THE REFLECTION OF THE REAL ESTATE DEVELOPMENT MODEL IN THE URBAN SPACE.
CASE STUDY: MUNICIPALITY OF BRAŞOV

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Abstract. If the firms whose activity field is represented by the estate transactions and business were perceived in the past, only for the purchase of immobiles whose destination were only for living, these become in our days, in actually socio-economic conditions, important local actors, that have a large power of influence, which are responsible for the development of the urban space. More than ever, the real estate agencies offers consultancy, for the Romanian and foreign investors, through is expressed the plurality of the opportunities sphere, or on the contrary, the restrictive conditions that characterised the urban areas from Romania. The co-ordination of the financial capital and the intercession of the investments activities through the contact with the various contractors, lead to the appearance of the socio-economic objectives, that can be compare with the same from the european space, ensuring in this way the sustainability of the urban settlements. The real estate business analysed from the point of view of the socio-economic development, represent a viable model of the cities, either it is unfurling under own administration, or in collaboration with the local, regional, national and foreign actors. This article presents some aspects regarding the economic development dynamism in Braşov from the viewpoint of the investments, that are directly reflect in the urban space of this municipality. The opportunities complexity of this area and in the same time, the conjugation of the geographic, social, economic and cultural factors, have determined continuous mutation in urban landscape phisiognomy. For an accurate and fairly perception of this model, the case study of this paper analyses some representatives projects from Braşov, that are materialised, or it will be materialise in the near future (being today in a project phase). The general development is not viewing only the urban centre of Braşov, but in the same time, the rural settlements too, localities that are situated in the proximity of it. Integrated from the areolar perspective, in a highly favourable economic medium (Ianoş, 2000, p. 68), the city of Braşov confers numerous development opportunities for the future. The case study of this analytic work reflects the imprinted characteristics for the urban development by the Zoltim Trading real estate agency, that have unfurled and it is still unfurling, many urban development projects, through the real estate renovations, that are conturated in our days in the municipality of Braşov.

Résumé. La réflexion du modèle de développement immobilier dans le secteur urbain. Étude de cas: municipalité de Braşov. Pendant que les sociétés immobilières ont été connues jadis seulement comme des agents économiques qui s’engageaient surtout dans l’acquisition des propriétés immobilières et des logements, de nos jours-dans le contexte particulier des conditions socioéconomiques actuelles - celles-ci deviennent de plus en plus des acteurs locaux importants qui jouissent d’une grande influence et responsabilité dans le développement du secteur urbain. Plus que jamais, les agences immobilières dirigent les investisseurs roumains et étrangers en leur donnant des conseils de spécialité au sujet de la pluralité des opportunités - ou, au contraire, des éléments restrictifs – en ce qui concerne les investissements immobiliers dans les zones urbaines de la Roumanie. La coordination du capital financier et l’intermédiation des investissements immobiliers – à l’aide des contacts établis avec les divers entrepreneurs actifs – mènent à l’apparition des objectifs socioéconomiques comparables a ceux qui sont depuis longtemps disponibles en Europe, en assurant ainsi la durabilité des habitations urbaines. Les affaires immobilières, analysées du point de vue du
1. CONTEMPORARY TRENDS OF THE URBAN SPACE DEVELOPMENT. THE REAL ESTATE AGENCIES ROLE AND IMPLICATIONS IN THE LOCAL AND REGIONAL DEVELOPMENT

The present changes that the urban space is supporting, reflect the progressive evolution of the Romanian society, the globalisation trends and the influences of European context, which are visible in the Romanian towns. The big urban settlements from Romania present a high level of attractiveness for the foreign and the Romanian investors, fact that is remarked by the grown volume of the investments and also, through the real estate renovations, that are reflecting directly in the landscape, these being concretely development examples for the other towns or cities with a slowly spatial dynamic.

