

HUB-IN Braşov Roadmap

Vision

The local hub strives to foster Braşov historic urban area as an authentic, multicultural, sustainable and inclusive place that invites people of all age groups to linger and take their time to enjoy and own the public space while highlighting its traditions and creativity.

The Braşov HUB-IN Place

The main HUB-IN place is the historic urban area of Braşov, slightly extended to include other attractions as well, such as the Drama Theater, the Fortress Hill, the old centre - Unirii Square.

Values



**Genuine &
Inclusive**



**People-centric, relaxing,
seeking physical &
psychological well being**



**Sustainable &
Resilient**



Aim

To find and nurture a dialogue between old and new, heritage and innovation that inspires and learns. While tourism is very important for the city, the preservation of an authentic and local identity and of a place that is vibrant and welcoming for its inhabitants is also of the utmost importance.

Mission 1

Rethink the use and the planning of the public realm with a people centric approach as a place to congregate, relax and enjoy a good quality of life

- Redesign small public squares and intersection points as places for people to congregate and relax (vegetalisation, drinking fountains, public artwork by local artists ideally interactive and telling the stories of the place, playgrounds, funny statues inviting people to join in and take a picture etc)
- Design and implement temporary use of the public space for different functionalities and user groups creating a special, changing atmosphere and dynamic in the HUA according to different moments of the day
- Organize a designers' contest for multi-functional, interactive, inclusive and nature-based urban furniture allowing people to use the public space with a non-commercial relationship
- Support regulation of public and private advertising and provide appropriate guidance to control light pollution and use of defined materials (wood, stone)
- Support redefining the HUA parking policy freeing parts of the HUA from cars (reduce number of parking spaces, pedestrianize the public realm)

Mission 2

Promote a local sustainable tourism

- Define the profile of the tourist the HUA wants to attract
- Decongest the HUA's small area of tourists by diversifying the touristic offer towards other attractions in the metropolitan area (e.g. Poiana Brasov, Lake Noua, Tampa Mountain, Pietrele lui Solomon, zoo) and ensure sustainable access (car sharing, bike sharing)
- Connect all the touristic highlights in an attractive manner
- Position Brasov as a leader in sustainable tourism by building a strong strategy together with the HoReCa sector
- Support the regulation of tourism in the HUA
- Exploit the potential of niche tourism in the field of sports and nature

Mission 3

Create a vibrant city centre via a lively cultural and events offer for residents and visitors

- Build an offer of micro events that are compatible with residents' needs
- Diversify the location of the events
- Map and highlight the local artist community
- Set up a cultural and creative programming for children

Mission 4

Ensure authenticity and highlight cultural heritage and traditions

- Map and recover old urban furniture (e.g. water fountains, benches)
- Set up a programme for the refurbishment of inner courtyards
- Exploit augmented reality applications to highlight tangible and intangible heritage
- Design a lighting scheme to emphasize heritage buildings
- Map and build a database of existing local arts and crafts and urban artists
- Set up a network of urban artists and craftsmen
- Create a physical space in the HUA for the promotion and showcasing of local arts and crafts