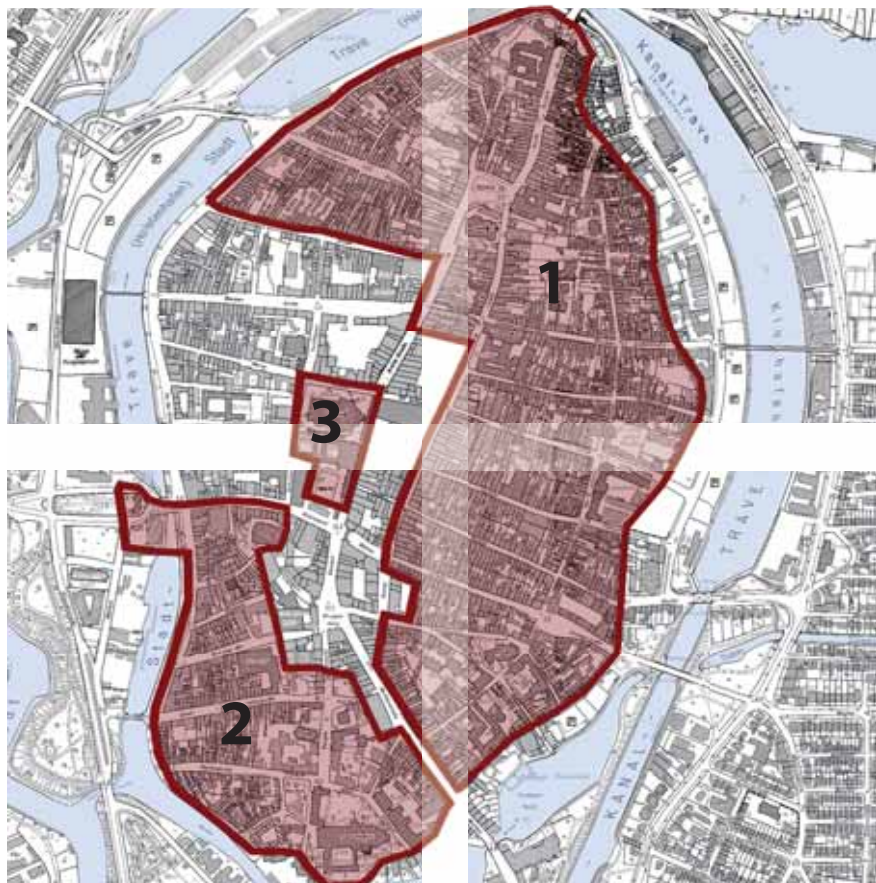




Management Plan

World Heritage „Hanseatic City of Lübeck“



Management Plan „Hanseatic City of Lübeck“

Der Management Plan is createt as an process.
The actuel version with its appendant survey reports and studies can be called up
in the internet (www.unesco.luebeck.de).

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Content

1. Goal and contents of the Management Plan	5
2. Description of the World Heritage “Hanseatic City of Lübeck”	7
2.1 History of the city	8
2.2 Heritage value of Lübeck’s old city	10
2.3 City fortifications	12
3. Protected areas	15
3.1 World Heritage area	15
3.2 Buffer zone	19
3.3 Protection of view perspectives, silhouette and panorama	21
3.3.1 View perspectives within the buffer zone	21
3.3.2 View perspectives outside of the buffer zone	21
3.3.3 View perspectives from Lübeck’s urban hinterland	23
4. Instruments of protection for the preservation of the heritage	27
4.1 Building Law Code	27
4.1.1 Land Development Plan	27
4.1.2 Development plans	27
4.1.3 Framework Plan for the City Center	29
4.1.4 Redevelopment of the old city	29
4.1.5 Preservation statute	30
4.1.6 Design statute	31
4.2 Schleswig-Holstein’s Historical Preservation Act	34
4.3 Integrated Urban Development Concept (IUDC)	36
5. World heritage administration – organization	37
5.1 Office for Preservation of historical monuments	38
5.2 World Heritage Coordinator’s office	38
5.3 Internal administrative steering meetings	40
5.4 Department heads meetings	40
5.5 World Heritage Advisory Board	40

6. Bases for planning and action	41
6.1 Integrated Urban Development Concept (IUDC)	42
6.2 Tourism Development Concept (TDC)	43
6.3 Inventory of historical buildings - preservation of ancient monuments	46
6.4 Archaeology	49
6.5 Churches	50
6.6 Museums in Lübeck	51
6.7 Redevelopment of the old city	55
6.8 Public Space	56
6.8.1 Transportation	56
6.8.2 Street space	58
6.8.3 Green and open spaces	59
7. Marketing, public relations, research and scholarship	61
7.1 Marketing	61
7.2 Public relations	63
7.3 Research and scholarship	65
8. Financing	67
9. Monitoring – development controls	71
Appendix: Goals and actions – an overview	73



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1. Goal and contents of the Management Plan

The Hanseatic city of Lübeck considers the preservation of its unique architectural heritage as its primary task. At the same time, it views this heritage as an exceptional source of potential and inspiration for Lübeck's tourist and economic development, which will create a sense of identity far exceeding the physical boundaries of the city.

The goal of the Management Plan is to preserve the integrity and authenticity of the World Heritage „Hanseatic City of Lübeck“. This applies not only to the preservation of the original architectural fabric. It also applies in particular to the preservation of the exceptional urban structures in the old city.

The Management Plan is aimed at preserving the world heritage site in the spirit of UNESCO's Convention Concerning the Protection of the World Cultural and Natural Heritage. The resolutions adopted by UNESCO in various charters for the protection of architectural and archaeological monuments, as well as historical ensembles and urban landscapes, form the professional basis for that, in addition to the World Heritage Convention.

The principles, tenets and structures dealing with world heritage, as well as the goals and actions for the protection, maintenance, use and development of the World Heritage „Hanseatic City of Lübeck“, are defined in the Management Plan.

The plan describes in particular the initial situation and the reasons for the city's inclusion on the list of world heritage sites, as well as the world heritage site's features to be protected and safeguarded. The fundamental principles of planning and action are mapped out as a basis for the continued development of the old city. It describes both the instruments and measures that are required for the protection, preservation and restoration of the world heritage site as well as the actions necessary for the development of the cities and their adjustment to future requirements of use. Also described are the cooperation of urban development specialists for the protection of the world heritage site and the organization/inclusion of all affected parties in terms of development within the protected areas.

Therefore, the plan also serves as a way of balancing interests and use-related conflicts early on.

As a binding planning instrument for the city, the Management Plan for Lübeck's old city should ensure the long-term preservation and the safeguarding of authenticity and integrity of the world heritage site with regards to future urban development.

Particular goals of the World Heritage „Hanseatic City of Lübeck“:

- Strengthening of the outstanding value of the historical city centre while ensuring sustainable and vibrant urban development.
- The long-term preservation of the historical building stock and the traditional city structure with its small parcels, its network of streets and plazas and its concise view. That also includes the preservation of existing view perspectives from the buffer zone toward the old city's silhouette.
- Preservation of the old city's multifunctional aspects and enhanced appeal for residents and visitors.
- Strengthening the old city in its function as a residential area for various population groups.
- Strengthening and developing the central function of the old city with local and regional institutions that provide for Lübeck and its municipal area.
- Enhancing and coordinating cooperative relations with the world heritage site's relevant protagonists.
- Involving the public and raising awareness with regard to the significance of the world cultural heritage.
- Improving the quality of air and making public areas more inviting by reducing the amount of car traffic passing through the city and encouraging non-motorized destination traffic.

In order to live up to these goals, the structural features of Lübeck's old city are to be preserved, restoration within the world heritage area is to be continued, and sensible uses for the historical building stock are to be ensured and promoted. Measures to be implemented in order to achieve these goals will be formulated in strategic spheres of activity as part of the Management Plan. A world heritage management team is to be set up for the coordination of tasks. The team will coordinate the development and administration of the world heritage site, and it will be integrated into the city's procedural structures. The management team must work towards maintaining and protecting the integrity of the World Heritage „Hanseatic City of Lübeck“ when the city's structure undergoes changes.

The Management Plan for the World Heritage „Hanseatic City of Lübeck“ is directed at anyone in administration, business and tourism, as well as residents and the general public, who is involved or interested. With the drafting of this plan, the Hanseatic city of Lübeck expresses in concrete terms its efforts at ensuring the protection and preservation of the world heritage site over the long term and safeguarding it for humanity, as intended by UNESCO. Moreover, it is the task of the municipal authorities and the World Heritage Site Coordinator's office to update the Management Plan and monitor current plans. That way, changes can be addressed and requirements related to historical protection and sustainable urban development can be fulfilled.

2. Description of the World Heritage “Hanseatic City of Lübeck”

In December 1987, UNESCO’s World Heritage Committee added large sections of Lübeck’s historical centre to the list of world heritage sites.

For the first time, UNESCO recognized an entire urban quarter in northern Europe as a world heritage site, namely the medieval core of the Hanseatic city of Lübeck, one of the best-preserved large medieval cities north of the Alps. The urban fabric in the old city, characterized by centuries of growth and many outstanding individual buildings, identifies Lübeck as an architectural heritage of European significance, which, from urban development and historical preservation points of view, represents a unique example of medieval urban architecture. Lübeck’s 850-year history has left its mark on the city, bequeathing to it priceless records of the past.

The architectural ensemble is characterized by the silhouette and view of the city, the network of streets and plazas, the parcel structure and historical buildings.



2.1 History of the city

Until the mid 19th century, the development of the Hanseatic city of Lübeck focused primarily on the Altstadtinsel (old city island). The city, originally founded at its current location by Count Adolf von Schauenburg in 1143 and, following a large fire on the Lübeck peninsula, revitalized by Duke Henry the Lion in 1159, quickly developed into a significant commercial centre for the Baltic Sea region. The city witnessed its first growth under the reign of Duke Henry. As a consequence of that growth, the market settlement, the most important core of settlement at the centre of the peninsula, coalesced with the city's other nuclei: the castle district in the north and the cathedral quarter in the south.

The rights recognized by a succession of rulers, right down to the granting of imperial immediacy to Lübeck as a free imperial city in 1226, along with its favourable location for trade, helped Lübeck to achieve substantial political power and become the most important commercial centre in northern Europe. From the 13th century onwards, the Hanseatic League developed into one of the most powerful alliances of cities during the medieval period. Due to its privileges and its status as the “leading city of the Hanseatic League,” Lübeck at once assumed a dominant position in the federation of cities.

As the leader of the Hanseatic League, Lübeck wrote centuries' worth of European history. The city's layout, its urban architecture and the Lübeck town charter became the basis for many cities in the Hanseatic League and the Baltic Sea region. The power and historical significance of the Hanseatic League can still be recognized in the old city quarters.

The starting and focal point in terms of Lübeck urban development are the three nuclei: in the north around the old Slavic castle and fortifications, in the central area around the Markt (market) with the monumental Gothic structures of Marienkirche (Church of St. Mary's) and the Rathaus (town hall), and the cathedral quarter with the cathedral and the curia in the southern part of the city. These architectural heavyweights, along with the parish churches of St. Jakobi, St. Petri and St. Aegidien and the Heilig-Geist Hospital on Koberg, are still today the main features of the old city's appearance and silhouette.

The city had developed and expanded to such an extent by the end of the 13th century that the entire city hill (Stadthügel), including the land reclamation areas, were settled. Even the architectural arrangement and urban structure that are still discernible today had already been formed by that time. The basic outline of the network of streets with the most important spaces in the city was laid out and the scheme that characterizes the townscape was planned. Running nearly at a right angle from the parallel main streets of Breite Straße and Königstraße in the centre of the old city island are the slightly curving streets typical of the 12th century – the so-called „Rippenstraßen“. They run to the east and west in the direction of the Trave and Wakenitz rivers and are connected by narrow streets running crosswise. The wooden buildings from the early period were replaced already at that time by stone buildings with common firewalls, and they formed a self-contained development

with continuous alignments. The construction activities in Lübeck beginning in the mid 14th century primarily comprised the enlargement and alteration of buildings, the consolidation of space in the interior areas of the blocks with Lübeck's typical alleyways and courtyards, and the embellishing of churches, monasteries and public buildings. Sometime between the mid and late 15th century the massive city gates were erected, including the Burgtor and the Holstentor, both of which are symbols of the Hanseatic city. With the Hanseatic League's decline in importance in the 16th century, Lübeck's predominant role in northern Europe came to an end after 300 years.

