin Brâncuși)



Introduction in the Word Heritage

World Heritage includes sites, buildings, and monuments of great universal value for whom protection is provided by the international community and are marked on the *World Heritage List**, which is maintained by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). By the decree of the World Heritage Convention (1972), UNESCO has the responsibility of identifying, recognizing, and managing the World Heritage List as the basic means of its conservation, for present, and future generations.

The protection and management of properties that are part of World Heritage List must ensure that their great universal values at the date of enrolment, including the conditions of integrity and authenticity, are maintained over time. All properties on the List should be protected and managed through a long term legal, institutional, and regulatory system. This protection ensures adequate territorial limits and is enforced by institutions at national, regional, and local levels. Regular review of the conservation status of the property is part of their monitoring process.

Romania ratified the *Convention on the Protection of World Heritage Cultural and Natural Sites* in 1990 and currently has 7 sites on the list (6 of which are cultural and one natural):

1. Rural sites with fortified churches in Transylvania (1993, 1999)
2. Hurezi Monastery (1993)
3. Churches of Moldavia (1993, 2010)
4. Sighisoara Historical Center (1999)
5. Wooden Churches of Maramures (1999)
6. Dacian Fortresses of Orastie Mountains (1999)
7. Danube Delta Biosphere Reservation (1991)

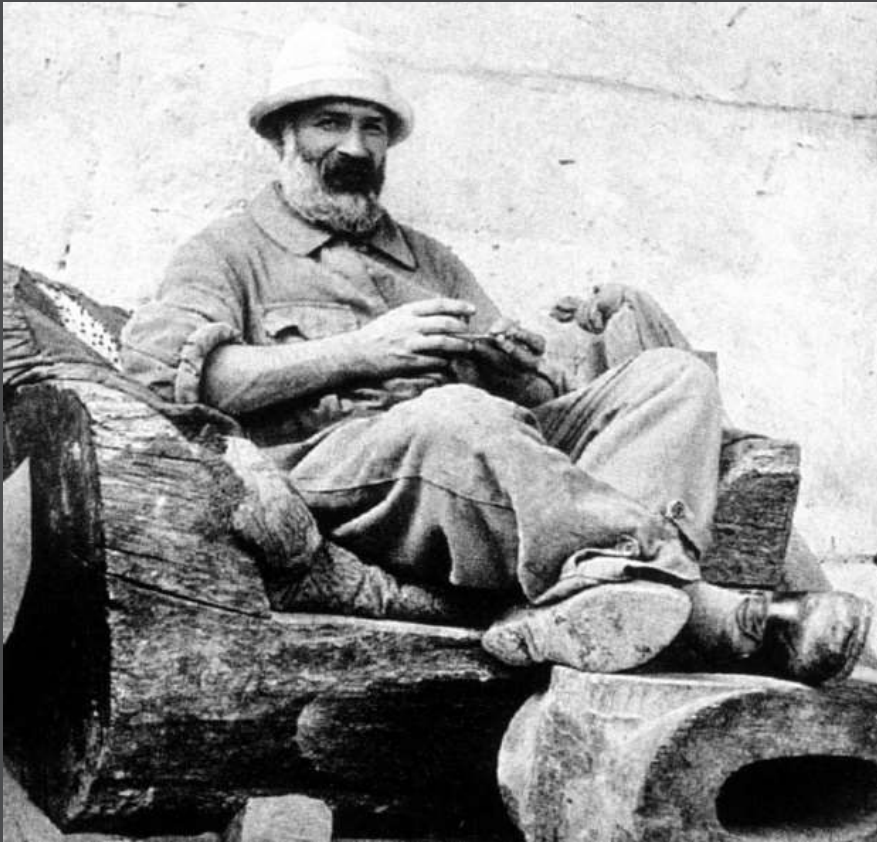
Brâncuși Monumental Ensemble of Targu Jiu *has been included on the Tentative List since 1991.*

Protection and Management Plan



* The List of Unesco World Heritage List now includes 981 properties in 160 countries, of which 759 cultural, 193 natural and 29 combined properties. Until September 2012, 190 states have ratified the World Heritage Convention.

management



Role of the Management Plan

According to the *Operational Guidelines on the implementation of the World Heritage Convention (2012)*, all nominated properties must have a management system to protect the outstanding universal value for present and future generations. Beyond the diverse characteristics of World Heritage properties, common elements of a management system include:

- » The common understanding of property by all decision factors involved,
- » the planning, implementation, monitoring, and evaluation of public and private action cycles,
- » Monitoring and impact assessment of trends and changes generated by the proposed interventions,
- » The involvement of partners and decision makers,
- » The allocation of necessary resources,
- » Strengthened capacity of management,
- » Transparent description of the management system of operation.

The plan for the protection and management of property, dedicated to a monumental assembly, integrated as an active part of a contemporary city, must recognize and manage the change of socio-economic conditions in a complex institutional environment. Such a management plan needs to become the common property of the community, providing a framework to coordinate the management and development of partnerships in order to support and preserve the character of the Monumental Ensemble. More specifically, the objectives of the plan are:

- » The achievement of a comprehensive, flexible, periodically revised working document, which has legal-administrative status at the local level, as an urban planning document;

plan



- » To identify key management issues of concern and focus on local community interests related to the development of the Monumental Ensemble;
- » To set objectives and an action plan, to ensure a comprehensive and coordinated approach to the integration of the Monumental Ensemble into the urban landscape;
- » To coordinate strategies and existing measures and develop new ones for increasing the level of knowledge and the public interest regarding the cultural heritage on the one hand as well as to communicate and present it at a local, national, and international level, on the other hand;
- » To identify the main factors of vulnerability of the Monumental Ensemble and to provide a clear framework for the protection, conservation, and increase its value, together with a commitment of continuous monitoring and reviewing;
- » To support and coordinate initiatives that relate to ensuring adequate human and material resources to achieve the objectives.

Drafting Method

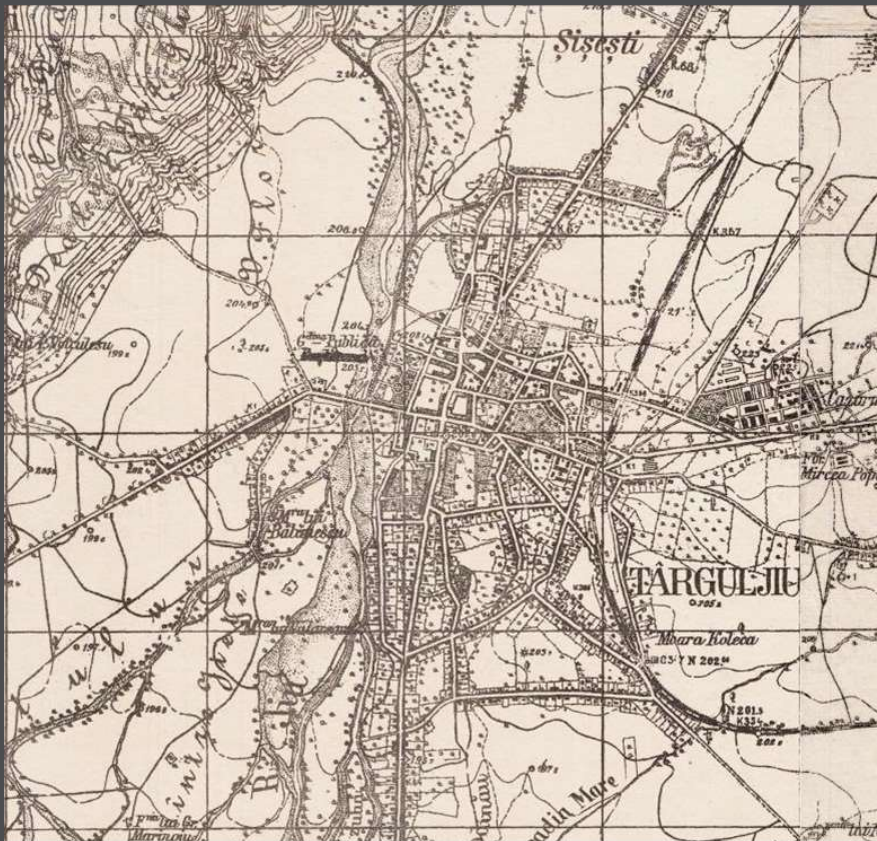
The plan for the protection and management of the property, in order to prepare the documentation required for the nomination to the UNESCO World Heritage List, of the Monumental Ensemble and the Avenue of Heroes, shall be drawn up in accordance with the Operational Guidelines on the implementation of the World Heritage Convention, WHC 12/01 version in July 2012.



The development of the Management Plan was achieved through a participatory process in which all major stakeholders were involved at different stages of the process. Municipality of Targu Jiu played the leading role in the process, the representatives of municipal departments, those of Municipal Cultural Center of Constantin Brancusi participated in both the identification of key aspects of management as well as to formulate objectives and projects.

The existing planning documents, the regulations thereof, and their ongoing investment programs were also considered, as well as the free expression of the community representatives, the private sector and non-governmental sector. The consultations with the Ministry of Culture and National Heritage Institute and the developers PUZ – *the Area of the Monumental Ensemble the Avenue of Heroes*, and the study of the general historical context - have provided an overall framework for the coordination of programs and projects.

Local media has supported the dissemination of findings of working meetings to ensure an ongoing informed community in the involvement during implementation. Agenda meetings and participation, of the meetings mentioned above, are presented in chronological order in Annex 1.



Structure of the Management Plan

The Management Plan includes the following chapters:

Chapter 1: Introduction

Chapter 2: Description of the Property - understanding the universal value, integrity, and authenticity. This chapter of the Management Plan shall present a brief overview of the characteristics of the site, along with the affirmation of the special significance of the latter.

Chapter 3: Aspects of Management, Vision and Objectives - identifying key management issues and objectives to be addressed in order to protect the World Heritage listed sites, grouped into the following sections:

- Management and Public Administration
- Protection and Conservation of the Monumental Ensemble,
- Building and Use of Public Space,
- Cultural Activities and the Promotion of Universal Values,
- Sustainable Tourism Development.

Chapter 4: The Action Plan for Property Management, Monitoring and Evaluation - Containing specific projects that will guide the implementation of operations for conservation and recovery.





Description of the Site

Understanding the universal values, the integrity, and the authenticity

Location and Definition

Meaning of the Monumental Ensemble

Status and Property Management

Legislative and Regulatory Context Concerning the Protective Measures of the Ensemble

Delimitation of the Monumental Ensemble and Protection Area

Sustainable Use

Management System



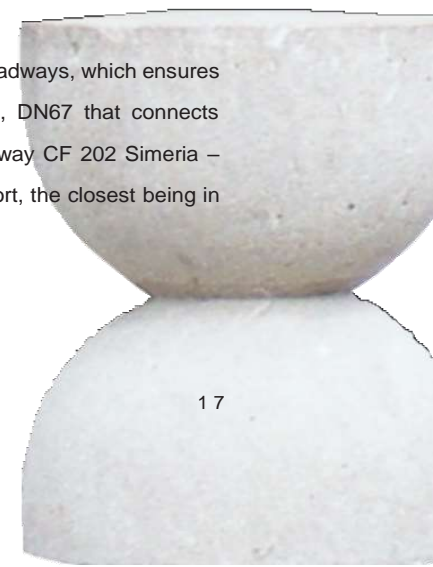


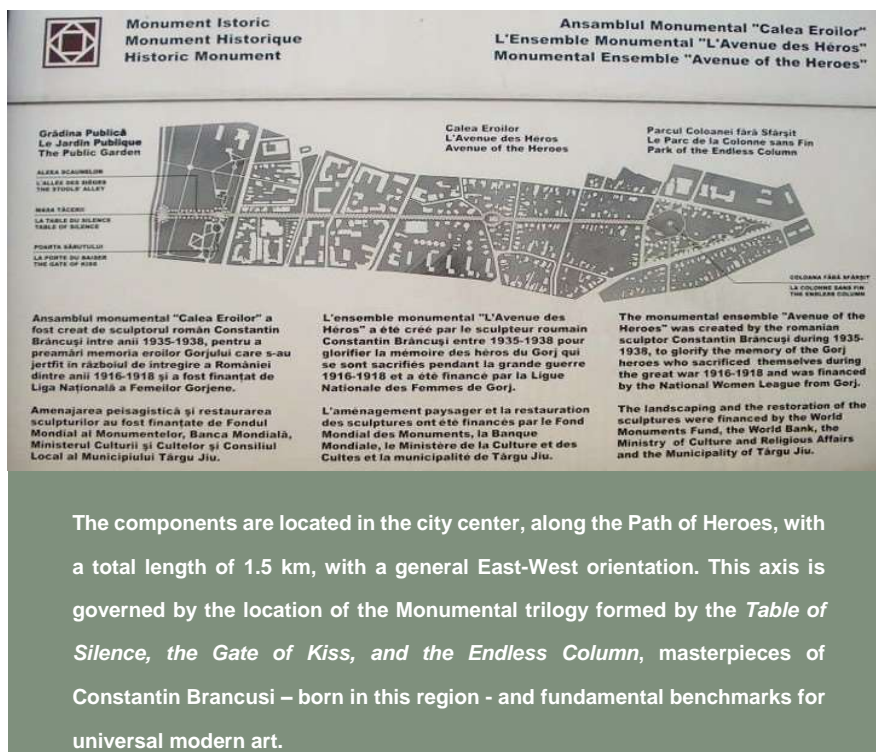
2.1. Location and Definition

The modern art of the Monumental Ensemble and the Avenue of Heroes, in Targu Jiu is a masterpiece of man's creative genius, owed to one of the foremost promoters of modern art. The Monumental Ensemble, built in Romania, is the only one created by Constantin Brancusi who, at that moment, was recognized as a world-famous artist. The entire Monumental Ensemble is an homage to the fallen heroes of World War I.

Targu Jiu, with a stable population of 98 362 inhabitants (2011), is the county of Gorj, is located in the Development Area of South-West Oltenia, 18 km south of the CarAvenueian mountains. City development was facilitated because of its geographical location, at the crossing of major roads (to Craiova, Ramnicu Valcea, Drobeta Turnu-Severin, Petrosani), and along the construction of the railway in 1888 Filiasi-Targu Jiu.

Located 287 km from Bucharest, Targu Jiu is crossed by the major roadways, which ensures accessibility (DN66 connecting the Oltenia region of Transylvania, DN67 that connects directly or through branches Banat and Valcea county, and the railway CF 202 Simeria – Petrosani - Targu Jiu - Filiasi). Targu Jiu does not have its own airport, the closest being in Craiova, 113 km from Targu Jiu, or in Sibiu (210 km from Targu Jiu).





The Monumental Ensemble includes*:

The Table of Silence



The Table of Silence (1938) is located in the Public Garden, near the Jiu river bank, it is made of stone (Banpotoc limestone) and is surrounded by 12 round stone chairs (hourglass-shaped).

The table is made up of 2 disks of lime monolith, the larger one being on top of the smaller one. The height of the table is 0.90m, the upper disk has a diameter of 2.15m and the lower one, 2.0m, respectively.

The 12 chairs, with heights of 0.45m each, radially surround the table, in a circle formation. Each seat is built from 2 tangent hemispheres with a diameter of 0.55m.

The Alley of the Chairs



The Alley of the Chairs (1937-1938), consisting of 30 square (hourglass-shaped) stone chairs, placed in groups of three on each side of the alley that connects the *Table of Silence* and the *Gate of Kiss*.

* Kovacs, I., Postăvaru, I., Mihai, D. et al. Nomination file for inclusion on the *UNESCO World Heritage List* of the Monumental Ensemble and the Avenue of Heroes, Târgu Jiu, National Heritage Institute, Bucharest, 2013

The structure is similar to the chairs form the Table of Silence, but the elements have a squared section with sides of 0.45m. A carved wooden model of the seat, as well as an outline of it, can be found in the studio of sculptor. The chairs were realized in the workshop of the *Pietroasa* society from Deva. An original seat is located in the collection of the Museum of Modern Art in Paris, supporting the dimensions of 0.45m / 0.41m / 0.41m, also signed and dated from 1928.

The Gate of Kiss



The Gate of Kiss (1937-1938) is a large portal (5.13m high, 6.45m long and 1.69m wide) made of travertine tiles. Decorative motif is that of the Kiss.

The trilithic gate is made up of two pillars supporting a lintel. The artist used 4 stone blocks for each column as well as for the lintel. The plates of stone have been mounted on a reinforced concrete core, with iron bolts. The portal is based on square stone slabs arranged in a grid 10/4.

two stone benches



Two stone benches, made in 1937, are located on both sides of the Gate of Kiss (north and south), set on the edge of the driveway. Monoliths are prismatic cross-sectional L, of travertine of Banpotoc, built at the same time with the Gate.

The Endless Column



The Endless Column (1937-1938) is located in the park of the same name. It is made up of a suite of brass-gilded cast iron modules (16 modules of 180x90x45 cms each and two semi-modules; with a total height of 29 m).

The prototype for the modules of the column has been elaborated by Brancusi in Targu Jiu, in a model of linden wood, which was completed in September, 1937. The cast iron and reinforcing rod segments were made during September-October 1937, in the plants of Petrosani. The parts were cleaned with sand and then polished. The installation work began on site in October 1937 and ended in November. Moulding and assembly work was carried out after the technical project, under the direction and supervision of engineer Stefan Georgescu-Gorjan and followed by Brancusi, either directly or through correspondence.

1500 m on the route of the axis, the distances between the elements of Trilogy are: Table of Silence – the Gate of Kiss, 160 m, the Gate of Kiss – Endless Column – 1340 m. On the median, is interposed the church of Saint Apostles, at 810 m from the Gate of Kiss and 530 m from the Endless Column.



Map no. 1. The Monumental Ensemble and the Avenue of Heroes, delimitation and its Protected Area



Extracted from the PUZ Area of the
Monumental Ensemble
The Avenue of Heroes (2013)



2.2. Symbology of the Monumental Ensemble *

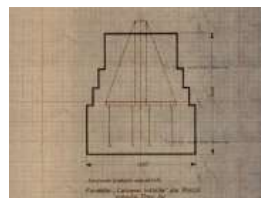
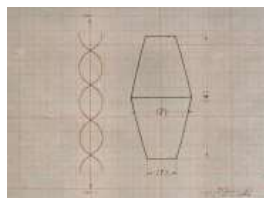
The Monumental Ensemble and the Avenue of Heroes, from Targu Jiu, was registered in 2007 on the list of European Heritage, and represents an exceptional assembly in the architecture monumental modern world, as well as sports a universal value due to the expressivity of the creator's genius - the artist Constantin Brancusi. The purity, simplicity, and novelty of the concepts as they developed throughout his monumental assembly would have decisive influence on modern sculpture.

Brancusi was the first and the greatest sculptor, of modern art; having a massive influence on the sculptures of the twentieth century (especially during the second half of it). Brancusi's art is a carrier of ideas, and since then, modern and contemporary sculpture has become an act of intellectual concentration, equally for the artist and for the thinker. For the first time since the Middle Ages, works of art are not merely reproductions of a sensitive reality, but are elevated to the rank of an idea, which also defines that object (I. Glass).

The components of the Monumental Ensemble in Targu Jiu, dedicated to the heroes of region of Gorj, who died in the First World War, are arranged along an axis oriented East to West; perpendicular to the West, on the bed of the River Jiu, and pursuing an upward Avenue to the East in the direction of the Parang Mountain peaks.

Taking as its starting point the central park of the city, organized on the banks of the Jiu River before 1877, in Zavoiului, with his thick canopy of trees including poplars and centennial alders, are located two of the elements of the Monumental Ensemble, the Table of Silence and the Gate of Kiss. The axis also incorporates, in the median, the Church Apostles Peter and Paul, which was initially built in 1747 and then rebuilt in 1937.

* Kovacs, I., Postăvaru, I., Mihai, D. et al. Nomination file for inclusion on the UNESCO World Heritage List of the Monumental Ensemble the Avenue of Heroes, National Heritage Institute, Bucharest, 2013



It opens into the park of the Endless Column, located on a prominent part of the upper terrace of diluvial deposits of Jiu, the vacant land used as a trade fair of cattle appointed by Brancusi, the "Hay Fair", set in the former large area of the barracks of the 7th Heavy Artillery Regiment and the 18th Infantry Division Tudor Vladimirescu, and is in proximity of the old Commercial School, along Tudor Vladimirescu Street.

The Axis, as it was called in 1937, later the Avenue of Heroes, as decided by the Local Council, came from a proposal from the League of Women of Gorj County. The Avenue of Heroes materialized in a continuous way with pedestrian and roadway segments in mind. Its flanks grouped historical buildings (the gymnasium and the school for boys), as well as houses built in the period of 1937-1938, respectful of the Romanian national architectural style of the time, which are now classified today as historical monuments.

The Monumental Ensemble was formed gradually, first by the addition of the Endless Column (the column of endless gratitude, dedicated to fallen heroes of 1916 on the banks of the Jiu River) and then the Gate of Kiss (stone portal, meant to act as the main entry to the Public Garden), followed by the completion of the Table of Silence (a round table of stone, surrounded by 12 round chairs, situated on the riverbanks of the Jiu). Thirty other chairs (with squared headboards), grouped three by three, along the alley between the Table of Silence and the Gate of Kiss, were all placed directly on the soil as a natural base. The sites were designed over an extensive period of time by the author, with photographs, drawings, and layouts prior to the public forum, in order to be placed in the right environment.



2.3. Status and Property Management

The Monumental Ensemble and the Avenue of Heroes is the property of, and administrated by, the City Council and has been entered into the *List of Historical Monuments of 2010*, under the code GJ-III-a-A-09465, Targu Jiu, *the Avenue of Heroes* (1937-1938).