Viewing the destination of this real estate investments, there can be observed two directions: one, that are orientated to the spatial development through economical expectation, through the construction of the new industrial parks or the business centres, that are respecting the European norms and a second one, that is materialised in the reorganization of the residential space, through the appearance of new districts for living (a salutary approach in a period when the housing facilities represent a real problem in all Romanian towns). Concomitantly with these orientations, an especially importance is accorded to the substructure and the urban environment quality. The urban development through the real estate business and transactions perspective is visible in many cities from Romania. In our days, industrial parks and residential complexes, finalised or being in the project phase are common in Brașov, București, Iași, Arad, Cluj Napoca, Sibiu, Târgoviște etc. The accented spatial dynamic of the Romanian urban system, cumulated with the contemporary development orientations at the European level have generated new.
perspectives in the urban areas evolution and the influences sphere, that have outlined in the elaboration of the ample projects of establishment the metropolitan areas from Romania, considerable spatial entities in which, the control and the follow about the land dynamic, can be distributed, as a work responsibility, to the real estate agencies, or companies. This kind of firms in collaboration with local, regional and national actors, can elaborate concretely strategies of positive evolution of the areas in which these are exerting its own decision power. In the actual socio-economical context, the real estate firms have an important role, that are materialised in the investors attraction and also, through the concretely projects of urban development reflected by the cities landscape.

The real estate market from Braşov has known a spectacular evolution, fact remarked by the investors from the others countries of Europe and grounded through the numerous foreign investments finalised or being in the project phase. The high level of this investments is justified by the relative economic stability from the last years, the Romanian space becoming a favourable medium for business and for the investors, the real estate business being characterised by the absence of a major risks.

The contemporary frame of the real estate business is based on the particularities of the economic transition, to a viable market economy. Thus, after 1995 have appeared the general enterprise firms, that were offering a complex services packet (from advising of the purchase desire of the land, the elaboration of the documentation for built, the effective building through own firms, or other contractors, the personal recruitment services or the human resources absorption, to the administration of some specialized services and the immobile or the buildings complex upkeep. Through this action mode in Braşov have appeared, or are in unfurling phase, the following projects: Ina Schaefer (German investment), Braşov Business Park (Irish investment), The Residential Complex Bressan, and in the Braşov area, The Mountain Village Complex (English investment). These real estate renovations demonstrate that the general planner (general contractor), have an important role in the economic life of the cities or in developing of new business.

In the last years these general planning services have made by the specialized firms, the services perfecting continuous, and investors that choose the Braşov and its area, have appreciate the professionalism and the solve mode of all problems, that were devolving, from the achieve of the new investments. The contractors or the general planners firms have detached by the construction firms, for example ICCO Braşov, or recently, from the real estate agencies, Zoltim Trading. The development model, from the viewpoint of real estate investments or business is devolving by the fact that the investor have a directly contact with the real estate firm, this offering a complex packet of services and determinate the development of the business in a most propitious time. On the other side, this model is generated by the relationships or by the entrepreneurial networks, the national companies develop this relations with foreign firms, through works destined to its clients in our country and further through works realised abroad. The actual entrepreneurial field reflects the importance of general planner, as a local actor involved in the spatial development. He is co-ordinating the whole actions complex, from the consultancy accorded to the clients, to the solution of all their requirements.

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1 Whitin the framework of Sustainable Development Association from Braşov, till the end of 2006, there will be planned and included in the General Urbanistic Plan, the metropolitan area from Braşov (Source The County Council of Braşov).
In the context of investors consultancy by the real estate experts, „an accurate information by the agencies can be obtain, only if its agents have a permanent contact with the town halls authorities from the county of Braşov, viewing the great detail knowledge of the development plans, the uses routes, the accesses (…), the real estate agents experience is one of the most important trumps that must be taken in consideration by the clients when they choose their co-workers” (Haller, 2001, p.30).