The townscape is characterized by a great deal of stability down to the beginning of the 19th century. The quite brisk building activity during the Renaissance and baroque periods left the urban and property structures with their firewalls that were laid down during the Middle Ages untouched. Those activities were generally limited to the renovation of the medieval substance, which did not alter the exterior image of the city. Only a few baroque and classicist renovations and new buildings carried out or erected as early as the 18th century, such as in Königstraße, departed for the first time from those traditional principles. The townscape is indeed influenced by those buildings, but it is not fundamentally changed by them. It was only in the second half of the 19th century that radical change occurred, brought about by the economic boom accompanying the beginning of the industrial age. Changes were made to the urban fabric that were helped along by the discontinuation of the nightly practice of the closing of gates, increased freedom of trade and the removal of building height limits.

The ensuing change to the old city following the discontinued practice of the closing of gates in 1864, along with the historical monuments built in neo-Gothic and other styles and the first widening of streets, led to considerable encroachments on the medieval layout of the city that left their clear mark on the urban fabric right down to the beginning of the Second World War. With the air strike by British forces in March 1942, Lübeck became the first major German city to be bombarded. Approximately one-fifth of the old city's buildings were destroyed.

The urban restoration measures following the Second World War reflect the image of "car-friendly and functional urban planning." Without any consideration for the value and the need for protection of the historical layout of the city, the old city was to be rebuilt and redeveloped according to the criteria of modern urban development, whereby the radical planning approach was implemented only in a more moderate form. Even though the breaches in the townscape – especially in the central rebuilding areas – are quite conspicuous, the historical layout of the city with its distinctive large medieval buildings and its array of listed old buildings in the undestroyed quarters is preserved for the most part.

Therefore, in 1987, large sections of the Lübeck old city were added to UNESCO's list of world heritage sites as an outstanding example of an urban ensemble. It was the first urban monument in northern Europe to be awarded that distinction.

2.2 Heritage value of Lübeck's old city

The nomination of the Lübeck old city to the list of world heritage sites by UNESCO is justified due to the authenticity and integrity of the cultural assets. The World Heritage „Hanseatic City of Lübeck“ fulfils UNESCO's criterion IV, according to which the old city is “an outstanding example of a type of building which illustrates a significant stage in history.” This may be applied to the most authentic areas of a city which, more than any other, exemplifies the power and the historic role of the Hansa.

The value of the Lübeck city monument consists of the following elements in particular:

- The city monument as an urban ensemble is formed by the silhouette and layout of the city, the historical spatial structure of streets and plazas, and a tight network of alleyways and courtyards as a unique urban feature, as well as the parcel structure and development. Lübeck's characteristic image is formed above all by the seven towers and the roofs of the five churches and the compact old town quarters.
- The city monument as a whole is formed by the sum of the individual historical buildings and ensembles. The dominant urban development features have a monumental effect and special significance:
 - the building ensemble around the Markt with the Rathaus, the church St. Marien and the Kanzleigebäude (chancellery building)
 - the gates called Holstentor and Burgtor with the adjacent city wall and the Marstallgebäude (royal stables) as remnants of the city's fortifications



- the church St. Jakobi and the Heiligen-Geist Hospital on Koberg
 - the cathedral and the Zeughaus (arsenal)
 - the church St. Petri
 - the church St. Aegidien
 - the Burghof and the St. Katharinen convent church
-
- The archaeological monuments in Lübeck's old city boast an unusual wealth, some of which have cultural layers that span several centuries. The wet subsoil has conserved organic material, such as building timber, leather finds and bones, in very good condition across wide areas.
 - The economic and social differences that took shape early on within the urban environment – the Kontor in the west near the harbour – and the homes of wealthy merchants, with small trades and craftsmen located in the east – can still be seen today. This also becomes clear in the distribution of the alley and terrace houses constructed in series on rear properties in the urban fabric.
 - The scholarly importance as an outstanding source for artistic, building and social development.

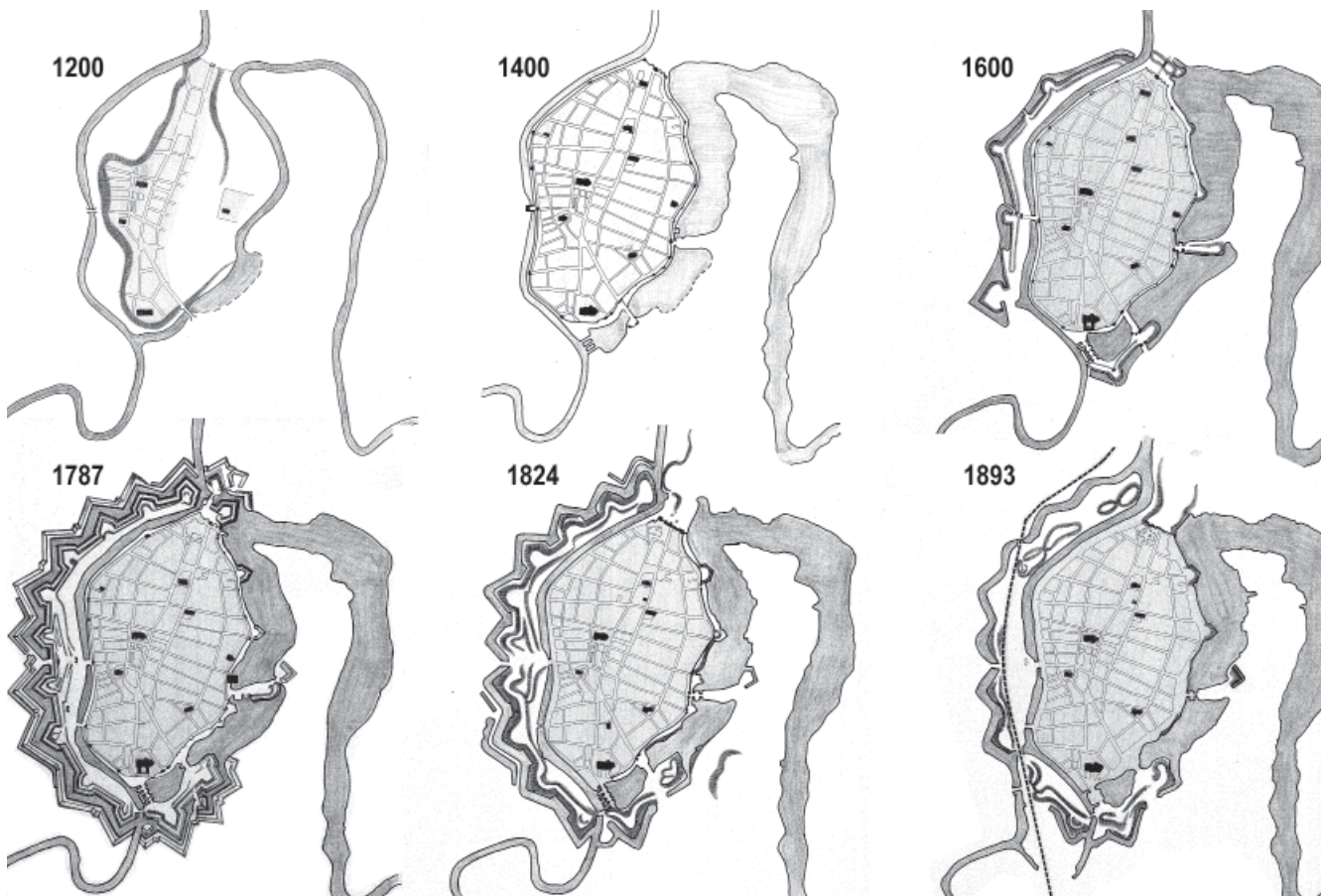
In addition to the historical spatial and building structures, significant heritage value is displayed in the interior structures and furnishings of the large number of town houses that remain – with halls in various shapes and sizes, outstanding paintings on walls and ceilings from the Gothic, Renaissance and baroque periods, and ceilings with high-quality stucco.

The old city is characterized by the red roof landscape made up of saddleback roofs, which was shaped by the gables and, to a lesser degree, eaves of the historical town houses. Public buildings stand out due to their copper roofing (churches) and slate roofing (the town hall, Holstentor).

In addition, the firewalls in the old city quarters, which served as common property walls, contribute to the heritage value of the old city. Many firewalls, which are the oldest parts of buildings, still remain in their original substance from the 13th and 14th centuries. From a historical preservation perspective, they are also worthy of particular protection because centuries of residential history are documented on them in the form of wall paintings. The parcel structure of the old city is still retained for the most part today thanks to the firewalls shared by properties.

2.3 City fortifications

Lübeck's fortifications were one of the most extensive urban fortification systems in northern Europe. The well-known illustrations and plans show a medieval city wall with a height of between seven and nine meters. Square or round towers are spaced sometimes at short, sometimes at longer distances. The wall was of a considerable size and probably surrounded the entire old city area for the first time during the Danish period at the beginning of the 13th century. The towers Holstentor, Burgtor and Mühlentor formed the main points of access into the old city. Of the three original large city towers, only the Holstentor and the Burgtor, with their subsequent interventions, provide evidence today of the initial city fortifications. In addition to the large-scale city towers, the city walls were breached at regular intervals by small gates in order to facilitate the transport of goods, arriving and departing on the Trave River, between the harbour and the city. On the eastern side they led to the business enterprises and the bleaching greens along the Wakenitz River.



In the first half of the 17th century the city fortifications were extended on the western and southern side by a system of bastions jutting far to the west that was constructed by Dutchmen Ryswyck, Valkenburgh and J. van Brüssel and documented in detail by the engineer Jan van Brüssel on a map dated 1640.

The construction of the Lübeck-Büchener railway in the mid 19th century sliced through the bastions, but that fact was compensated for in large part by Prussian royal landscape architect Peter Joseph Lenné and his Restwälle garden design in 1854. Lenné created various visual corridors to improve one's experience of the old city. They included a chain of landscaped hills, with the Chimborasso (31 meters) serving as the vantage point. In addition to the expansion of the harbour on the northern side of the Wall peninsula, which did away with all earthworks, the construction of the Elbe-Lübeck canal by the director of hydraulic engineering, Peter Rehder, brought about significant changes in 1900. The waterway system was completely changed and due to the severing of the only land access at Burgtor, the old city became an island. The channelling of the Wakenitz River near Klughafen/Kanalstrasse, and the resulting land reclamation, resulted in one last expansion of the old city on its eastern side. The pond called Krähenteich was made considerably smaller thanks to a dam, and the ends of the bastions, Pulverturm and Schwansort, were separated with the building of the Trave canal. Today, they appear as small hills on the outskirts of the city. Some sections of the walls are still well preserved in the zone between Holstentorplatz and Mühlenbrücke.

In 2004, the entrance to the wall structure at Puppenbrücke, south of Holstentorplatz, was redesigned. Together with Barthplatz, Lysiaplatz and Sonnenplatz, it forms the start to the revision of the wall structures in compliance with the park maintenance works. The wall structure path was created in 2007 as part of Gartenroute Lübeck. The path restores old lines of view toward the old city island and makes it possible to experience the historical development once again.

The medieval city wall has been removed bit by bit since the end of the 18th century, beginning near the harbour for its expansion and infrastructure measures and then later, in the mid 19th century, on the eastern side. A few remnants of the medieval fortifications remain on the eastern side of the old city. In some cases, buildings were built over them in the 17th century.

Holstentor

The Holstentor, a symbol of the Hanseatic city, is the central tower of what were originally three towers through which one entered the city from Holstein. For a time there was a Walltor in the outer baroque bastion chain. The inner Holstentor stood as part of the medieval city wall below Holstenstraße. The central Holstentor, which was begun in 1464, completed in 1478 and still remains, is considered a part of the wall fortifications that were built in the late Middle Ages in order to secure, among other things, the port on the Trave River. The monumental size of the structure and its decoration are a self-assured expression of Lübeck's wealth and economic potential at that time.



3. Protected areas

3.1 World heritage area

The world Heritage area comprises three zones in Lübeck's old city (see fig. 1) that are of great importance in terms of the history and development of the Hanseatic city of Lübeck. According to criterion iv of the UNESCO Convention they are „an outstanding example of types of buildings which illustrates a significant stage in the human history.“ These zones have best preserved their historical character and are a testament to the power and historical significance held by the Hanseatic League and Lübeck as its leading city.

Zone 1

Zone 1 comprises in the north and east the old city quarter, which is delineated by Fischergrube, Pfaffenstraße, Königstraße, Mühlenstraße, the street called An der Mauer and the Burgtor.

In this zone are:

- The Burgkloster, a former Dominican convent on the site of the original castle built by Count Adolf von Schauenburg.
- The Burgtor, which is part of the old city fortifications.
- The area around the Koberg, a nearly completely preserved quarter dating to the late 13th century with a public square at its heart that is surrounded by monuments of significance: St. Jakobi Kirche and the Heilig-Geist Hospital.
- The churches of St. Aegidien and St. Katharinen, including the Katharinen Convent and St. Annen Convent
- The blocks of houses enclosed by Glockengießerstraße and Mühlenstraße, with their traditional parcel structure and the remarkably high number of medieval structures.
- Numerous individual buildings along the historical network of streets, which were identified as cultural monuments on the basis of Schleswig-Holstein's Historical Preservation Act.

Zone 2

The south-western part of the old city between Petrikirche in the north and the cathedral in the south. This quarter contains several rows of superb patrician residences. The Holstentor and the old salt storehouses, which together form an enclave on the left bank of the Trave River, strengthen the monumental character of the quarter. Nearly all of the building stock in the quarter stems from the period when the Hanseatic League was at the pinnacle of its power and Lübeck dominated commerce in all of northern Europe. In addition, there is a large connected area of historical alleyways, small cul-de-sacs and routes within the block-built quarters that are preserved with their characteristic, historical small houses (Buden).

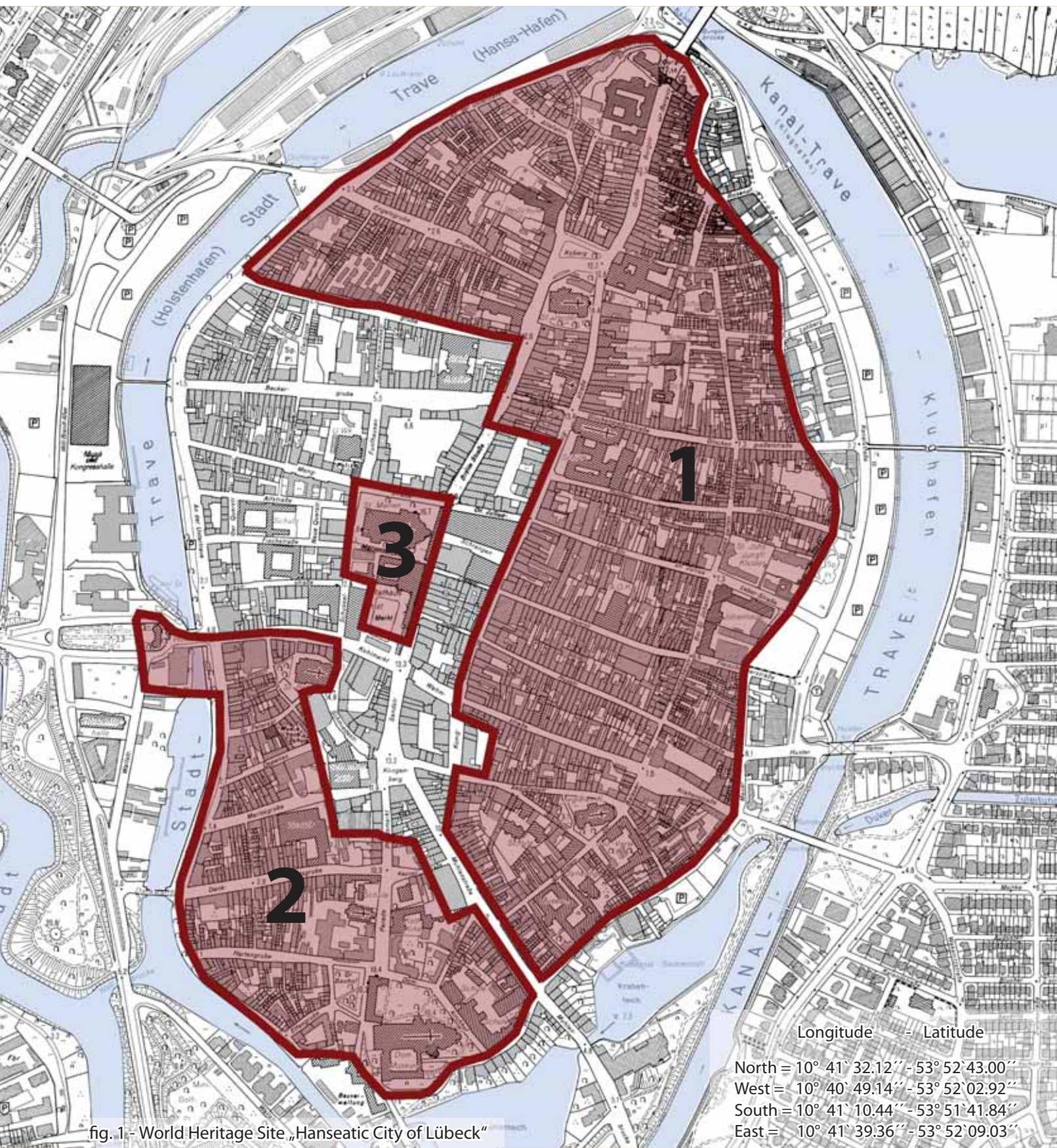


fig. 1 - World Heritage Site „Hanseatic City of Lübeck“

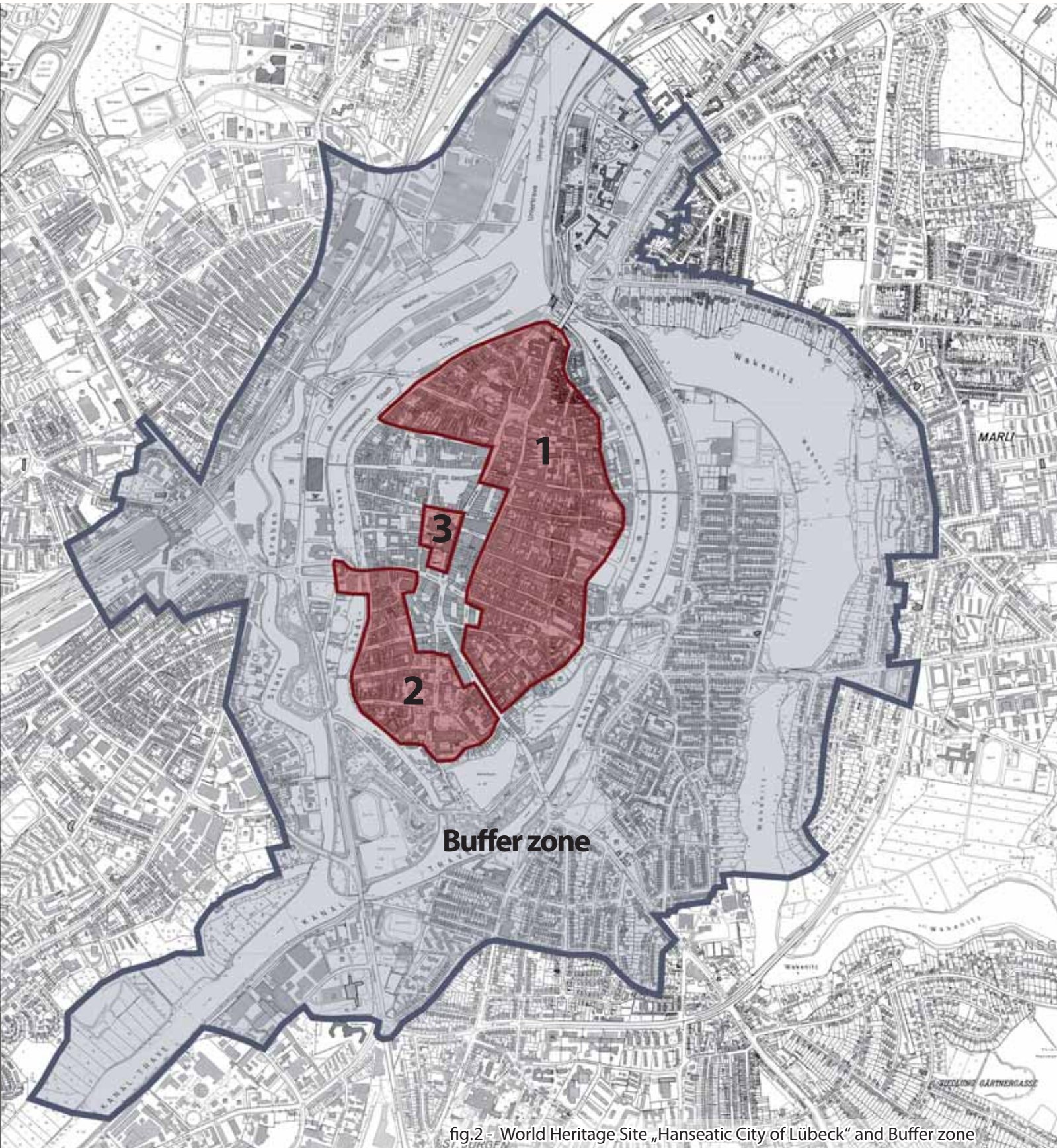


fig.2 - World Heritage Site „Hanseatic City of Lübeck“ and Buffer zone

Zone 3

Zone 3 contains the area around the Markt with the prominent urban landmarks: Marienkirche and the Rathaus at the centre of the city. This area maintains the memory of the adjacent Gründungsviertel, a quarter that was destroyed as the result of an air attack in 1942.

Archaeology

The World Heritage Committee includes the archaeological subsoil of the entire old city island in the report concerning Lübeck's addition to the world heritage list in 1987. It attaches to the inscription the condition ("recommendation") that the archaeological excavations, investigation and research not taken into account in the application should be continued in the entire area of historical Lübeck owing to their scholarly importance, international recognition and universal value.

Note:

From a professional and historical preservation point of view, valuable subareas worthy of preservation in the sense of the UNESCO Convention were not taken into account in the 1980s when ICOMOS assessed and defined the world heritage areas in Lübeck's old city. This applies in particular to the preserved old city quarters along the street called An der Untertrave between Fischergrube and Alfstraße.

From the perspective of the Hanseatic city of Lübeck, those areas are also subject to the same protection and preservation obligation as that accorded to world heritage sites. In addition to their inclusion in the buffer zone and the existing preservation statute for the entire old city, the worthiness for preservation of these areas should also be secured in the future by the planned monument preservation area for the entire old city island in accordance with Schleswig-Holstein's Historical Preservation Act.

3.2 Buffer zone

As stipulated by UNESCO guidelines, a buffer zone is identified around the world heritage site as part of the Managementplan (see fig.2).

The buffer zone comprises the direct surrounding area of the world heritage area and visual corridors and spaces in the outlying surroundings, the use of which could have an impact on the world heritage site. It serves to protect the surrounding area, it preserves the integrity of the world heritage site and, along with the world heritage status, it should prevent incompatible building projects from being carried out in the vicinity.

To protect the heritage value of Lübeck's old city, various issues were taken into account when defining the buffer zone:

- The historical city layout and city silhouette of the old city with its seven towers and the enclosed old city quarters is to be maintained.
- In the buffer zone the visual corridors and sight lines in the direction of the old city, which constitute the special heritage value of the old city, must be preserved or restored.
- The view of the historical old city is to be protected. It is decisive in terms of the height and proportion of built structures in the buffer zone.

Also the archaeological concerns must be considered when identifying buffer zones.

Within the buffer zone, construction activities and projects must be scrutinized in terms of their compatibility with the world heritage site, in particular with regard to the building heights and dimensions. Such projects must be executed so that they are compatible with the protected city views and view perspectives.

Beyond the boundaries of the world heritage site, which is divided into three zones, the entire old city island is to be included in the buffer zone due to its interconnectedness with the actual world heritage area, the traditional building and urban structure worthy of preservation and the archaeological significance. Moreover, the wall structures, in particular, are a part of the buffer zone because, on the one hand, they are in the direct vicinity of the world heritage site and therefore are of significance for the view perspectives to and from the old city. On the other hand, they represent a substantial portion of the traditional structural and urban development and therefore should be preserved.

The defined buffer zone comprises large parts of the conservation areas in the Gründerzeit (period of industrial expansion) areas identified in §172 of the Building Law Code, which form a ring around the old city island. The conservation areas around the old city identified in §172 of the Building Law Code form in their entirety an additional buffer, with which the integrity of the world heritage site is also protected. In those areas the small characteristic urban features are protected by statutes, by means of which it is possible to prevent construction projects that are incompatible with the townscape (see fig. 3).



3.3 Protection of view perspectives, silhouette and panorama

3.3.1 View perspectives within the buffer zone

In addition to the direct surroundings, other areas in the city that are directly related to the world heritage site are to be included in the protection order.

They include the following areas and view perspectives on the basis of the existing visual corridors and sight lines in the direction from and to the old city:

- In the north, the areas along the banks of the lower Trave along the northern tangent (Karlstraße, Einsiedelstraße and Eric-Warburg-Brücke) as well as the entire Burgfeld and Roeckstraße, including peripheral development.
- In the east, the areas of the urban extensions of the 19th and 20th centuries, extending to Marli-, Roon- and Jürgen-Wullenwever-Straße, Moltkeplatz and Elsässer Straße.
- In the south, the areas extending to „Bei der Wasserkunst“, Ratzeburger Allee, Edward-Munch-, Bernt-Notke-, Uhland- and Geniner Straße, Berliner Platz, Hans-Böckler Straße, Welsbachstraße, Bei der Gasanstalt and, finally, the low-lying areas along the Trave.
- In the west, the areas extending to Lachswehr- and Moislanger Allee, Nebenhofstraße, Kreuzweg, Schützenstraße, St. Lorenz Brücke, Schützenhof, Steinrader Weg, Friedhof St. Lorenz, Ziegelstraße, Fackenburger and Schwartauer Allee.

3.3.2 View perspectives outside of the buffer zone

Nevertheless, the boundary of the buffer zone, down to the specific plots, is not to be understood as definitive. A large number of external influences and limitations have an impact on the extensive of the Heritage Site „Hanseatic City of Lübeck“. The buffer zone as a protection category is indeed an important instrument with which to preserve the UNESCO world heritage site, but even beyond the buffer zone within the urban area, there are other impressive view perspectives to the old city silhouette which are unmistakable features of the Lübeck area.

These areas are already described in the Land Development Plan and the Limitations of Use sub plan, so as to maintain the view of the city and the landscape as prescribed in §1, Para. 6 of the Building Law Code. When identifying building areas and planning construction projects within the sight lanes, care should be taken so that the view of the old city silhouette is not impeded. Therefore, they should be examined and evaluated with regard to their compatibility with the world heritage. In particular, the following historical and also current view perspectives within the township of Lübeck are to be taken into account:

- Highways (Autobahn) and rail lines north of the Teerhofinsel.
- Bridges and trails along the courses of the Trave and Wakenitz rivers in the area of Genin and Eichholz.
- Ratzeburger Allee near the SH University Hospital.
- B 207 along with the rail line to Ratzeburg that runs parallel to it.

3.3.3 View perspectives from the Lübeck's urban hinterland

Even from numerous positions outside of the township of Lübeck there is an excellent orientation to the old city silhouette of Lübeck's Old City which, due to the topographical situation, are unmistakable features of the Lübeck area.

Important view perspectives to the old city are described in the Map of View Perspectives (see fig. 4). Basis of the Map of View Perspectives is the study of view perspectives of the Heritage Site "Hanseatic City of Lübeck" (Examination of view perspectives from the surroundings of Lübeck to the silhouette of the Heritage Site "Hanseatic City of Lübeck") done by the planning and building department of the Hanseatic City of Lübeck.

Constructions within the view corridors may not have an impact to the view to the old city silhouette by their height.

By reason of the protection of the visual integrity of the old city silhouette wind turbines in the basin of Lübeck are only allowed outside of the specified view corridors. Wind turbines which touch view corridors need a verification by expertise of the compatibility.

Due to the positions of the views outside of the township of Lübeck the protection of the old city silhouette of the Heritage Site "Hanseatic City of Lübeck" must become part of the regional development planning.

Spots

- | | |
|--|----------------------------|
| - L 92 south of Kastorf, Christianshöhe | - B 206 Langniendorf |
| - A1 Exit Reinfeld direction north | - A 20 Mönkhagen |
| - L 71 south of Reinsbek /Highway Bridge | - L 184 south of Pohnsdorf |
| | - A1 Schwartauer Werke |

View perspectives over a longer way

- | | |
|--|------------------------------|
| - K1 ring road Lüdersdorf | - K 78 west of Dahmsdorf |
| - nature protection area Mechower Holz | - Pöhlserwold |
| - Hellberg, west of Groß Sarau | - K 52 east of Cashagen |
| - Sierksrade-Düchelsdorf-Klinkrade | - Cashagen-Obernwohlde |
| - B 208 west of Siebenbäumen | - Obernwohlde-Arfrade |
| - K 75 south of Voßkaten | - Pohnsdorf-Klein-Parin |
| - K 77 west of Zarpfen (Rehhorst) | - Klein-Parin - Pariner Berg |



Public View Points

- Public View Point east of Utecht
- South Hillside Blankensee
- Klosterberg, east of Gr. Disnack
- Bismarcksäule Pariner Berg

View perspectives out of ingrown natural vegetation

- K 5 Utecht
- Tüschembek-Groß Sarau
- B 206 east of Langniendorf
- K 18 Pariner Berg - Groß-Parin



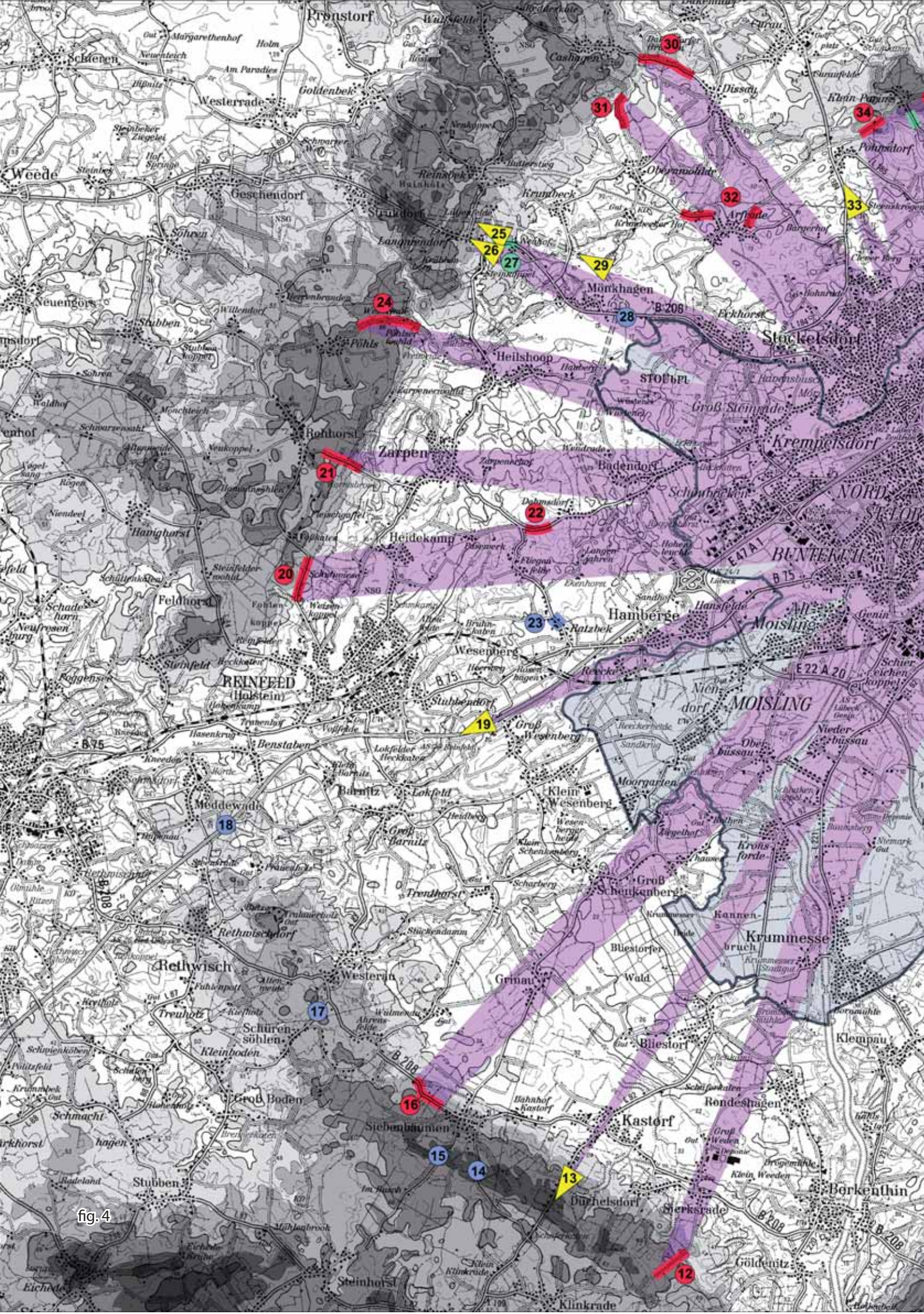
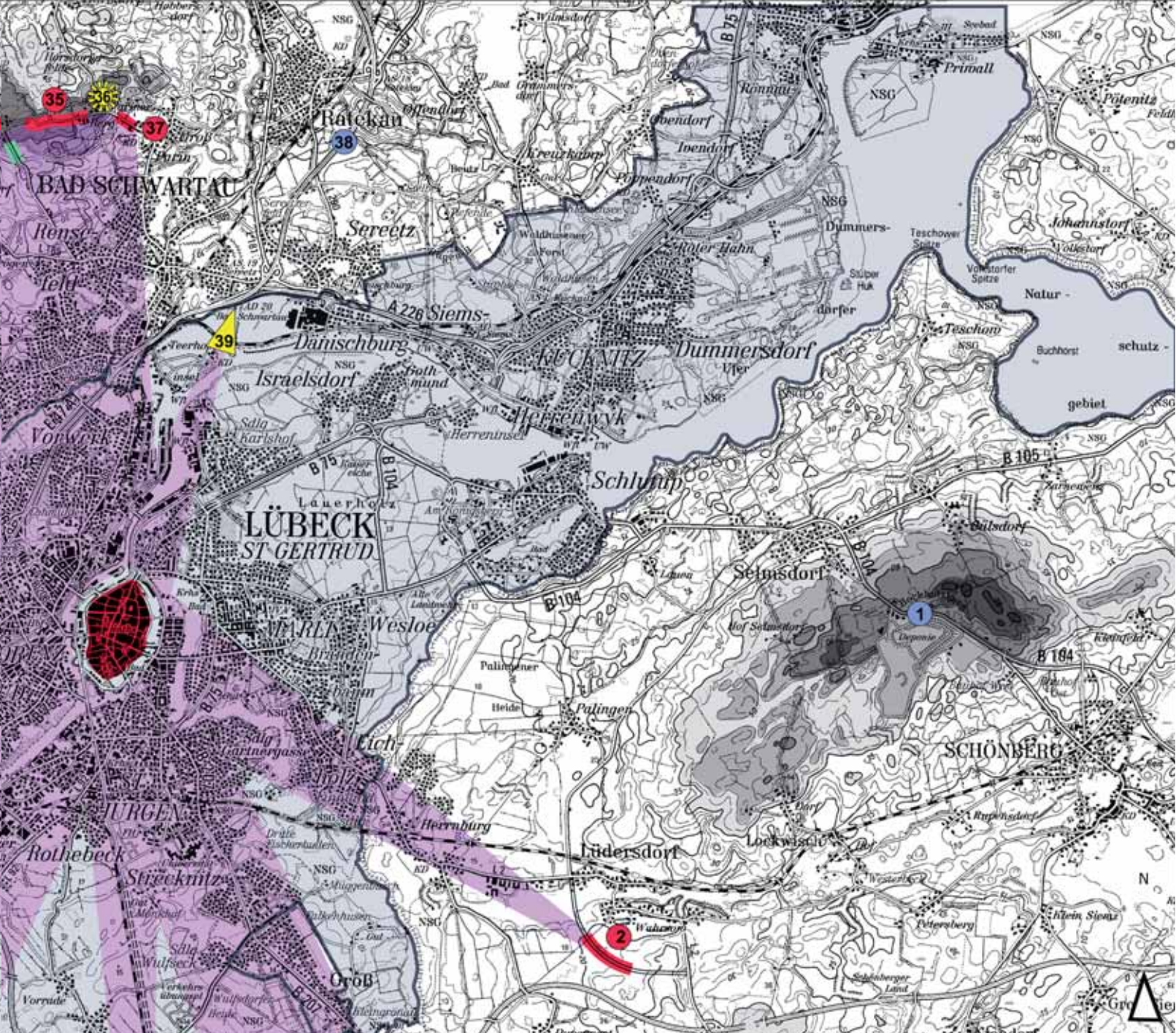