2.4. Legislative and Regulatory Context Concerning the Protective Measures of the Monumental Ensemble

Issues relating to the protection of Monumental Ensemble and the Avenue of Heroes and its associated Protected Area development are complex; resulting from the diversity of the heritage elements (the monuments and the protected areas), as well as the scale of their territorial exhibition. In this particular area there are:

- Monuments: whose plots have a protected regime under the *Law 422-2001*;
- Historical Ensembles: whose components, construction, and land are under the protection of *Law 422-2001 on the protection of historical monuments* (art. 3, paragraph 1, letter b);
- Historical Sites: the components of which, construction, and land are under the protection of *Law 422-2001 on the protection of historical monuments* (art. 3, paragraph 1, letter c), and the protected areas generated by them;
- Areas of protection of monuments, ensembles, and sites protected in accordance with the provisions of Art. 9 of *Law 422-2001 on the protection of historical monuments*;
- The protected areas are determined by approval of urbanism documentation: Area Urban Planning, for the protected areas the Monumental Ensemble and the *Avenue of Heroes* designed by Constantin Brancusi in Targu Jiu and developed by SC Urban Project S.A. in 1994

- In the context of preparation of the documents for the nomination in UNESCO World Heritage List, they shall be added to the Protected Area of the Monumental Ensemble and *the Avenue of Heroes*, developed by Constantin Brancusi.

There is, therefore, an overlap of protection regimes generated by the economic elements of the subject of this study. This complexity is added to the overlaying protection and management of the site; in terms of its placement in the historic centre of a city, which is in the process of transformation and revival.

This is why in the case of the Ensemble and *the Avenue of Heroes*, the legislative context (both national and international, with national reference) as well as the methodological context must be implemented in accordance with the capabilities of the instruments and their applicability to the concrete situation. List of the main legislative documents are detailed in Annex 2.

For the purpose of drafting and approval of a *management plan of the site of the World Heritage List*, see hereafter the conclusions to be considered following the historical study:

- a) The natural development, historical or otherwise of the city of Targu Jiu has been altered in a positive direction by the initiative to edify the Monumental Ensemble and the Avenue of Heroes and its realization. At this time the evolution of planning, both socially economically, of the city can no longer be designed without taking into account the outstanding universal value
- b) of the Monumental Ensemble and the Avenue of Heroes, regardless of when it will be ranked on the World Heritage List, or whether this for whatever reason, will not occur.
- c) Urban regulations established by PUZ ZCP are not sufficient to ensure the vitality of the area nor for a good, efficient, fair, and sustainable presentation of the report. The plan for the management of the site will extend the scope and surface on which stalls urban regulations having consequences that will be considered in the General Urban Plan and the long-term policies and strategies of the municipality. According to Art. 96 of the Operational Guidelines for implementing the World Heritage Convention: "Protection and management of a World Heritage property must ensure that the outstanding universal value and conditions of integrity and authenticity with defined entry are maintained or enhanced in the future."

2.5. Delineation of the Monumental Ensemble and the Area of Protection

The delineation zone and its protection is achieved by the Monumental Ensemble and the Avenue of Heroes Area PUZ (2013) and is illustrated in the map no. 1. The limits of the protection zone should be carried out in such a way as to support the expression of the universal value of the particular assembly, including its integrity and authenticity. This includes an extra layer of protection adjacent to it, in which the space for the perceiving of monuments, the pedestrian footbridge, important perspectives as well as other functionally useful areas or settings are identified and regulated.

The two parks where the *Table of Silence*, *Chairs 'Alley and the Gate of Kiss* as well as the *Endless Column* are located are included in the area of protection. An adjacent area which extends up to the first row of parcels around the *Park of Column* on the right side of Jiu, the properties along the Avenue of Heroes with direct access from this street, as well as the property located across the street from the Municipal Park on the Avenue Constantin Brancusi are all included in the area of protection.

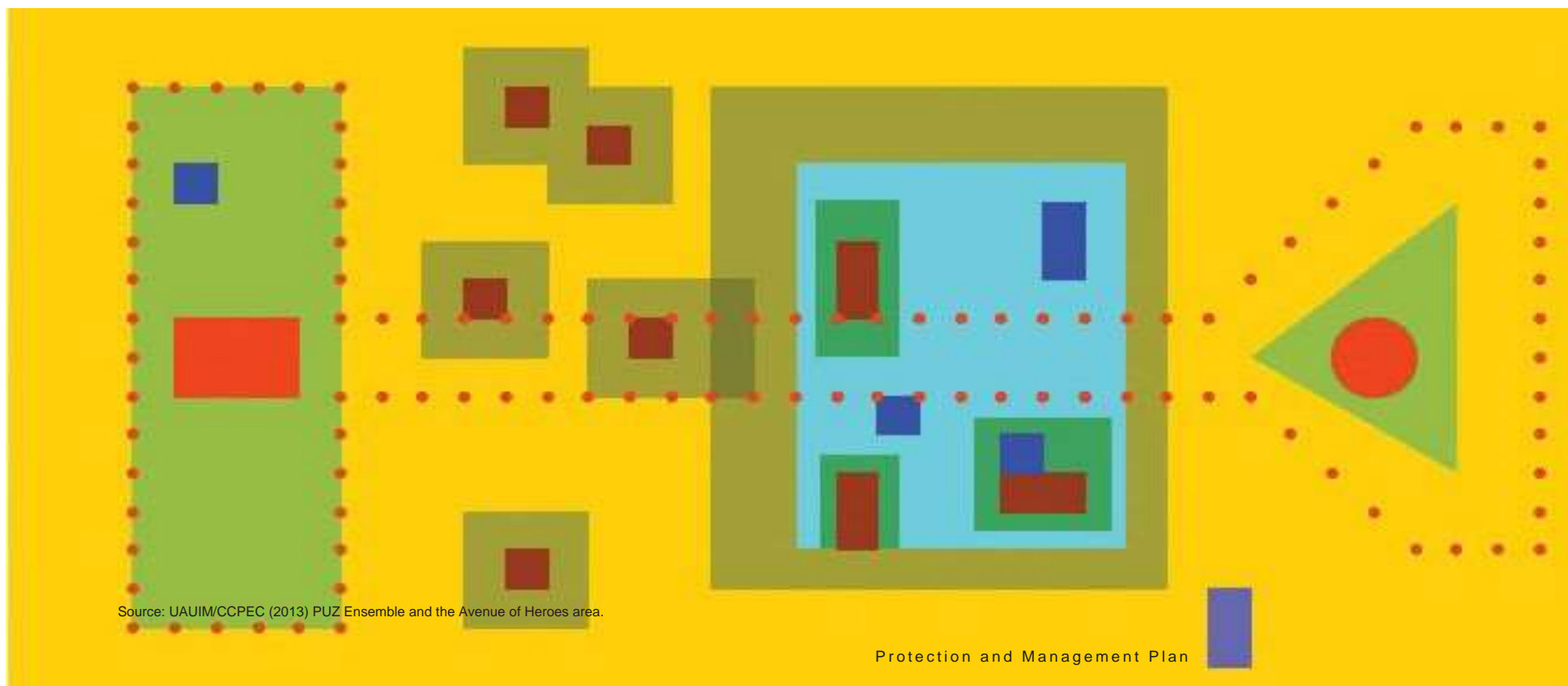


The Urban Area Plan identifies and covers the following categories of protected areas (Photo. 1):

- A protected built area – ZCP of the Ensemble and *the Avenue of Heroes* partially defined by PUZ ZCP 1995, which contains a number of historical monuments (category A and B), historical ensembles (axis of the Monumental Ensemble and the Avenue of Heroes, historical sites (the *Park of Endless Column*, the *Municipal Park Constantin Brancusi*).
- Protection Zone (PZ) (also known as the Protected Area) generated by protected values identified above under the provisions of Law no. 422/2001 and Law no. 5/2000, areas that provide overlap for the territory in question.
- Protection Zone (buffer zone - BZ) resulting from the delimitation of the Ensemble of Constantin Brancusi, by the proposal to be included in UNESCO World Heritage List. This adds, above and beyond the degrees of patrimonial value set by LMI as well as across levels of protection previously, a higher level of international importance.

	Zona Construita Protejata Cales Eroilor (zona de studiu ZCP - CE)		Imobil Monument Istoric		Perimetrul bunului propus pentru inscriere in LPM UNESCO
	Ansamblu istoric urban clasat		Imobil din AI cu constructie de valoare arhitecturala (VA) neclasat ca MI		Perimetrul Buffer-Zone (Zona de protectie a bunului propus pentru inscriere in LPM UNESCO)
	Sit istoric clasat		Imobil din ZCP - CE cu constructie de		
			Zona de protectie a MI si SI		

Image 1. Overlapping values and protection regimes in the Protection Zone delineation of the Monumental Ensemble.





2.6. Sustainable Usage

Properties registered on the World Heritage List may be used in sustainable ways from a cultural and environmental point of view, which contributes to the quality of life for the communities they belong to. Sustainable usage cannot have a negative impact on the outstanding universal value, as identified, protected, and preserved with the goal of its transmission to future generations.

The management plan identifies and integrates usability of the Monumental Ensemble and *the Avenue of Heroes* into the socio-economic and cultural life of the city; all the while ensuring the protection of its outstanding universal value. Programs and projects formulated to promote cultural tourism, encourage research and educational activities, as well as to provide information to a wider audience.

2.7. Management System

The management system of the Monumental Ensemble and *the Avenue of Heroes* incorporates the practice and instruments of planning and control. It also uses institutional mechanisms for program implementation and monitoring – which includes the assessment and cooperation with the local community.

Effective management means a cycle of action for short, medium, and long term goals. This concerns the protection, preservation, and the enhancement of the property. An integrated approach to the planning and management is essential to guide the evolution of the property over time and to maintain all aspects of their outstanding universal value. This requires:

- Outlining the significance of the Monumental Ensemble, in accordance with the procedures of the World Heritage List;

- Maintaining its integrity and authenticity and the surrounding environment;
- Understanding the process and history of the Monumental Ensemble and the integration into the current plans of urban development, as a source of culture and an attraction to visitors;
- Land use regulation and intervention in the public and private properties that are adjacent, with a view of sustainable preservation;
- Support the current use in order to maintain and strengthen the significance of the property.

Institutional mechanisms responsible include dedicated structures at the local government level and complex schemes of partnership with all public and private actors involved. The drawing up of the plan of management shall take into account the provisions of the Government Decision 1268 from December 8, 2010: Management and protection program for the historical monuments registered in the *UNESCO World Heritage List*. They will in particular specify the general objectives of the program for the protection and management, that refers to the involvement of local communities, to the improvement of public access and to the awareness of the authorities in this field, but especially establishes forms of coordination and monitoring of the sites / monuments included on the World Heritage List - by the compulsory creation of the Committees of the Organization, committees organized after inclusion of the monument on the World Heritage List.

In accordance with Chapter IV of the Government Decision, concerning the *Monuments Management System*, (Article 8], the monument's management will be carried out through the implementation of a system that will have as a main objective, the protection of the monuments in the integrity and as a whole, in accordance with the laws of Romania and the UNESCO Operational Guide.

The amendment of Article 9, by the Government Decision 1102 in 2011, states that for each monument registered in the World Heritage List, the county Council in whose territorial jurisdiction it is situated will nominate a coordinator (Article 9.1). Also, (Article 10.1) for each registered monument a UNESCO Organizing Committee (UOC) will be created, which will include:

- A monument coordinator, named according to Article 9 paragraph. (1);
- A representative of the owner of the historical monument;
- A representative of the county inspectorate for emergencies;
- A representative of the county police inspectorate;
- A representative of the local community;
- A representative of the Ministry of Culture and National Heritage;
- A representative of the County Department of Culture and National Heritage;
- A research director appointed by the National Heritage Institute, which provides methodological coordination of activities to protect the historical monument;
- A representative of the county council.

The following chapters will detail the management system by identifying the key aspects of the protection and sustainable management of the *Monumental Ensemble and the Avenue of Heroes* and by proposing software packages and specific action plans for the identified issues. A monitoring and evaluation of the implementation of the management plan is also included.





Aspects of Management, Vision, and Objectives

Aspects of Management

Management and Public Administration

Protection and Preservation of the Monumental Ensemble

Space Planning and Public Use

Cultural Activities and Promotion of Universal Value

Sustainable Development of Tourism

SWOT Analysis

Visions and General Principles

Management Objectives





3.1. Aspects of Management

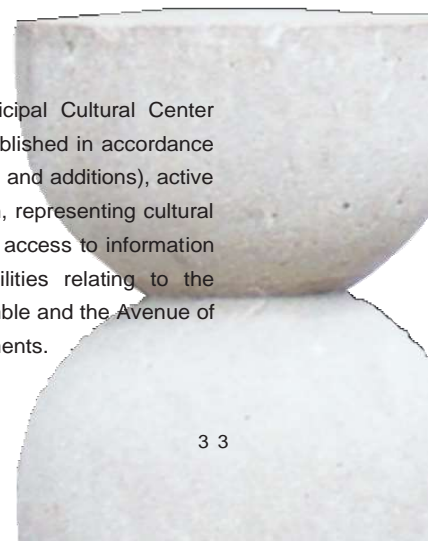
This chapter identifies the key aspects of management to be addressed for the protection and management of the Monumental Ensemble and the Avenue of Heroes. Issues identified are listed below by the consultation of the decision-makers and the local community in the process of drawing up the plan, grouped in the following sections:

3.1.1. Management and Public Administration

Structures at level of institutions:

The Monumental Ensemble and Avenue of Heroes are the property of the Municipal Council of Targu Jiu, and their management is assumed by the Municipality.

In the organizational chart, under the Local Council is the Municipal Cultural Center Constantin Brancusi, public cultural institution with legal status, established in accordance with the provisions of OUG118 / 2006 (with subsequent amendments and additions), active in the field of cultural heritage, information and permanent education, representing cultural services of public utility, with a role in ensuring social cohesion and access to information (<http://centrulBrancusi.ro/>). The centre also has direct responsibilities relating to the preservation, protection and enhancement of the Monumental Ensemble and the Avenue of Heroes; coordinating performance monitoring program for the monuments.





The monitoring of the Protection Zone of the Monumental Ensemble is currently conducted by the Municipality of Targu Jiu. Municipality since 1995 has assumed this role by accepting Built Protected Area status for the territory of Union Street, the river Jiu, Traian Street, Tudor Vladimirescu Street and the Park of the Endless Column. Functions related to the development of the area, planning and authorization of public and private investment are completed by the Urbanism Department and the Investment Department.

Public spaces and landscaping of parks in which are located monuments are managed by SC Edilitara SA and the Local Administration Department. The latter is responsible for planning, maintaining and checking the technical condition of the streets, for controlling and providing services of sanitation, water and sewer, public lighting, green spaces and parks, road traffic regulations, operation of car parks and public places for advertisement display, pollution prevention air and water.

The Security and safety of the monuments are ensured by the local Police, which is in charge of maintaining public order and safety, environmental protection and of public goods and private, monitor public spaces online or by video, combating the infringement to the legal rules on cleanliness municipality.

Except for the Municipal Cultural Center, which is a unit dedicated to the Monumental Ensemble and the Avenue of Heroes, other services shall delegate representatives when it is addressed in an integrated manner intervention in the Protection Zone of the latter. The management of the Monumental Ensemble is currently carried out by a team led by the Deputy Mayor of Municipality and shall comprise of representatives of the Municipal Cultural Center Constantin Brancusi, the Investment Department, the Urbanism Department, the Local Administration Department.

Training:

Personnel: the staff from actual institutional structures is specialized but new outstanding works are subcontracted to specialists. Asset management is a complex area covering both aspects of historical / cultural and technical - maintenance and preservation, but also the management of issues and financing. It requires continuous training, assuming specific activities of new knowledge transfer but also, inter-disciplinary workshops.

Planning and building control:

Urban development planning is based on existing documentation of the PUG and PUZ approved in 1998 and for *the Avenue of Heroes* (1997). Updating these documents is in progress, Urban Area Plan – the area of the Monumental Ensemble and the Avenue of Heroes was completed in July 2013 and placed under approval. It defines the Monumental Ensemble and its Protection Zone (buffer zone) while laying down concurrently the urban regulations of intervention.

Participation of community:

Compared to the total population of the municipality, in the Protection Zone of the Monumental Ensemble live about 1,500 citizens. They are directly affected by the movement of visitors and will be affected by any renovation projects implemented along *the Avenue of Heroes*. Their participation and involvement in the management plan programs or cultural and commemorative activities are crucial for the implementation of the Management Plan.

A number of institutions are located in the protection zone and provides a good basis for partnership in cultural programs (i.e.: *University Constantin Brancusi, Dramatic Theatre Elvira Godeanu, Art Museum, The County Library Christian Tell, Stefulescu Alexandru School,*

Commercial College Virgil Madgearu) or programs of investment (*Hotel Brancusi, Hotel Gorj, Hotel Europa, Hotel Dasiana, Hotel Miami* and other commercial and public food providers).

The church of The Holy Apostles, through its location in the axis of the Avenue of Heroes is a powerful factor of concentration of community life and is an important element for the touristic route. Other major public institutions located in the protection zone of the Monumental Ensemble are the Garrison Targu Jiu and Gorj County Police Inspectorate, and the Romanian Intelligence Service Gorj.

For all the urban communities, channels of information and communication are provided by the Information Center for Citizens, through the Public Relations and the Department of Public and Direct Communication, as well as the local press. Their direct involvement in debating the Protection Zone regulations and heritage management approach that is required to support local government.

The role of non-governmental organizations (NGOs) in facilitating and structuring the community involvement and the role of partner of local authority becomes important for all programs. The Order of Architects and subsidiaries of unions of creation are engaged in activities relating to the debate of urban operations / competitions and cultural activities. their own projects to increase awareness and local development (i.e. The Association New Chance for all people in Gorj county implement the project Discover Brancusi funded by the Ministry of Youth and Sports and the Organization of Friends of the Library in partnership with the Cultural Centre; organized volunteering for students for the setup of the Cultural Centre Library as well as for guiding tourist groups).



3.1.2. Protection and Preservation of the Monumental Ensemble

The content of the management plan highlights measures that ensure the protection, preservation and promotion of the asset value of Monumental Ensemble and the Avenue of Heroes. By placing them in open space (outdoors), the parts of the Monumental Ensemble may be affected by active or latent hazards coming from the action of the factors of climate, air pollution, but also of a possible destructive behaviour of visitors (both on heritage objects as and within the buffer zone).

Monitoring the risk factors:

The City Council of Targu Jiu, as the administrator of Monumental Ensemble, has the responsibility of identifying the activities and the factors threatening the attainment of the objectives of this Management Plan, together with the issue of local policies, guidelines, and methods by which, throughout the life of the assets is implemented the Management Plan. Monitoring aspects that represent risks or hazards for the Monumental Ensemble is one of the priorities and shall be carried out together with the concerned public institutions.

The responsibility for monitoring air quality and pollution risk is given to the Ministry of Environment and climate Change through the National Agency for Environmental Protection and the county agencies. In the county of Gorj integrated program for the management of air quality is in progress of implementation. This program is approved annually by the County Council and contains the measures to be taken and their implementation status.

Air quality in the municipality of Targu Jiu is monitored by uninterrupted measures at the automatic station Gj-1 located at 2, street Vasile Alecsandri. Along with the monitoring of certain meteorological parameters such as temperature, solar radiation, precipitation, wind speed and direction, relative humidity and air pressure, are monitored other pollutants (SO₂, NO₂, NO_x, CO, O₃) and PM₁₀ dusts which may affect, with certain values, the assets objects.

The annual reports carried out for the mentioned indicators, shows values below the annual limit for the protection of human health and which does not represent a risk factor for the Monumental Ensemble. The reports shall indicate limit values by 21.64µ/mc for NO₂, 19, 25µ/mc for SO₂, 28, 95µ/mc for dusts in suspension (for PM₁₀), 0.40µ/mc for CO, 29, 27µ/mc for O₃. For heavy metals in the air no exceedances of the value limits and of the target values provided for in legislation.

General Inspectorate for Emergency Plan carries out the Plan of Analysis and Coverage of the risks, taking into account risks to earthquakes and floods. The reservoirs for the hydroelectric power plants reduce the danger of floods. Heritage preservation from possible vandalism is carried out by local police, by the permanent guards and cameras providing a live broadcast (impossible registration).

Tracking real time changes and the management program for the monuments:

Municipal Cultural Center is responsible for the performance monitoring plan for monuments. Regular inspections in accordance with existing legislation, are implemented, regular reports being published in the Official Events Bulletin. Preservation actions and results of the operation after special situations are organized and publicized in the reports intended for public authorities with responsibilities in the conservation of the parts. Finance restoration is carried out by the Ministry of Culture through the National Restoration Plan.

Time behaviour monitoring and management program of the Ensemble performed as scheduled and derived from normative P130 / 1997 developed by INCERC and approved by MLPAT Order no. 109 / N / 01.06.1997 and includes:

- Indirect tracking (Insurance of parts, Tracking microclimate factors, monitoring the variation of groundwater)
- Direct Tracking (Regular inspection of all parts, ultrasound regular measurements during investigations in 2000, measurements of vibrations to record the variation of rigidity of the structure, direct measurements and macrophotos regarding the state of joints, external inspection of the visitation channel ventilation at the Endless Column)

- Instructions for routine maintenance

The inclusion on the World Heritage List will generate the implementation of the management of the monument UNESCO program, in accordance with the provisions of the Government Decision 1268 of 8 December 2010, the program of protection and the management for the historical monuments included in the list of UNESCO World Heritage, as amended by the Government Decision 1102 in 2011).