The lands and the buildings as fundamental components of the urban system, constitute a very important and dynamic sector, because of the town-planning development of Braşov and of the others urban settlements from county (Haller, 2006). Destined for living, for other socio-economic activities (industry, services), or as headquarters for high specialisation companies, and firms, the new buildings reorganise the urban space and reconfigure its landscape, through the individualization of new residential districts, new industrial parks, new services areas, and new business parks, situated at a European level, which respect the defining ideas of the town planning discipline.

2. OPPORTUNITIES AND ATTRACTIVENESS FACTORS THAT POLARISE THE INVESTMENTS IN BRAŞOV

The geographical frame of the municipality of Braşov and its area, have conferred among the time a lot of opportunities for progressive evolution of the socio-economical field. Thus, the contact between two big geographical areas differentiate as features (…) but complementary from the economic point of view, have created and it is still creating the favourable conditions for the settlements development, especially for the urban settlements. The contact position is correlated with the transport routes, important fact in the genesis and the structure of the towns and cities, in the same time ensuring the viability of the economic changes (Cucu, 1976, p. 139). In the same frame of reference, Guran Nica, (2002, p. 31),

consider that the locality position is important, because „an investment is viable when its localization is proving to be a good one”. The opportunities plurality that polarise the foreign investments flux and in the same time, the conjugation of the favourable factors for new business development are determined by the town localization and the urban characteristics of it. „The 1st rank town”, characterised by a very favourable position for the future development and for the relations accentuation between it and the neighbour towns, situated in the contact area between mountain and depression, „town with economic potential of national importance” (Ianoş, 1987, p. 72, 110), the city of Braşov has developed continuous after 1990, stimulating in its progressive evolution the enviroring area. This fact, from the same localization perspective, can be explained through the prism of economic environment type in which the town is integrated. From the areolar point of view, there are distinguished very favourable economic mediums, in this category being included the urban concentration Ploieşti- Prahova Valley-Braşov (Ianoş, 2000, p. 70). This approach explain the territorial development of the Braşov space and of the whole transcarpathian axis too. The situation of a town on the national and international importance axis, constitute another advantage conferred to the investors that choose for its own business, this area from Romania.

The Braşov position on the concentration axis lengthways of important communications routes, that make the connection between Western Europe and South-East Europe, as Bucharest-Ploieşti-Braşov axis, can explain the actual volume of foreign and Romanian investments, justifying in the same time, the existence of the real estate development projects that involved considerable foreign investments. The opportunities of Braşov and its environging area are generated, by the priorities of the national context of development in concordance with the European socio-economic medium. The analysis of the *Indicative Map of the development poles from Romania*, included in *The Development National Plan 2007-2013*, elaborated by the Romania Government\(^3\), reflects the position of the municipality of Braşov, (considered as ,,transnational or national urban pole”), on the „4\(^{th}\) paneuropean corridor (road and railway)”, the construction of the new AE highway generating new dimensions concerning the real estate dynamic and the foreign investments flux, concomitantly with the plan of the metropolitan area of Braşov.

This project confers new work charges for the real estate agencies, especially viewing the land dynamic follow, presenting in this way multiple advantages as: the urban decongestion and the throng avoidance in town, the appearance of new dwellings, a higher attractiveness level for investors, the substructure bettering, the development of new industrial parks that involve the creation of new jobs and in ensemble, the increase of living level. In this way, the real estate companies and firms, that have stopped from a long time ago to be only agencies that offered to their clients a house or a land (through sale, buying or renting transaction), become important local actors in the urban development context, polarising the investments flux and generating the appearance of territorial or real-estate development projects in concordance with the international standards. The foreign investment from Romania, have been orientated in function by the accessibility and the areas potential, but as well, by the business men outlook, respectively, by the certain field of activity traditions.\(^4\) From this point of view, beside the geographical and socio-economical frame that is characterising the municipality of Braşov, an important role for the investors attraction, occurs from the tradition of the industrial field.