fig. 4



View perspectives

Lübeck's urban hinterland to the Heritage Site



Spot



View over a longer way



View Point



View within natural vegetation



Verified site without view



View corridor



Limit of the township of Lübeck



Topography (by 10m steps from 40m-80m üNN)



Holstentor

4. Instruments of protection for the pre-servation of the heritage

Guidelines for the Management Plan are based primarily on the “UNESCO Convention Concerning the Protection of World Cultural and Natural Heritage,” the accompanying “Operational Guidelines for the Implementation of the World Heritage Convention” as well as the Washington Charter and the Venice Charter.

On the national level, protection and development are guaranteed by the Schleswig-Holstein Historical Preservation Act, the Building Law Code and Schleswig-Holstein’s building regulations. An additional planning instrument for urban development in the old city is the Framework Plan for the City Center.

The Integrated Urban Development Concept (IUDC) for the Hanseatic city of Lübeck presents the bases for future decisions related to the development of the Hanseatic city of Lübeck. The results of this concept related to the world heritage are included in the Management Plan.

It should be possible for specialist offices, developers and interested parties to inform themselves quickly about the guidelines for the world heritage site and the buffer zone. For this reason, the goals and statements concerning the instruments presented below should also be generally available for viewing on the Internet.

4.1 Building Law Code

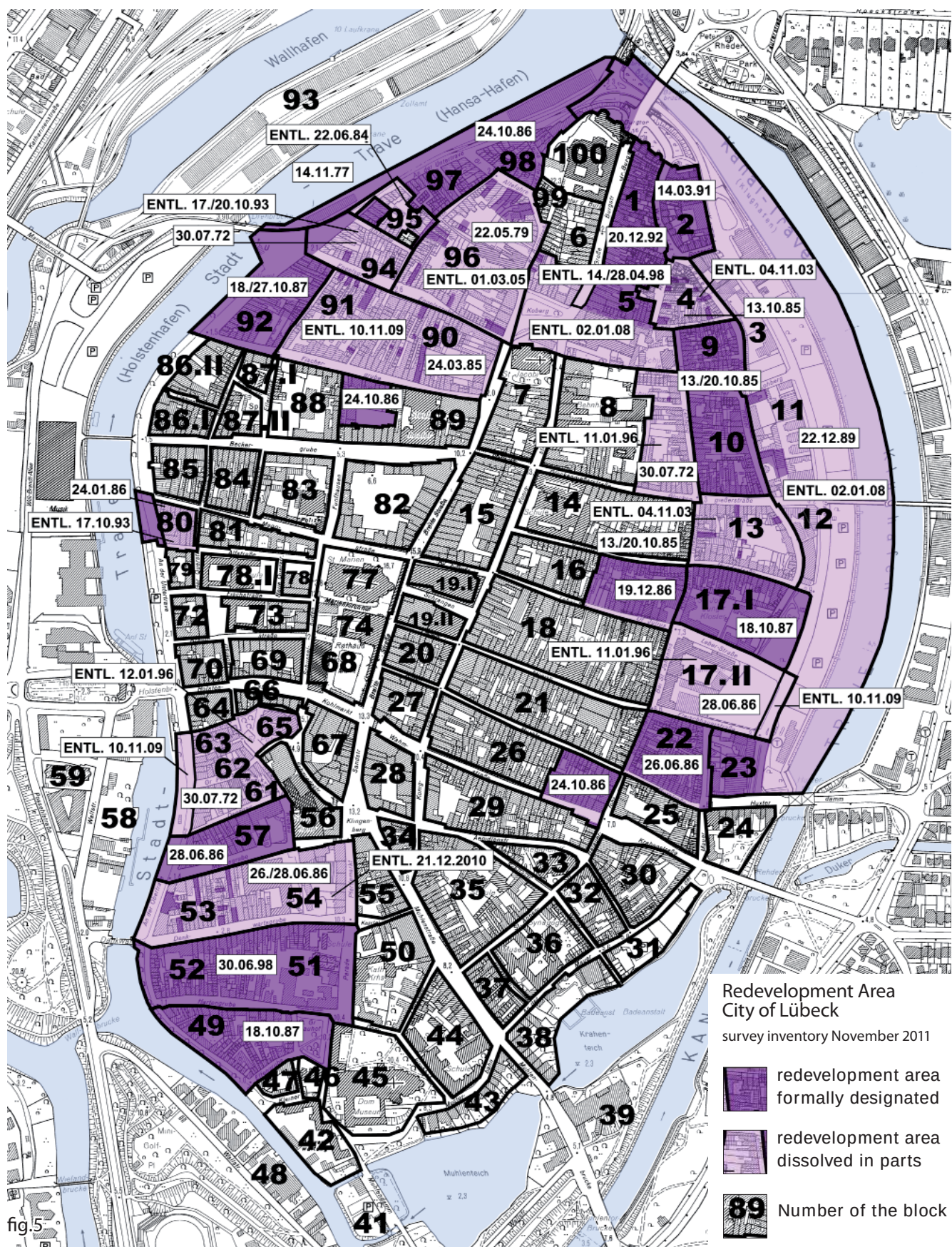
The instructions of the Building Law Code of the Federal Republic of Germany are relevant for building development in the old city. At the same time, they offer instruments for the protection of the world cultural heritage via urban development planning, preservation and design statutes, and urban rehabilitation measures.

4.1.1 Land Development Plan

The Hanseatic city of Lübeck has set up a Land Development Plan in accordance with §1 and §§5 ff of the Building Law Code. The plan was last revised in 1996 and is updated on an ongoing basis. This plan defines the main features for land development and construction possibilities for the entire Lübeck urban area. In Lübeck’s old city, the Land Development Plan indicates mixed-use building areas along the main streets Breite Straße, Königstraße, Große Burgstraße, Beckergrube, Holstenstraße and Mühlenstraße. In addition to the traffic areas and green spaces, it defines the public purpose lands as well as the residential areas near Rippenstraße, thereby fundamentally ensuring the traditional structures and functions on the old city island.

4.1.2 Development plans

Within the old city, development plans have been set up as binding urban land development plans in accordance with §1 and §§8 ff of the Building Law Code. They are derived from the Land Development Plan, present the type and dimensions of the building use and contain detailed instructions concerning building design. The insertion criteria of §34 of the Building Law Code concerning the “Admissibility of Projects Within the Connected Districts” are valid for the urban areas that do not



have a development plan.

In the future, the legally binding development plans and statutes for the world heritage area and the buffer zone should be accessible on the website under the section “World Heritage „Hanseatic City of Lübeck””.

4.1.3 Framework Plan for the City Center

The Framework Urban Development Plan for the City Center from 1983, with updates in 1988 and 1990, was initially the condition for the receipt of urban development funds. Subsequent to the nomination of the Lübeck World Heritage Site, it represented the first urban development dispute as regards the world heritage status. Preserving the old city in its entirety and its elements that characterize the townscape is the focus of the Framework Urban Development Plan, the basic statements and goals of which are still valid today. The goals of the framework plan are:

- To preserve Lübeck's city centre in the entirety of its cultural-historical value and elements that characterize the townscape as a national and international cultural monument.
- To enhance the city centre as a place of residence for a wide range of population groups. The current residents should not be forced to leave the city centre against their will as a result of planning measures.
- To maintain the city centre as a shopping area and a location for local and regional institutions for the provisions of services for the population of the Hanseatic city of Lübeck and its commuter belt.

The framework plan contains statements regarding the preservation of monuments and ensembles, use and infrastructure, traffic, urban development mismanagement, disciplinary actions and new construction measures as well as green spaces and open spaces in the old city. In addition to that, it provides information about the inventory of monuments and the roof landscape, which were included in the historical preservation plan for the old city. In the 1990 update, the framework plan was expanded to include statements concerning the design of streets and plazas, alleyways and courtyards, and the plan serves as the basis for road design. The framework plan provides for the division of old city streets into four categories, with their street spaces to be designed in different ways and according to historical circumstances.

4.1.4 Redevelopment of the old city

In 1972, Lübeck's entire old city, and therefore also the world heritage site, was declared an investigation area for urban redevelopment as part of the Urban Development Act then in force and the current Building Law Code. With the formal identification of the redevelopment areas as per §§136 ff of the Building Law Code, urban development abuses will be removed with the use of urban development funds, thereby also taking into account the requirements of historical preservation. Approximately 50% of the old city island has been declared redevelopment areas

since 1973 and, following completed rehabilitation, a large portion of them have been released (see fig. 5).

Public urban development funds totalling 120 million euros were spent on the rehabilitation of the old city up until 2009. Parallel to the designation of a redevelopment area, the partial drafting of a development plan was approved in order to safeguard the development of the rehabilitation measures, if so required.

4.1.5 Preservation statute

The “Statute Concerning the Preservation of the Structures in the City Center” became effective in 1979 on the basis of §39 h of the Federal Building Act then in force, and it was replaced in all its provisions by the current §172 of the Building Law Code. The characteristic features of the world heritage area in terms of its urban design can be preserved with this instrument, and the composition of the residential population can be ensured by protecting the rental agreements.

To protect and renew the image of the old city, which has developed over centuries, and to preserve the special urban features of the area on the basis of its urban design, demolitions, structural changes and changes in use as well as the construction of structures in the area covered by this statute require approval in accordance with §172 of the Building Law Code (see wrap-around fig. 6).