Regulation of public and private investments in the Protection Zone:

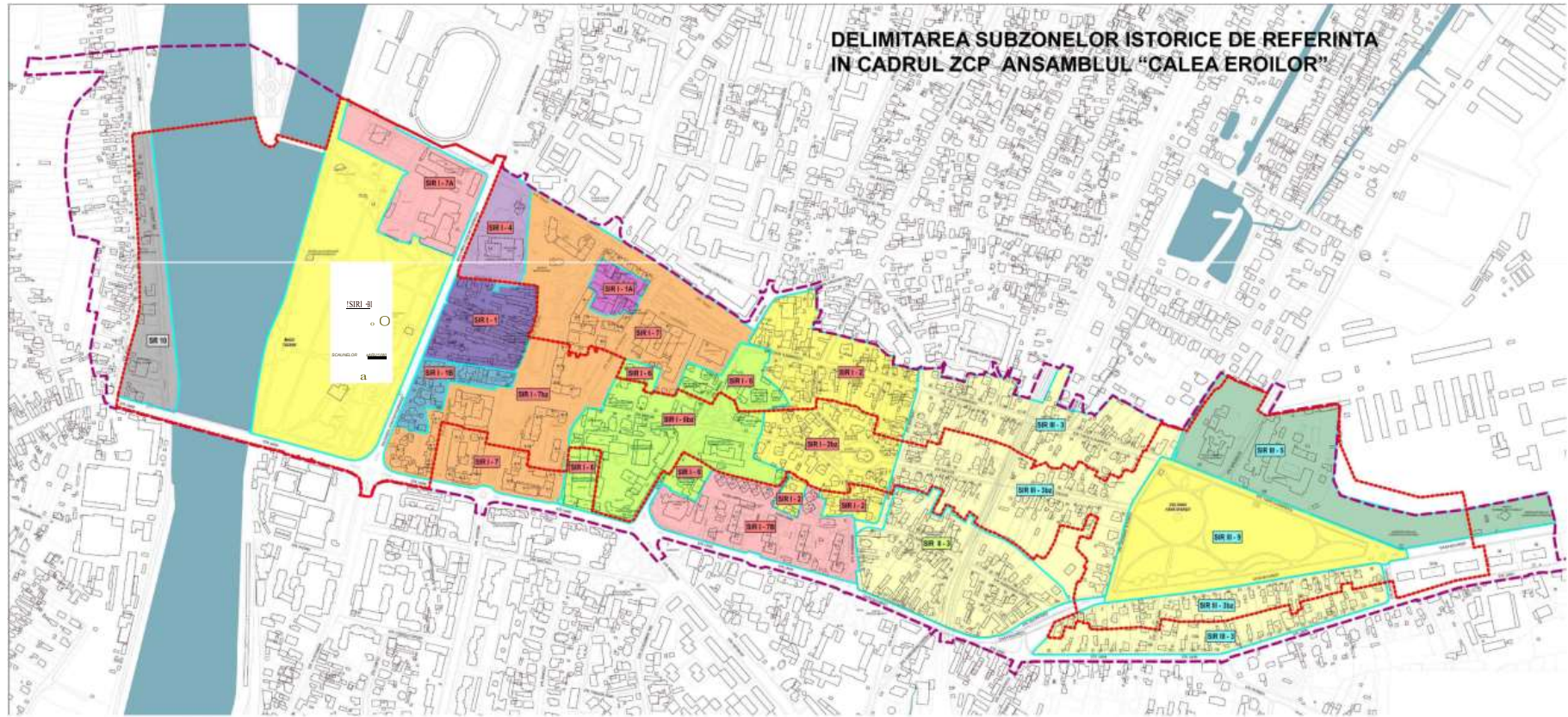
This is achieved by the application of the Urbanism Local Regulation Plan (PUZ, The area of the Monumental Ensemble and the Avenue of Heroes, 2013). At the same time there is no legal obligation for MC to draw up by DJC the obligation concerning the use of historical monument that adjusts along with the measures to be contained in RLU / PUZ, the preservation, restoration, enhancement or the use of two parks in which are located the monuments.

The Area Urban Plan (2013) sets out the extra urban regulations resulting from the request for inclusion of the Monumental Ensemble into the World Heritage List, which is based on the conclusions of the General Historical Study (2013). These include the permissible operations on the following categories of subareas (according to the General Historical Study):

- Subarea Municipal Park, where new constructions are not allowed but and are admitted rehabilitation of constructions and existing plantations,
- Subarea The Heroes Street between Avenue C. Brancusi (included) and Piata Victoriei, where interventions are admitted by maintaining the built environment (MI), of rehabilitation of pavement and urban furniture, of demolition and re- building on undeveloped parcels or occupied by unprotected building and with no architectural value identified by the fundamental study as well as of planting trees according to the study of landscape.
- Subarea crossing Piata Victoriei till General Magheru street where rehabilitation of the pavement and street furniture is permitted, rehabilitation of construction and green areas, to control the prospects along the axis of the Avenue of Heroes.

SEPARATION OF REFERENCE HISTORICAL SUBAREAS WITHIN THE ZCP ENSEMBLE "THE PATH OF HEROES"

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- Subarea between General Magheru street and November 16 , where are admitted interventions of conservation / restoration of buildings MI and with architectural value identified by the fundamental study, of rehabilitation, repair and modification of construction as well as of demolition of harmful buildings or without architectural value identified through the fundamental and pavement rehabilitation and adaptation of the street profile and plantations to the specific of an artery predominantly pedestrian only open to residents.
- Subarea Church of the Holy Apostles Square, where are admitted interventions of conservation / restoration of buildings MI with architectural value identified by the fundamental study of rehabilitation, repair and modification of construction and demolition of harmful buildings or without architectural value identified by the fundamental study as well as of rehabilitation of pavement and adaptation the street and plantations profile to the specific of an artery mainly pedestrian only open to residents on the axis the Avenue of Heroes crossing the street on 16 February.
- Subarea of the plaza of the Church of the Apostles and the street Gh. Tatarascu (excluding parcels on the latter) are admitted interventions of conservation / restoration of buildings MI and with architectural value identified by the fundamental study, of rehabilitation, repair, modification of construction and demolition of harmful buildings harmful or without architectural value identified through the fundamental as well as pavement rehabilitation and adaptation of the plantations and street profile to the specific of an artery predominantly pedestrian only open to residents.
- Subarea Park of the Endless Column, in which are identified two other functional subareas: in the first functional area around the Endless Column new constructions are not allowed but rehabilitation of existing plantation is admitted; in the second subarea creation of spaces intended to the visit of the site are allowed within certain limits and gauges. It is to be mentioned that these spaces can be constructed underground only with an overrun max of 50 cm from the level of the current landscaped perimeter.



3.1.3. Space Planning and Use of Public Space

Public space is addressed in the Management Plan in terms of infrastructure for viewing and visiting the Monumental Ensemble and the assurance framework to support cultural and touristic activities. In this particular way, it includes doorways, the axis of the Avenue of Heroes, and two car parks at either end.

Car and pedestrian access:

The area of the Monumental Ensemble and the Avenue of Heroes, studied in PUZ 2013 has good accessibility to the city area itself, partially overlaying the centre of the city defined by the PUG in force and being contained within a major frame composed of two perpendicular systems:

- the North-South axis systems with the streets: Jiu Street, Barajului Street, C-tin Brancusi Street, Piata Victoriei (Pedestrian) Street, Gh. Magheru Street, Geneva Street, 16 Februarie Street, Marasesti Street, CF lane, Gh. Tatarascu Street;
- the east-west axis systems with the streets: Traian Street, Tudor Vladimirescu Street, Crisan Street, Mihai Eminescu Street, Dobrogeanu Ghenea Street

The area is subordinated to the axis of the Avenue of Heroes as an element of utmost importance, and by Piata Victoriei (the Square), appeared in the city structure by an operation of large-scale urban restructuring that marked the history of the 80s.

The Zonal Urban Plan identified dysfunctions (traffic jams at certain peak hours, congestion and a high number of road accidents) at intersections, insufficient number of parking spaces compared to the existing demand and highlighted the possibilities of municipal roads to take and develop pedestrian routes (especially on the Avenue of Heroes).

The Avenue of Heroes is the central axis of the area and crosses from West to East along a route of 1.5 km, both historic urban structure of the city, shaped since the sixteenth century and remodelled between 1937-1938, and areas of new interventions made by the 80s. Carriageway access is permitted, and street parking is making visitor access difficult.

Signalling access to the Monumental Ensemble is done on the main roads, but without a highlighted pedestrian route for visitors. Studying signalling and access to and within the assembly, is appropriate in these circumstances for buses, cars, bicycles, pedestrians, and people with disabilities, including the mention of related touristic services (health and hygiene, police, public authorities, accommodation and food etc.).

Space planning of the Avenue of Heroes:

Concerning the renovations along the Avenue of Heroes, the Municipality is at the stage of formulating an integrated project with European funding. In formulating its provisions, there will be considered dispositions of PUZ – The Monumental Ensemble Area, the results of the Ideas Contest organized by Municipality in December 2012 – February 2013, and the outcome of the discussions with owners in the area. The main actions in this highly important project include, according to the theme of the contest, the following:

- The renovation and modernization of the Avenue of Heroes axis, permitting pedestrian and car access for the residents;
- Establish parking spaces (in the General Gheorghe Magheru Street Area);
- Modernization of pedestrian traffic at the railroad crossing on Tudor Vladimirescu Street;
- Modernization of existing roundabouts;
- Modernization of public lighting;

- Highlighting the representative buildings;
- Modernization of the roads and pavements within the perimeter of the protected area etc.

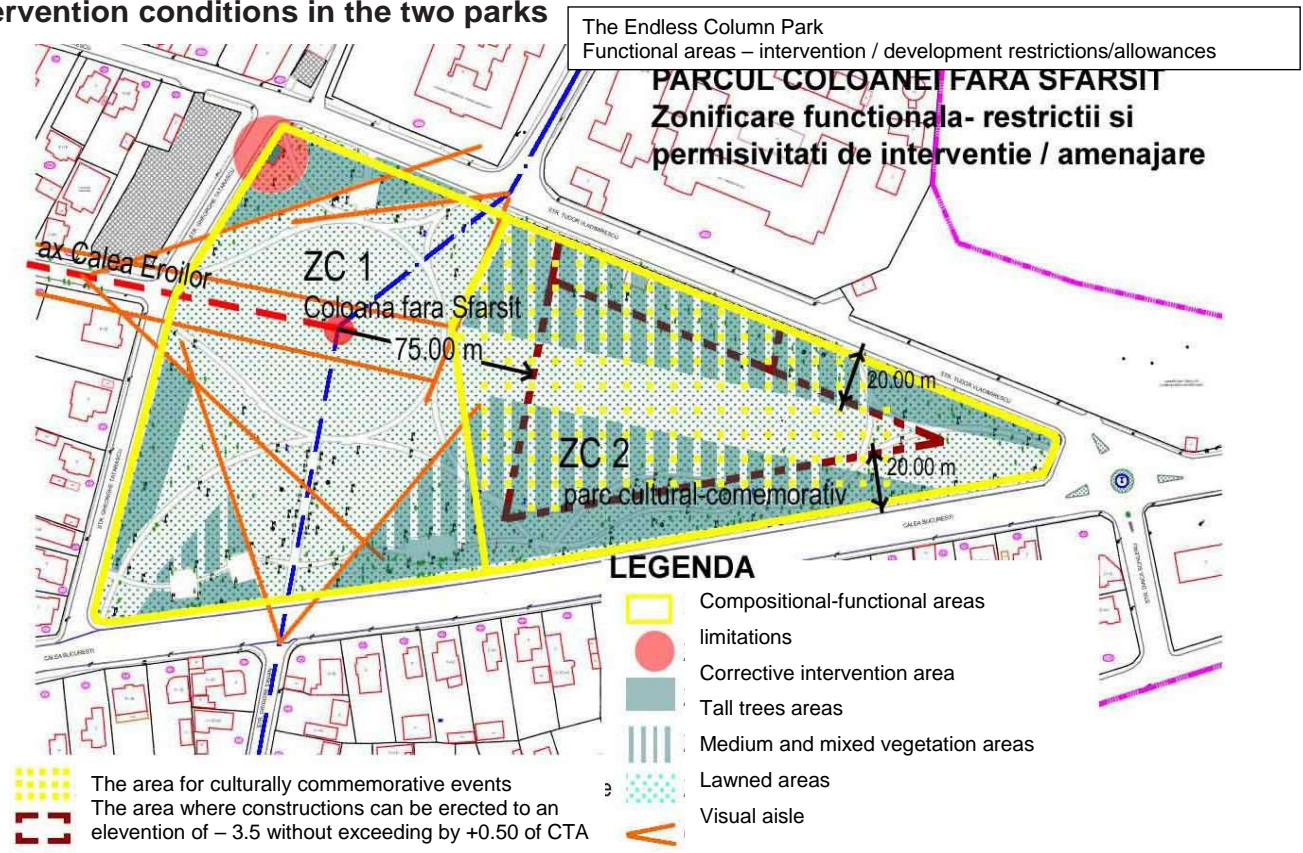
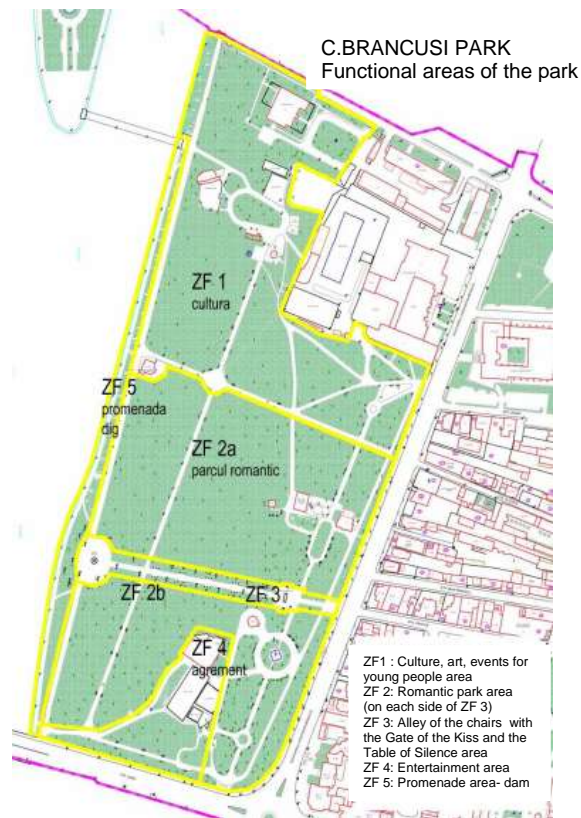
Parks of the monuments:

Brancusi's works are housed in two parks: The "Constantin Brancusi" Municipal Park (*The Table of Silence with 12 chairs, The Alley of the Chairs and The Gate of the Kiss*) and *The Endless Column* Park. Architectural and landscape areas are meant to highlight the Monumental pieces by supporting and guiding perspectives and access ways and directions. According to the General History Study (2013), the landscape and urban planning solutions will be following:

- Protecting and supporting the direct and axial perspective (both in the Municipal Park and in the Column Park)
- The usage of relief (dam, embankment slopes) and vegetation (low, medium and high plantation) for setting up the framework and background works and avoid blocking partial perspectives on the works
- Ban provisional building and land improvements at the location of the works (proposed perimeter for classifying in the World Heritage List), be it in the Municipal Park or Column Park and only allowing conduct activities included in the Management Plan.

The adjoining figures from the *General History Study* (2013), illustrates the functional zoning and conditions for intervention in the two parks.

The functional area of the park and intervention conditions in the two parks



Source: General Historic Study (2013)



3.1.4. Cultural Activities and Promotion of the Universal Value

The Municipal Cultural Center carries a rich cultural activity dedicated to the personality and work of Constantin Brancusi, having on its agenda annual commemorative events, sculpture camps, exhibitions, scientific symposiums, competitions dedicated to children etc.:

- Monthly meetings with the literary and artistic community of Gorj, "*Confessions at the Table of Silence*", in which writers, poets, critics, artists, people of culture, the Romanian Radio Broadcasting Corporation, U.A.P.R. – Gorj county branch;
- Homage actions on the birth date and passing date of Constantin Brancusi;
- *The International Sculpture Symposium Brancusiana 2012* – Creation and sculpture camp organized by the Municipal Cultural Center *Constantin Brancusi*, the City Council of Targu Jiu and the Targu Jiu Municipality, in partnership with the Union of Artists of Romania, the Gorj branch of UAP, the Constantin Brancusi University of Targu Jiu, Ion Mincu Technical College and the Romanian Radio Broadcasting Corporation
- *Brancusiana*, a national symposium which includes scientific works of important senior researchers of the life and work of Brancusi, organized by the Municipal Cultural Center Constantin Brancusi, the Local Council and Municipality of Targu Jiu in partnership with Gorj County Museum, UAP Gorj Branch and *Elvira Godeanu* Drama Theatre;
- *Contemporaneous with Brancusi*, a national trivia contest on the life and work of C. Brancusi and a recognized contemporary artist with him, as organized by the *Constantin Brancusi* University, the Romanian Radio Broadcasting Corporation, local and central media, and other cultural institutions of the country;
- *The Small Sculpture International Symposium*, fine art creation camp organized by U.A.P.R., U.C.B., S.R.R., Romanian Cultural Institute, Oltenia Branch

- *Brancusi Portraits, Brancusi seen by foreign and Romanian fine artists*, organized by the Municipal Cultural Center Constantin Brancusi
- *The Avenue of Heroes – 75*, the anniversary of 75 years since the inauguration of the Monumental Ensemble the Avenue of Heroes, an event that will include a procession on the bank of the Jiu River at the Column, symposium, photo exhibition etc., and will be organized by the *Alexandru Stefulescu* County Museum, U.C.B., the Romanian Cultural Institute – Oltenia branch, S.R.R., U.A.P.R.- Gorj branch, *Christian Tell* County Library etc.
- Photography contests, competitions for children, awards galas etc.
- Editing the free monthly publication: *Confessions* (in an edition of 200 copies).

The Gorj County Council also has its own agenda in this area, including:

- Exhibitions – Temporary exhibition: *European Heritage Days, Gorjfest* 2006-2013 Retrospective Exhibition, Artistic Photography Exhibition *Brancusi's Home*
- Homage Concerts – *Brancusiana* /Anniversary Room Concert held by the Lyra Orchestra Gorj, Targu Jiu, and the *Magic Bird Song* / Homage Concert held in Memoriam Constantin Brancusi;
- Workshops – *Constantin Brancusi – 137 years from birth*;
- Scientific Sessions – *Heroes of Gorj, heroes of the nation*. The 75th anniversary from the inauguration of the Monumental Ensemble the Avenue of Heroes – Commemoration of the Battle of the Jiu Bridge.

At the same time, the Constantin Brancusi University implemented an education programme for the Faculty of Sculpture, while other cultural institutions – *Alexandru Stefulescu* County Museum, *Christian Tell* County Library and other non-governmental organizations carried out cultural projects with funding from various sources.

3.1.5. Sustainable Development of Tourism

The tourism potential of Targu Jiu is based primarily on the existence of Brancusi's works, as well as an historically valuable urban core, which groups a number of old buildings from the 19th-20th centuries on the Tudor Vladimirescu, Victoria, Traian, the Avenue of Heroes, Geneva, Republicii and Unirii streets.

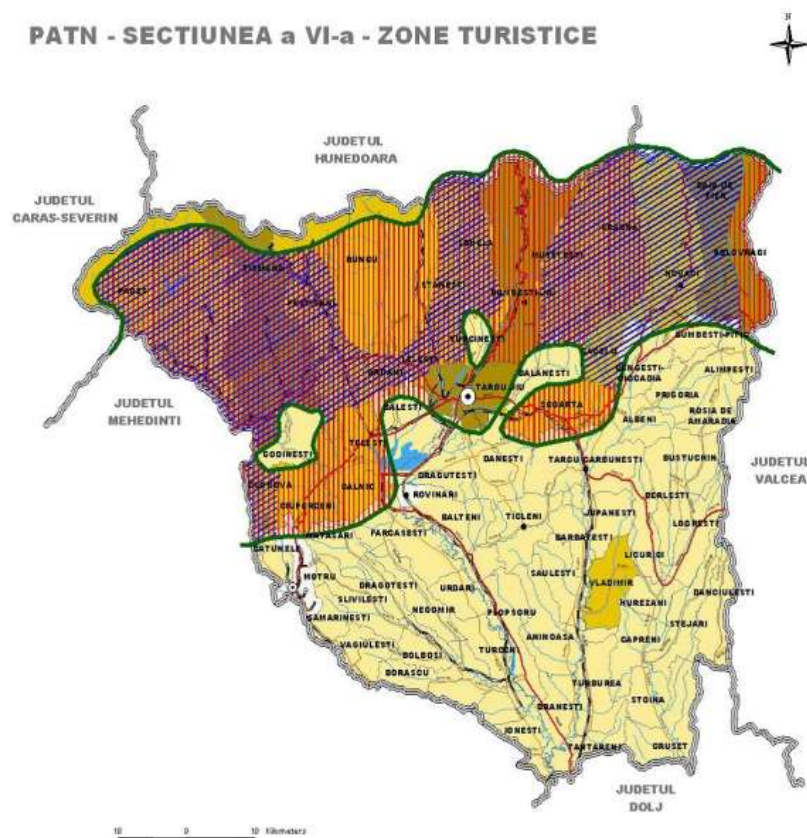
According to the analysis of the tourism potential of the county of Gorj*, the municipality is located in an area of concentration of natural and anthropic tourism resources with technical problems and tourist infrastructure, which includes:

- *Cerna Area* which holds significant anthropogenic and natural sights (at a distance of 130 km from Targu Jiu);
- *Runcu – Sohodolului Keys*, adequate for eco-tourism, agro-tourism or weekend-tourism (at 15 km);
- *Domogled National Park* with thermal caves, unique in Romania, thermo-mineral springs (at a distance of 87 km from Targu Jiu);
- *Jiu Valley National Park* (at 45 km)
- *Tismana* (32 km from Targu Jiu), *Prislop* (120 km) and *Lainici* (32 km from Targu Jiu) *Monasteries*.

Although subject to economic fluctuations, tourism activities have slightly increased in Europe. In Romania, the number of tourists rose by 9.3% in 2012 versus 2011 to 7.6 million people, while number of overnight stays rose by 6.6% (according to the National Statistics Institute).

* Foundation Studies for the IV Section of PATN – Touristic Studies <http://www.mdrt.ro/studii-de-fundamentare-privind-patn-sectiunea-a-vi-a-zone-cu-resurse-turistice>

PATN - SECTIUNEA a VI-a - ZONE TURISTICE



JUDETUL GORJ

ZONE CU RESURSE TURISTICE. RELATIA CU INFRASTRUCTURA SPECIFIC TURISTICA SI TEHNICA

LEGENDA:

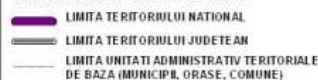
CONCENTRAREA IN TERITORIU A RESURSELOR TURISTICE NATURALE SI ANTROPICE



ZONE DE CONCENTRARE A RESURSELOR TURISTICE NATURALE SI ANTROPICE CU PROBLEME ALE INFRASTRUCTURII SPECIFIC TURISTICE

ZONE DE CONCENTRARE A RESURSELOR TURISTICE NATURALE SI ANTROPICE CU PROBLEME ALE INFRASTRUCTURII TEHNICE

LIMITE ADMINISTRATIV TERITORIALE



CAI DE COMUNICATIE



LOCALITATI



In Targu Jiu, in 2011, there have been 43.844 tourists (arrivals) with a total of 82.394 overnight stays. Of the total overnight stays, 81% were in hotels (See the INS County Sheet). The main purpose of tourism activities, as appears from the information of hotel receptions are related to business tourism and the transit to other destinations in the county, occasional events / festivals held in the city.

