

## The „On the Way to Oaxaca“ Workshop – Call for Projects

**City:** Regensburg, Bavaria, South Germany

**Mayor:** Mr Hans Schaidinger

**Date and duration of the mandate:** 2008, elected for 6 years

**Title of the Project:** World Heritage Management Plan for the Old Town of Regensburg  
with Stadtamhof

**Project completed:** Yes

**Date of Completion:** 7<sup>th</sup> February 2012

**Person in charge:** Matthias Ripp

**Position:** World Heritage Coordinator

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ripp.matthias@regensburg.de

### Information on the city:

The Bavarian, almost 2000-year-old town Regensburg in South Germany is located at the northernmost point of the river Danube west of the Bavarian Forest.

Regensburg is the capital of the Bavarian administrative region Upper Palatinate. Here approximately 150,000 inhabitants live, 20,000 students including.

The city, which was founded in Roman times, is a modern high-tech industry location today. One focus lies on the automotive technology. BMW operates an automobile production plant here. In the branch of electrical engineering major employers as Infineon, Osram Opto Semiconductor, Siemens A&D and Toshiba have to be mentioned.

The world market leader for brewery technology, Kronen, is also situated near Regensburg. Furthermore the University of Regensburg and mercantile trade play important roles in the economy of Regensburg.

The outstanding historic significance as well as the fact that the “Old Town of Regensburg with Stadtamhof” is the only authentically preserved large medieval town in Germany led to the inscription on the UNESCO World Heritage List on the 13<sup>th</sup> of July in 2006.

The inscribed ensemble is 183 hectares in size and includes about 1,000 architectural monuments. 15,000 people live in this historic centre, which fortunately wasn't bombed during World War II.

The “Old Town of Regensburg with Stadtamhof” was added to the World Heritage List on the basis of 3 of 10 criteria:

Regensburg's architecture reflects the city's significant role as medieval centre of trade and its influence upon the region north of the Alps. Regensburg was an important reloading point on the continental trade routes to Italy, Bohemia and Russia. (criterion ii)

The Old Town of Regensburg is an exceptional testament to the cultural traditions in the Holy Roman Empire. After already having been the preferred meeting place for Imperial Diets in

the High Middle Ages, Regensburg also contributed to more recent European history from 1663 to 1806 as home of the Perpetual Imperial Diet (Parliament) of the Holy Roman Empire. The remnants of two 9th-century imperial palaces and numerous well preserved historical buildings attest to the city's former affluence and political significance. (criterion iii)

The Old Town of Regensburg is an outstanding example of a medieval Central European trading town, whose stages of historical development are well preserved. Especially the development of trade from the 11<sup>th</sup> to the 14<sup>th</sup> century is exemplified exceptionally well. (criterion iv)

## **Information on the project “World Heritage Management Plan for the Old Town of Regensburg with Stadtamhof”**

As every UNESCO World Heritage Site is obligated to produce a suitable management system for protecting the outstanding universal value and as no standardised guidelines for management plans existed, Regensburg developed its own management plan with focus on the protection of the World Heritage Site as well as on its sustainable development.

A Management Plan Work Group, consisting of administrative officials and external representatives, defined guidelines, targets and measures for the World Heritage Site Old Town Regensburg with Stadtamhof.

Additionally the citizens of Regensburg were integrated into this process by a two-day workshop, named World Heritage Dialogue.

Compared with other planning procedures, the methods employed for the Regensburg Management Plan differed in several aspects:

1. The integrated process was conducted by a wide number of participants, who defined the strategies and measures through a direct and on-going exchange.
2. Based on the selected process architecture, tangible measures were successively defined, together with common objectives.
3. The government of the region Upper Palatinate and the State of Bavaria, as the administrative authorities responsible for funding, were integrated from the very outset.
4. The Management Plan is understood as a practical working basis and is regularly updated. To this end, the Management Plan Work Group convenes once a year. A citizens' participation session is planned for every two years.

### **1.) To which of the following sub-themes is the project related?**

The project is related to the sub-theme “Urban Planning and Development”. It concerns the Integrated Heritage Management.

Regarding the listed World Heritage zone, Regensburg has prepared a protection and development concept, which is action-orientated but also integrated. It defines and coordinates the central principles, objectives and measures required for the protection, conservation, use and development of the World Heritage asset.