View to the roofscape seen from von St. Petri

4.1.6 Design statute

To protect the view of Lübeck's historical city centre and to implement architectural design intentions, the Hanseatic city of Lübeck issued a design statute for Lübeck's old city on 18 January 1982 on the basis of the municipal code and the state Building Law Code for Schleswig-Holstein.

The goal of the design stipulations is the protection of the urban monument and the cultural monuments, in particular the characteristic architectural design features, according to the specified provisions aimed at preservation or reinvigoration. The central concern of the design statute is to demand quality in terms of newly built, expanded and renovated structures and advertising installations in order to preserve and update the distinctiveness of the townscape. The advertising statute being drafted for the old city supports this concern.

The statute is valid for renovated, expanded and newly built structures as well as for other structural changes and advertising installations. All measures, particularly with regard to

- type of building,
- building line,
- roof construction,
- arrangement of the street facades,
- ratio of wall surface to openings,
- advertising installations,

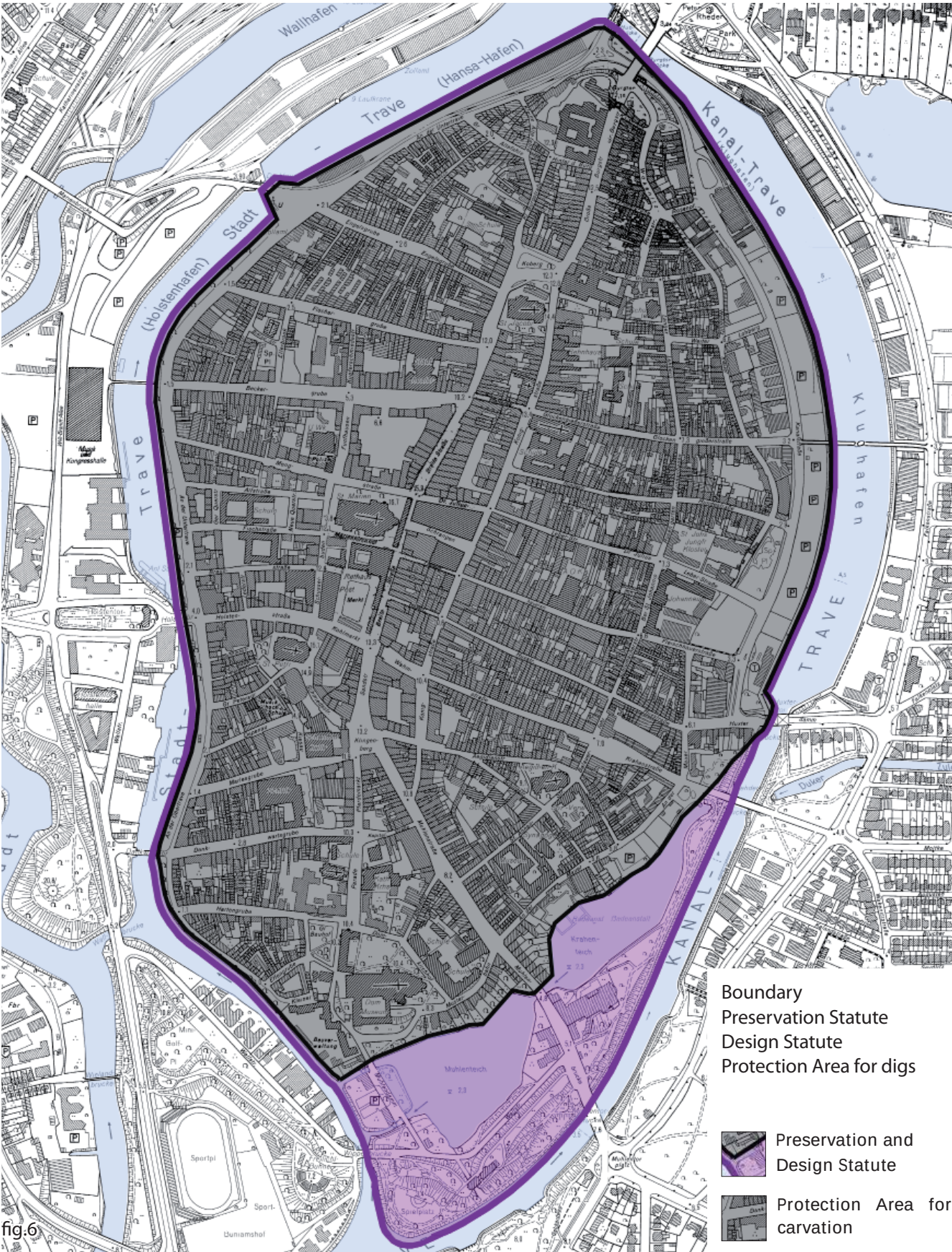
should be carried out in such a way that the historical, artistic and urban development features of the townscape are protected and promoted.

The old city island was divided into two areas in the sense of the design statute:

- In Area A are primarily listed buildings; extensive guidelines for the design of facades, for building lines, extensions and construction in alleys are formulated.
- Area B comprises for the most part the areas of reconstruction and includes a smaller number of strict guidelines.

The design statute also includes requirements for the dimensions and appearance of advertising installations. That way, the administration is able to design advertising installations that correspond to the façade arrangement and to avoid major encroachments on the image of the city.

The local area of application for this statute comprises the entire old city island, which is demarcated by the shoreline of the Stadt-Trave on the old city side, the Holstenhafen, the Hansa Hafen, the Klug-Hafen and the Kanaltrave. Figure 6 shows the area for which the preservation and design statute applies (see fig.6).



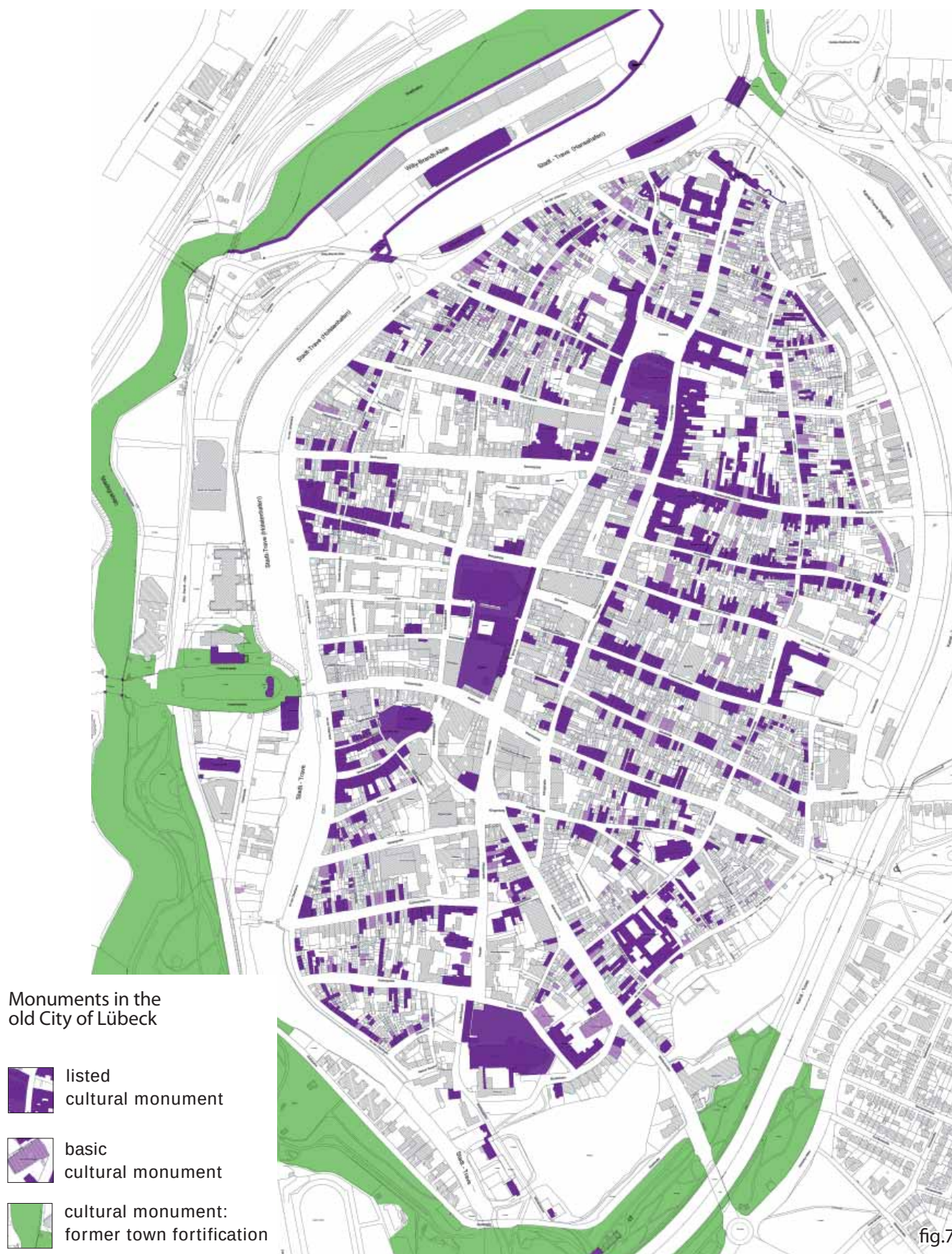


fig.7

4.2 Schleswig-Holstein's Historical Preservation Act

Schleswig-Holstein's Historical Preservation Act serves as a direct means of protecting the historical building stock in the world heritage area by placing historical buildings under the protection of archaeological and heritage preservation. In addition, protected excavation areas as well as monument areas can be identified for blanket protection. Currently, the Historical Preservation Act is due to be revised. With the planned revision, a special passage concerning world heritage sites in Schleswig-Holstein will presumably be added to the law, according to which direct protection of world heritage sites will be ensured by state law.

Constituent protection procedures

Historical preservation is guaranteed in Lübeck first and foremost by the Historical Preservation Act of the state of Schleswig-Holstein, in its 1996 version. The law currently provides for an assessment of monuments in two categories: so-called "basic cultural monuments" in accordance with §1.2 of the Historical Preservation Act and so-called "listed cultural monuments" in accordance with §5.1 of the Historical Preservation Act. The latter monuments are entered into the monument record of the Hanseatic city of Lübeck by means of an administrative act as per constituent procedures, and they are subject to complete legal protection. Any change made to the listed cultural monuments is subject to approval by the Historical Preservation Department, Archaeology and Historical Preservation section. Legally speaking, basic cultural monuments are not subject to any special protection and approval. However, with the consent of the owner the same legal conditions can be applied, which will result in tax-related recognition of the financial expenditures for the preservation of the monument. Currently in the old city, there are approximately 1.100 monuments that are placed under legal protection, and approximately 230 basic monuments have been identified (see fig.7). The assessment of cultural monuments in accordance with Schleswig-Holstein's Historical Preservation Act has not yet been finalized. Presumably, the distinction between "basic" cultural monuments and "listed" cultural monuments will be done away with.

Historical Preservation Plan

The old city area comprises approximately 4,000 individual buildings and groups of buildings from the period of the 13th to the 20th century. Since October 1993, the goal of taking a complete inventory of Lübeck's city centre as part of the Historical Preservation Plan for Lübeck's City Center has been proceeding step by step, based on the following four partial aspects:

- Block investigation. Inscription, examination and assessment of the urban and developed structure
- Inscription, examination and assessment of the buildings according to features recognizable on the outside

- Inscription and examination of the interior of buildings, in-depth assessment
- Inventory and assessment of historical features on the fringes of the old city.

All buildings in this area, with the exception of churches and large public buildings, will be recorded which have already been described in the volumes of „Die Bau- und Kunstdenkmäler der Hansestadt Lübeck“ (Historical Buildings and Artistic Monuments of the Hanseatic City of Lübeck) and other inventories.