The existing tourism infrastructure, of the 22 existing housing units, three are located in the protection zone of the Monumental Ensemble, along the Avenue of Heroes:

- Hotel Europa *** – The Avenue of Heroes, no. 22
- Hotel Gorj Hotel Complex ** – The Avenue of Heroes, no. 6
- Hotel Miami *** – The Avenue of Heroes no. 29

In terms of food and restaurant services, along the Avenue of Heroes there are the following units:

- Pizzeria Quattro Stagioni – The Avenue of Heroes no. 9
- Europa Restaurant – The Avenue of Heroes no. 22
- Kaiser Restaurant – The Avenue of Heroes no. 6
- Lider Restaurant – The Avenue of Heroes no. 11
- La Coloana – The Avenue of Heroes
- Flora Restaurant – The Avenue of Heroes no. 2

The volume of tourists who visit the Monumental Ensemble is difficult to estimate, seeing the method of access (which is currently free) does not have a monitoring system. However, it can be estimated from the annual number of tourists visiting, if we take into account 60-70% of all tourists, this takes into account an estimated 25.000 people. If you add visitors who transit by bus only for the works of Brancusi, the number could double. This estimation may be a starting point in future for monitoring the number of tourists. The Gorj County Museum – History Department has approximately 15 000 annual visitors, the Art Department –12 000 approximately, and the *Ecaterina Teodorescu* Memorial House approximately 2000 visitors.

Tourism promotion activities are carried out by the Constantin Brancusi Municipal Cultural Center and the Tourist Information Center (located in its structure) and the National Center of Tourist Promotion. Also, tourism associations conducted promotional activities, Gorj ANTREC Association, for example, promoting the Monumental Ensemble at national and international fairs in which it participates.

There are not any complex tourist products that integrate natural and cultural potential, local tourism programmes that promote local artisanal and gastronomic brands, or tourist activities that can provide income. The Targu Jiu county is insufficiently promoted on the national and international tourist market.

As such, for the well recovery of the Monumental Ensemble and the Avenue of Heroes for the development of sustainable tourist activities, it is necessary to promote it intensely as part of regional circuits. The Sustainable Development Strategy of Gorj County 2011-2012 includes a strategic objective related to tourism potential and containing promotional projects. It is also necessary to state the county of Targu Jiu on the cultural tourist market and improve tourism infrastructure (subject identified in Section Tourism NSP) and the quality of tourism services.

Cultural tourism, through the richness of stylistic and content elements, brings a surplus in strengthening the image and economic development of Targu Jiu. The request to introduce the Monumental Ensemble and the Avenue of Heroes confirms the policy of making Constantin Brancusi's legacy internationally known, resulting in a positive economic effect and local development.

The Management Plan also presents the protection and preservation activities of the monuments heritage in the specific scope of tourism. The completion of the heritage assembly also requires the development of some official form of reception, quality accommodation for tourists, and continuous methods of improving cultural tourism.

3.2. SWOT Analysis



Strong Points

At the moment, the pieces of the Monumental Ensemble and the adjacent area, meaning the Municipal Park and the Endless Column Park, are all administrated accordingly through services provided by the Municipality of Targu Jiu. The role of the plan consists of the future coordination of necessary activities of protection assurance, preservation and promotion of the entire Monumental Ensemble, social and economic integration in the urban structure of the Targu Jiu county, and assuring all conditions of international research and promotion of the Constantin Brancusi legacy.

Constantin Brancusi's work is known and appreciated nationally. The Monumental Ensemble of Targu Jiu is easily accessible, is visited free of charge and cultural activities in the area provide the Monument's integration in the community life and also provides tourist promotion thereof.

Areas for Improvement

The Monumental Ensemble is perceived more like a group of monumental pieces localized in two different areas, rather than a Avenue way along an urban axis. The protection area of the assembly, formed along the Avenue of Heroes is poorly marked and under valued. The reception facilities and guidance of tourists to this area are requires improvement. For this reason, the number of visitors is relatively low, and their impact in the local economy is minimal.

Urban interventions of recent decades have not highlighted this possible outcome, the investments made in the past few years being sporadic and not sufficiently controlled in terms of specific regulations. The management plan will have to pay particular attention to future developments in the protection area and rehabilitation of public space, and real estate development is governed by the Local Urban Plan.

Opportunities

There have been identification of a number of opportunities for the proper management of the site. Promoting the community as part of the world heritage represents a recognition of the value of the sculptor, but also shows a sign of respect and care from the community, for his work, and his remembrance. Targu Jiu county will play a bigger role in the city network of Romania through gained experience by administrating an UNESCO site, which opens its gates towards cultural tourism internationally, exploring its potential as a tourist destination.

Another opportunity is given by the social value of the site through realizing a network of knowledge and promotion of the Monumental Ensemble. People and organizations keep in contact and organize and meet for presentations on research done in the field, host cultural events, and get involved in educational programs.

Threats

The major threat facing the site is linked to finding sufficient sources of funding for the implementation of the Management Plan. Financial amounts needed for capital investment can be funded by the European Union, but will be limited and will require matched local and national funding.

Another threat may come from acts of vandalism. Security and surveillance measures presently implemented protect the heritage pieces; but in conjunction with an increase in the number of visitors, forms of management, human, logistics and economical resources ~~will have to be~~ redesigned and distributed accordingly.





3.3. Vision and General Principles

The vision of the Monumental Ensemble lays within the context of the wider development of the city, in which he played a vital role. The Monumental Ensemble is the power generator of the contemporary city – the urban operations along the Avenue of Heroes means the revitalization of a park as well as the creation of another one, developing a much desired streets and retraining land for housing, restructuring the modern city, and ensuring a continued link with the historic centre. The vision is therefore exceptional, recognizing the role of the Monumental Ensemble in the urban configuration, designs, and the *international* value of the area. *The monuments also support the legacy of the sculptor Constantin Brancusi and plays a strong role in integration of community life of Targu Jiu, specifically in terms of protection, conservation, and openness to public.*

Understanding the meaning and value of the Brancusi universal heritage, this vision will coordinate as a whole the theme of the management plan and measures concerning all problem types.

Accepting the Management Plan by all stakeholders involved in the implementation of the Management Plan, with abiding responsibilities, conditions and implementation period, requires a framework of principles needed to be respected in the long term. The principles are as follows:

1. Activities and initiatives that will take place during the implementation of the Management Plan will respecting the heritage value as stated in the national legislation and procedures and documents by UNESCO.
2. Administration, to ensure the conservation and protection of the Monumental Ensemble, will be achieved through cooperation of the responsible partners for implementing the activities outlined in the Management Plan.
3. Maintaining community interest through involvement in decisions and activities on the continuous support of the conservation status and protection of assembly, and means of promoting its value, and encouraging participation of NGOs, and accepting initiatives brought forth by these efforts.
4. Implementation and financing activities of the Management Plan, in terms of respecting heritage values, will ensure development sustainability by integrating the site into the urban, social, cultural, and economic context of the city; all the while creating conditions and forms of access for visitors to and within the area of the Monumental Ensemble.



3.4. Management Objectives

Management objectives are formulated based on the full understanding of the defining aspects and will face protection and enhancement of Monumental Ensemble and the Avenue of Heroes. These include two strategic objectives arising from the development vision and a set of specific objectives that address key management issues identified below:

Strategic Objective:1

Ensuring the integrity and sustainability of the assembly – an objective that aims to management capacity and maintenance measures, conservation and protection of monuments;

Strategic Objective:2

Bringing the assembly and all economic, social, and cultural life of the community, through measures promoting cultural activities, private initiatives and tourism.

The strategic objectives are sustained by specific groups that respond to issues identified in the management aspects which will be detailed in the Plan of Action. The logical framework of their wording and sequence of **key issues / specific objectives / programs**, are structured in five thematic analyses in the following tables:

The logical framework to formulate the management objectives for the Monumental Ensemble and *the Avenue of Heroes*

Vision : Support the international value of sculptor Constantin Brancusi heritage and its integration into the urban structure of the Targu Jiu community under the protection, conservation and opening to the visitors



Strategic Objective 1:

Ensuring the integrity and sustainability of the assembly

Strategic Objective 2:

Bringing the assembly in the economic and social life and cultural urban community



Specific Objectives

MANAGEMENT AND PUBLIC ADMINISTRATION

- Increase local government capacity to manage cultural heritage
- Local community involvement and all public and private stockholders in the decisions regarding property management
- Mobilising human, technical and financial resources necessary for the protection and recovery of the Monumental Ensemble the Avenue of Heroes

Specific Objectives

PROTECTION AND PRESERVATION OF THE MONUMENTAL ENSEMBLE

- Protection and conservation of the outstanding universal value of the Monumental Ensemble in front of natural and/or man-made risks, for the transmission to future generations
- Pursuit and maintenance of the integrity and preservation of the Monumental Ensemble
- Monitoring aspects that are risk factors, assessing the risk from climate change over the Monumental Ensemble and identify the options of removing such effects



Specific Objectives

SPACE PLANNING AND PUBLIC USE

- Increased accessibility and visibility of the Monumental Ensemble and the Avenue of Heroes
- Arranging public space in the Protection Zone by highlighting the Avenue of Heroes axis
- Attracting visitors and work. Building a framework for urban living which is representative of the tourism and cultural experience of the area.

Specific Objectives

CULTURAL ACTIVITIES AND PROMOTION OF POTENTIAL UNIVERSAL CULTURAL VALUES

- Knowledge and promotion of the outstanding universal value of the Monumental Ensemble
- World Heritage proposal approach in terms of education, science, and culture in order to promote the multivalent heritage of Constantin Brancusi
- Integrating the heritage into the socio-cultural life of the local community as well as in the international cultural and tourism circuit

Specific Objectives

SUSTAINABLE DEVELOPMENT OF TOURISM

- promoting sustainable tourism based on cultural product offered by the Monumental Ensemble and the Avenue of Heroes and quality tourism infrastructure
- Increase the number of tourists through capitalizing on world heritage and facilitating their access to local cultures and values

3.4.1

Key Aspects

Specific Goals

Programs

MANAGEMENT and ADMINISTRATION



Key Aspects	Specific Goals	Programs
→ Institutional structures	Increase local government capacity to manage the cultural heritage sites	Program 1.1. Institutional development for the management of the Monumental Ensemble and the Path of Heroes
→ Professional training		
→ Planning and control of construction and renovations	Include public and private involvement in the decision making process regarding property management	Program 1.2. Involvement of stakeholders in the protection and the management of the Monumental Ensemble and the Path of Heroes
→ Involvement of the community	Mobilization of human resources, technical and financial requirements for the actions of the protection and restoration of the Monumental Ensemble and the Path of Heroes	Program 1.3. Mobilization of financial resources to implement the Management Plan

3.4.2

PROTECTION AND PRESERVATION OF THE MONUMENTAL ENSEMBLE



Key Aspects	Specific Objectives	Programs
⇒ Monument protection and conservatin	Protection and conservation of the outstanding universal value of the Monumental Ensemble from natural and / or anthropogenic risk, for transmission to future generations	Program 2.1. Monitoring the behavior of monuments in time
→ Monitoring of natural and anthropogenic risks	Tracking and maintenance of monuments to ensure the integrity and conserving the Monumental Ensemble	Program 2.2. Regulation of public and private investment in the area
⇒ Intervention measures in the protection area (buffer zone)	Monitoring aspects that are risk factors, assessing the risk generated from climate change on the Monumental Ensemble and identify options to address these effects	

3.4.3

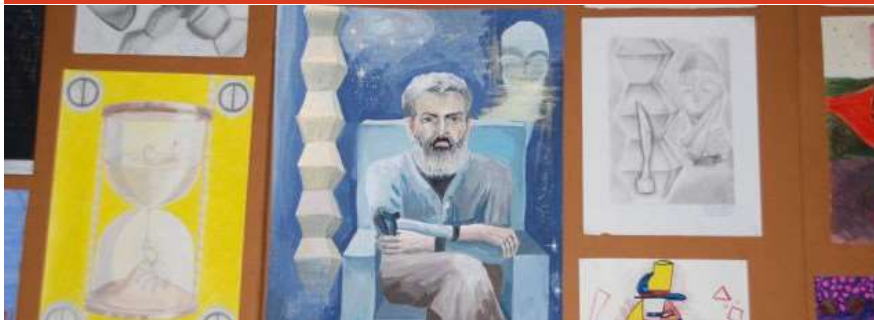
PLANNING AND MAKING USE OF PUBLIC SPACE



Key Aspects	Specific Objectives	Programs
→ Car and pedestrian accessibility	Increased accessibility and visibility of the Monumental Ensemble and <i>The Path of Heroes</i>	Program 3.1. Accessibility and visibility of the assembly
⇒ The Path of Heroes	Arranging public space in the protected area by enhancing the spindles the Path of Heroes	Program 3.2. Fitting the protection area (buffer zone)
→ Monument's Parks	Attracting visitors while achieving a framework for urban living which is representative of cultural tourism	

3.4.4

CULTURAL ACTIVITIES AND PROMOTING UNIVERSAL VALUE



Key Aspects	Specific Objectives	Programs
è Cultural events	Knowledge and promotion of outstanding universal value of the Monumental Ensemble	Program 4.1. Cultural and commemorative manifests
è Commemorative events		Program 4.2. Scientific research and communication
è Scientific research and communication	Promoting a World Heritage approach in terms of educational, scientific, and cultural heritage to promote the multivalent Constantin Brancusi	
	Integration of the World Heritage socio-cultural life of the local community and global cultural tourism	

3.4.5

SUSTAINABLE TOURISM DEVELOPMENT



Key Aspects	Specific Objectives	Programs
Tourist Promotion	Promoting sustainable tourism based on the cultural sites offered by the Monumental Ensemble and The Path of Heroes and to ensure quality tourism	Program 5.1. Tourism research and promotion
Tourist Circuits		Program 5.2. Development of tourism infrastructure and services
The quality of tourist infrastructure	Increasing the number of tourists brought forth by the World Heritage status and facilitating their access to local cultures and values	



A photograph of a park with a paved path, green grass, and trees.

Action Plan for Property Management, Monitoring, and Evaluation

Plan of Action

Monitoring and Evaluating the Plan of Management

Management and Public Administration

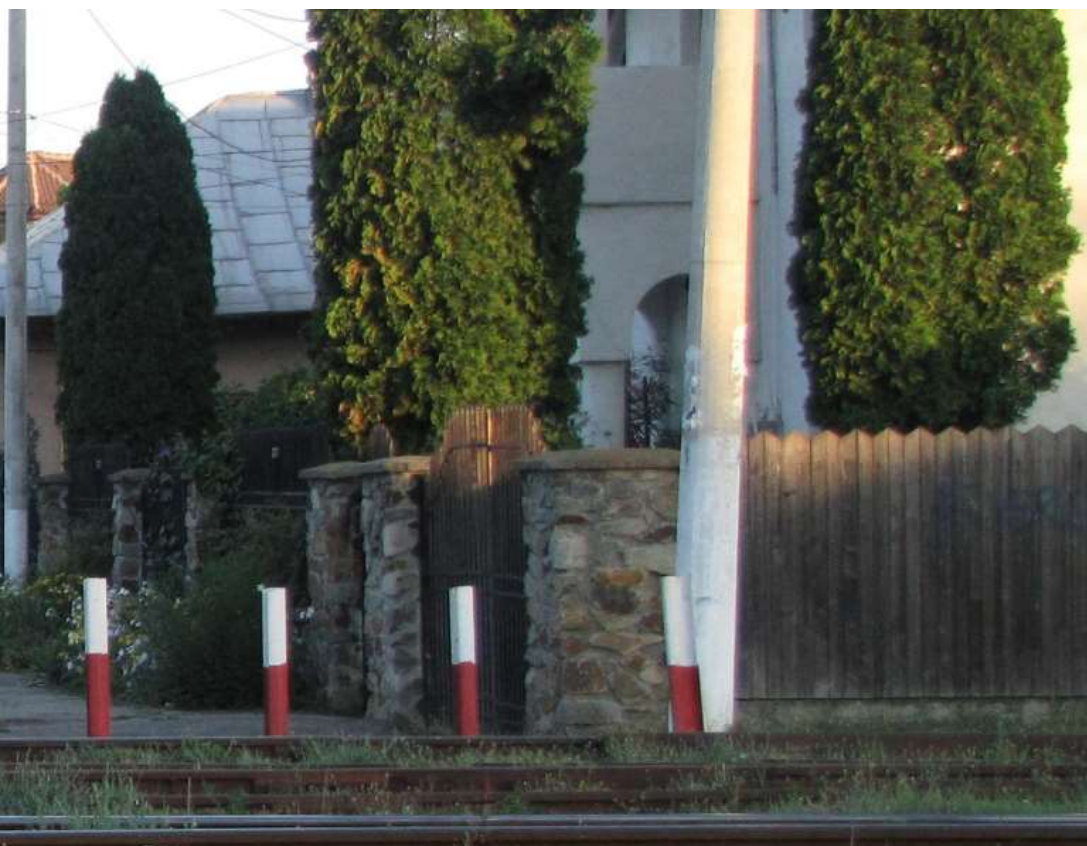
Protection and Preservation of the Monumental Assembly

Planning and Making use of Public Space

Cultural activities and Promoting Universal Value

Sustainable Tourism Development





4.1. Action Plan

In line with the objectives set out in the previous chapter, Chapter 4 proposes a number of specific action plans that will guide the implementation of conservation and recovery operations. It provides details on specific projects to be implemented to protect and highlight the significance of the site.

The chapter presents the responsibilities assumed by local institutions and their partners in the implementation of projects that can be achieved in the medium term (2014-2020).

The Action Plan for the site management is a working document for Management Unit, in its effort to manage existing assets. In the conception of this action plan document will be reviewed periodically. It is expected that other actions to be initiated and carried out by the local community.

The following tables provide an integrated picture of the logical framework approach to management ensemble, from the key management issues, specific objectives, programs and action plans to reach. The proposed projects to be implemented in the next 5-7 years are detailed in a series of structured information on planning methodology of action: objectives, responsible institutions and partners, activities, implementation timeframes, performance indicators.

These tables will guide the administration in the implementation phase of proposed projects supporting municipal teams' efforts and the efforts of other actors. Based on these recommendations, multi-disciplinary teams will move to the operational phase and monitoring of projects.



4.2. Monitoring and Evaluating the Action Plan

Monitoring the Management Plan is based on the content of the Action Plan and will follow the implementation of the list of projects, the phasing of their implementation within a program or in conjunction with other programs, the project activities, start and completion deadlines, and specific indicators.

Monitoring the protection zone of the Monumental Ensemble is currently conducted by the city of Targu Jiu and its services, as mandated liability of decentralization and respecting the law. In terms nomination assembly on the World Heritage List, monitoring the program management and protection of historical monuments in the UNESCO heritage list is organized in compliance with the GD1268 / 2010 (Program of protection and management) and GD1102 / 2011 which provides for the establishment of a UNESCO Committee Organization. The Committee meets a number of different powers and



responsibilities regarding the management of the historical monument. The monitoring indicators provided in GD1268 / 2010 are given for the following areas:

- Conservation status (art 16):
- Promotion and enhancement (art. 17)
- Touristic Impact (art. 18)

Table 4.1. Provides the schedule of the projects presented in this chapter, positioning the projects in semesters for each year during the period 2014/2020.



Management and public administration



Specific objectives

- » Increase the local government capacity to manage cultural heritage
- » Local community involvement and all public and private stockholders in the decisions regarding property management
- » Mobilizing human, technical and financial resources necessary for the protection and recovery of the Monumental Ensemble the Avenue of Heroes

Institutional Development for the Monumental Ensemble Management and the Avenue of Heroes

The Monumental Ensemble management is currently carried out by a team led by deputy mayor of the town hall and comprising representatives of the Constantin Brancusi Municipal Cultural Center, Investment Service, Urbanism Service, Communal Management Service. In light of the Monumental Ensemble being submitted to join the UNESCO World Heritage List and its careful management, the institutional development program includes a series of projects aimed at increasing the capacity of local government in this area.



1.1.1 The establishment and operationalization of the UNESCO Organizing Committee

In accordance with Government Decision 1268 of 8 December 2010 Program of protection and management of historical monuments in the UNESCO World Heritage List, as amended by Government Decision 1102 in 2011, for each monument in the UNESCO list will be appointed a monument coordinator by the county council in whose territorial jurisdiction the monument will be created, and a UNESCO Organizing Committee (UOC) will be created.

Objective: The creation and operationalization of a partnership structure between different public stockholders, as a deciding factor in the protection and management of the Monumental Ensemble the Avenue of Heroes of enforcing its integrity and authenticity.

Main activities:

- Appointing the monument coordinator by Gorj County Council
- Naming the members of the UNESCO Organizing Committee
- Achieving the working plan of the UNESCO Organizing Committee

Partners:

- Gorj County Council
- Municipality of Targu Jiu
- County Inspectorate of Emergency Situations
- County Police Inspectorate
- Ministry of Culture
- County Department of Culture
- National Heritage Institute
- Constantin Brancusi Municipal Cultural Center
- Representatives of local community

Term: Within 3 months of inclusion on the *World Heritage List*

Indicators: County Decision appointing UOC, the UOC approval of the work plan



1.1.2. Founding Implementation Unit Management Plan (Management Unit)

As the management Plan is an integrated document, implementation of programs and projects within its structure requires a dedicated organization, inside Municipality to ensure coordination between the different departments involved in the process. Subject to the UOC will coordinate protection and good capitalization of the monument, the Management Unit has an executive role, will organize in turn sub-units for investment projects contained in this management plan and will monitor their implementation.

Objective: Creating an executive instrument of implementation of the management plan to manage and track actions of protection and intervention works in the protection zone of the Monumental Ensemble.

Main activities:

- Selection of representatives from Municipality departments to be delegates of the Implementation Unit Management Plan
- Implementation and Unit chief nomination
- Develop and approve job descriptions and work plan (work plan and financial plan)

Partners:

- Municipality of Targu Jiu
- UOC
- Constantin Brancusi Cultural Center

Term: Within 3 months of inclusion on the *World Heritage List*

Indicators: County Decision appointing UOC, the UOC approval of the work plan



Project 1.1.3. The development of the operational capacity of the Constantin Brancusi Cultural Center

Constantin Brancusi Cultural Center organizes activities of protection, conservation and enhancement of the Monumental Ensemble and cultural programs and projects and tourism promotion. All this means the human, technical and financial addition to the current situation.

Objective: The gradual development of existing human resources of the Constantin Brancusi Center, the increase in its technical, logistical and financial cooperation with other structures created to manage Monumental Ensemble, respectively UOC and Management Unit.

Main activities:

- Develop a business plan of two years for the Constantin Brancusi Cultural Center
- Identifying new additional financial sources for the activities in the centre
- Attracting special resources for protecting the monument and for touristic marketing

Partners:

- Constantin Brancusi Municipal Cultural Center
- Municipality of Targu Jiu
- UOC
- Art NGO-s

Term: January - December 2014

Indicators: County Decision appointing UOC, the UOC approval of the work plan



Project 1.1.4. Training of staff in local government and local partners involved in the implementation of the Management Plan

Activities to protect monuments and heritage management require specialized training and specific skills to both the Municipality staff, partners and operations activities aimed at protecting monuments.

Objective: Strengthening management capacity through vocational training of staff involved in the protection and management of the Monumental Ensemble.

Main activities:

- Identify training needs of personnel employed (relevant subjects)
- Identifying and selecting the relevant training providers
- Organizing training programs and evaluation

Partners:

- Municipality of Targu Jiu
- Constantin Brancusi Municipal Cultural Center
- UOC
- Training Providers

Term: permanent

Indicators: One course per year for 15 participants

Program 1.2. Community involvement in the protection and management of the Monumental Ensemble and the Path of Heroes

Currently, community involvement in the protection of built heritage in general has a character reduced to participation in cultural events. To increase public involvement it is necessary to initiate a partnership between the community and public authorities for the Monumental Ensemble integration into the urban landscape in a sustainable manner.



Project 1.2.1. Community awareness on value and protection of the Monumental Ensemble *Path of Heroes*

To support the efforts of the management plan, the local community must realize the significance of the universal value of Brancusi's work and its effects on socio-economic and cultural-educational section.

Objective: Developing the capacity of residents to understand and appreciate the universal value of the Monumental Ensemble *and the Avenue of Heroes* and any consequences of its inclusion in the *World Heritage List*.

Main activities:

- Publication of a guide for the community - What does it mean and what does the inclusion on the World Heritage List assembly involve?
- Organizing summer schools for students on world heritage protection
- Training for teachers on World Heritage protection
- Meetings with owners of buildings in the area of protection of the Monumental Ensemble And the Avenue of Heroes
- Involvement of the owners in the protection zone of the Monumental Ensemble and The Avenue of Heroes in commemorative activities carried on and the Avenue of Heroes

Partners:

- Municipality of Targu Jiu
- Constantin Brancusi Municipal Cultural Center
- Education institutions
- Landlords of buildings on the Avenue of Heroes

Term: permanent

Indicators:

- The guide published in 500 copies and distributed to the community in general and the owners and operators of economic activities are in the area of the protection zone
- Number of participants in summer schools (students and teachers)
- Number of participants in meetings and commemorative events



Project 1.2.2. Communication interventions in the protected area (buffer zone)

Communication to the public interventions in the buffer zone is a precondition for long-term involvement in the protection and management and monitoring of projects implemented by the local authority.

Objective: Regular informing of citizens on the status of project implementation and ensuring transparency in decision making

Main activities:

- Publication on the Municipality website of the investment opportunities in the buffer zone
- Provide the Management Unit of consulting services to private investors seeking building permits in the buffer zone
- Periodic notices on the management plan implementation through local media

Partners:

- Municipality of Targu Jiu
- The Management Unit

Term: permanent

Indicators:

- Municipality website visits
- Number of requests from private investors
- Annual report posted on the Municipality website



Project 1.2.3. Strategic partnerships to promote the heritage value

The complexity of the project management plan implementation exceeds the capabilities of a single institutional member and therefore, partnerships with other organizations is a solution to meet the goals under optimum conditions of efficiency and effectiveness.

Objective: Attracting new institutional resources (human, technical, financial) to support the implementation of projects or generating new projects

Main activities:

- Develop a partnership with the Constantin Brancusi University and Saints Peter and Paul Church
- Collaboration protocol with local NGO-s
- Partnership with the *Georges Pompidou Center* (France)

Partners:

- UOC
- Municipality of Targu Jiu
- Constantin Brancusi Cultural Center

Term: 2014 - 2015

Indicators:

- Signed partnerships

Program 1.3. Mobilization of financial resources to implement the Management Plan

The extent and value of the management plan and identified projects exceed the financial capacity of the municipal budget. Attracting other funding sources, public or private, depending on the size and specificity of projects, is a crucial goal for the local authority, to fulfill their responsibilities towards the protection and management of the Monumental Ensemble *Path of Heroes*.



Project 1.3.1. Gathering EU Structural Funds 2014-2020

EU structural funds for the 2014-2020 programming period is through programs dedicated to urban development (and other sector-specific programs), a possible source of financing for infrastructure projects in the buffer zone.

Objective: EU structural funding of eligible projects

Main activities:

- Preparation of the investment program for the protection area
- Establishment of a list of projects for which Feasibility Studies will be made
- Formulate descriptions of projects in accordance with eligibility criteria

Partners:

- Municipality of Targu Jiu – The Management Unit
- UOC

Term: 2014-2020

Indicators:

- Documentation approved by the Local Council
- Documentation submitted to the authorities responsible for the management of structural funds
- Signing of a financing agreement



Project 1.3.2. Identifying other public or private sources of funding for promotion of the Constantin Brancusi cultural heritage

For other categories of projects (especially soft projects - cultural research and promotion of universal values), additional public or private sources can be explored and used.

Objective: Funding projects for the management plan from business loans, individuals, organizations, national and international public.

Main activities:

- Campaign sponsored by the private firms of cultural activities related to the memory of Constantin Brancusi
- Identifying voluntary or patronage forms to finance existing activities and the Constantin Brancusi Cultural Center

Partners:

- Municipality of Targu Jiu – The Management Unit
- Constantin Brancusi Municipal Cultural Center
- UOC

Term: permanent

Indicators:

- Amounts drawn
- Projects funded from other sources

2 Protection and Preservation of the Monumental Ensemble



Specific Objectives

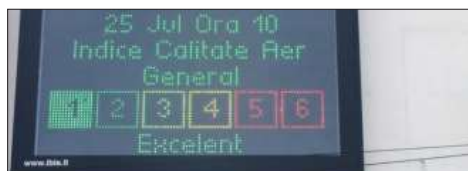
» Protection and conservation of the outstanding universal value of the Monumental Ensemble from natural and / or man-made risks, for the transmission to future generations

» Pursuit and maintenance of monuments of integrity and preserve the Monumental Ensemble

» Monitoring aspects the risk factors, assessing the risk of climate change over the Monumental Ensemble and identification of the options to remove such effects

Program 2.1. Monitoring the behavior of monuments in time

The Path of Heroes and the Monumental Ensemble consists of monumental objects placed within ranked Historical Sites. All this assembly and parks that are located along the axis which is surrounded by a Protection Zone, which is in turn built in a protected area (according to historical substantiation Study / Route 1). Therefore there is a program of follow-up and management of UNESCO monument derived from existing legal provisions, accompanied by a second program regulations of the Zoning Plan.



Project 2.1.1. Monitoring in time and UNESCO monument management program

MONITORING is a systematic activity of collection and use of information derived from observation and measurements of phenomena in order to prevent any degradation that could occur due to the interaction of parts with the environment degradation would affect the integrity or authenticity saddle. Obligations and responsibilities in this program derives from the norm P130 / 1997 developed tried and approved by Order No. MLPAT. 109 / N / 06.01.1997 and included in the performance monitoring plan for monuments managed by the Municipal Cultural Center.

Objective: Monitoring of environmental and other external factors that can influence the state of monuments.

Main activities:

- Indirect tracking (Providing security components, microclimate factors Tracking, Monitoring Changes in the groundwater)
- Direct tracking (Inspecting all parts, Periodic repetition of the ultrasonic measurement during investigations in 2000, measurements of vibration to record the variation rigidity of structure, measurements of direct and macrophotos regarding the state of joints, external inspection and inspection of the ventilation channel at the Endless Column)

Partners:

- The Municipality of Targu Jiu – The Management Unit
- *Constantin Brancusi* Municipal Cultural Center
- UOC

Term: permanent – once every 6 months (according to the Plan of monitoring behaviour in time)

Indicators:

- 6 months' report and plan of immediate action
- Number of annual interventions



Project 2.1.2. Implementation of the management program of the monument of UNESCO

This project builds on the provisions of the Government Decision 1268 of 8 December 2010, and management program to protect historical monuments in the UNESCO World Heritage List, as amended by Government 1102 2011.

Main activities:

- Assessment and management measures for the protection of monuments in the UNESCO World Heritage List (art.4)
- Assessing the state of conservation of monuments and identifying the problems they face (art.5)
- Evaluation of existing vulnerabilities monuments in the UNESCO World Heritage List (art. 7)

In parallel with this project, there are compelled legal preparations by MC through DJC obligations concerning the use of historical monuments to adjust along with the measures to be contained in RLU / PUZ, care, conservation, restoration, enhancement, use the two parks in which the monuments are.

Partners:

- UOC
- The Municipality of Targu Jiu – The Management Unit
- *Constantin Brancusi* Municipal Cultural Center

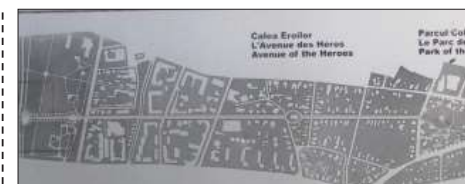
Term: permanent (according to the Plan of monitoring behaviour in time)

Indicators:

- Annual report and plan of immediate action
- Number of annual interventions

Program 2.2. Regulation of public and private investment in the Protection Zone

Purpose of this program is to ensure that the provisions of the management plan are backed by statutory plans and technical and administrative procedures to prevent and avoid any action affecting the development and construction of the Monumental Ensemble and the Path of Heroes. This is achieved through the application of the Local Urban Regulation of PUZ Monumental Ensemble and the Path of Heroes area (2013).



Project 2.2.1. Dissemination and application of local urban planning regulations for the protection (and protected built area which was developed for the Zonal Urban Plan)

To enforce the Zonal Urban Plan, its conditions should be discussed with the local community and understood by owners and investors. Public and private intervention in this area must balance the investment interest and maintain unaltered the universal value of Monumental Ensemble.

Objective: Local Regulation of Urbanism compliance in order to protect the traditional character of the protection zone (buffer zone).

Main activities:

- Publication on the website of the Municipality of the urban regulations of PUZ
- Meetings with design companies that execute design and construction contracts in the PUZ
- Organise discussions with the owners in the area to understand the conditions of construction for both new investments and interventions on existing buildings and fences authorization properties located along the Avenue of Heroes
- Observance of conditions of building permits issued for the area

Partners:

- The Municipality of Targu Jiu – The Management Unit
- UOC
- County Directorate of Culture
- State Inspectorate of Construction

Term: permanent

Indicators:

- Assessment record of tracking the dispositions of Construction Permits

Planning and Making Use of Public Space



Specific Objectives

» Increased accessibility and visibility of the Monumental Ensemble and the Avenue of Heroes

» Arranging public space in the protection zone by highlighting the Avenue of Heroes axis

» Attracting visitors and work out a framework for urban living representative of the tourism and cultural experience

Program 3.1. Accessibility and visibility of the assembly

The Path of Heroes and the Monumental Ensemble is easily accessible in the city of Targu Jiu, both for locals and for visitors traveling from DN66 and DN67. However, issues of increasing its visibility on all public roads, parking and visitor parking, and to warn them in case of heavy traffic requires a special approach, through specific projects.



Project 3.1.1. Signaling access to the Monumental Ensemble and The Avenue of Heroes

In order to increase the number of visitors, it is useful to develop the signalling system on all access roads and improve visibility of the assembly and of Targu Jiu county in the regional and international context.

Objective: Increased accessibility and visibility of the Monumental Ensemble the Avenue of Heroes

Main activities:

- Signalling the Monumental Ensemble by billboards placed at the entrance in Targu Jiu County from DN66 and DN67
- Monumental Ensemble signalling at the train station and airports in Bucharest, Craiova and Sibiu
- Signalling the Avenueway and parking spots to the Monument and to the Constantin Brancusi Cultural Center by electric billboards and on the website of Municipality of Targu Jiu and the Constantin Brancusi Cultural Center

Partners:

- The Municipality of Targu-Jiu – The Management Unit
- Gorj County Council

Term: 2014-2016

Indicators:

- Mounting billboards
- Municipality and the Constantin Brancusi Cultural Center website visits
- Number of visitors



Project 3.1.2. Organizing car parks and access for visitors to the Monumental Ensemble

Tourist car organization and access must be such as to allow easy accessibility to groups of visitors, without detracting from existing traffic flow on roads in the city and not obstruct, the stationary monuments of overall visibility and access to other groups. The project involves a system of parking for tourist coaches, which includes tax and a quota for visiting the Monumental Ensemble. In the absence of a system of charging visitors, the parking fee is a means of revenue generation for the maintenance of monuments and a means of monitoring the number of tourists.

Objective: Facilitating access to visitors by arranging parking spaces and pedestrian walkways for visitors

Main activities:

- Renovation of car parks and bicycle parks on Unirii Street, between Digului Alley and Constantin Brancusi Street
- Renovation of public space and car parks on General Magheru Street, between The And the Avenue of Heroes and Tudor Vladimirescu Street
- Renovation of Constantin Brancusi Boulevard between Traian Street and Unirii Street by highlighting stopping points for buses and cars
- Renovation of Gheorghe Tatarascu Street Between Tudor Vladimirescu Street and Calea Bucuresti by highlighting stopping points for buses and cars
- Introducing a pay system and tax system for car parking and a tax system for groups of people that arrive by bus (including a tax rate for visiting the ensemble)
- Arranging and signalling pedestrian access points and visitation Avenueway towards the Monumental Ensemble

Partners:

- The Municipality of Targu-Jiu – The Management Unit

Term: 2014-2020 Indicators:

- Receiving investments
- Number of parking spaces
- Funds collected from parking fees

Program 3.2. Fitting the Protection Area (buffer zone)

Protective measures and enhancement of Monumental Ensemble Path of Heroes urban policy must be accompanied by specific protection area (buffer zone). With the promotion Monumental Ensemble and increasing the number of visitors, this area, which represents over visiting monumental sculptures of Constantin Brancusi, will have to meet the requirements imposed by cultural and touristic works they showcase.



Project 3.2.1. Renovation of *The Path of Heroes*

The Avenue of Heroes renovation project is included in the portfolio of projects of the Municipality of Targu - Jiu is in the preparation phase to be submitted to European funding in 2014-2020. The design theme will be carried out in accordance with the Regulations of the Local Planning Area PUZ Monumental Ensemble and conclusions of the General History Study (2013).

Objective: Making pedestrian access ways on the Avenue of Heroes by increasing the attractiveness of Avenues for visitors, facilitating access and organization of cultural and commemorative events.

Main activities:

- Renovation of public domain and municipal infrastructure and making a pedestrian Avenue way on the Avenue of Heroes
- Modernizing public lighting based on energetic possibilities
- Providing modern urban furniture for the entire *And the Avenue of Heroes* and green space planning
- Fitting a safe level crossing over the railway for pedestrians and cyclists

Partners:

- The Municipality of Targu-Jiu – The Management Unit
- Regional Railways Craiova

Term: 2014-2020

Indicators:

- Investment reception



Project 3.2.2. Arranging the adjoining areas of the *Path of Heroes*

The And the Avenue of Heroes renovation project must be accompanied by operations of landscaping adjoining areas, to ensure continuity and integration of the protection zone of the Monumental Ensemble in the urban fabric of the city. These operations will be carried out in accordance with regulatory proposals by Public Domain Planning Study of History and Zoning Plan (2013).

Objective: Solving the Avenue of Heroes' intersections with cross streets and increasing the attractiveness in the adjoining areas.

Main activities:

- Manage public domain on General Gheorghe Magheru street, between The And the Avenue of Heroes and Tudor Vladimirescu Street.
- Manage public domain of the street Popa Sapca between Unirii Street and the Avenue of Heroes.
- Manage the Avenue of Heroes street intersections and upgrading existing roundabouts
- Renovating parks and green areas (Arethia Tătarăscu park, green area next to Alexander Stefulescu Elementary School)
- Manage protection zone CF traffic corridor between Dobrogeanu Gherea Street and Tudor Vladimirescu Street

Partners:

- The Municipality of Targu-Jiu – The Management Unit
- Regional Railways Craiova

Term: 2014-2020

Indicators:

- Investment reception



Project 3.2.3. Arranging the Municipal Park and the Endless Column Park

The Monumental Ensemble pieces are located in two parks at the two ends of The And the Avenue of Heroes - Municipal Park and the Endless Column Park. Their arranging should highlight world heritage, ensuring optimal conditions for all categories of visitors in all seasons.

Objective: Improving access and visibility of monuments in parks where they are located

Main activities for the Municipal Park:

- Renovation and modernization of Dig Alley, including street furniture, lighting, and surveillance cameras
- Manage Municipal Park entrance areas and the organization of points of information on the Monumental Ensemble
- Ensuring access to Monumental Ensemble for disabled people
- Managing and maintenance of the park vegetation (according to the landscape of the Zoning Plan)
- Development of interventions for masking the public toilet image in the neighbourhood of the Tourist Information Centre
- Establishing and implementing platforms where small businesses can stay during a limited period of time (in the entertainment area of the park - as recommended by General History Study)

Main activities for the Endless Column Park:

- Manage the entrance areas in the Endless Column Park and organizing information points about the Monumental Ensemble
- Managing and maintenance of park vegetation (according to the landscape of the Zoning Plan)

Partners:

- The Municipality of Targu-Jiu – The Management Unit

Term: 2014-2020

Indicators:

Investment reception



Project 3.2.4. Signaling the protection zone

In the protection zone planning, facilitating visits of the assembly, appropriate signs must ensure a transfer of information and message to diverse groups, in Romanian, English and French.

Objective: Visitor information on the universal value of objectives, which are located in the environment and conditions for visitors

Main activities:

- Marking monuments with the World Heritage emblem after their inclusion on the list
- State indication protection area (buffer zone)
- Signalling sightseeing circuit
- Sightseeing signalling conditions to maintain the integrity of the monuments
- Signalling representative and heritage buildings located on The And the Avenue of Heroes
- Signalling car accesses (for riparians, for supply for religious ceremonies) and parking spaces for tourists and local residents

Partners:

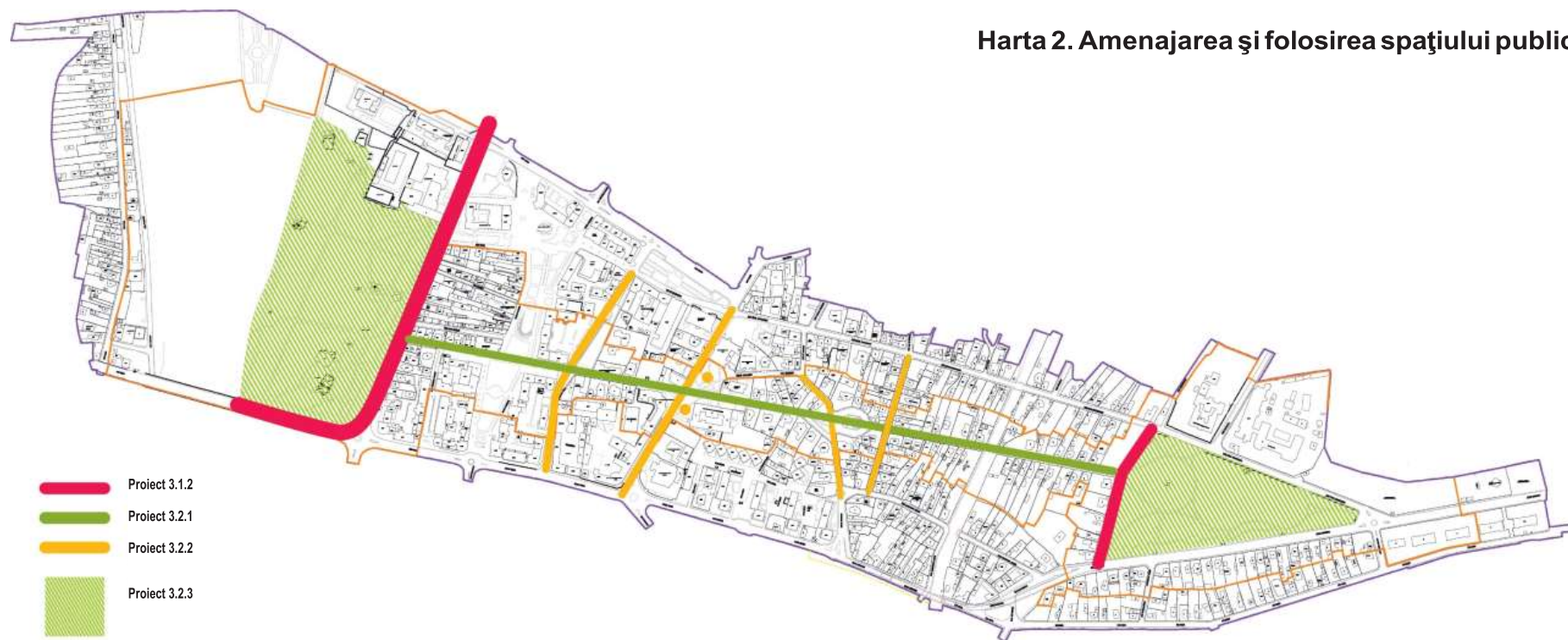
- The Municipality of Targu-Jiu – The Management Unit

Term: 2014-2020

Indicators:

Reception of mounted billboards

Harta 2. Amenajarea și folosirea spațiului public



Cultural Activities and Promotion of Universal Value



Specific Objectives

» Knowledge and promotion of exceptional universal value of the Monumental Ensemble

» World Heritage proposal approach in terms of education, science and culture to capitalize the multivalent heritage of Constantin Brancusi

» Integrating the heritage into the socio-cultural life of the local community and in the international cultural and touristic circuit

Program 4.1. Cultural and commemorative manifests

Culture, education and science are fundamental elements of UNESCO. The integrated approach to these areas is fundamental both to the realization of the management plan, and to understand the significance of Constantin Brancusi's creation process that must be led by the general public in a format inspired, attractive and useful.