## **2.) Location of the project**

The area adopted by the UNESCO into its World Heritage List encompasses the Old Town of Regensburg with Stadtamhof. It includes 960 individual monuments and listed buildings within an area of 183 hectares.

The World Heritage Management Plan for Regensburg refers to this zone following the guiding principle to steer the development of the city in such a way as to equally ensure the preservation of the historical inheritance on the one hand and commercial viability and development on the other hand.

## **3.) Challenges of the project**

### **a.) Which urban problem(s) does the proposed project address?**

The project's main problem was, how to facilitate the right balance between the preservation of built cultural heritage and the sustainable, future-proof socio-economic development of historic towns in order to strengthen their attractiveness and competitiveness. Emphasis was placed on managing conflicting usage interests and capitalising the potential of cultural heritage assets for economic, social and cultural activities.

### **b.) What are the objectives?**

The purpose of the Regensburg World Heritage Management Plan is to provide a fundamental basis, upon which the World Heritage asset can be preserved for the current and the future generations, while at the same time the vibrancy and multifunctional quality of the entire World Heritage zone shall be kept and promoted in the long run.

### **c.) Operational strategy to address the problem(s)?**

The Regensburg Management Plan is based on the following, collectively determined four aspects, providing a model guide for future Management Plans.

- Integrated approach: It is essential for sustainable city development to focus on both preserving the historical city landscape, as well as developing it further for the future.
- Action-based orientation: The Regensburg World Heritage Management Plan is a plan intended to be readily carried out.
- Participatory preparation process: Numerous citizens and various organisations took part in the development of the Regensburg World Heritage Management Plan.
- Continual improvement: A dedicated monitoring system verifies the implementation of the specific steps and delivers important information to enable the Management Plan to be constantly and expediently developed further.

### **d.) In what way is the project relevant in relation to the problem?**

All together the development and implementation of the Regensburg Management Plan has to be considered very successful, for the UNESCO World Heritage aspect in Regensburg was thereby more strongly experienced as a task for the whole community – both within the administration and throughout the entire urban community.

#### **4.) Implementation of the project**

##### **a.) Who is driving the project?**

The implementation of the project has been driven by the World Heritage Coordination Office, which is an administration unit, belonging to the Planning and Building Division of the city of Regensburg.

##### **b.) Who is implementing the project?**

The World Heritage Management Plan for Regensburg was implemented as an overall task by all stakeholders.

In all questions concerning the conservation and further development of the World Heritage asset, the Management Plan Work Group has proven to be an important link to the administration and the urban community.

Moreover the successful performance of the World Heritage Dialogue also resulted in numerous important contributions thanks to public commitment.

As this potential shall also be exploited in the future, an agreement was reached to reconvene the World Heritage Dialogue every two years. Further it has also been decided to continue the meetings of the Management Plan Work Group, which is responsible for realizing the Management Plan and guiding its monitoring.

##### **c.) What is the role of the citizens in the project?**

In February 2010 during a two-day workshop, named World Heritage Dialogue, ca. 70 citizens of Regensburg were invited to discuss the future of the World Heritage asset. The inhabitants also pointed out their own suggestions concerning the conservation of the World Heritage site as well as the attractiveness and quality of life offered by the Old Town of Regensburg.

In this way the needs of citizens were identified, which were then checked by the Management Plan Work Group, if and how these could be realized and finally presented to the upper administrative and political echelons for further clarification.

The proposals capable of implementation were integrated into the World Heritage list of measures.

##### **d.) Financial framework**

The development of the Regensburg Management Plan was supported by the Urban Expert office under the direction of Nils Scheffler. As an external consultant he moderated the Management Plan Work Group and the citizens' participation process.

The overall costs added up to ca. 50,000 €, including the expert fee, rental fee for meeting rooms and organizational charges.

#### **5.) What is the link between the sustainable development project and heritage management?**

Heritage cities throughout Europe share a variety of common challenges and chances. Among the most obvious is the preservation of an often large stock of historic buildings, the integration of new infrastructure and the adaptation of the historic urban fabric to the needs of the modern inhabitants and visitors. The balance between the safeguarding of heritage and the development of the city must be continuously maintained.

## **6.) Explain how the project ties in an innovative step of sustainable development within your city.**

In 2008 the URBACT II HerO Project was designed as an European city network, of which the city of Regensburg was the leading partner.

The aim of this network was to facilitate the exchange between nine heritage cities about common challenges and chances.

During three years these nine HerO cities worked side by side using a new and clear methodology on how to elaborate Integrated Cultural Heritage Management Plans with the following main benefits for World Heritage sites:

- Through the integrated approach a broad basis of common objectives to safeguard and sustainably develop urban heritage sites can be defined, and the identification and motivation for urban heritage can be extended.
- Structuring concrete actions that are ready for implementation and discussed with a broad variety of stakeholders make the result of the process very tangible and real.
- Through the early integration of the responsible authorities for European, national and regional funding the chances of getting funding for the defined actions are enhanced.
- The relationships between the local governments and the managing authorities in charge of European, national and regional funding can be improved.
- The balance between the safeguarding of urban cultural heritage and the sustainable development that fosters economic benefits can be improved.

The World Heritage Management Plan for the Old Town of Regensburg with Stadtamhof is based upon this new methodology.

For further information see:

[http://urbact.eu/fileadmin/Projects/HERO/projects\\_media/HerO\\_Brochure\\_A4.pdf](http://urbact.eu/fileadmin/Projects/HERO/projects_media/HerO_Brochure_A4.pdf)

<http://urbact.eu/en/projects/urban-renewal/hero/homepage/>

<http://www.regensburg.de/de/unesco-world-heritage/world-heritage-coordination/project-development-and-coordination/60819>

Please note:

The Management Plan for the Old Town of Regensburg with Stadtamhof will be available in English soon.

## **7.) Benefit for other member cities of the OWHC?**

A management plan following the HerO methodology as described above aims in particular at

- safeguarding the cultural heritage values as they make the place unique and distinctive and can be a strong asset for development
- developing multifunctional historic urban areas, which make the site attractive to live, work and spend time in for all the different stakeholders such as inhabitants, visitors and entrepreneurs. This, in turn, brings in resources, which can be used for the safeguarding of the cultural heritage values.

Summing up: Such an Integrated Management Plan can give the member cities of the OWHC the chance to start a heritage-based development approach.

Moreover it can lay the groundwork for using European, national and regional funding sources for this purpose.

## **8.) Evaluation of the project**

### **a.) Expected results**

The guiding principle of the Management Plan for the Old Town of Regensburg with Stadtamhof is to steer the development of the city in such a way that the preservation of the historical inheritance and also the commercial viability and development are ensured.

With its integrated concept, the City of Regensburg is pursuing the following results:

- Conservation and sustainable valorisation of the World Heritage asset,
- Promoting awareness and appreciation of the extraordinary value of the World Heritage asset,
- Conservation of the multifunctional quality and attractiveness of the World Heritage zone for its citizens and guests,
- Resolving and finding solutions for conflicts of interest and utilisation,
- Utilisation of the World Heritage listing for a comprehensive urban, commercial development strategy.

### **b.) Beneficiaries of the project?**

The entire community of the city benefits from the project, for during the development of the World Heritage Management Plan eight areas were specified and subsequently defined as central fields for action:

1. Architectonic cultural heritage
2. Culture and tourism
3. Economic development
4. Residential affairs
5. Traffic and transport
6. Urban planning and development
7. Environmental issues and leisure
8. Raising awareness and research

For all these fields practical measures and aims were formulated to promote not only the interests of the World Heritage site but also the needs of citizens.

### **c.) Major impacts**

All in all the development and the results of the World Heritage Management Plan have to be considered very successful. The UNESCO World Heritage aspect in Regensburg is thereby more strongly experienced as a task for the whole community – both within the administration and throughout the entire urban community.

One reason for this is certainly the conjointly defined guidelines of the World Heritage Management Plan, which don't only focus on the protection and conservation of the World Heritage aspect, but also on the interests of citizens, for Regensburg shall remain a vibrant and multifunctional location.

Apart from that the city is supposed to develop further, this is why the Management Plan for the Old Town of Regensburg with Stadtamhof has to be updated in the future on demand.

**Three quotations reflecting the positive feedback of the stakeholders concerning the Management Plan:**

“The interests of the conservation of historical buildings and monuments were included in the Management Plan to the same degree as those of business. The Management Plan thus provides a good prospect for developing the World Heritage asset of Regensburg over the coming years. Now it must be implemented.”

UTE HICK  
HEAD OF CITY PLANNING OFFICE

“To me, the strategy underpinning the Management Plan is precisely right. It deals with maintaining a balance in Regensburg between conservation and development. This has been very successfully done with the Management Plan.”

PETER WEBER  
DIRECTOR OF LEGAL HUMAN RESOURCES, FINANCES DEPT. IHK REGENSBURG  
FOR OBERPFALZ/KELHEIM

“As I see it, the Management Plan constitutes a type of toolbox. It contains numerous measures and projects critical for the development of the Old City and Stadthof. It provides the right instruments for wholly different and sometimes novel issues.”

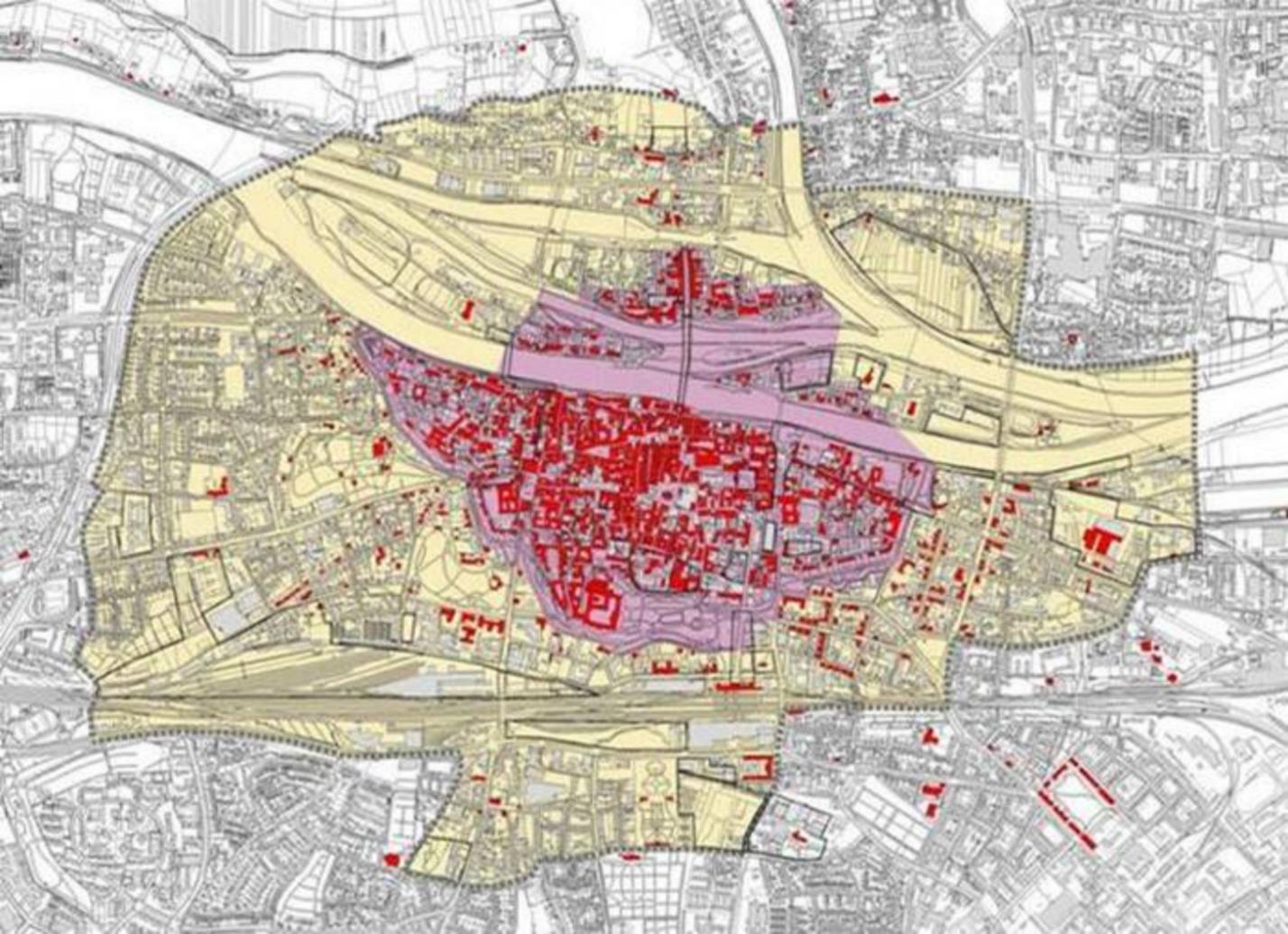
RUDOLF FROSCHL  
HEAD OF URBAN DEVELOPMENT DEPT.  
OBERPFALZ GOVERNMENT











men beim Mitarbeiter-Dialog



مجلس التعاون الخليجي


Handwritten notes and a cloud-shaped sticker are attached to the board.

Mitarbeiter Dialog

## Stadtentwicklung & Stadtplanung

März 2010



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**Date of Completion:** 28<sup>th</sup> May 2011

**Person in charge:** Matthias Ripp

**Position:** World Heritage Coordinator

**Mailing address, telephone number, e-mail:**

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### **Information on the project “World Heritage Visitor Centre Regensburg”**

The inscription on the UNESCO World Heritage List obligated the city of Regensburg to raise awareness for the World Heritage theme and to sensitize a wide audience to heritage values and their protection.

To reach these goals, in May 2011 the city of Regensburg set up a public visitor centre for the inhabitants of Regensburg as well as for the tourists. It is located in the historic Salt Barn next to the famous Stone Bridge over the Danube right in centre of the Old Town of Regensburg.

The World Heritage Visitor Centre Regensburg serves as a central contact and information point for all issues concerning the World Heritage topic and programme with focus on Regensburg.

Apart from a multifunctional basement with gastronomy, space for presentations with up to 50 seats and room for workshops with school classes, the centrepiece of the visitor centre is a permanent exhibition on the upper floor that presents the relevant contents by bilingual texts alternating with original exhibits and modern technologies as interactive games and media installations.

On this storey the visitors also find a counter of the tourist information and an exhibition shop.

The World Heritage Visitor Centre Regensburg is open on 365 days per year from 10:00 to 19:00. The admission is free.

For further information see:

<http://www.regensburg.de/de/unesco-world-heritage/visitor-centre/60801>

[http://urbact.eu/fileadmin/corporate/pdf/Regensburg\\_case\\_study.pdf](http://urbact.eu/fileadmin/corporate/pdf/Regensburg_case_study.pdf)

### **1.) To which of the following sub-themes is the project related?**

The project is related to the sub-theme “Culture and Heritage”.

The city of Regensburg does its utmost to raise the citizen's awareness for the World Heritage theme in general and to make its own World Heritage Site the “Old Town of Regensburg with Stadtamhof” known to a wide audience.

Therefore in 2011 a public visitor centre was established in the historic Salt Barn, where citizens, tourists and experts can get and exchange information about the World Heritage topic.

The centrepiece of the visitor centre is a permanent exhibition, which conveys the World Heritage qualities to the visitors in a descriptive and interactive way. Traditional presentation methods as German and English texts (70 %) alternate with original exhibits or replica (10 %)

and modern technologies such as interactive games and media installations (20 %). Moreover tear-off pads in the exhibition animate the visitors to enlarge their knowledge of the Old Town of Regensburg by visiting museums, cultural institutions or other historical buildings in the town afterwards.

Apart from the visitor centre the city of Regensburg uses further tools to raise people's awareness about the World heritage in general and to promote its own World Heritage Site. Such instruments are the frequently accessed website [www.regensburger-welterbe.de](http://www.regensburger-welterbe.de), brochures and flyers, the organization of the yearly World Heritage Day and lectures in cooperation with the university.

Finally an educational-pedagogical programme serves to develop an interest for the World Heritage among children and young persons.

## **2.) Location of the project**

The World Heritage Visitor Centre Regensburg is located in a very impressive eight-storey Salt Barn near the Old Stone Bridge (built 1135-1146), which spans the Danube. Erected in 1616-1620 the historic Salt Barn demonstrates still today the importance of the salt trade for the city of Regensburg and its significant role as medieval trade centre in general. For both, the river Danube as well as the Old Stone Bridge enabled Regensburg to long distance trade and thus promoted the wealth of the medieval city, which is still visible in Regensburg's architecture.

These facts correspond to the criteria ii and iv and led to the inscription of the "Old Town of Regensburg with Stadtamhof" on the World Heritage List.

## **3.) Challenges of the project**

The challenge in establishing a Visitor Centre World Heritage Regensburg was the fact that a comparable example didn't exist. Therefore a total new concept had to be found. An action plan was developed with clear ideas about the location of the visitor centre, its function, the content of the exhibition as well as the planning and financing of the project.

As soon as the city of Regensburg decided to establish a visitor centre in the historic Salt Barn, which had been restored in 1988-1991 by respecting the original structure with centuries-old massive wooden beams, an exhibition concept was provided and carried out by a prestigious design office after a call for tenders.

In five so-called 'cabinets' hanging down from the ceiling and not touching the floor or any of the historical wooden construction, different topics are presented in an innovative way.

The subjects that were selected and prepared by a scientific team of German and Austrian experts relate to the UNESCO World Heritage topic in general and to the World Heritage Site Regensburg in particular.

## **4.) Implementation of the project**

In 2007 the project was initiated by the World Heritage Coordination Office, an administration unit belonging to the Planning and Building Division of the city of Regensburg.

One year later the establishment of the World Heritage Visitor Centre Regensburg started, which was opened on the 28<sup>th</sup> of May, 2011.

The total costs of the implementation of the visitor centre included the building activities, the exhibition equipment, the fees of the architects, engineers and the expert opinions.

The expenses amounted to 2,000,000 €, of which 1,000,000 € were subsidized by the Federal Government and 300,000 € the European Union.

### **5.) What is the link between the sustainable development project and heritage management in your city?**

The World Heritage Visitor Centre Regensburg conveys the cultural heritage of the city to its inhabitants and to its visitors. In this way it raises the awareness and comprehension about the significance of the cultural heritage and its protection.

Moreover it strengthens the identification of the inhabitants with their city and promotes the tourism as well as the local economy.

### **6.) Explain how the project ties in an innovative step of sustainable development within your city?**

Our visitor centre provides science-based information concerning the World Heritage topic in an informative, but at the same time exciting and innovative way by using modern technologies as interactive games and media installations apart from traditional presentation methods.

This mix of methods appeals to all different kinds of target groups: individual guests, tourist groups and families.

Furthermore attractive is that the World Heritage Visitor Centre Regensburg is open for visitors on 365 days per year with long opening hours (10:00-19:00) and free admission.

### **7.) Benefit for other member cities of the OWHC?**

Every World Heritage Site could benefit from the establishment of its own visitor centre, for it is an important instrument to raise awareness and comprehension about the significance and the protection of the cultural heritage.

Moreover it strengthens the identification of the inhabitants with their city and promotes the tourism as well as the local economy.

The concept of the World Heritage Visitor Centre Regensburg is well transferable to any other World Heritage Site.

### **8.) Evaluation of the project**

The World Heritage Visitor Centre Regensburg serves as an information platform for various target groups such as the citizens of Regensburg, tourists, children, young persons and experts like scientists and architects.

Since the opening of the World Heritage Visitor Centre Regensburg in 2011 more than 400,000 guests visited it.

Their positive feedback proves that the visitor centre generates publicity and that it makes the city known to a wide audience.

Three quotations of the guestbook show, how popular the World Heritage Visitor Centre Regensburg is:

29-09-2011

Beautiful!  
Dante

Carolyn & Stan Epstein  
Chapel Hill, NC USA

30.09.2011

B.L. GAUTIER

NYC NY

WONDERFUL EXHIBITS!

16/10/2011  
Such a wonderful  
city, we have  
enjoyed this visit  
immensely!  
Barbara & George  
also California

Jim and Steve  
Lewes, DE, USA

Hello FROM  
Philadelphia!!

AB

DB

18/10/11





BEWAHRUNG ZENTRUM  
REGENSBURG







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zoom

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