Protected excavation area

In 1992, the entire old city island was identified as a protected excavation area (see fig.7). Since then, works that pose a threat to cultural monuments in the archaeological subsoil must be approved by the archaeological conservation office.

Historical Preservation Area Decree

Currently, Lübeck's old city is not identified as a historical preservation area. This should be achieved subsequent to the planned revision of Schleswig-Holstein's Historical Preservation Act, taking into account the world heritage areas. The identification of a historical preservation area for all of Lübeck's old city will promote the protection of the world cultural heritage assets. All construction projects within the area covered by the decree will then be subject to approval by the Archaeology and Historical Preservation section.

Historical preservation of churches

The convention between the state of Schleswig-Holstein and the Evangelical Churches of Schleswig-Holstein, dated 23 April 1957 (Concordat) as well as the additional agreement on the same day governs jurisdiction with regard to dealing with the cultural monuments owned by the North Elbian Evangelical-Lutheran Church (NEC, as the legal successor to the Evangelical Churches of Schleswig-Holstein). The Hanseatic city of Lübeck section of the Historical Preservation Department is conducting an assessment of cultural monuments owned by the NEC congregations. The church institution is looking after the care of the identified cultural monuments, both religious and non-religious structures, on its own responsibility. The North Elbian Ecclesiastical Office, the highest church administrative authority, is the responsible authority for the historical preservation of churches. The North Elbian Ecclesiastical Office, represented by the Civil Engineering Department, confers with Lübeck's historical preservation authorities prior to carrying out measures, such as the renovation/repair, destruction or sale of or changes to the church cultural monuments of special significance as per §38 of Schleswig-Holstein's Historical Preservation Act. The Lübeck-Lauenburg parish participates in building consultations for measures which the North Elbian Ecclesiastical Office, on the basis of the responsibilities accorded it in the constitution, carries out locally in the church congregations. According to the North Elbian Church Constitution, the parishes supervise the church congregations, which as a rule are the owners of the buildings. The parishes advise the congregations in terms of building projects and can also assume the responsibilities of representing the owners.

4.3 Integrated Urban Development Concept (IUDC)

Tasks for the future for the Hanseatic city of Lübeck, in its role as the regional centre, include managing demographic and economic structural transformation. That also includes socio-cultural changes, safeguarding environmental resources and dealing with the drastically diminished financial options for taking action. The IUDC instrument, under these premises, is a basis for:

- coordinated decisions about the future development of the Hanseatic city of Lübeck and
- potential applications for all of the support programs currently available in Schleswig-Holstein (state, national, EU).

The main spatial and thematic areas and projects for the Hanseatic city of Lübeck were combined in cooperation and consultation with all of the specialist departments of the city administration, politicians and protagonists for the city as a whole and for districts, as well as the general public, in the sense of an integrated urban development policy.

All relevant areas of the Hanseatic city of Lübeck were included when drawing up the IUDC.

The IUDC passed by the Bürgerschaft (parliament) describes the development-related topics and the spatial tasks and focuses for future development.



Silhouette from the east

5. World heritage administration – organization

The implementation of the goals for Lübeck's world cultural heritage demands coordinated actions as well as the steady engagement of all protagonists who are relevant in terms of the development of the old city. It is essential that all administrative bodies and city and public organizations recognize the content of the Management Plan, and follow and support it in their work. In addition, coordination and communication is a deciding factor for the success of the plan, and therefore for the efforts to protect the world cultural heritage.

Authorities, offices, institutions

The preservation and development of the world heritage site rest on the shoulders of many public and private protagonists, who must work together to ensure sustainable development and preservation of the cultural heritage.

In addition to the originally involved Historical Preservation and Archaeology section, a decisive role falls to the internal city administration offices as the lower and superior historical preservation authority for urban planning and urban development. In addition, environmental concerns, the entire cultural sphere, the press and public relations, economic development and the tourism industry by means of the LTM are to be involved in the administration of the world heritage.

External participants/institutions include, in particular, the church congregations and church institutions, the Chamber of Commerce (IHK) and Lübeck Management from the commercial sector, BIRL and ASG as old city initiatives, and the Interior Ministry of Schleswig-Holstein as the funding authority. More intense engagement on the part of Lübeck University's Faculty of Architecture is also desirable.

The participation of UNESCO and ICOMOS is ensured by comprehensive and timely reporting.

A sufficiently professional staffing and funding of the responsible authorities is also required to ensure an appropriate handling of the wide range of tasks.

5.1 Office for Preservation of historical monuments

The Archaeology and Historical Preservation section is entrusted with the tasks of the superior and lower historical preservation authorities. Organizationally speaking, it is part of Department 4, Culture and Education. The political will for the importance and independence of historical preservation decisions is emphasized in particular by the setting up of an independent parliamentary committee in the Bürgerschaft for culture and historical preservation. This organizational form offers the opportunity to properly and publicly identify any conflicts related to the development of the old city and to work them out.

The participation of the political and professional public is also ensured by the Archaeology and Historical Preservation Working Group, which advises the relevant senator in all of the corresponding issues. The working group includes the special spokesperson for the parliamentary parties in the Bürgerschaft (parliament) as well as institutional representatives of the architectural profession, the property owners association, the agricultural sector, the citizen's initiative called BIRL and other institutions particularly involved in historical preservation. The World Heritage Coordinator is a member of this body.

5.2 World Heritage Coordinator's office

To ensure coordination and improved communication and public relations as regards the actions and tasks accompanying the management and preservation of the world cultural heritage, a World Heritage Coordinator's office was created with the drawing up of the Management Plan. This position is anchored in the existing administrative structures of the Hanseatic city in order to ensure that it is integrated comprehensively into the planning processes. This position is filled by a full-time World Heritage Coordinator who focuses exclusively on the diverse concerns of the world heritage management. The World Heritage Coordinator is integrated into and informed about the corresponding administrative processes that impact the world heritage, and he/she handles the duties resulting from the Management Plan instructions. Due to the cross-sectional orientation of the position and its importance for the townscape and urban development, the World Heritage Coordinator is placed in the building department responsible for that.

Coordination

The World Heritage Coordinator is the contact for all parties that are involved and interested in the protection of the world cultural heritage. The World Heritage Coordinator's office will be involved in the deliberation and approval process for construction projects in cases involving important building projects and projects carried out by the rehabilitation organization in the world heritage area. Applicants for building permits in the world heritage area and in the buffer zone may confer with the World Heritage Coordinator on an informal basis early on regarding their project, which will be made in coordination with the building consultation office in the urban planning department. That way, the applicants will be provided information in a timely manner regarding the compatibility of their project with the world heritage. Construction projects that impact the townscape are to be presented to the Design Advisory Board early in the approval process and, if required, information is to be provided to and/or coordination is to be made with UNESCO. The World Heritage Coordinator's office is to be informed about the result of the procedure by the city's specialist office.

Importance is also given to cooperation with representatives of the tourism sector, such as Lübeck und Travemünde Marketing GmbH (LTM). In this area, informational projects about the world heritage site are to be initiated in order to take advantage of the positive impact of the world heritage designation for the image of the city and to increase the number of visitors. For that reason, the World Heritage Coordinator should also carry out an exchange of information with persons and institutions engaged in the free economy of Lübeck's old city.

Public relations

The World Heritage Coordinator issues reports and notices to the public about the development of the world heritage. To promote public relations activities, a website will be set up for the world heritage site, where the World Heritage Coordinator's office will publish information related to the world cultural heritage. Such information may include reports, minutes of meetings and events, as well as the Management Plan itself.

The World Heritage Coordinator should organize and carry out public events related to the topic of "the status" of the World Heritage „Hanseatic City of Lübeck“. All interested parties from the general public and professional world will be invited to this annual event and provided information about the status of development and other plans.

The World Heritage Coordinator's tasks also include the organization of development monitoring and maintaining contacts with UNESCO and ICOMOS.

5.3 Internal administrative steering meetings

The administrative meetings for the World Heritage „Hanseatic City of Lübeck“, as established per the Management Plan, formulate goals and major projects and tasks for the development of the cultural assets in coordination with the involved institutions and political committees. Internal administrative steering meetings under the responsibility of the Building Senator that include the department heads of Archaeology and Historical Preservation and Urban Planning are set up for the purpose of coordination of the defined goals and areas of action and to monitor their success. ICOMOS representatives for Lübeck will be included in them on a regular basis or as required. Additional persons may be included in the steering meetings for specific topics.

The World Heritage Coordinator is responsible for supporting the steering meetings. He/she shall make preparations for the steering meetings, propose topics and moderate the meetings.

5.4 Department heads meetings

The weekly department heads meetings in the Planning and Building departments will be expanded to include the issue of world heritage, as required. In doing so, current projects in the world heritage area will be discussed and plans will be coordinated with one another. The World Heritage Coordinator prepares the agenda items as needed and then takes part in the meetings. The goal of this measure is an enhanced presence and consideration of issues related to the world cultural heritage at the division level.

5.5 World Heritage Advisory Board

The Design Advisory Board in its additional capacity as the World Heritage Advisory Board for projects impacting the world heritage will be informed about important projects in coordination with the office of the Design Advisory Board. It is an independent board of experts active in Lübeck and scrutinizes, among other things, the construction projects in the world heritage area in terms of their quality and compatibility with the townscape and the urban structure. Recommendations issued by the board for those projects are to be included and implemented so far as they are legally possible. The World Heritage Coordinator's office is responsible for supporting the Design Advisory Board's office in terms of those projects.

Building construction and urban development competition proceedings serve to ensure the required level of quality for major construction projects in and around the edges of the old city. Issues related to the world heritage and historical preservation can be incorporated directly into the planning process through the participation of the Design Advisory Board and the World Heritage Advisory Board in those proceedings.

6. Bases for planning and action

Plans and areas of strategic activity for which the world cultural heritage are of importance are explained below. The present plans and measures of individual departments are named in these areas of activity, and additional measures are formulated for the responsible offices. Implementation of goals and actions in the areas of strategic activity enhances the protection of the world cultural heritage, boosts the appeal of the old city and achieves a higher level of sensitive awareness in terms of preserving the world heritage.



Church of St. Marien

6.1 Integrated Urban Development Concept (IUDC)

The following goals and actions for the old city are named in the IUDC in order to ensure the Hanseatic city of Lübeck's function as the regional centre and in the sense of a comprehensive, integrated urban development.

Lübeck's traditional and unique characteristics are to be taken into account in terms of the development of the old city. The historical old city, as a world heritage site, is an important element of identity for Lübeck residents, as well as a widely acknowledged magnet for visitors and a symbol of culture, tradition and history. Internationally known sights, such as the old city silhouette with its seven church towers and the Holstentor, should be used for external effect. An appreciation for these special architectural, monumental or even functional features should be communicated to Lübeck's residents and visitors to city, as well as to the parties holding political responsibility and institutions that are affected.

In particular, a quality-based coexistence between tradition and modernity has to be taken into account in terms of building developments in the city centre owing to its status as a world heritage site. When developing new residential districts, attention should be given to barrier-free access to the new buildings, among other things. In doing so, the question of whether, and in which form, the old city's residential areas could be made available for a more diverse mix of population groups should be examined. In addition, the importance of retail business in the old city for the entire Lübeck urban structure is to be considered.

In the IUDC, the planning zone C1 Old City includes Lübeck's historical old city, on the one hand. However, it goes beyond the actual old city island so that the entrances to the old city in St. Gertrud (Gustav-Radbruch-Platz), St. Lorenz South (the area around the train station) and in St. Lorenz North (Fackenburger Allee) as well as the wall structures are also included. Because the old city is the first part of Lübeck that visitors, in particular, experience and therefore, in addition to Travemünde, it is the most important source of advertisement for Lübeck, that fact should be reflected in public places and at the entrances to the city.