Project 4.1.1. Knowing and understanding the genius of Brancusi

Brancusi's creational message can use a variety of techniques to engage visitors and residents, the types of experiences and preferences, including video, audio, visual art, drama etc. in registered form or direct form. The Monumental Ensemble is also an important educational resource. Education activities can be part of a curriculum for students connected to websites of other national and international education centres.

Objective: Raising awareness and facilitating forms of knowledge and interpretation of the art of Constantin Brancusi

Activities:

- Organizing discussion groups in the Municipal Park and the Endless Column Park
- Selling audio and video cd-s with information on the life of the sculptor
- Reality shows, movie presentations and drama nights
- Presenting photographs of the making of the heritage articles
- Learning programs for university and school systems
- Discussions regarding respecting the sculptor's creations and information on the Monumental Ensemble

Partners:

- Constantin Brancusi Municipal Cultural Center
- Schools, colleges, Constantin Brancusi University
- School of Traditional Arts
- Union of Artists of Romania, Gorj branch, other branches in the country
- Elvira Godeanu Drama Theatre

Term: permanent

Indicators:

- Number of events per year
- Number of participants
- Revenue received from sales promotion documents

Project 4.1.2. Commemorative and cultural event agenda

A series of cultural and commemorative events are currently organized by Constantin Brancusi Cultural Center and enjoys the interest and participation of the target groups. The project aims to continue these events and their inclusion in an annual agenda coherent distributed to interested citizens and institutions.

Objective: Organizing cultural and commemorative events (related to Constantin Brancusi and The And the Avenue of Heroes) as an annual agenda

Activities:

- Organizing the agenda, publishing and distribution
- Continuing activities of heritage commemoration of the sculptor (the Brancusiana sculptor camp)
- Organizing international and local exhibitions of the sculptor's work
- Other exhibitions, festivals and symposiums (in accordance with the agenda)
- Involving other public and private institutions, and landlords of the buildings on the Avenue of Heroes in realizing the events

Partners

- UOC
- The Municipality of Targu-Jiu – The Management Unit
- Constantin Brancusi Municipal Cultural Center
- Saint Peter and Paul Church
- Alexandru Stefulescu County Museum

Term: permanent (according to the agenda)

Indicators

- Number of events per year
- Number of participants
- Income received from participation fees

Program 4.2. Scientific research and communication

Encouraging, facilitating and undertaking research, both for heritage objects and for the buffer zone means to contribute to identifying and filling critical knowledge on heritage, the preservation and promotion of its awareness of its importance to world culture. Publication and communication on scientific information and research results should be supported by the implementation of some form of public access to them.



Project 4.2.1. Constantin Brancusi Research and Documentation Center

The Constantin Brancusi Municipal Cultural Center is currently conducting research and documentation, a character restricted to existing material and human capacity. Extending these capabilities and content development research is a priority for the local community.

Objective: Construction and operationalization of a research and documentation on the work of Constantin Brancusi and its universal value (on a location to be identified)

Activities:

- Completing the Library with publications and scanned articles of the life and work of Constantin Brancusi (from the Georges Pompidou, Center at the Romanian Academy)
- Completing the movie collection
- Making a collaboration protocol with the Georges Pompidou Center in Paris and making document exchange for opening exhibitions
- Information and document exchange with museums that own works of the sculptor Constantin Brancusi
- Research contracts with the academic environment for special studies, career development programs, cultural/commemorative events
- Scientific information over research studies made by national and international experts
- Activities related to research audience forms of understanding, interpreting and promoting the heritage value and develop those who have a higher audience.

Partners:

- UOC
- Constantin Brancusi Municipal Cultural Center
- Georges Pompidou Centre from Paris
- The Municipality of Targu-Jiu – The Management Unit
- Gorj County Council
- Ministry of Culture

Term: 2015-2018

Indicators:

- Opening of the research centre
- Number of publications and documents acquired
- Number of exhibitions opened in partnership

Project 4.2.2. Service incubators and the protection of heritage

The lack of qualified human resources is a problem identified in the public, private and non-governmental. Training of qualified personnel is possible through special programs and workshops offered by companies / specialized people / certified both Municipality officials and natural or legal persons providing cultural services, expertise in heritage conservation and scientific research. UOC will monitor the list of necessary management expertise and craftsmanship Monumental Ensemble the Avenue of Heroes and forms of recruitment / hiring for certain jobs / activities.

Objective: Developing an incubator of services and consultancy firms that support cultural activities, maintenance of heritage objects, research heritage Brancusi (in a location to be identified)

Activities:

- Opening laboratories of research for the maintenance of heritage objects
- Opening of workshops for the maintenance of heritage objects
- Organizing carving and modelling classes
- Construction of conference rooms with modern equipment for international symposia

Partners:

- UOC
- Constantin Brancusi Municipal Cultural Center
- The Municipality of Targu-Jiu – The Management Unit
- Gorj County Council
- Ministry of Culture

Term: 2015-2020

Indicators:

- Opening incubator services
- Number of staff specialized in the incubator services

Sustainable Tourism Development



Specific Objectives

» Promoting sustainable tourism based on cultural product offered by the Monumental Ensemble the Avenue of Heroes and quality tourism infrastructure

» Increase the number of tourists through capitalizing on world heritage and facilitating their access to local cultures and values

Program 5.1. Research and tourism promotion

Cultural tourism, the richness of stylistic elements and content, bring a surplus in strengthening the image and economic development of Targu Jiu. The Monumental Ensemble request introducing the Avenue of Heroes on the World Heritage List confirms national policy making Constantin Brancusi heritage known internationally, with positive economic effects of local development.



Project 5.1.1. The making of an opportunity commissioned study on the potential development of a tourism pole of national interest in the Targu - Jiu county and developing the Constantin Brancusi identity element

The project is part of the Sustainable Development Strategy of Gorj County for 2011-2020 - Project Portfolio / Strategic Objective 3: tourism potential

Project 5.1.2. Tourism marketing study

Currently there are no documented information about tourists visiting the Monumental Ensemble and estimates of local revenues from such activities are relative. It is therefore necessary to develop a marketing study and a system for monitoring the number of tourists in order to further evaluate the impact that the assembly enrolment in the World Heritage will have on the local economy.

Objective: Creating a marketing strategy in Targu Jiu to position itself in the international market by highlighting local and regional tourist potential.

Main activities:

- Analysis of cultural tourism market - demand and supply of Targu Jiu international request
- Creating a marketing strategy and promote the city as a destination for cultural tourism as part of regional and international circuits
- Create a system for monitoring the number of tourists

Partners of the project:

- Gorj County Council
- The Municipality of Targu-Jiu – The Management Unit
- *Constantin Brancusi* Municipal Cultural Center
- Ministry of Culture
- Owners of tourist areas
- Local stakeholders involved in tourism activities and services

Term: 2014-2015

Indicators:

- The finished study
- Number of monitored tourists

Project 5.1.3. The Path of Heroes and the Monumental Ensemble promotion as a destination for cultural tourism

Based on the Handbook of UNESCO * for managing tourism at World Heritage sites and on the principles of ICOMOS International Cultural Tourism Charter (Brussels, 1976) the project addresses a strategy for tourism promotion, composing a coherent message and a series of canals differentiated by distribution related activities and education / research activities identified in previous programs.

Objective: Making a tourism promotion package and its use in different circumstances, to attract tourists

Main activities:

- Develop tourism promotion message and the graphic's editing scheme
- Printing promotional materials and develop a distribution strategy
- Participation in national and international tourism fairs
- Promoting cultural events as an attraction for visitors
- Promoting Monumental Ensemble tours as part of regional / national (with other tourism products - traditions, music, gastronomy, traditions etc.)

Partners of the project:

- Gorj County Council
- The Municipality of Targu-Jiu – The Management Unit
- Ministry of Culture
- *Constantin Brancusi* Municipal Cultural Center
- Associations of tourism, tourist companies

Term: 2014-2016

Indicators:

- Distributed promotional materials
- Number of monitored tourists

* Petersen, A. (2002), Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers - UNEP, TEMA, UNESCO, WHC

Program 5.2. Development of tourism infrastructure and services

The Management Plan activities simultaneously presents the protection and preservation of heritage and to visit by tourists. The ensemble contemplation heritage experience requests the development of an exceptional touristic offer of some forms of reception and quality accommodation for tourists and of methods to continue researching ways to improve the travel experience.



Project 5.2.1. National Centre for Tourist Information and Promotion

The project is by Targu Jiu Municipality for financing from EU funds within the Regional Operational Program - Priority 5: Sustainable development and promotion of tourism.

Main activities:

- Execution works of the objective
- Receiving and opening of the Centre

Partners

- Municipality of Targu-Jiu – The Management Unit
- Ministry of Regional Development and Public Administration

Term: 2013-2015

Project 5.2.2. Tourist information

The project aims to develop the capacity of both the Tourist Information Centre and its services to guide them through the access points on tourists, visitors and signalling circuit achieved through investments in public space (programs 3.1 and 3.2.)

Objective: Visitors facilitating access to the information needed in tourism activities, crossing the trail and understanding Monumental Ensemble universal value of Constantin Brancusi's sculpture and ensuring the capacity of the Information Centre to distribute information and documents of interest to insure tourism fluidity groups.

Main activities:

- Expand human and material capacity of the Tourist Information Centre
- Guiding tourists within the site and the policy objectives (hygiene and health services, police, public authorities, accommodation and food etc.)
- Distribution of information materials (guides, maps) and the sale of books, albums, local objects, souvenirs etc.
- Promoting cultural events and tourism products Brancusi related

Partners of the project:

- The Municipality of Targu-Jiu – The Management Unit
- *Constantin Brancusi* Municipal Cultural Center

Term: permanent

Indicators

- Number of monitored tourists
- Sales income

Project 5.2.3. Accommodation and restaurants along the Path of Heroes

In order to improve and diversify accommodation and catering services, the city will support private initiative in this area in terms of compliance within PUZ on urban areas, Monumental Ensemble and the Avenue of Heroes (2013).

Objective: Supporting infrastructure renovation and public food accommodation located on the Avenue of Heroes by free consultant services offered by the Management Unit

Main activities:

- Advice to investment opportunities
- Advice related to town planning regulations in the area
- Information on European funding opportunities

Partners of the project:


- The Municipality of Targu-Jiu – The Management Unit
- Investors and owners of public infrastructure of accommodation / catering based on the Avenue of Heroes

Term: permanent

Indicators:

- New private investments (Under PUZ Regulation)

Table 4.1. Project development schedule, during 2014/2020

- 
- Theme 1. Management and public administration
 - Theme 2. Protection and conservation of the Monumental Ensemble
 - Theme 3. Planning and making use of public spaces
 - Theme 4. Cultural activities and promoting universal value
 - Theme 5. Tourism Development

Training for teachers on heritage protection and drafting a manual dedicated to local cultural heritage and special cultural courses for secondary school

Meeting the owners of the protection area of the Monumental Ensemble and the Avenue of Heroes

The involvement of the owners of the area in commemorative activities of the Monumental Ensemble and the Avenue of Heroes

Project 1.2.2 Communication interventions in the protected area (buffer zone)

Activities

Publication on the Municipality website of the investment opportunities in the buffer zone

Provide the Management Unit of consulting services to private investors seeking building permits in the buffer zone

Periodic notices on the management plan implementation through local media

Project 1.2.3 Strategic partnerships to promote the heritage value

Activities

Develop a partnership with the Constantin Brancusi University and Saints Peter and Paul Church

Collaboration protocol with local NGO-s

Partnership with the Georges Pompidou Center (France)

Program 1.3 Mobilizing financial resources for the implementation of the management plan

Project 1.3.1 Gathering EU structural funds 2014-2020

Activities

Preparation of the investment program for the protection area

Establishment of a list of projects for which Feasibility Studies will be made

Formulate descriptions of projects in accordance with eligibility criteria

Project 1.3.2 Identifying other public or private sources of funding for promotion of the Constantin Brancusi cultural heritage

Activities

Campaign sponsored by the private firms of cultural activities related to the memory of Constantin Brancusi

Identifying voluntary or patronage forms to finance existing activities and the Constantin Brancusi Cultural Center

	2014		2015		2016		2017		2018		2019		2020	
	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2
Training for teachers on heritage protection and drafting a manual dedicated to local cultural heritage and special cultural courses for secondary school						X								
Meeting the landlords of the buildings in the protected area of the Monumental Ensemble and the Avenue of Heroes						X								
The implication of the landlords of the area in commemorative activities of the Monumental Ensemble the Avenue of Heroes						X								
Project 1.2.2. Intervention of communication in the protected area														
Activities														
Municipality site publishing of the investment opportunities in the area						X								
Offering by the Management Unit consulting services to private investors who require construction authorization						X							X	
Regular briefings on the implementation of the management plan through local press and media						X								
Project 1.2.3. Strategic partnerships to promote the heritage value														
Activities														
Creating a partnership with Constantin Brancusi University and Saints Peter and Paul Church (The Church of the Apostles)														
Collaboration protocol with local NGOs														
Partnership with the Pompidou Center (France)														
Program 1.3. Mobilizing financial resources for the implementation of the Management Plan														
Project 1.3.1. Gathering EU structural funds 2014-2020														
Activities														
Preparing the investment plan for the protection area	X	X	X	X										
Establishing the project list for Feasibility Studies	X	X	X	X										
Formulation of project sheets in accordance with eligibility criteria				X		X								
Project 1.3.2. Identifying other public or private sources of funding for promotion of the Constantin Brancusi cultural heritage														
Activities														
Sponsorship campaign by private firms related to cultural activities in memory of Constantin Brancusi						X							X	X
Identifying forms of voluntary actions or patronage for funding the Constantin Brancusi Cultural Center						X								X

[illegible]

	2014		2015		2016		2017		2018		2019		2020	
	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2	S1	S2
TEMATICA 3. AMENAJAREA SI FOLOSIREA SPATIULUI PUBLIC														
Program 3.1. Accesibilitatea si vizibilitatea ansamblului														
Project 3.1.1. Signalling access to Monumental Ensemble <i>The Path of Heroes</i>														
Activities														
Signaling the Monumental Ensemble by placing billboards at the entrance In Targu Jiu County from DN66 and DN67	X	X												
Monumental Ensemble signaling at the train station and airports in Bucharest, Craiova and Sibiu			X	X	X									
Signaling the Avenueway and parking spots to the Monument and to the <i>Constantin Brancusi</i> Cultural Center by electric billboards and on the website of Municipality of Targu Jiu and the <i>Constantin Brancusi</i> Cultural Center	X	X	X	X	X									
Project 3.1.2. Organizing car parks and access for visitors to the Monumental Ensemble														
Activities														
Renovation of car parks and bicycle parks on Unirii Street between Digului Alley and Constantin Brancusi Street														
Renovation of public space and car parks on General Magheru Street, between Calea Eroilor and Tudor Vladimirescu Street		X	X		X	X		X		X	X		X	X
Renovation of Constantin Brancusi Boulevard between Traian Street and Unirii Street by highlighting stopping points for buses and cars		X			X	X		X						
Renovation of Gheorghe Totoroscu Str. between Tudor Vladimirescu Str. i and Calea Bucuresti by highlighting stopping points for buses and cars					X	X		X		X	X		X	X
Introducing a pay system and tax system for car parking and a tax system for groups of people that arrive by bus														
Arranging and signaling pedestrian access points and visitation pathway towards the Monumental Ensemble														
Program 3.2. Arranging the protection area (central)														
Project 3.2.1. Renovation of the Avenue of Heroes														
Activities														
Renovation of public domain and municipal infrastructure and making a pedestrian pathway on the Path of Heroes					X	X		X						
Modernizing public lighting based on energetic possibilities		X	X		X	X	X	X						
Making modern urban furnishment for the entire Path of Heroes and green space planning					X	X		X						
Fitting a safe level crossing over the railway for pedestrians and cyclists								X		X	X		X	X

Project 3.2.2. Arranging the adjoining areas of the Avenue of Heroes													
Activities													
Manage public domain on General Gheorghe Maghiaru street, between the Avenue of Heroes and Tudor Vladimirescu Street													
Manage public domain of the street Pope Sapca between Unirii Street and the Avenue of Heroes													
Manage the Avenue of Heroes street intersections and upgrading existing roundabouts													
Renovating parks and green areas (Aerthia Tatarascu park, green area next to Alexander Stefanescu Elementary School)													
Manage protection zone CF traffic corridor between Dobrogeanu Ghenea Street and Tudor Vladimirescu Street													
Project 3.2.3. Arranging the Municipal Park and the Endless Column Park													
Activities													
Renovation and modernization of Dig Alley, including street furniture, lighting and surveillance cameras													
Manage Municipal Park entrance areas and the organization of points of information on the Monumental Ensemble													
Ensuring access to Monumental Ensemble for disabled people													
Managing and maintenance of the park vegetation (according to the landscape of the Zoning Plan)													
Development of interventions for masking the public toilet image in the neighbourhood of the Tourist Information Centre													
Establishing and implementing platforms where small businesses can stay during a limited period of time (in the entertainment area of the park - as recommended by General History Study)													
Project 3.2.4. Signaling the protection zone													
Activities													
Marking monuments with the World Heritage emblem after their inclusion on the list													
State indication protection area (buffer zone)													
Sinalino sightseeing circuit													
Sightseeing signalling conditions to maintain the integrity of the monuments													
Signaling representative and heritage buildings located on The And the Avenue of Heroes													
Signaling car accesses (for riparians, for supply for religious ceremonies) and parking spaces for tourists and local residents													

THEME 4: CULTURAL ACTIVITIES AND PROMOTING UNIVERSAL VALUE

Program 4.1.1 Cultural and commemorative activities

Organizing discussion groups in the Municipal Park and the Endless Column The Park of the Column

Selling audio and video cd-s with information on the life of the sculptor

Reality shows, movie presentations and drama nights

Presenting photographs of the making of the heritage articles

Learning programs for university and school systems

Discussions regarding respecting the sculptor's creations and information on the Monumental Ensemble

Activities

Organizing the agenda, publishing and distribution

Continuing activities of heritage commemoration of the sculptor (the *Brancusiana* sculptor camp)

Organizing international and local exhibitions of the sculptor's work

Other exhibitions, festivals and symposiums (in accordance with the agenda)

Involving other public and private institutions, and landlords of the Buildings on the Path of Heroes in realizing the events

Program 4.2. Scientific research and communication

Activities

Completing the Library with publications and scanned articles of the life and work of Constantin Brancusi (from the *Georges Pompidou*, Center at the Romanian Academy)

Completing the movie collection

Making a collaboration protocol with the *Georges Pompidou* Center in Paris and making document exchange for opening exhibitions

Information and document exchange with museums that own works of the sculptor *Constantin Brancusi*

Research contracts with the academic environment for studies, special studies, career development programs, cultural/commemorative events

Scientific information over research studies made by national and international experts

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- o <http://www.turismaventura.ro/> - The internet website for the Gorj Adventure Program
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- ICOMOS Charter on the interpretation and presentation of cultural heritage sites - Quebec 2008



ANNEX 1: Counseling agenda and meeting coordination for the elaboration of the Protection and Management Plan of Monumental Ensemble and the *Avenue of Heroes*

Tuesday, July 9, 2013, the Ministry of Culture, Bucharest

Meeting to coordinate activities related to the development of the application for inclusion on the *UNESCO World Heritage List* of the Monumental Ensemble and the *Avenue of Heroes*. The meeting focused coordination of actors at local and central level in the protection and management of the Monumental Ensemble *and the Avenue of Heroes* in pursuit of their applications and management plan.

Participants:

- Mihaela Ioana Kaitor (Ministry of Culture)
- Nadia Tunsu (Ministry of Culture)
- Adina Andrițoiu, Constantin Brancusi Municipal Cultural Center
- Alexandru Muraru (I.N.P.)
- Nicolae Țarălungă (IHS Romania)
- Sorina Racoviceanu (IHS Romania)
- Sergiu Nistor (historical studies developer)
- Florin Machedon (UAIUM/CCPEC)

Friday, July 12, 2013, the National Heritage Institute, Bucharest

Meeting to coordinate activities related to the development of the application for inclusion on the *UNESCO World Heritage List* of the Monumental Ensemble the *Avenue of Heroes*. The meeting aimed consulting partners involved in drawing up documents on issues related to demarcation of the protection of the Monumental Ensemble and historical reasons for formulating regulations in this area.

