Restoration of an old Salt Barn and its conversion into a City’s Visitor Centre dedicated to heritage interpretation and documentation for citizens and tourists.

**SIZE OF THE CITY:** 148 282 inhabitants 8 068 ha

**SIZE OF THE PROJECT:** A monument: the historic Salt Barn

**PRINCIPAL FUNCTION(S) OF THE CITY:**
Regional administration, industry and manufacturing, inner harbour

**PRINCIPAL FUNCTION(S) OF THE PROJECT AREA:**
Central cultural and touristic zone

Located at the Danube River in Bavaria, this medieval town contains many buildings of exceptional quality that testify to its history as a trading centre and to its influence on the region from the 9th century. A notable number of historic structures span some two millennia and include ancient Roman, Romanesque and Gothic buildings. Regensburg’s 11th- to 13th-century architecture – including the market, city hall and cathedral – still defines the character of the town marked by tall buildings, dark and narrow lanes, and strong fortifications. The buildings include medieval patrician houses and towers, a large number of churches and monastic ensembles as well as the 12th-century Old Bridge, which dates from. The town is also remarkable for the vestiges testifying to its rich history as one of the centres of the Holy Roman Empire that turned to Protestantism.
Since its inscription as a World Heritage property, the Old Town has experienced an increasing interest in its heritage by citizens as well as a rise of visitor numbers. Several historic buildings in the old town could be used for new purposes.

**PROBLEMS/ISSUES**

How to adapt a publicly owned historic building located within the World Heritage property’s boundaries to the requirements of a multi-use visitor centre for information and education measures for citizens and tourists?

**DESIRED EFFECTS/OUTCOME**

- Opening of the old Salt Barn building to the public as a visitor centre and as a model for contemporary restoration methods
- Old Salt Barn adapted to awareness-raising activities, heritage interpretation and documentation for citizens and tourists alike
- Creation of additional exhibition space

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**THE INITIATIVE**

**THE PROJECT DRIVERS**

- City of Regensburg
- Steering Committee
- World Heritage Coordination office
- Regensburg Touris
- Museum of Regensburg
- University of the Arts - Berlin
- State Museum Joanneum

**THE PROJECT IMPLEMENTATION**

- Scientific advisory board
- Experts from Germany and Austria
- Scenography, History, Art, History and Tourism
- Supervise

- Renowned architects and interior designers
- Implement

- Media and press
- As partners

**ACTION PROGRAM**

- Establishment of the World Heritage Visitor Centre Regensburg

- Rehabilitation and conversion of the City’s old Salt Barn into a Visitor Centre: definition of the concept, the design and rehabilitation works

- Concept and installation of a permanent exhibition about the history and Outstanding Universal Value of Regensburg

- Organization of a multifunctional space for round table discussions, lectures, education programmes

- Public relations: dissemination plan and promotion

**STAKEHOLDERS/ACTORS:**

- Public local
- Public regional
- Public national
- Public international
- Private
- Mixed
- Institutions / NGOs
- Civil Society
SITE MANAGEMENT TOOLS

- Legal Provisions for Preservation of Historic Buildings, Building Regulations, Monument Protection (Bavarian legislation)
- Federal Building Codes
- Protection Law of Old Town of Regensburg and its Buffer Zone
- By-Laws on Using Public Roads & Spaces in the City of Regensburg for Special Purposes
- Land-Use Plan and Urban Development Plan

SPECIFIC PROJECT MANAGEMENT TOOLS

- Integrated World Heritage Management Plan – Old Town of Regensburg and Stadtamhof
- Advisory Committee for the Visitor Centre and its scientific concept

DETAILS ON PUBLIC FUNDING

City of Regensburg, Federal Ministry of Transport, Building and Urban Development (National World Heritage Funding programme)

INTERNATIONAL FUNDING SOURCES

European Regional Development Fund (ERF)

TOTAL PROJECT AMOUNT

2.3 million €

FUNDING

- 12% City of Regensburg
- 44% National World Heritage Funding programme
- 44% European Regional Development Fund

STATE OF PROGRESS OF THE PROJECT

<table>
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<th>Definition of the concept</th>
<th>Planning phase</th>
<th>Start building activities</th>
<th>Opening of the centre</th>
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<tr>
<td>Feasibility study</td>
<td>Design competition</td>
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<td>January-June 2008</td>
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RELATION BETWEEN THE PROJECT AND THE VALUE OF THE PROPERTY

With the inscription of the Old Town of Regensburg on the World Heritage List, the City council decided to raise awareness about its values to the largest possible public.

Located within the boundaries of the World Heritage property in a historic landmark, the project site of the Visitor Centre in the old Salt Barn represents a model location for attracting visitors and presenting the World Heritage city. The building itself as well as the scientific concept support the goal of promoting and educating the public about Regensburg and its World Heritage values.
Opened in May 2011, the Visitor Centre serves multiple uses at the local level and has been integrated into schools’ activities and tourist routes.

The presented project site shall function as a vital point of attraction for the World Heritage property. Being a historic landmark, the opening of the old Salt Barn highlights the importance of using historic buildings and of opening them to the public.

Given the recent opening of the Visitor Centre, its success among visitors and its appropriation by citizens still need to be monitored so as to adapt its presentation methods and means to the expectations of varied types of audiences. A crucial aspect is the involvement of and interaction with the citizens of Regensburg to ensure that the Visitor Centre can also function as a meeting point of citizens and tourists.

The experience of installing and running the Visitor Centre is worth sharing with other World Heritage cities and sites. Introducing the development of the scientific concept into training and teaching curricula of associated schools and universities could further be considered.

**CONTACTS**

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<tr>
<th>MAYOR</th>
<th>Hans Schaidinger</th>
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<td>Mandate</td>
<td>2008-2014</td>
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