Abstract: - Uncontrolled or one-sided territorial development endangers the surrounding environment. By balancing the SOCIETY-ECOLOGY-ECONOMY factors a sustainable smart growth can be attained according to the Leipzig Charta’s principles. A holistic territorial planning strategy ensures savings in both the public administrative investment funds and energy savings in the development, use and protection of new urban areas.

Key-Words: - sprawl, economic prosperity, social balance, healthy environment, holistic strategy

1 Introduction
For about 40 years, till 1990, a total control over spatial development existed in Romania imposed by the communist type centralized power. It built entire neighbourhoods of apartment buildings through massive demolitions, following a tough strategy of forced industrialization and urbanization in order to destroy the old identity and create a new one. Spatial development in Romania after 2000, although it seems chaotic, is in fact a development that is based only on the principle of immediate maximization of developers’ profits according to the "real estate" rules. The three main areas in which this spatial development has mainly shown itself are housing, commerce and offices. This type of spatial development produces remarkable economic success for a small number of citizens, but instead generates difficult to imagine and especially to control economic, ecological and social imbalances for entire communities. This is because this type of spatial development is not a self-adjustable phenomenon and as such does not allow self correction. These imbalances, which can be already felt, produce an unbearable drain of public funds to allow an acceptable quality of life for the people in the new development areas. Public funds are needed for infrastructure related to this type of growth, whether it's transport infrastructure, or utilities. Thus a degradation of natural spaces peripheral to cities occurred through an over use of natural and rural areas, a waste of natural resources, an accentuation of land use conflicts, alienation of social groups, an increase in motorized travel and a greater social exclusion as a result of an unprecedented economic crisis, etc..

1.1 Current situation
This phenomenon, called "sprawl" [1], occurring in Romania after 2000, manifested by mainly filling the countryside with the three functions mentioned above. However the indestructible link between urban and rural areas required by the EU documents implies a definition renewal of traditional rural Romania and its treatment in correlation and not opposition to the urban system from the dual perspective of structural characteristics of functional qualities (use of the physical chase through different forms of production, consumption and communication). Romanian sprawl appeared especially in rural areas inside conurbations or included in urbanized areas/corridors. At the same time interstitial rural areas were depopulated, namely those between urban corridors.
and conurbations, and especially in those isolated/peripheral rural areas. As in the rest of the world in Romania we face three major challenges, namely economic, demographic and climate changes. The economic challenges concern a new attitude towards the drain of public funds, an unprecedented global competitiveness, which implies an increased importance given to the site, and a crash of the "real estate" mechanism. The climate ones imply a need for adaptation to and improvement of the negative effects caused by global warming, while the demographic ones refer to an aging population and a demographic decline with social and economic implications. These challenges require a total innovative conception of our approach to land use.

The apparent solution for mending this balance is the SUSTAINABLE DEVELOPMENT (SMART GROWTH) that can be characterized by economic prosperity that does not destroy the vitality of a democratic union, country, region, inter-city territory, city, community, neighbourhood, family, person, on each layer separately. In 2007 came the Leipzig Charta on Sustainable European Cities that requires of European cities (and therefore Romanian too): economic prosperity, social balance, healthy environment, which implies a harmonious development of all above mentioned layers. The theme of European cities (and therefore Romanian ones) is the economic development without neglecting the problem solving of social exclusion, structural change, aging population, climate change and mobility. Achieving this goal for a given space (in our case the TZI DHS) can only be realized by attracting citizens to above mentioned layers (union, country, etc.), which must become Europe’s engines of research, innovation and economic development, and the cessation of the "sprawl" type cities’ expansion phenomenon. This is because cities’ "sprawl" implies urban traffic growth, a high energy consumption, use of agricultural and forest land, and breaking of social cohesion.

2   Objective methodology of achieving these goals through urbanism and urban development plans

To this extremely serious situation we suggest an objective methodology for land use through operations related to the field of urbanism and territorial planning in the attempt to maintain a balance between economic growth and a healthy social and natural environment.

The proposed methodology leads us to a hierarchy of approaches which start with the concept of sustainability, continue with regional planning, metropolitan planning, general urban plans, plans of urban area (of Territorial Units of Reference-UTR), rethinking public spaces, and ends with a new concept of designing buildings.