Participants:

- Alexandru Muraru (I.N.P.)
- Dana Mihai (I.N.P.)
- József Kovács (I.N.P.)
- Nicolae Țarălungă (IHS Romania)
- Sorina Racoviceanu (IHS Romania)
- Sergiu Nistor (historical studies developer)
- Cătălina Bulborea (historical studies developer)

Wednesday, June 24th 2013, Targu Jiu Municipality

1. Meeting of the organization of the working groups for the Plan of the Monumental Ensemble and *the Avenue of Heroes*
2. Workshop on conservation, planning and management of projects related to the protection area of the assembly
3. Workshop on public space and traffic management in the protection area of the assembly

annex

The meetings aimed the debate with local actors (representatives of local public institutions) the following aspects of application for registration of the Monumental Ensemble *and the Avenue of Heroes* on *UNESCO World Heritage List*:

- The role of the relevant decision factors in the management of the Monumental Ensemble
- Inter-institutional cooperation and mechanisms of monitoring the management plan
- Key management issues / problems
- Ongoing projects / Proposal of programs and projects

Participants:

- Aurel Popescu, viceprimar, Targu Jiu Municipality
- Adina Andrițoiu, Constantin Brancusi Municipal Cultural Center
- Ermina Pasăre, Urbanism Services, Targu Jiu Municipality
- Raul Chiriac, Investment Services, Targu Jiu Municipality
- Ion Moldovan, Communal Management Service, Targu Jiu Municipality
- Iulian Cămui, Constantin Brancusi Municipal Cultural Center (consultant)
- Constantin Grindeanu, Public Heritage Department, Targu Jiu Municipality
- Monica Vlădoianu, Directorate for Culture and Heritage
- Dana Mihai, INP
- Iosef Kovacs, INP
- Sorina Racoviceanu, IHS Romania
- Nicolae Tarălungă, IHS România

Thursday, July 25th 2013, Targu Jiu Municipality

4. Meeting on promoting cultural activities and tourism
5. Meeting regarding risk factors
6. Meeting on community participation in the management of Monumental Ensemble *and the Avenue of Heroes*

The meetings aimed at debate with local actors (representatives of public institutions and local community) the following aspects of application for registration of the Monumental Ensemble *And the Avenue of Heroes* on *UNESCO World Heritage List*:

- The role of the relevant decision factors in the management of the Monumental Ensemble
- Inter-institutional cooperation and mechanisms of monitoring the management plan
- Key management issued / problems
- Ongoing projects / Proposal of programs and projects

Participants:

- Aurel Popescu, viceprimar, Targu Jiu Municipality
- Adina Andrițoiu, Constantin Brancusi Municipal Cultural Center
- Matei Dan, Planning Directorate, Gorj County Council
- Gheorghe Lazăr, Environmental Protection Agency Gorj
- Alin Drăgan, Inspectorate for Emergency Situations
- Radu Ciobanu, Guardo Tours and Travel Agency and ANTREC Association
- Anca Burdujanu, Association "New chance for all gorj people"
- Moise Bojincă, Constantin Brancusi University
- Nicolae Haranaciu, Landlord of the Avenue of Heroes building
- Daiana Militaru, Pandurul Newspaper

- Mihaela Floroiu, The Southern Gazette Newspaper
- Andreea Tudorescu, local newspaper
- Sorina Racoviceanu, IHS Romania
- Nicolae Tarălungă, IHS România

Monday, July 29th 2013, the National Heritage Institute, Bucharest

Meeting to coordinate activities related to the development of the application for inclusion on the *UNESCO World Heritage List* of the Monumental Ensemble *and the Avenue of Heroes*. The meeting aimed consultation provisions of the PUZ study findings historical and measures outlined in the plan management for protecting and enhancing the Monumental Ensemble.

Participants:

- Dana Mihai (I.N.P.)
- József Kovács (I.N.P.)
- Sorina Racoviceanu (IHS Romania)
- Sergiu Nistor (historical studies developer)
- Cătălina Bulborea (historical studies developer)

annex

ANNEX 2: Legislative and Regulatory Context of the Protection Measures

A. LEGISLATIVE CONTEXT

It is represented by the following laws and regulations:

→ Decree-Law no. 187 of March 30, 1990 accepting the Convention on the protection of World Heritage cultural and natural, adopted by the General Conference of the United Nations Education, Scientific and Cultural Organization on 16 November 1972, published in the Official Gazette of Romania, Part I, no. 46 of March 31 1990. Decretul - approves law enforcement in Romania of the Convention.

→ UNESCO Convention concerning the protection of cultural heritage in the Event of Armed Conflict (The Hague Convention - 1954), the First Protocol to the Hague Convention (1954) and Second Protocol to the Hague Convention of 1999.

Management Plan provisions are relevant to the Second Protocol to the Hague Convention (1999): Art. 10 - Enhanced protection, Art. 11 Granting of protection increased, Art. 12

- Immunity of Cultural Property under [regime] increased protection as enhanced protection is granted World Heritage property.

→ Law no. 127 of 29 December 1992 on declaration of Monumental Ensemble "the Avenue of Heroes" produced by Constantin Brancusi in Targu Jiu, Gorj county, as good public utility of national interest, published in the Official Gazette of Romania, Part I, no. 2 of 12 January 1993.

Management Plan provisions relevant to the provisions of the following articles:

Art. 1 "Statement of public good of national interest, the Monumental Ensemble "the Avenue of Heroes" produced by Constantin Brancusi in Targu Jiu, Gorj county" and
Art. 2 „ The assembly is delimited by zoning and is land-approved according to law”,

Which settles legal existence, as a collection of national interest, a monumental work of Constantin Brancusi Targu Jiu.

→ Law no. 5 of 6 March 2000 on the approval of the National Landscaping - Section III - Protected Areas, published in the Official Gazette no. 152 Date: 12/04/2000

Management Plan provisions relevant to the provisions of the following articles:

Art. 5. - (1) The cultural heritage of national interest are set out in Annex. III of this law. (...)

(3) The establishment of protected areas in local government authorities will prepare town planning documentation and related regulations, drafted and approved by law, which shall include those necessary to protect and preserve the national cultural heritage in the area. (..)

Art. 7. - The provisions of the National Landscaping Plan - Section III - protected areas are mandatory for central government and local authorities that will ensure these provisions in takeover documentation landscaping counties, cities, towns and villages.

Art. 8. - (1) Rescue, research, restoration, protection, conservation and enhancement of the heritage of protected areas of national interest work requirements must always be performed under permits and approvals of administrative and scientific forums in the field, as provided by law. These works are included in the lists of investment annex to the budgets of the principal loan based on technical and economic documents developed and approved according to the law, and finance, in addition, within the funds approved for this purpose by the annual budget laws.

(2) Financing all or part of the work can be done by other investors, natural or legal persons,

donations or other funding from international bodies or financial resources obtained on the basis of bilateral agreements or multilateral, as determined by law.

→ Law no. 422 of 18.07 / 2001 on the protection of historical monuments, republished in the Official Gazette, Part I no. 938 of 20/11/2006

Management Plan provisions relevant to the provisions of the following articles:

Art. 6 (1) - about the tasks of owners of MI [1]

Art. 7 – the partnership between authorities, owners and NGOs [2]

Art. 9 – conducting the protection zone of MI and its easements [3]

Art. 10 – MI protection and development strategy, easements in place protecting MI [4]

Art. 39 – MI restoration funding under national programs [5]

Art. 40, 41, 43, 44 – tax exemptions and reductions [6]

Art. 46 – Local tasks of the Council [7]

Art. 47 – duties of the Mayor [8]

Art. 51 – stamp Monuments [9]

→ Law no. 350/2001 on spatial planning and urbanism, published in the Official Gazette of Romania, Part I, no. 373 of 10 July 2001, with subsequent amendments

Management Plan provisions relevant to the provisions of the following articles

: "ART. 18

(1) The Ministry of Regional Development and Housing is the central government for territorial planning, zoning and planning, having this quality following tasks: (...)

c^1) initiating and coordinating the development or updating planning documentation of the

territory planning for areas that include historical monuments included in the World Heritage List; "

→ Law no. 564 of 19 October 2001 approving Government Ordinance no. 47/2000 on protection measures for historical monuments that belong to the *World Heritage List* published in the Official Gazette, Part I no. 695 of November 1, 2001

Management Plan provisions relevant to the provisions of the following articles:

Art. 4. – about maintenance work, routine maintenance, enhancement, research, restoration, consolidation and conservation that involve owners, managers [10]

Art. 5 - about the financing of work that can be done from the state budget through the Ministry of Culture and extra-budgetary funds and the allocations granted by the state budget or local budgets, set out in the annual budgets of the principal loan [11]

Art. 6. – about the protection program and management of historic monuments in the World Heritage List drawn up by the Government and detailing the annual plans for the protection and management developed by the county council in consultation with owners and local council respectively, and are approved by the Ministry of Culture [12]

Art. 6 (6), (7) – about ensuring safety and inscriptions [13]

Art. 7. – advising on interventions [14]

Art. 8. – specific taxes [15]

Annex

A. REGULATORY CONTEXT

Legislative context is given by the following documents issued by the Government in law enforcement and its specialized agencies:

→ GD 493-2004 approving the methodology on monitoring historical monuments on the World Heritage List and on the development methodology and framework content protection and management plans of historical monuments on the World Heritage List, published in the Official Gazette of Romania, Part I, no. 380 of 30 April 2004

Management Plan provisions relevant to the provisions of the following appendix :

ANNEX 1. Methodology for monitoring historical monuments on the *World Heritage List*

Art. 2 (2)– Who conducts monitoring [16]

Art. 5, 6 – Stages, and the territory subject to monitoring chart [17]

ANNEX B: Graphic monitoring the conservation status of the monument / ensemble / site on the *World Heritage List* and the measures of protection and management plan

ANNEX C: Data monitoring monuments on the *World Heritage List*

ANNEX 2. Methodology of 1 April 2004 on the development of the framework and content protection and management plans of historical monuments on *World Heritage List*

Art. 1 (2) – about development, approval and validity of program management and protection of historical monuments in the World Heritage List [18]

Art. 2 – Annual plans on protection and management: laboratory, notice, consultation [19]

Art. 3 – Technical and administrative measures stipulated in the plan for the protection and management [20]

Art. 4 – about financing the works included in the protection and management plans [21]

→ GD 1268-2010 approving the Programme for protection and management of historical monuments in the UNESCO World Heritage List, published in the Official Gazette of Romania, Part I, No. 11 of January 5, 2011, updated by Government from 1102 to 2011, published in Official Gazette of Romania, Part I, no. 802, of November 14, 2011.

Management Plan provisions relevant to the provisions of the following articles:

Art. 2 – about the general objectives of the Programme management and protection [22]

Art. 4 – on the evaluation of protective measures and management [23]

Art. 5 – assessing the conservation status [23]

Art. 6 – about evaluating accessibility [25]

Art. 7 – about vulnerability assessment [26]

Art. 8 – about management system [27]

Art. 9 , 10 – about setting MLPM and coordinator of the UNESCO Organizing Committee (UOC) [28]

Art. 11 - about content protection plan [29]

Art. 12 – the content of the Conservation Plan [30]

Art. 13 – the content of the Maintenance Plan [31]

Art. 14 – content of the rehabilitation, promotion and valorization Plan [32]

Art. 15, 16, 17 – monitoring indicators [33]

Art. 18 – touristic impact evaluation [34]

B. METHODOLOGY CONTEXT

International methodological framework is given by UNESCO and ICOMOS documents (in chronological order of their adoption):

→ Regulations (Operational Guidelines - OG) for the implementation of the Convention determine how administrative, technical and scientific planning can achieve the results required by the Convention.

The management plan is based on the assumption of definitions, criteria and conditions and are classified world heritage cultural goods, as they are specified in the Ordinance, particularly:

- * outstanding universal value (art. 49 of the OG)
- * criteria for defining outstanding universal value (art. 77 of the OG)
- * authenticity and integrity (art. 79-89 of the OG)
- * cultural landscape (art. 47 of the OG)
- * protection zone (art. 103-104 and 107 of the OG)
- * protection and management (art. 96-98 of the OG)
- * delimitation asset for effective protection (art. 99-100 and 163 of the OG)
- * Sustainable use of World Heritage property (art. 119)

Operational regulations that detail meanings of definitions of the Convention, and on dealing with concerns:

- a) the relationship between management, OUV, authenticity and integrity of the World Heritage property
- "Article 96. Protection and management of World Heritage property must ensure that the outstanding universal value and conditions of integrity and authenticity with defined entry are maintained or enhanced in the future. "

- b) protection of the World Heritage property, effect of a productive legislative, regulatory and institutional system

"Art. 97. In order to protect them all goods listed in the World Heritage List must have a legal system, regulatory and institutional framework appropriate times and traditional and long-term protection and management. This includes appropriate boundaries of the property. Member States should also be able to demonstrate the existence of adequate protection at the national, regional, municipal and traditional times for the item. Relevant texts should be attached file nomination with a clear explanation of how they operate and protect. "

"Art. 98. legislative and regulatory measures at local and national level must ensure the survival of the property and its protection against development and changes that might negatively impact its outstanding universal value, or the integrity or good authenticity. The Member State must ensure full and effective implementation of these measures. "

- c) the aim of the plans and management systems

"Art. 108. Each nominee must have a good management plan or other formalized system of management which should show how Outstanding Universal Value is protected of the asset, preferably through participatory approaches. "

"Art. 109. The aim of the management is to ensure the effective protection of good for the present generation and future generations. "

"Art. 110. An effective management system depends on the type, characteristics and needs of the nominated property and its natural or cultural context. (...). "

- d) common elements of the managing systems

"Art. 111. Accepting the diversity mentioned above, a number of common elements shall be provided by the management:

- complete understanding of the property by all of its stockholders,
- the existence of a cycle of planning, implementation, monitoring, evaluation and

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feedback,

- monitoring and evaluating the impact of the developments, changes, proposals and interventions,
- the involvement of partners and stakeholders,
- allocate necessary resources,
- institutional capacity building,
- transparent and accountable description of how the management system works.

"Art. 112. Effective management involves a cycle of protective actions, conservation and enhancement of the property on short, medium and long term. An integrated approach to how planning and management guidance is fundamental to good progress over time and ensuring the maintenance of the Outstanding Universal Value raised. This approach goes beyond the bounds of the Buffer-Zone, reaching beyond. "

e) special situations: temporary management, corrective action and risk management

"Art. 115. In certain circumstances it is possible that the management plan or other management system is not implemented at the time of the World Heritage Committee nomination dossier. In this case the Member State must indicate when it will be operational plan management system, and how it aims to mobilize resources to achieve this. The Member State must also provide documents concerning the interim management of the site to implement the plan or management system. "

"Article 116. Where the intrinsic qualities of the property nominated are threatened by human action but still the criteria and conditions of authenticity and integrity set out in Art. 78-95 are met, the file nomination must include a corrective action plan. If the corrective measures proposed by the Member State are not met within the time proposed, the Committee, in accordance with procedures adopted by it will consider for removal from the list of the good. " (...)

"Art. 118. The Committee recommends Member States to include risk management as an element of management plans and training strategies. "

f) implementing participatory management plans and sustainable use of the site

"Art 117. Member States are responsible for implementing effective management of World Heritage sites. States must do so in close collaboration with property managers, responsible agencies and other partners, as well as those involved in the administration of property. "

Art. 119 World Heritage sites may have a range of present and future uses that are ecologically and culturally sustainable, and that can contribute to the quality of life of their communities. Member State and its partners must ensure that such sustainable use or other change has a negative impact on the Outstanding Universal Value of the property. For some human activities goods are not suitable. Legislation, policies and strategies relating to immovable World Heritage should safeguard the universal value of exception, to support conservation wider cultural and natural heritage and to promote and encourage the active participation of communities and stakeholders in the management of the property as a condition necessary protection, conservation, sustainable management and presentation. "

→ UNESCO - Recommendations for protecting and contemporary role of historic areas - 1976

Are particularly suitable for developing and implementing the management plan following provisions on: compatibility standards usual protection against fire and natural disasters [35], regulation of new buildings for their adaptation of historical [36], damage the environment by technical equipment and commercials [37] protection against pollution [38], the pressure of vehicular traffic [39] .Art. Recommendation 33 provides a fundamental direction of action for the rehabilitation of historic centers: "Protection and restoration should be accompanied by revitalization activities."

→ ICOMOS Charter for conservation of cities and historic areas, Washington 1987

Are retained for purposes of this study the provisions of Art. 2 of the Charter which define the character and values of protected historic towns [40].

→ Nara Document on authenticity, ICOMOS 1994

From the text of the document there are relevant clarifications on: the values attributed to cultural goods, value judgments and authenticity, authenticity evaluation, conservation, sources of information

→ ICOMOS Charter on the interpretation and presentation of cultural heritage sites - Quebec, 2008

This Charter aims to determine the cardinal principles that guide the interpretation and presentation from the text of the document are relevant following how to define the terms: Interpretation, Presentation, site of cultural heritage and principles: Access and Understanding Sources of information, attention paid to location and context preserving the authenticity Planning and sustainability, attention paid to the participation, importance of research, training and evaluation

→ UNESCO - Recommendation on the historic urban landscape, including a glossary containing definitions - 2011

They are particularly suited to the definition of the scope of the historic urban landscape as a methodological approach:

"Art. 8. The historic urban landscape is the urban area understood as the result of historical layering of cultural and natural values and their attributes, extended beyond the concept of "historic center" or "ensemble" to include broader urban context along with its geographical location.

Art.9. This includes especially larger context of the site topography, geomorphology, hydrology and natural features; Its built environment, both historic and contemporary; infrastructure above and below ground; its open spaces and its premises green textures territorial functional and spatial organization was; perceptions and

visual relationships and other elements of urban structure. It also includes social and cultural practices and values, economic processes and the intangible heritage dimension in their relations with the diversity and identity.

Art. 10. This definition is the foundation for a comprehensive and integrated approach to identifying, assessing, preservation and management of historic urban landscape in sustainable development."

NOTES

[1] Art. 6 - (1) The security, maintenance, preservation, consolidation, restoration and enhancement of historical monuments by appropriate means returning, as appropriate, owners or holders of other real rights in accordance with this Law

[2] Art. 7 - (4) specialized central public administration authorities and their subordinated institutions, and local government authorities cooperate with owners of historical monuments, natural or legal persons, holders and their managers, and institutions public and non-governmental organizations in the protection of historical monuments and supports them under the law.

[3] Art. 9. - (1) For each historical monument area shall be established protective defined based on the topographic, geographic or urban, depending on all streets, terrain features and the historical monument, where appropriate, that ensure integrated conservation and enhancement of the historic monument and his natural background frame.

(1) The demarcation and establishment of the protection zone is performed simultaneously with the classification of the immovable as a monument under the law.

(2) Public authorities include local authorities in urban plans and related regulations in protection zones demarcated in accordance with paragraph (2).

(4) The protection zone may be established for public utility easements and special building regulations through urban plans and regulations approved and endorsed by law.

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(5) In the protection zones with historical monuments that are places of worship it is forbidden to hold outdoor activities during the taking place of religious services or other events which by pollution or sound can produce unsettlement of the religious services.

[4] Art. 10. - (1) Historical monuments are protected irrespective of their property regime or their state of preservation.

- (2) The protection of historical monuments is part of the strategies of sustainable economic and social development, tourism, urban planning and landscaping, nationally and locally.
- (3) The expropriation for the public of historical monuments and their protection zones or easement establishment can be initiated and implemented only with the Ministry of Culture.
- (4) Application of easements and the resulting elimination, partial destruction or degradation of historical monuments and their protection zones is prohibited.

[5] Art. 39. - (1) The costs of the design, expertise, conservation, repair, strengthening, restoration and enhancement of historical monuments, regardless of the group are ranked, or other buildings in ensembles or historical sites, under public or private property, included in programs of national or international, established by Government decision initiated the proposal ministries involved in achieving them, it can be partially or fully covered by the state budget or administrative-territorial units, through the budget authorizing officers participating in the programs.

- (2) To cover the cost of the work under par. (1) it is not required collateral contribution by beneficiaries.
- (3) The works referred to in para. (1) are national public works, for which no tax is due for release urbanism certificate and building permit.

[6] Art. 40. - To boost protection of historical monuments, landlords individuals performing their own expense, in whole or in part, maintenance, repair,

preservation, consolidation, restoration, enhancement and benefiting under the law, reducing the minimum 50% of the amounts of taxes and fees related to these works due to local budgets.

Art. 41. - (1) Owners of historical monument buildings, defined according to art. 3 letter a) of this Law shall be exempted entirely from tax on buildings, except spaces where economic activities or commercial.

- (2) The ground area occupied buildings in para. (1) is the tax of land not paid
- (3) Under the law, local councils can reduce the tax on undeveloped land surfaces with the historical monument, according to the affected area and historical monuments implementation period available to the public for visits and specialized institutions for research

Art. 43. - Owners of historic monuments are exempt from the fee for the authorization of interventions implemented in accordance with the provisions of this law on historical monuments, where real estate used only for non-commercial activities or, directly, only for living.

Art. 44. - Owners of buildings in the area of protection of historical monuments receive a 50% reduction of the tax for authorizing the work they fund and are necessary to preserve the physical integrity and the natural background of historical monuments, as regulated by documentation urban or landscaping approved for protection zone in question or endorsed by the directorate for culture and national heritage of the county, respectively Bucharest.

[7] Art. 46. - (1) To protect historic monuments from the administrative-territorial jurisdiction of local councils have the following duties:

- a) collaborate direction for culture and national heritage county, respectively Bucharest, providing updated information of historical monuments protection field;
- b) to draft or amend the general urban plans or zoning plans of settlements, ensure the development of documentation for the delimitation of the protection of historical monuments;

c) develops regulations for urban areas and protection of historical monuments protected construction areas and approves them only on the basis and under the Ministry of Culture and Religious Affairs or the decentralized public services of the Ministry of Culture, as appropriate;

d) develop or, if appropriate, approve programs or administrative measures, budgetary or special tax to prevent degradation of historical monuments and protected areas in the municipality, town or village in question, in compliance with the Ministry of Culture and Religious Affairs or the decentralized public services of the Ministry culture, as appropriate;

e) at the request of the Directorate for culture and national heritage of the county, respectively Bucharest, together with the police, prohibiting the movement of heavy vehicles and transportation of explosive materials in the protection of historical monuments;

f) to collaborate with the specialized departments of local government authorities where historical monuments and their protection areas are located in several administrative units.

(2) On the issue of permits for the construction or demolishing works that will run at historic monuments in the protection thereof or protected construction areas, authorities issuing the authorization shall send copies of these documents decentralized public services of the Ministry of Culture.

[8] Art. 47. - The mayor has the following obligations:

a) verifies that all approvals specialized in historical monuments and compliance authorization with their provisions, as well as fulfilling the provisions of the Purpose of the historical monument, under the law, make mention in the authorization of all conditions contained in endorsements to work on monuments and the historic buildings located in their area of protection,

or release for the operating license ;

b) take steps to authorize priority technical documentation that refers to interventions on historical monuments;

c) order to stop any construction or demolition when the discovery of archaeological remains, decides and, where appropriate, carry their guard and announced as soon as the direction for culture and national heritage county, respectively Bucharest;

d) ensure through their own specialty and together with direction for culture and national heritage county, respectively Bucharest, applying distinctive signs and logos of historical monuments and control their maintenance by the owner;

e) provides security and protection of historical monuments in the public and private state and units

administrative-territorial and historical monuments abandoned or under dispute, signaling the emergency directorate for culture and national heritage of the county, respectively Bucharest, i case of any violations of the law;

f) ensure, together with firemen public services, preventive actions and historical monuments firefighting

[9] Art. 51. - (1) Within 90 days from the date of entry into force of this law establishes the stamp of historical monuments, which is managed under the law, the Ministry of Culture through the National Office of Historical Monuments.

(2) The amount and modalities historical monuments stamp collecting, collection, remittance, use and disclosure of the amounts resulting from its application are established by methodological norms issued by the Ministry of Culture in collaboration with the Ministry of Finance and approved by Government Decision.

(3) The historical monuments stamp tax is mandatory for:

a) postcards, envelopes, postage stamps, maps, flyers, brochures,

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magazines, travel guides, books, albums, atlases, encyclopedias, movies and documentaries, video tapes, compact discs, slides, videos, bank cards and telephone cards sold in Romania, representing monuments individually or in assemblies through photographic images or indoor or outdoor graphics;

b) tickets, including photography or filming fees for historical monuments open to the public, either wholly or partly owned or operated by private legal persons carrying out economic activities;

d) entry tickets to cultural events, sporting or recreational fairs and exhibitions held in premises located within the protection zone thereof or protected construction areas;

(4) Historical monuments stamp tax is levied on operators, editors or producers, from owners, holders of the administration right or of other real rights over immovable property in the protection of historical monuments protected construction areas or beneficiaries' revenue with, where appropriate.

(5) Are exempt from paying stamp museums operating in historical buildings or areas of CIP.

(6) Notwithstanding the provisions of paragraph. (3) and (4) may be exempted from the tax stamp historical monuments operators whose activities it pursues, contribute to the preservation of historical monuments by an amount at least equal to that which they owe the tax stamp historical monuments.

[10] Art. 4. - Under the law repair, routine maintenance, enhancement, research, restoration, consolidation and conservation of historical monuments in the World Heritage List are the owners, administrators or holders of other real rights case."

[11] Art. 5 - (1) Fund research, conservation, preservation and restoration of historical monuments in the World Heritage List, regardless of the ownership thereof, can be done from the state budget through the Ministry of Culture.

(2) Financing of repairs, routine maintenance and the commissioning of historical monuments in the World Heritage List can be done from extrabudgetary funds and allowances granted by the state budget or local budgets, the amounts provided for in budgets annual principal loan, as the case."

[12] Art. 6. - (1) Activities and work referred to in art. 4 historical monuments in the World Heritage List, is performed in accordance with program management and protection of historical monuments in the World Heritage List.

(2) The protection and management of historical monuments in the World Heritage List is developed for periods of five years by the Ministry of Culture, is endorsed by the National Commission for Historical Monuments and approved by Government Decision.

(3) The program of protection and management of historical monuments in the World Heritage List includes measures of administrative and technical measures on these monuments and their protection area.

(4) The protection and management program through annual plans detailing the protection and management of historical monuments in the World Heritage List.

(5) Annual plans for protection and management are developed by the county in which lies the historic monument in the World Heritage List, in consultation with the owners, administrators or holders of other real rights on real estates in question and the relevant local council, and are approved the Ministry of Culture and central public administration authorities in these tasks.

[13] (6) Historical monuments in the World Heritage List are special targets, and their security is ensured, without pay, by the Ministry of Interior.

(7) The buildings are historical monuments or perimeters or pen sites on the World Heritage List are marked by the mayor of the village, with the symbol "historical monument in the World Heritage List," presented in the annex part of this ordinance."

[14] Art. 7. - (...)

(4) Interventions on historical monuments in the World Heritage List, on the buildings in their areas and protection of these areas are approved under the law, the Ministry of Culture and, where appropriate, the Ministry of Public Works, Transport and Housing; they are communicated to the World Heritage Committee, in accordance with the UNESCO Convention for the protection of natural and cultural world heritage by the Minister of Culture and Religious Affairs."

[15] Art. 8. - (...)

(3) To stay on longer than 48 hours in territorial administrative units declared "City of monument in the World Heritage List» local government authorities can charge a fee that will be charged to individuals or legal entities that provide tourist accommodation; the amounts of these fees are revenues to the local budget.

(4) Amounts obtained by applying the tax mentioned in para. (3) shall be used exclusively to finance the maintenance and repair of historical monuments in the World Heritage List."

[16] Art. 2 – (2) Monitoring historical monuments in the World Heritage List is done by

the local public education by specialists in the field and accredited by the Ministry of Culture, in accordance with Art. 9 letter f) of the Government Ordinance no. 47/2000, approved with amendments by Law no. 564/2001, and by the World Heritage Committee to UNESCO.

[17] Art. 5 (1) Monitoring conducted by the local public authorities includes two stages:

a) evaluating the conservation status;

b) plan the necessary measures to be taken following the assessment referred to in subparagraph a).

(2) Ratings provided in par. (1) a) are made and the historical monument protection zone or, if necessary, on the protected area.

Art. 6

(1) The evaluation is conducted twice a year by the representatives of local governments, in accordance with a monitoring unit for all the historical monuments in the World Heritage List. The monitoring schedule is provided in Annex B to this methodology.

(2) In case of any major alterations to historic monuments in the World Heritage List, representatives of local governments undertaking the assessment provided for in art. 5.

(3) Ratings are listed in the schedule monitoring sheet that attaches historical monument respectively. The monitoring sheet is provided in Annex C to this methodology.

(4) Following the assessment referred to in para. (1) and (2) local public administration authorities draw up the action plan specified in Art. 5 paragraph. (1) b), which establishes responsibilities, deadlines and financial resources in order to protect the historical monument respectively.

(5) Plan of measures in par. (4) it is part of the annual plan for the protection and management of historical monuments in the World Heritage List.

[18] Art. 1 (1) Activities and works on security, repairs, maintenance work, research, enhancement, restoration, consolidation and preservation of historical monuments belonging to the World Heritage List is done in accordance with program management and protection of historical monuments in the World Heritage List.

(2) The protection and management of historical monuments in the World Heritage List is developed for periods of five years by the Ministry of Culture, is endorsed by the National Commission for Historical Monuments and approved by Government Decision.

[19] Art. 2 – (1) Program management and protection of historical monuments in the World Heritage List includes all the technical-administrative measures with on these monuments and their protection area or, where appropriate, on the protected area over a period of 5 years.

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(2) Building Program in par. (1) are annual plans detailing the protection and management of historical monuments in the World Heritage List, referred to as annual plans for the protection and management.

(3) Annual plans for protection and management are developed by the county council on whose territory the historical monument in the World Heritage List, in consultation with the owners, administrators or holders of other real rights on real estates in question and the relevant local council, and they are approved by the Ministry of Culture and central public administration authorities with responsibilities in the area.

(4) Annual plans include protection and management of administrative and technical measures, specific to each monument in the World Heritage List, located within the jurisdiction of the County Council respectively. The Annual Plan is provided in the Annex to this methodology.

[20] Art. 3 – (1) Measures of a technical and administrative are those involving, as appropriate, legal issues, development of cadastre, establishment of protection zones and protected areas, the studies, researches, surveys, projects and execution of maintenance, conservation, restoration and enhancement of historical monuments.

(2) The activities provided in par. (1) are performed by people with specialized training and certified by the Ministry of Culture.

[21] Art. 4 – (1) Develop annual plans protectiesi management is achieved by providing in their activities and works on historical monuments in the World Heritage List, as well as how to finance them.

(2) Funding the renovation, current maintenance, enhancement, research, restoration, consolidation and conservation of historical monuments in the World Heritage List are the owners, administrators or holders of other real rights, if necessary.

(3) Fund research, conservation, consolidation and restoration of historical monuments in the World Heritage List, regardless of the ownership thereof, can be made from the state budget through the Ministry of Culture.

(4) Funding the renovation, current maintenance and the commissioning of historical monuments in the World Heritage List can be done from their own income and the allowances granted by the state budget or local budgets, the amounts provided in the annual budgets of the principal loan, as the case.

(5) In the annual plans of protection and management, county councils are obliged to provide concrete way of financing the activities and works on historical monuments in the World Heritage List, pursuant to Art. 2 para. (3).

(6) In order provision in the annual plans for the protection and management of fund research, preservation, consolidation and restoration of historical monuments in the World Heritage List, the state budget through the Ministry of Culture, the county councils are obliged to obtain prior consent the Ministry of Culture.

[22] Art. 2 – The general objectives of the Programme management and protection of historical monuments are:

- a) increasing the participation of local communities in the preservation of monuments of universal values by implementing the annual management plans and protection, as well as the actions provided for on a local, national and international;
- b) improving the public and encourage people and communities by involving local authorities to raise awareness and understanding of the importance and value of universal monuments;
- c) empowering authorities in these tasks by involving county and local authorities in managing, preserving, revitalizing social and economic monuments by promoting and supporting policies with lasting effects and appropriate locally.

[23] Art. 4 – Evaluation and management measures for the protection of monuments in the *UNESCO World Heritage List* will be achieved through:

- a) assessment of administrative measures and maintenance of the monument equity security, protection, signaling;

- b) establishing the protection zone and / or its possible date of a regulation and planning, which will include setting conditions for intervention on monuments;
- c) verification by representatives of the county cultural and national heritage monument and coordinators for each of the legality of permits and authorizations for any interventions on these monuments;
- d) verify the legality of interventions on the construction of the monument and its protection.

[24] Art. 5 – Assess the state of conservation of monuments and identify the problems they face is achieved by:

- a) identification of risk factors that affect the target in the past;
- b) assess the state of conservation of buildings, constructions and other components of the monument;
- c) qualitative and quantitative description of the restoration, consolidation and restoration projects;
- d) assessment of short and medium-term priorities;
- e) evaluation of risk factors, natural or economic, social, urban development, inadequate interventions;
- f) consideration of the maintenance of monuments by owners;
- g) the existence of administrative and financial dysfunction;
- h) assess the state of conservation of the cultural landscape.

[25] Art. 6 – Evaluation of public access to monuments in the *UNESCO World Heritage List* and the problems will be achieved through cultural tourism:

- a) provision of infrastructure which allows public access to the UNESCO monuments - the existence of a highway, a national road, county or municipal;
- b) analyzing the existence of possibilities for parking, accommodation, security and other facilities;

- c) the existence of the museum site, contact points, the signposts and the translation of information in foreign languages.

[26] Art. 7 – Assessing existing vulnerabilities monuments in the *UNESCO World Heritage List* is achieved by:

- a) identify the causes of vulnerabilities;
 - b) assessment of risks and vulnerabilities impact on monuments;
 - c) identification of natural and human factors which may constitute causes of vulnerability and threatening the integrity and authenticity of monuments;
 - d) creating a program to identify, mitigate and eliminate vulnerabilities include annual priorities for action to eliminate the risks of natural, human etc
- a program to identify, mitigate and eliminate vulnerabilities include annual priorities for action to eliminate the risks of natural, human, etc.

[27] Art. 8 – (1) Gestionarea monumentelor se va realiza prin implementarea unui sistem de management care va avea drept obiectiv principal protecția monumentelor în integritatea și totalitatea lor, în concordanță cu legislația României și cu ghidul operațional UNESCO.

(2) The management system will be based on:

- a) adoption of a protocol between local, county, central, local community, specifying responsibilities of each party;
- b) adoption of an action plan that includes actions, responsible institutions, obligations, deadlines and funds allocated.

[28] Art. 9 , 10 –

(1) For each monument in *UNESCO World Heritage List* will be appointed a coordinator of the monument by the county council in whose territorial jurisdiction the monument.

(2) provides management coordinator monument historical monument and is responsible for implementation of all measures necessary to protect it.

Art. 10

(1) For each monument in *UNESCO World Heritage List*

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will constitute a UNESCO organizing committee (UOC), by decision of the county council, which will include:

- a) coordinator monument, named according to art. 9 paragraph. (1);
- b) a representative of the holder of the historical monument;
- c) a representative of the County Inspectorate for Emergency Situations;
- d) a representative of the county police inspectorate;
- e) a representative of the local community;
- f) a representative of the Ministry of Culture and National Heritage;
- g) a representative of the county cultural and national heritage;
- h) a research director appointed by the National Heritage Institute, which coordinates the methodological work to protect the historical monument;
- i) a representative of the county council.

(2) UOC has the next attributions:

- a) developing a strategy for maintenance of monuments and prevention of possible factors of threat to their integrity;
- b) development plan for protection, conservation plan, a maintenance plan and a rehabilitation plan, promotion and enhancement of the monument;
- c) regular state of conservation of monuments, general or specific issues identified by inspections monitoring;
- d) public debate that would draw attention to the importance of preserving the monument in good condition and the measures envisaged to improve its state of conservation, promotion and value.

[29] Art. 11 - Plan includes protection measures necessary to protect monuments:

- a) ensure the security of permanent monuments by the Ministry of Administration

and Internal Affairs with support from county and local authorities across which there is the monument;

- b) periodic monitoring for inspection by the UNESCO Organizing Committee on the maintenance of the monument at least twice a year;
- c) monitoring the implementation by local authorities of their obligation to report and penalize, as appropriate, those plans, investments, real estate projects affecting monuments and protection areas

[30] Art. 12

(1) Conservation Plan includes measures necessary to ensure the authenticity of the monument preservation and integrity of cultural resources in the protection zone thereof by:

- a) conducting maintenance;
- b) execution of repairs, consolidation and full or partial restoration;
- c) realization of protection works.

(2) All interventions on the monuments will be made only when there:

- a) an analysis of the conditions for intervention, based on the processes of planning and urban development and the opportunities and risks in order to ensure a balanced urban development to ensure integration, recovery and sustainable development;
- b) historical and urban studies thorough examination of the entire assembly containing the spatial context and to ensure balance between the new and old basis of respect for authenticity and integrity of historic structures and monuments based on a good knowledge of the history of the place;

[31] Art. 13

(1) The maintenance plan includes steps to ensure the integrity of the monuments and are developed by experts from UOC and other

specialists, based on the findings of inspections carried out monitoring these monuments.

(2) The maintenance plan aims:

- a) the indication of all possible sources of threat to monuments;
 - b) planning and programming of all research and feasibility studies necessary (plans, historical studies) and two public debates in order to signal to local communities such actions;
 - c) planning and programming and restoration conservation work taking into account the social and economic implications of the legal issues, the number of visitors and the need for better access for the general public;
 - d) establishing a minimum program of maintenance;
 - e) the implementation of integrated conservation objectives by reconciling the preservation of historical monuments with urban policy;
 - f) planning monitoring conservation work - restoration for each objective, in accordance with Annex B of Government Decision no. 493/2004 approving the Methodology on monitoring historical monuments in the World Heritage List and on the development methodology and framework conținutul- protection and management plans of historical monuments in the World Heritage List.
- (3) Maintenance plan will consider the following factors:
- a) population growth;
 - b) factors increasing pollution, noise and air pollution;
 - c) urban development;
 - d) conserve materials and construction techniques;
 - e) respecting the authenticity of architecture, artistic message and functional appearance commemorative focusing on preserving the historic centers of the entire historical context and treating the historical center as a whole;
 - f) the preservation of cultural resources at the site, maintaining the relationship between the site and the surrounding area

controlled by spatial planning and integrated conservation.

[32] Art. 14

(1) The rehabilitation plan, promotion and enhancement of monuments is considering their integration in urban areas by implementing rehabilitation programs, supported by local authorities and aims:

- a) drafting the annual funds necessary to finance the conservation, preservation and restoration of historical monuments in the *UNESCO World Heritage List*, through the National Plan of Restoration Ministry of Culture and National Heritage, in line with the priorities determined by the state of preservation;
- b) yearly necessary funds from local budgets to finance the guard and prevent illegal actions, the repairs and the current maintenance of the works necessary for the enhancement and organization of cultural and scientific about monuments in *UNESCO World Heritage List*;
- c) organizing actions to encourage national and international tourism projects proposed by UOC and approved by the Ministry of Culture and National Heritage or conducted by other ministries or institutions concerned.

(2) To achieve the rehabilitation plan, promotion and enhancement of monuments in the *UNESCO World Heritage List* can be used funds resulting from:

- a) public-private partnerships, under the law, by attracting private legal persons in promoting the image of Romania monuments in the *UNESCO World Heritage List*;
- b) the receipt of income law (taxes sightseeing, stamp duties etc.);
- c) external financing by developing European and international programs for the enhancement of monuments in the *UNESCO World Heritage List* by stakeholders.

[33] Art. 15 - Analyzing progress in the implementation of program management and

Annex

protection of monuments in the *UNESCO World Heritage List* is based on some monitoring indicators.

Art. 16 - For evaluating the conservation status the following indicators are taken into account for monitoring:

- a) the number of targets belonging to the monument registered in *UNESCO World Heritage List*, at risk;
- b) the number and the results of the historical monuments;
- c) met the conditions of conservation of the monument in *UNESCO World Heritage List*;
- d) the number and size of the impact of urban planning and control of urban development in the protection zone of the monument.

Art. 17

For assessment of the promotion and enhancement of the monuments are considered the following monitoring indicators:

- a) the number of national projects - exhibitions, advertising materials and other products that promote cultural monument in *UNESCO World Heritage List*, conducted annually;
- b) the number of international projects that value the image of the monument in *UNESCO World Heritage List*;
- c) the number of national and international projects implemented annual / multiannual about the monument in the *UNESCO World Heritage List*;
- d) the number of ongoing projects;
- e) partnerships with other ministries to establish joint programs for the integration of these monuments in national or international thematic cultural trails.

[34] Art. 18 – To assess the touristic impact the following indicators are taken into account for monitoring:

- a) the number of annual visitors;

- b) the number of site museums;

- c) the number of events organized in monuments in the *UNESCO World Heritage List*;

- d) the number of educational visits;

- e) the number of shares and cultural events involving local community.

[35] Art. 27. Common standards for fire protection and natural disasters (...) must be obtained through solutions compatible with protection of cultural heritage. And if cultural heritage and these find themselves in a conflict in cooperation for appropriate services, there must be sought specific solutions, ensuring maximum safety, that do not affect the cultural heritage. "- UNESCO-Recommendations for protecting and contemporary role of historic areas - 1976

[36] Art. 28. Attention should be paid to regulations for new buildings so as to ensure their adaptation harmoniously with the traditional location and proximity to historical buildings. To this end, an analysis of the urban context should precede any building new not only to define its general character [in relation to the environment], but also to define its particular features and harmony of heights, colors, materials and forms, as prove they traditionally made in buildings and rooftops [in the area], the relationship between built and unbuilt and proportions and positions [construction]. Care should be shown to size lots since there is a danger that a reorganization of parceling cause a change in the masses [built] that can damage the harmony of the whole. " - UNESCO - Recommendations for protecting and contemporary role of historic areas - 1976

[37] "Art. 30. Historic areas and their neighborhoods should be protected from the disfigurement caused by the erection of masts, electricity pylons or telephone cables, the location of TV antennae or large advertising billboards. Where they exist they must be taken to remove them. Posters, bright displays and other forms of advertising, commercial signs, pavement and street furniture should be designed with the utmost care and controlled to match the area. Efforts should be made to eliminate all forms of vandalism. "- UNESCO - Recommendations regarding the protection role

of historic areas - 1976

[38] "Art. 31. Member States and stakeholders should protect historical areas and neighborhoods their environmental degradation caused by certain technological developments - in particular pollution - by banning forms of industry polluting the proximity of these areas and by taking preventive measures against the destructive effects of noise, shock and vibration produced by machinery or vehicles. Measures should be taken against the exploitation of tourism. "- UNESCO - Recommendations regarding the protection and the role of contemporary historical areas - 1976

[39] "Art. 32. Member States should assist and encourage local authorities to seek solutions to the conflict generated by vehicular traffic vis-a-vis their quality construction and architectural scale. Conflict resolution and encourage pedestrian traffic, particular attention should be paid to the location and access to parkings peripheral or central and [the proposal] routes to facilitate pedestrian traffic, along with other forms of traffic. "- UNESCO - Recommendations regarding the protection role contemporary of historical areas - 1976

[40] "Art. 2 The values of the protected historic town character and material and spiritual elements that express its image, in particular:

- a) defined by tissue and urban form of plot
- b) the relationship between various types of urban spaces: constructed spaces, free spaces and planted areas
- c) the form and appearance of buildings (interior and exterior), as defined by [their] structure, size, style, scale, material, color and decoration
- d) city relationship with its natural or man-made environment
- e) the vocation that the city has endowed over time

Any infringement of these values compromise the authenticity of the historic town." (N.A.)

Annex

Abbreviations

ANTREC	National Association of Rural, Ecological and Cultural Tourism
UOC	UNESCO Organizing Committee
DJC	County Directorate for Culture
GD	Government decision
ICOMOS	International Council of Monuments and Sites
INCERC	Building Research Institute of Construction and Economy (now the National Institute for Research and Development in Construction, Urban Planning and Sustainable Territorial Development)
INP	National Heritage Institute
LMI	List of Historical Monuments
MC	Ministry of Culture
MI	Historical monuments
MLPAT	Ministry of Public Works and Spatial Planning
NGO	Non-Governmental Organizations
OUG	Government Emergency Ordinance
PUG	General Urban Planning
PUZ	Area Urban Planning
PUZZCP	Area Urban Plan for the Built Protected Area
RLU	Local Regulation of Urbanism
SRR	Romanian Radio Broadcasting Corporation
CBU	Constantin Brâncuși University
UPAR	Union of Plastic Artists of Romania
UNESCO	United Nations Educational, Scientific and Cultural Organization
WHCUNESCO	World Heritage Committee of the United Nations Education, Science and Culture Organization