

REGENSBURG GERMANY

INSTALLATION OF A WORLD HERITAGE VISITOR CENTRE

GOVERNANCE AND PUBLIC RELATIONS – INTERPRETATION

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

IDENTIFICATION

SIZE OF THE CITY:	148 282 inhabitants	8 068 ha
SIZE OF THE PROJECT:	A monument: the historic Salt Barn	

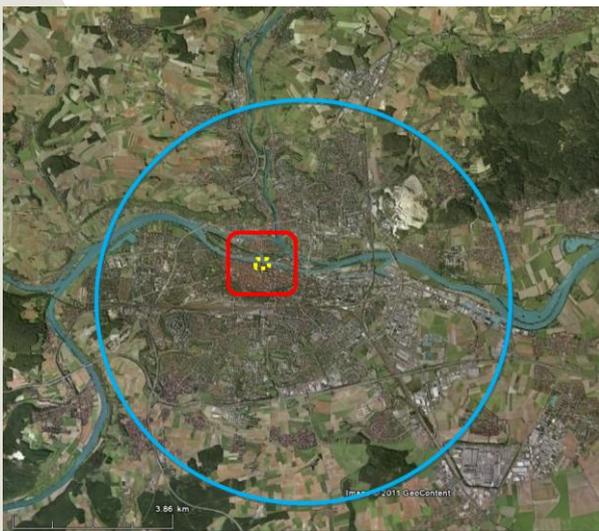


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Old town of Regensburg

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

PROJECT SCALE



■ City

■ World Heritage Property

■ Project

WORLD HERITAGE PROPERTY

OLD TOWN OF REGENSBURG WITH STADTAMHOF

Inscription	2006	Located on 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.
Criteria	(ii)(iii)(iv)	
Area	183 ha	

DIAGNOSIS/ STATUS	Since its inscription as a World Heritage property, the Old Town has experienced an increasing interest in its heritage by citizens as well as in 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 tourists and citizens?
DESIRED EFFECTS/ OUTCOME	<ul style="list-style-type: none"> ➔ Opening to the public of the old Salt Barn building 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 tourists and citizens alike ➔ Additional exhibition space

THE INITIATIVE

City of Regensburg

THE PROJECT DRIVERS

Steering committee

World Heritage Coordination office

Museum of Regensburg

Regensburg Tourismus

University of art - Berlin

State Museum Joanneum

THE PROJECT IMPLEMENTATION

World Heritage Coordination office
Planning and building department
City of Regensburg

Coordinate

Scientific advisory board

Experts from Germany and Austria
Scenography, History, Art
History and Tourism

Supervise

ACTION PROGRAM

ESTABLISHMENT OF THE WORLD HERITAGE VISITOR CENTRE
REGENSBURG

Renowned architects and interior designers

Implement

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

Define the scientific concept

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

Citizens, associations
Children

Media and press

Are partners

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 Stadthof
- ➔ Advisory Committee for the Visitor Centre and its scientific concept

FUNDING

DETAILS ON PUBLIC FUNDING

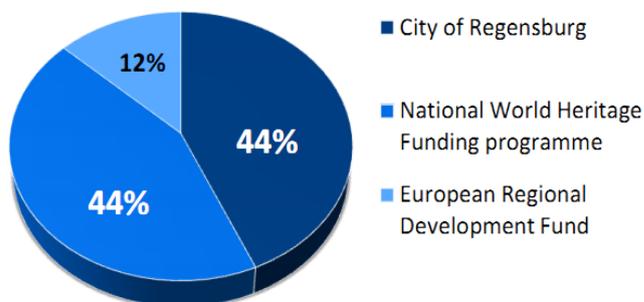
City of Regensburg, Federal Ministry of Transport, Building and Urban Development (National World Heritage Funding programme)

INTERNATIONAL FUNDING SOURCES

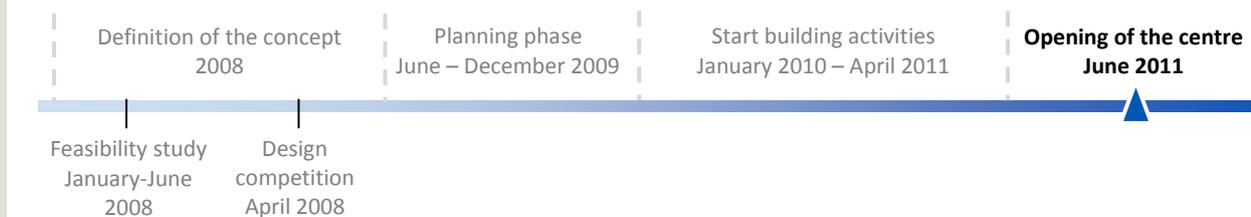
European Regional Development Fund (ERFE)

TOTAL PROJECT AMOUNT

2,3 million €



STATE OF PROGRESS OF THE PROJECT



RELATION BETWEEN THE PROJECT AND THE VALUE OF THE PROPERTY

With the inscription on the World Heritage List, the City council agreed 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 about Regensburg and its World Heritage status.

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 it to the public.



Meeting of the scientific advisory board during the planning phase



The World Heritage Visitor Centre: outside/inside

© City of Regensburg/ Peter Ferstl

QUESTIONS

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 outside visitors.

The experience of installing and running the Visitor Centre deserves to be shared with other World Heritage cities and sites. It introducing the development of the scientific concept into training and teaching curricula of associated schools and universities could further be considered.

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