If you look in terms of sustainability the nearest model to our study is designed by Chris Butters [3] and relies on the balance between SOCIETY-ECOLOGY-ECONOMY. Thus of the many criteria that form the sustainability value map designed by Butters C we are interested in our study, from the social field - accessibility, social involvement, identity, in the economic field - the flexibility, management, cost, of the ecology field- land use, bioclimatic design, water cycle, health, energy that operates at all spatial levels. The model of sustainability claims that none of these criteria should be allowed to grow at the expense of the others, a phenomenon that occurred in the "sprawl" development.

The case study of our analysis TZI DHS [2]-project realized in the Research Group for Sustainable Development in the “Politehnica” University of Timisoara, Faculty of Architecture - includes three towns disparate in their historical development Deva Hunedoara Simeria for which their integration is suggested.

If we talk of environmental problems, namely the water cycle in nature, the studied area was affected by floods over the years due to the effects of the existing hydrographical network (Fig. 1). Although in the past 30 years a series of dams have been built they prove insufficient in cases of rainfalls due to climate changes occurring in recent years.

To maintain the ecological balance of TZI DHS of the entire area of the administrative territory for urbanizing we eliminate parts that should not be considered for objective reasons meaning natural reservations, forests, areas prone to landslides, with large slopes, land subject to flood, with swamps, irrigated land, former waste pits, infrastructure protection corridors, curtain like protective forests, protection areas for water cleaning stations, etc..(Fig. 2) These will become urban parks of more than 10 ha each.
These measures are at the level of territorial development plans (PAT) and go up to the general urban plans (PUG). In the urban plans field we will present an integrated strategic concept of sustainable development. It is based on specific strategies for infrastructure, housing, commerce, industry and services, green spaces, social balance, multi-culture, sports, tourism etc. There must be a coherent spatial planning for the housing programs with two main parts, namely the individual houses and apartment buildings. For individual house areas, the existing ones need density increasing measures, while for new ones special attention needs to be paid to the community public spaces through specific projects, reaching to a density of about 35 housing units per ha. Apartment building areas should have their density lowered; for areas of condominiums a reasonable quality of life must be provided through play areas, green spaces, parking lots, reaching a maximum density of 100 residential units per hectare. In all residential areas there should be proposals for of sports fields, gyms, swimming pools etc.[4] If we consider the strategy for green spaces there need to be proposals for squares for residential areas, neighbourhood parks, natural protection areas and natural reservations. In the case for the commerce strategy the existing situation should be analyzed and proposals should be made for commercial areas for the proximity, for residential areas, for the neighbourhood, commercial streets, urban malls, shopping centres outside the cities etc.. If we discuss the specific strategy for infrastructure the analysis and spatial proposals are made for the utilities infrastructure (waste pit, cleaning station, water and sewage network) and traffic infrastructure which deals with increasing travel efficiency. If we take a more detailed look at, for example, the goal to increase travel efficiency in a community we have proposed programs for space-integrated road, rail, marine and air transport. For road transport the strategy should be making outer-city roads to reduce the traffic in the city(Fig. 3), the main rings and radial roads, an efficient public transport (Fig. 4), exchange stations between inner and outer-city transport and residential areas with a speed limit below 30 km per hour, parking lots, inner and outer-city cycling and pedestrian routes.
The next stage of our research is that of a community (in the Romanian legislation territorial reference unit-UTR-which should contain about 5000 inhabitants). In its turn a UTR is usually divided into sub-areas with similar characteristics. Delimitation of a UTR is done through major road infrastructure or natural elements. If we look at the development strategy for an UTR there has to be an integrated approach to improving the built environment, strengthen the local economy and the labor market, education and training (children and young people), and an efficient and accessible urban transport system. Through this strategy an improvement can be achieved in both objective and perceived safety, in the quality of the built environment, of social cohesion, connecting social groups with higher than average incomes and the city, boost economic power of cities. At the architectural object level a new approach is required concerning orientation, air movement, etc..

3 Conclusion
Therefore in order to achieve a sustainable development of a territory, it is necessary to respect some basic principles of which we mention a balance between a modernization at the urban level, an urban development controlled by the development of the countryside on the one hand and conservation of areas affected by agricultural activities on the other hand, increase in diversity of urban functions and social diversity of urban and rural environment, economic and balanced use of natural, urban, suburban and rural areas, controlling movement and traffic needs, air, water, soil, subsoil, ecosystems, green spaces, natural or urban landscapes quality preservation, noise reduction, conservation of distinctive urban areas and heritage buildings, preventing foreseeable natural, technological risks and general pollution.

References: