

HerO Heritage as Opportunity

Project Meeting in Graz, 19-20 March 2009



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UNESCO World Heritage Site
Old Town of Regensburg with Stadtamhof

➔ *Approach to an Integrated Management Plan*

Barbara Bühler, City of Regensburg, HerO Lead Partner

★ Regensburg's Approach to an Integrated Management Plan

CONTENT

- Objectives, Structure and Content of the Management Plan
- Organizational and Operational Structures established in Regensburg: Process of elaborating an integrated Management Plan



Objectives, Structure and Content of the Management Plan

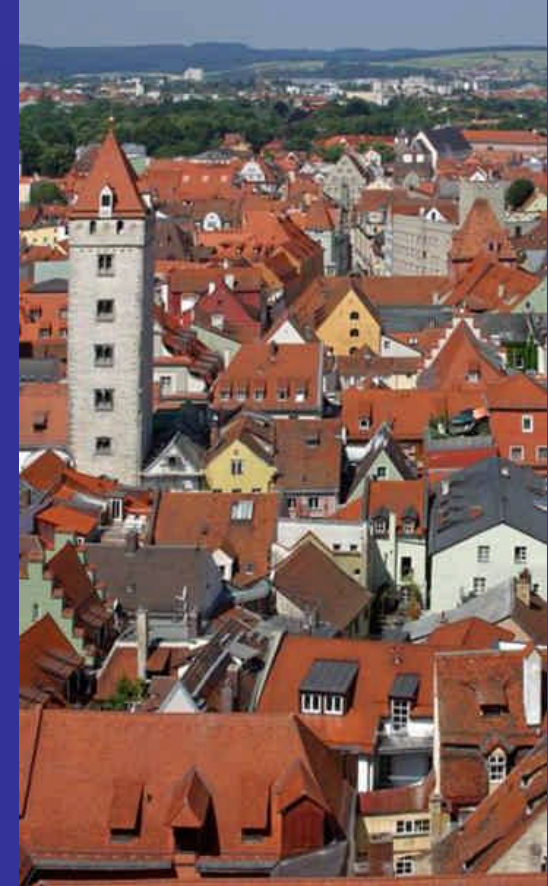
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★ The Old Town of Regensburg with Stadtamhof UNESCO World Heritage since 2006



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★ The existing World Heritage Management Plan

- has been elaborated in line with the nomination for World Heritage listing (requirement by UNESCO)
- is a rather brief document that contains basic information on the preservation and restoration of historic monuments, city development and finances as well as tourism and marketing
- refers to the most relevant concepts in terms of city development (e.g. the Regensburg Plan 2005)
- is not an integrated document
- is lacking essential parts

★ Structure and Content of the integrated Management Plan

Introduction

I IDENTIFYING ISSUES

1. Understanding the site
2. Stakeholders

II APPRAISAL

1. Overall vision for the site
2. Objectives for the site
3. Strategies on how to reach these objectives

To be identified for all relevant fields

III IMPLEMENTATION

1. Action Plan
2. Continuous monitoring and review

★ Objectives of the new, integrated Management Plan

- to safeguard Regensburg's cultural heritage values
- to balance the preservation of the built cultural heritage and the sustainable, future-proof socio-economic development of the historic urban landscape
- to manage conflicting usage interests and balance the different demands of "users": local economy, citizens, tourists, property owners, conservators, etc.
- to ensure the multifunctionality of Regensburg's Old Town
- to strengthen the attractiveness and competitiveness of the old town area



Organizational and Operational Structures established in Regensburg: Process of elaborating an integrated Management Plan

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★ Organizational and Operational Structures established in Regensburg

The World Heritage Co-ordination Unit



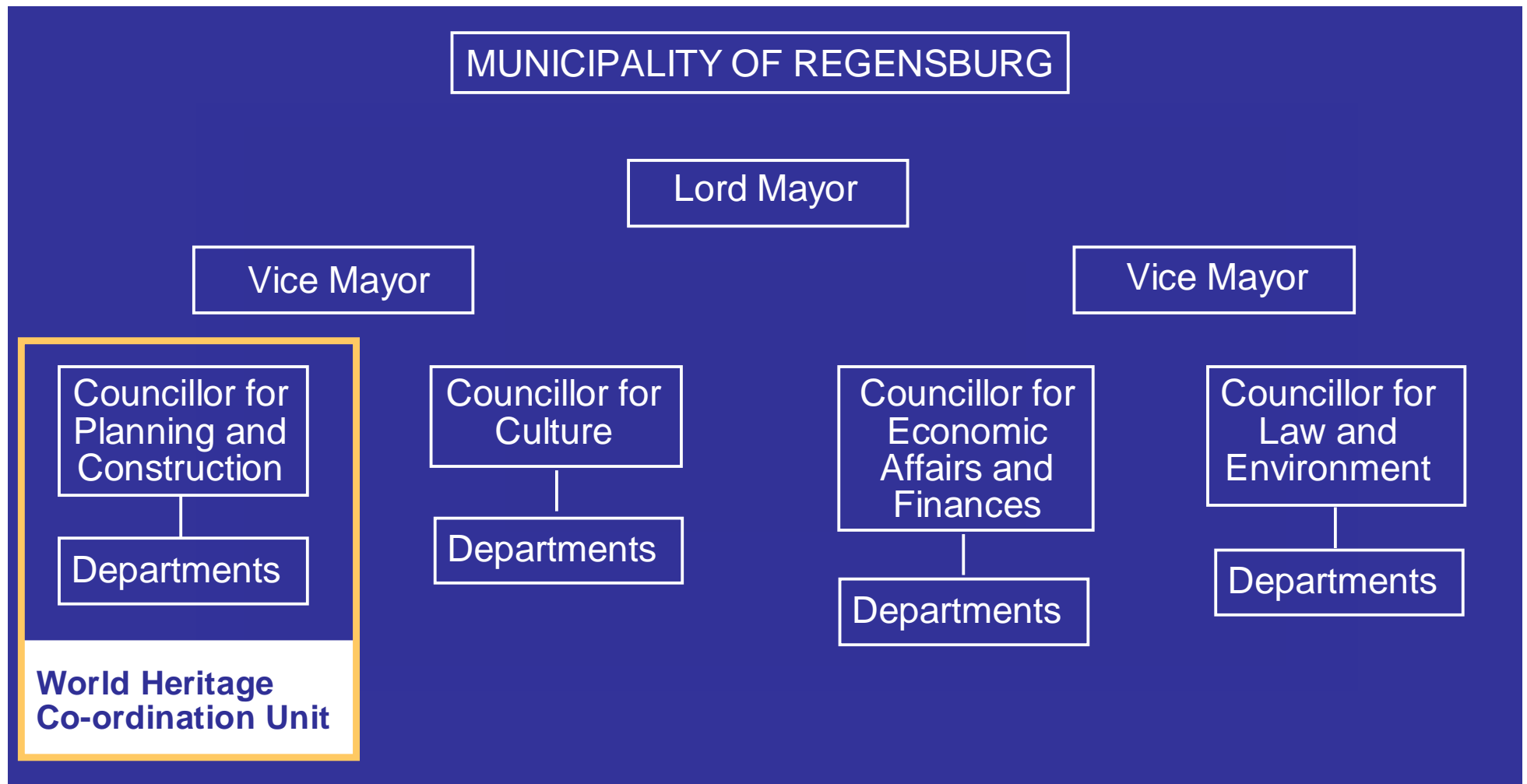
★ Organizational and Operational Structures established in Regensburg: The World Heritage Co-ordination Unit

In line with the inscription of the Old Town of Regensburg in the UNESCO World Heritage list, a “World Heritage Co-ordination” unit has been established (Matthias = World Heritage Co-ordinator of Regensburg)

Tasks:

- Co-ordination of municipal actions and projects related to the “UNESCO World Heritage“ and development of projects with external partners (e.g. elaboration of the Management Plan)
- Communication with UNESCO; exchange and communication with further relevant administrative bodies (e.g. State Government, Federal Government)
- Public relations and awareness raising
- Promoting scientific work and representing Regensburg in national and international networks

★ Organizational and Operational Structures established in Regensburg: The World Heritage Co-ordination Unit



★ Organizational and Operational Structures established in Regensburg

The URBACT Local Support Group



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★ Organizational and Operational Structures established in Regensburg: The Local Support Group

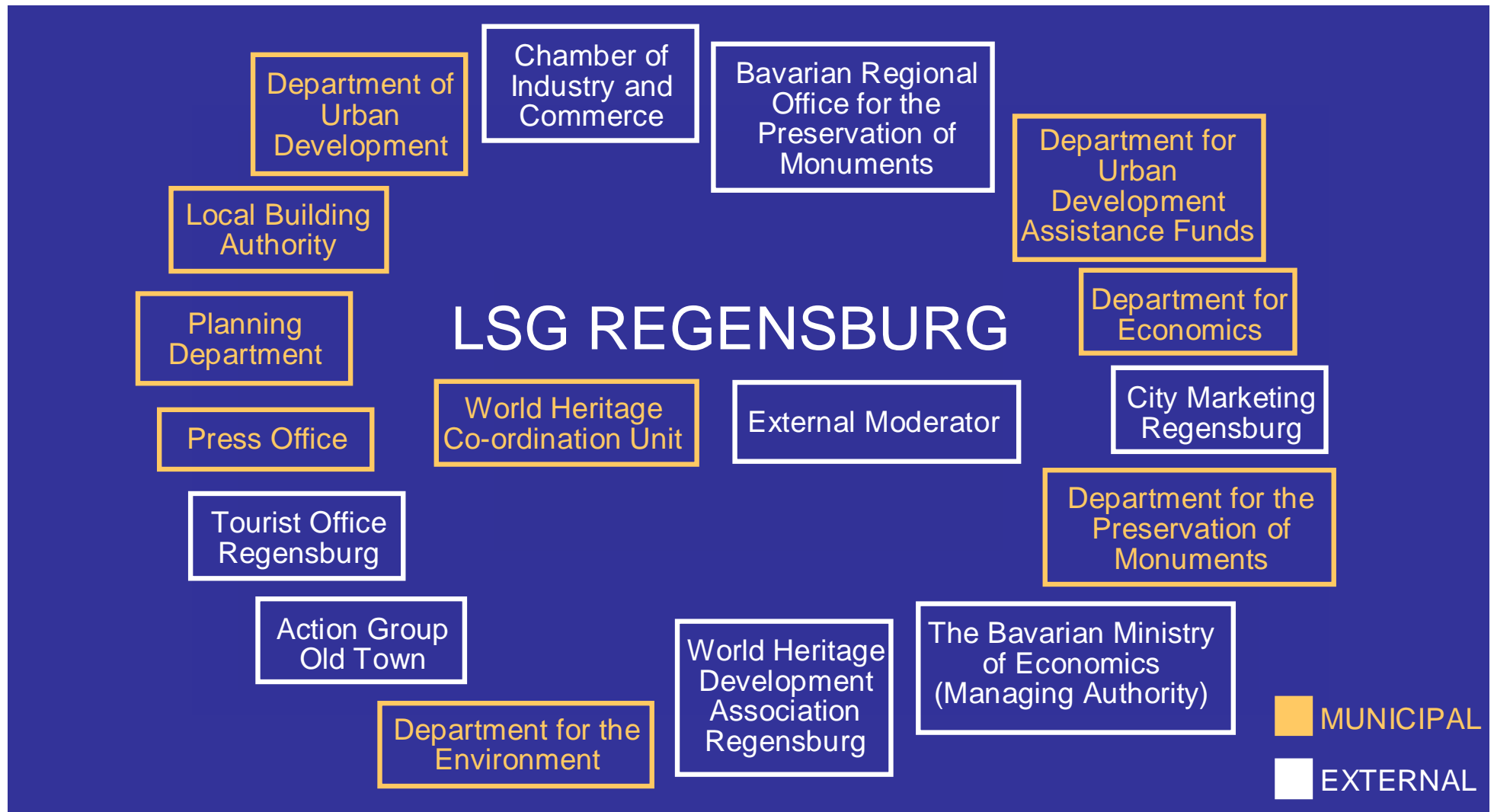
Responsibility for the conception of the integrated World Heritage management plan and co-ordination of the Local Support Group:

World Heritage Co-ordination Unit
Planning and Building Division

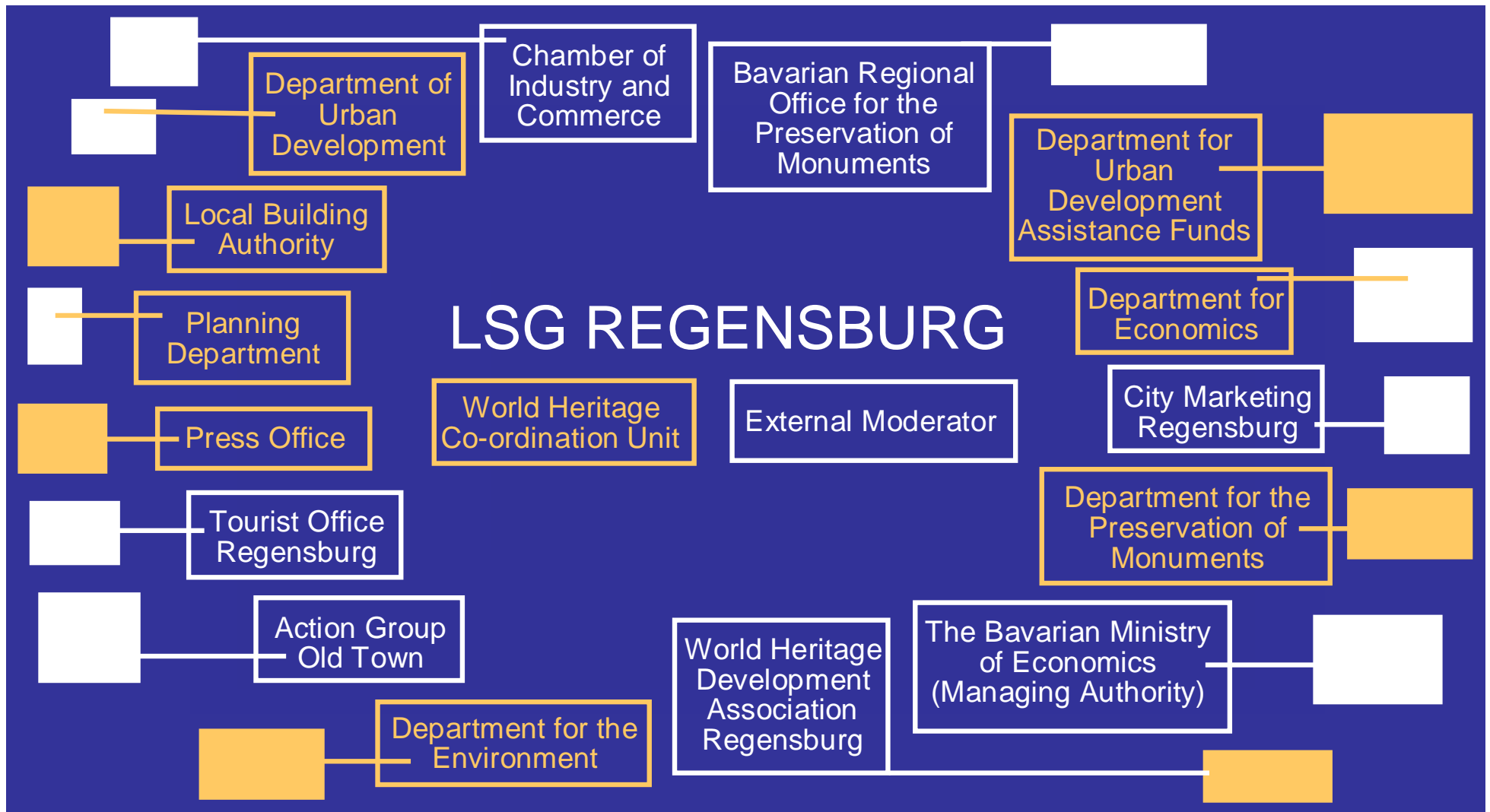
Moderation of the LSG and elaboration of the integrated World Heritage management plan through external expert:

Nils Scheffler, Town Planner and Expert for integrated City Development

★ Organizational and Operational Structures established in Regensburg: The Local Support Group



★ Organizational and Operational Structures established in Regensburg: The Local Support Group



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Local Support Group = Working Group „Management Plan“:

The members of our Local Support Group are the most important stakeholders in regards to the elaboration of integrated and sustainable management strategies for the „Old Town of Regensburg with Stadtamhof“

Task of the Local Support Group:

Supporting the elaboration of an integrated World Heritage Management Plan and developing a concrete Action Plan for the Old Town of Regensburg

Schedule:

The elaboration of the integrated Management Plan and the corresponding Action Plan is planned for the years 2009 and 2010.

★ Organizational and Operational Structures established in Regensburg: The Local Support Group

Political Relevance:

- ✓ Discussion of conflicts and conjoint elaboration of possible solutions (integrated approach)
- ✓ Opportunity for raising funds for concrete measures (through integration of the Managing Authority)
- ✓ Regensburg's approach for the elaboration of an integrated World Heritage Management Plan will be decided by the City Council
- ✓ The World Heritage Management Plan and the Action Plan for the implementation of concrete measures will be decided by the City Council upon completion.

★ Approach for an Integrated World Heritage Management Plan: Schedule

Step 1:

Collection and analysis of all relevant existing studies, concepts and strategies of the different departments (basis for the Management Plan)

March +
April 2009



Step 2:

Discussion of the existing concepts in the working group;
Identification of links and possible conflicts

from May
2009 on



Step 3:

Interdisciplinary co-operation and conjoint elaboration of strategies (and agreement on corresponding actions to be undertaken);
In parallel: compilation of the integrated World Heritage Management Plan and the Action Plan through the moderator (external expert)

mid 2009
until end of 2010

★ Approach for an Integrated World Heritage Management Plan: Links to the HerO project work





Thank you for your attention.