At national level, the entrepreneurial sector is ,,marked by the private sector evolution which contribution at internal gross product have hasty increased (…). In the passed lapse of time the market mechanisms have been bettered and the new private firms set up processes have been continuous’ (Ianoş, 2002, p. 64). In the city of Braşov case, the constructions represent a very dynamic sector because of the urban development, and in the same time, because of the positive evolution of the others towns from the county. As well, here, the investments possibilities are amplified by the existence of technical-material base, the qualified work forces, the characteristics of market and by the legislation that guarantee the rights of foreign investors in Romania. In a retrospective analysis of the legislative frame, concerning the directly foreign investments in Romania and its evolution, Guran Nica, (2002, p. 57), distinguish for the after 1989 period, two stages: the first one, between 1989 and 1996, characterised by the achievement of the base juridical frame for the foreign capital attraction in the Romanian economy, and the second one, after 1997, in which this juridical frame is completed for the attraction of foreign capital in Romania. The juridical

\(^4\) Idem, p. 189.
The reflection of the real estate development model in the urban space and legislative frame bettering, and the protection of the investors’ rights, have determined the raise of the investments volume materialised by the appearance of new firms.

For example, if the number of firms from Brașov county reported to one thousand inhabitants in 1996, has a value of 27, (cf. Ianoș, 2000, p. 65), in 1999 it registered a value of 40, and in 2005 over 60 firms. In 1999 at the county level was registered a number of 24500 firms and in 2005, the number has raised to 37205 firms, the private societies absorbing over 58% from the work force. The structure of firms is presented in the table 1.

Tab. 1. The number and the structure of the firms from Brașov county.

<table>
<thead>
<tr>
<th>Year</th>
<th>Autonomous companies</th>
<th>Joint stock companies</th>
<th>Limited liability companies</th>
<th>General partnerships</th>
<th>Limited partnerships</th>
<th>Co-operative associations</th>
<th>Familiar associations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>14</td>
<td>598</td>
<td>21000</td>
<td>220</td>
<td>15</td>
<td>110</td>
<td>2718</td>
<td>24500</td>
</tr>
<tr>
<td>2005</td>
<td>16</td>
<td>731</td>
<td>28489</td>
<td>198</td>
<td>11</td>
<td>80</td>
<td>7680</td>
<td>37205</td>
</tr>
</tbody>
</table>

(Source: S. C. Zoltim Trading Brașov/Chamber of Commerce and Industry Brașov Romania)

The field activity that present a raised level of attractiveness for investors are represented by industry (the develop of new industrial parks), by services and commerce (the appearance of hypermarkets and show-rooms), through the development of the residential projects and finally, through the tourist activities.

As a conclusion, Haller, (2001, p. 9), consider that „the geographical position, the relief and the economic situation make from Brașov, one of the most requested places in which many firms or business-men desire to develop, or to begin a business (…). In the last ten years, the city of Brașov have known a distinct development, which continuous in a accelerate rhythm, an important fact in this sense being the county’s substructure development, respectively the rehabilitation of the accesses routes and communications.” In the same time, very considerable is the local authorities contribution, that are permanently interested, in promoting the real estate development projects, sustaining its realisation in a very short time as possible it can be. The present projects, through its finalisation can situate the city of Brașov on the superior positions from the European urban settlements hierarchy. Another favourable trait for investors is represented by the fact that any business or investment that is made in Brașov is dumped in a very short time.

The real estate firms, agencies and companies have an important role concerning the new investors’ attraction, aiming at the ensemble urban development, the success of this process being ensured by an objective report viewing the opportunities conferred by the geographical space of Brașov.

3. THE EVOLUTION OF THE REAL ESTATE MARKET FROM BRAȘOV

The land from the real estate viewpoint, as integrative part of the urban territory, represent a spatial reality within the built-up area or in the outside built-over areas, that dispose by multiple socio-economic valences in function by the ensemble development of
the locality which it is belonging. It makes in our days the object of the most important real estate transactions, because the Romanian and foreign investors are very interested, through the high level of attractiveness that it confer, by the purchase of it, viewing the development of new business. The land prices have supported in the last years a rising evolution, the increases of it being generated by the currency transition from the European market, by introducing the Euro unique currency and the disappearance of the Deutschland Mark (reference currency in the real state transaction), many payments being making in dollars. On the other side, the increased number of the investors that are developing business in Brașov and its environing area, has determinate the rise of the land’s price because of the rivalry context. The lot of land value is justified by the opportunities that are conferred by it. Considerable surfaces of land, which in the past have not presented a major interest for the investors, are becoming in our days, important urban development areas in Brașov. The destination of the land purchase by the businessmen, is for the realisation of the commercial complexes as supermarkets, or hypermarkets, show-rooms, business-parks, industrial parks, residential districts etc.

In our society all the fields activities in its development need the real estate agencies support, because in its evolution require the land for the commercial spaces, industrial productive units etc. The real estate marked evolution is determined by the investors, the clients, the present socio-economical frame, by the urban space essential features, by the European trends, the real estate market from Brașov being „a dynamic one, where the invested money in the immobile goods through the real estate experts consultancy are not lost, but more of that, it bring an yearly profit’. (Haller, 2002, p. 28). The price of the land presents considerable variations in the Brașov urban space, but more of that, in the environing area of this city, too. In Brașov can be remarked a double variation, the prices diminish from the central area to the outlying districts, excepting the urban development areas, where the prices are very varied, in many cases relatively rise (the second trend of the variation). As example, in 2001, the land price in the outlying districts registered 15 USD/mp, while in the central areas it was having a four times rise value. In 2000, in the districts, the price was between 25-40 USD/mp. and in the central areas it was between 60-100 USD/mp.5 In the same time, in the urban development area Bucharest Highroad, the price was between 25-75 USD/mp. These values are justified by the high level of attractiveness of this spaces for the investors. The evolution land prices from Brașov are represented in the table 2, 3 and 4.

Tab. 2. The land price from Brașov in 2001.
Prix des terrains disponibles au Département de Brașov en 2001

<table>
<thead>
<tr>
<th>Area</th>
<th>Price (USD/mp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre</td>
<td>60</td>
</tr>
<tr>
<td>Civic Centre</td>
<td>60</td>
</tr>
</tbody>
</table>

5 The lower prices characterize The Tractorul District (12 USD/mp.) but it will be increasing, registering in 2006 a value of 35 Euro/mp.
The reflection of the real estate development model in the urban space

Tab. 3. The variation of the lands price from Braşov. Comparative situation between the central area (downtown) and districts.

<table>
<thead>
<tr>
<th>Area</th>
<th>Price (USD/mp)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre</td>
<td>60-100</td>
</tr>
<tr>
<td>Districts</td>
<td>25-40</td>
</tr>
</tbody>
</table>

(Source: S. C. Zoltim Trading S. R. L. Braşov)

Tab. 4. The land prices of the urban development areas from Braşov

<table>
<thead>
<tr>
<th>Year</th>
<th>Bucharest Highroad</th>
<th>Cristian Highroad DN1</th>
<th>The Tractor District Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>30 €/mp</td>
<td>2 €/mp</td>
<td>12 €/mp</td>
</tr>
<tr>
<td>200</td>
<td>45 €/mp</td>
<td>7 €/mp</td>
<td>15 €/mp</td>
</tr>
<tr>
<td>200</td>
<td>250 €/mp</td>
<td>25 €/mp</td>
<td>35 €/mp</td>
</tr>
</tbody>
</table>

(Source: S. C. Zoltim Trading S. R. L. Braşov)

The analysis of this tables reflects the progressive evolution of the prices. Important increases from an year to other is registering in the central areas and also in the districts. A spectacular evolution of the land price is on the Bucharest Highroad, one of the most dynamic urban development area. Situated to a intense traffic axis, it has supported remarkable investments in the last years. Being destined for services (commerce) and industry, here have appeared Metro, Selgros, Mobexpert, Flanco World, Bricostore, Praktiker, MacroMall, Media Galaxy, show-rooms, etc. Also, this area confers numerous opportunities for investors in the future, fact reflected by the land prices evolution trends.

Important variations of this feature appears in the localities situated in the Braşov neighbourhood. The prices evolution is: Sâcele—from 8$ mp. in 2001, to 15-20$ mp. in 2002; Ghimbav, from 7$ mp. in 2001, to 10$ mp. in 2002 and 15 $ mp. in 2003; Hârman, from 6$ mp. in 2001, to 15$ mp. in 2003; Bran, from 7$ mp. in 2001, to 15 Euro mp. in 2004. Thus, the new created conditions „as consequence of the communist political system break down it can form the necessary frame for return to another level of old territorial functions which will permit the creation of authentic revitalisation nucleuses of the rural space.” (Ianoş, Tâlănă, 1994, p. 81). Notables requirements from the part of the investors are in the rural space, but in Brasov exist „a very considerable challenge for lands that are situated in the industrial development areas or for services-show-rooms” (Haller, 2003, p.
This areas are: The Highway of Bucharest (services, commerce, industry), of Sibiu and Bran (industry), of Sighișoara (industry and warehouses) and Ghimbav Road (productive units and warehouses). The real estate renovation realised till now have determined the urban development of Brasov and its area, through the projects that are unfurling by the real estate agencies (that have an important role in the territorial arrangement and space organization). An example in that sense is Zoltim Trading Real Estate Agency, local actor with a considerable contribution in the development of municipality of Brasov and its environing space, manifesting a strong influence power at regional and national level, through the attraction of the foreign investors.

4. THE PRESENTATION OF THE REAL ESTATE DEVELOPMENT PROJECTS FROM BRAȘOV

The real estate development projects that are realising in the municipality of Brașov and its environing area, are coveting the general development of the city and determine a lot of positive changes in the landscape of it. In the activity ministry of the Zoltim Trading Agency from Brașov are included a lot of this projects that contribute to the reconfiguration of the city landscape and in the same time, to the ensemble urban development. This projects (selective) are: The Residential Private Complex Bressan, The Brașov Business Park, The Tourist Complex Mountain Village from Bran and The Holiday Houses Development Area from Râșnov-Gläjerie.

The Residential Private Complex Bressan. The residential areas, as spaces destined for living, the habitable medium quality, the substructure of it and the solving crisis of dwellings from the big cities are aspects that have been remained in the attention of the local authorities, of the real estate companies and the investors too. Thus, in the urban landscape of Brașov is unfurling a project that confer an European dimension for the living districts, through the construction of the Residential Private Complex Bressan-Brașov. It wants to be „an example viewing the town planning discipline and the substructure, the started investment, being one of the most competitive residential districts from Brașov” (Haller, 2004, p. 22). It contents 51 villas, a commercial complex and disposes by its own careful management endowments, all these occupying 60 000 mp. Its location is in a quite area, distanced by 6 kilometres from the downtown and it corresponds to the living areas from the European cities.

The buildings are represented by three types villas. The first one, (fig. 1) has a surface of 130 mp., being composed by ground floor and floor, the second type has 180 mp. and the third type one, 230 mp. The last two types have the same height conditions as the first one. The due land lot for each house have an extension of 750 mp. The substructure of the district disposes by water supply, ecological station for water purify, electricity and gas. The avoidance of the further ruralisation trends of the district is ensured by the town planner regulations, that don’t permit here the construction of household annexes by the future owners. The significance of this complex for Brașov and also, for the all Romanian urban space, is generated by the fact that, is for the first time, when, through a private resources, starts the building of such a big number of houses, that occupy a surface land by 60 000 mp., with the possibilities of extension in the future (with other 15000-30000

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Although, the residential complex bring the European influences in the Romanian town, it conserves the Romanian tradition through the building style and through the construction materials. The houses have been inaugurated beginning with the end of the year 2005.

*Brașov Business Park.* Being the second project of this type from Romania, after Bucharest, Brașov, Business Park (fig. 2) is realised by Ravensdale Investments and its partners, in collaboration with Zoltim Trading (as co-ordinator and project manager). Its concept is „…modern and innovator in consonance with the necessities of alignment to the European standards” (Haller, 2006). It is situated on the Bucharest Highroad (urban area of intense development in the last years) and represents a reference point on the Brașov map. It is disposing by a surface of 24,000 mp. and the built one, by 50,000 mp. Each floor has 1100 mp. and the unitary surfaces for offices are extended between 250 and 700 mp. The structure of this ensemble is metallic and it has a height conditions of S+P+M+6 (basement, ground floor, mezzanine and six floors). The complex will dispose by a modern system of administration. The building for offices contents: a conference hall, meetings and presentations rooms, offices for visitors, show-room spaces, restaurants, spaces for temporary shows, commercial spaces, an hotel with 30 rooms and other endowments. The firms that will function here, proceed from various activity fields. The business complex disposes by four buildings with six floors and a central one, with a height condition of four levels (ground floor, mezzanine and 2 floors). The Brașov Business Park will house the most important firms from the country and abroad.
Projects in the environing area of Brașov. The real estate agencies exert a considerable influence in the localities situated in the neighbourhood of Brașov. Through the economic activities in general, is determined the progress of the town, but in the same time is modernised the gravitated territory of it (Cucu, 1976). Thus, „from the big urban centres the activity has extending through a cascade diffusion in the middle and little towns and further or concomitant in the neighbouring rural localities” (Ianoși, 2000, p. 65). From this perspective, the Zoltim Trading Agency develops projects in the localities situated in the Brașov neighbouring areas. One of this is represented by the Holyday Houses Development Area Râșnov Glajerie. It occupies a surface of 100 000 mp, each lot plot having 1000-1200 mp. In the centre of holyday houses district exist a commercial complex and a pension. The houses are built exclusively from wood (fig. 3), its architectural style, being through out to frame the complex harmoniously in the landscape. In this way are conserved the rustic influences specific of this area.

The DevelopmentProject Mountain Village. It is situated in Bran (Bran Meadow) and occupies a surface of 60 000mp in which are included 47 land plots destined for living, and for complementary functions as parking spaces, accesses roads, green lungs and a commercial complex (Haller, 2006). The land plots have an extension by 1000-1200 mp., the area disposed by the utilities networks (water, gas, electricity). The central district includes a commercial complex and sports grounds. On the purchased plots, the clients can command the construction of the wood houses. This type of residences are characterised by the most beautiful architecture from the actual market and a special comfort, being ecological houses.

CONCLUSION

The general aspects and the concretely real estate projects presented in this study reflect the importance that the real estate agencies have in the present and perspective urban development. These become in our days, more than ever, real local actors that polarise the investors and through its constructive collaboration with the local authorities and the others decision factors, generate urban development projects in concordance with the European standards.
Romania in general and especially Brașov city and its area have become a favorable space for the foreign investors that are developing their business in collaboration with the real estate companies. In the future in Brașov will be unfurled new projects in the urban development areas (especially on the Bucharest Highroad). For the following 5 years the urban development will be concentrated in the localities from its neighborhood, this being crossed by a new highway. In the same time, the construction of the international airport from Ghimbav will influence positively the evolution of the settlements from this part of Romania. Also, all the localities situated at a distance of 10 Km. from Brașov will be integrated in the city, being satellites of it (Haller, 2006).

All this evolution trends will attract new investors and will request the experience of the real estate agencies viewing the urban development at the European contemporary level. Zoltim Trading Agency will unfurl in the future new projects, grounded in this way, the role and the importance that the real estate companies have in the urban space development and which confers through its activity. real action models that are visible in the present landscapes of the Romanian cities.

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