Accordingly, the design of streets, plazas, pathways and the traditional alleyways and courtyards as well as the creation of several public areas to sit and relax are the primary focus of attention in this planning space. Goals for the redesign of streets and plazas extending beyond the central zone, e.g. Holstenstraße and Schmiedestraße, were formulated for the old city island as part of an extensive community-participation process for the main street spaces in the old city under the project name of „Mitten in Lübeck“ (At the Heart of Lübeck). Those goals should be pursued further.

Furthermore there is to be taken into account the rearrangement of the district called Gründungsviertel, the to be drawn up lighting master plan and the projects of the programme of investment in national UNESCO world heritage sites.

A concept is also available for the area around the train station. The present target concepts for the other entrances to the city, local public transportation services, bike paths and walkways in the city centre should be further specified in the technical plans currently being developed.

The wall structures are to be further classified as an important nearby recreational space.

6.2 Tourism Development Concept (TDC)

Lübeck is a highly attractive city for tourism with strong brand components. The decisive factor for a visit to Lübeck is the one-of-a-kind Lübeck old city. It contributes the most to Lübeck's appeal. Lübeck's old city, a self-contained historical ensemble, is an ideal place to take a stroll.

The drawing up of the TDC was supported by a brand analysis study. It focused on the issue of what are the sources of Lübeck's appeal. The main driver from the perspective of tourists is, in particular, Lübeck's old city (45% of brand appeal): strolling, Holstentor, churches, historical townscape, narrow alleyways/nice courtyards, Hanseatic brick buildings, Hanseatic history.

Townscape and welcoming quality

The Lübeck townscape captivates with its historical architectural fabric and the charming interplay between water and green areas. In some areas, for instance in the main streets and plazas in the old city, the street called An der Untertrave and the roundabouts outside of the old city, there are design improvement needs.

Strengths: Attractive historical old city:

- Historical building stock in the old city: relatively good overall conditional of the buildings in the core area, a few dilapidated buildings in need of rehabilitation; attractive historical city gates (Holstentor, Burgtor), churches and other historical buildings.
- a very strong welcoming quality in the newly designed areas: for instance, An der Obertrave (paving, furniture, pedestrian bridges, clearly marked departure area for the sightseeing boats), Huxstraße and Fleischhauerstraße as attractive shopping areas with corresponding overall design (facades, paving, reduced vehicle traffic, cleanliness).

Goals and strategies for 2010 - 2020

Lübeck has the potential to position itself as a strong brand in northern Germany. Tourist positioning is based on the success pattern of the Lübeck brand and comprises the one-of-a-kind old city, Lübeck as a convention location, the lively and traditional Baltic Sea resort of Travemünde and Lübeck as a self-confident regional centre. Schleswig-Holstein's economically attractive target groups of „people in the prime of life,“ „discriminating connoisseurs,“ and „new families“ should be attracted increasingly through suitable infrastructures, offers and marketing activities. In Lübeck, the seminar, convention and congress tourists, foreign guests and day visitors have special importance. The differing levels of development and the differing qualities of experience demand individual strategies and measures for Lübeck and Travemünde.

Guidelines for tourist development – the old city

Design the old city experience in Lübeck and improve quality!

In Lübeck, it is primarily about looking after the strong core brand, i.e. the old city with its elements that fascinate visitors, as well as further developing it and interpreting it in new ways. The urban design measures and increasing the welcoming quality should be continued. That also includes the goal of not falling short of the expectations and images that are conjured up in people's minds. Specific travel decisions should be triggered by new and more clearly defined offers and combinations (culture, events, culinary, shopping, etc.), and broader target groups should be addressed. This requires consistent quality development in all areas of the offers and services. In light of the enormous importance of foreign guests, this target group also demands greater attention.

Strategic activities concept for 2010 - 2020

The strategic activities concept until 2020 constitutes the central theme for all parties involved in and participating in tourism as well as their financing partners: the Lübeck und Travemünde Marketing GmbH, the Travemünde spa facilities, the Lübeck city administration with its tourism-related departments, interest groups, associations and providers in the areas of accommodation, gastronomy, retail trade, culture, sports, nature, etc.

Old city area of activity: Designing the old city experience and improving quality

The goal is to make Lübeck's exciting history „come alive“ with the help of contemporary media and to make it accessible to a broader public (living history). On the one hand, visitors to Lübeck should be offered opportunities to experience things related more specifically to Lübeck that also increase added value. On the other hand, new target groups should be attracted for Lübeck. Well-known and less-known topics and corners of the old city should be highlighted, and visitors should be guided in a deliberate fashion.

Reorganization of Lübeck's museum landscape:

The basis for this is the Plan to Develop Lübeck's Museums, which was approved by the Bürgerschaft (parliament) on 24 November 2005. It is the TDC's opinion that a greater emphasis on museum contents that are specific and special to Lübeck and that have an undeniable connection to the city can be achieved. Also, an attempt to address a broader group of visitors (domestic and international) should be made while implementing the plan. The Holstentor Museum holds particular importance as a symbol of the city.

Visitor-oriented improvement of the welcoming quality in Lübeck's old city:

Situation: Building culture, view of the city and the atmosphere and welcoming quality linked to them are becoming more and more important in the area of tou-

rism. The analysis of the city's picturesque quality as part of the TDC has demonstrated clearly that in addition to the impressive historical ensembles and already successful urban development upgrades, there are still clear „gaps“ in the old city's view that impair one's experience of the old city. In addition to that, while on city and cultural tours people want to “rest and relax,” which means that inviting opportunities to linger and green areas in which to withdraw are in demand. The brand analysis also underscores that consistent investments in maintaining the old city's picturesque image are promising and they serve all of the target groups: residents, tourists and local companies.

From a tourist perspective, the following projects in Lübeck's old city are to be supported in particular:

- Redesign of the street called An der Untertrave and with it the revival of the maritime character of the city's edge along Holstenhafen and Hansahafen, design of a pedestrian promenade, clearer arrangement of the departure areas for passenger ships, upgrading of the gastronomical offers, etc.
- Redesign of the Schranken – Klingenberg axis as a pedestrian zone
- Improve the welcoming quality and attractive nature of the Schranken
- Upgrade Schmiedestraße (Kohlmarkt – Klingenberg)
- Upgrade the plaza in front of Marienkirche
- Upgrade the wall structures, improve the welcoming quality, greater use of the wall structures for sports and local recreation (e.g. Nordic walking, boat rental)
- Upgrade of Holstenstraße with the goal of making it more friendly for pedestrians and cyclists and design integration into the townscape; over the long term: architectural and design optimization of adjacent buildings
- Use of the urban planning, design and urban development possibilities for further enhancing the appeal of important historical locations, such as the



Markt (market)

- Installation of high-quality cafés in prominent locations that invite guests to enjoy the beauty of Lübeck
- Development and implementation of a lighting concept in the Lübeck city (UNESCO zone)
- Additional requirements: high-quality design and furnishings, authenticity, harmonious vocabulary of colours and shapes, accessibility, security, visitor guidance, design of experience spaces.

6.3 Inventory of historical buildings - preservation of ancient monuments

The unique heritage value of the World Heritage „Hanseatic City of Lübeck“ is to be maintained and preserved. Furthermore, the inventory of historical buildings should be investigated further, and efforts should be strengthened that protect and document the world cultural heritage. The responsible historical preservation authorities will be provided the professional, staffing and financial resources to ensure that. The priority is to protect the inventory of historical buildings in Lübeck by means of Schleswig-Holstein's Historical Preservation Act. Its effectiveness will be complemented by additional legal instruments and measures.

Historical Preservation Plan for the Old City

In 1993, the city began to draw up the Historical Preservation Plan for the Old City. In doing so, the city was reacting to the UNESCO demands that the urban monument be documented and described in full in the context of world heritage.

The Historical Preservation Plan is divided into two parts; the first part was completed in 2000. It contains the first exhaustive and systematic inventory of the old city in its urban structure and the exteriors of buildings. The second part of the Historical Preservation Plan contains an inventory of the interiors of buildings with their furnishings that are unique in terms of world cultural heritage and its historical diversity.

The published portion of the Historical Preservation Plan for the Old City contains the following maps:

- firewalls,
- inventory of monuments until 1997,
- target planning for monuments,
- mapping of deficiencies in ground-floor areas,
- mapping of deficiencies on upper floors and attics,
- mapping of deficiencies in the roof landscape.

The Historical Preservation Plan is available to the Archaeology and Historical Preservation department and the entire Lübeck city administration as an instrument that provides an overview of the inventory of buildings as it has grown over time,

including the monuments identified in the old city and extensive information regarding the quality and special features of the historical old city buildings.

Digital mapping of monuments

The content and goals of the Historical Preservation Plan are to be made available to the public as well. Developers, architects and property owners should be able to obtain information about the existing buildings in advance and as easily as possible via electronic means. This contributes to planning certainty and accelerates the approval process for listed properties.

For that reason, the Historical Preservation Plan should be digitalized. The digital version should be made available on the Internet and updated on an ongoing basis. Additional documents (photos, assessments, etc.) are to be linked to individual buildings, and historical building plans (Baualterspläne) are to be drawn up with the use of a geographical information system (GIS). On the whole, information about listed buildings in the old city would be made available quickly and extensively, and the Historical Preservation department could be relieved of the task of responding to enquiries about monuments.

Digitalized inventory of wall and ceiling paintings

From 2005 to 2009, a scholarly project with the topic of “Stationary room decoration in Lübeck residences between 1250 and 1800” was carried out in conjunction with Kiel’s Christian-Albrecht-Universität and the German Research Council. It dealt with the unique but rarely researched inventory of wall and ceiling paintings in Lübeck residences, documenting the most extensive inventory of its kind in Europe known to date. Now, more than 1,600 paintings from the period from 1250 to 1800 are known from approximately 400 Lübeck buildings. The results were recorded systematically and in its entirety for the first time by a large-scale IT-supported research project. The database should be made accessible to the public in mid 2010. The digital inventory of the wall and ceiling paintings and other furnishing items should also be continued in the future.

The Lübeck findings were linked with art historical and cultural history data. Comparative examples with other cities and regions were gathered as part of that, and possible patrons of the paintings were investigated by researching the archives in Lübeck. The documentation of the wall and ceiling paintings with both textual and visual descriptions ensures the source materials that are irreplaceable in terms of art and cultural history. The decipherment and assessment of findings are made easier. The Lübeck Historical Preservation department is provided an indispensable set of instruments that can be further developed and that prove their worth particularly in daily practical work. In addition, as a rich storehouse of information it will be made available in the future to interested members of the public and for general research.

Enhancing historical preservation

Numerous publications about the archaeological artifacts in Lübeck have been published by the Archaeology department. They provide a complete picture of the work that has been carried out. That documentation should be complemented by an inventory of the surviving vaulted cellars on the old city island to be conducted in conjunction with the Historical Preservation department. This cellar plan or cellar registry about the most inaccessible part of the world heritage will increase awareness of its importance among experts and the general public.

The upkeep and maintenance of already rehabilitated/restored listed buildings and cultural monuments can be ensured through special monitoring. Generally speaking, the causative principle should be applied both in the Archaeology and Historical Preservation departments. According to that principle, developers and investors would be obliged to finance themselves the archaeological excavations, architectural and restoration-related preliminary examinations brought about by damage caused by their projects. As a result, the burden on the city's budget will be lessened and plans with encroachments on the archaeological monument or historical building will be examined more with respect to their practicality.



Mural painting St. Katharinen

6.4 Archaeology

The archaeological subsoil in Lübeck's old city is a component part of the world heritage. When adding Lübeck's old city to the list of world heritage sites, UNESCO pointed expressly to the importance and need to continue investigating the archaeological substance in Lübeck.

The archaeological subsoil boasts an unusual wealth of archeologically valuable levels. For that reason, the entire old city island is identified as a protected excavation area. Groundwork in this area is subject to the approval of the Archaeological and Historical Preservation department. Underground levels, underground garages or basements that endanger this element of the world heritage can be prevented or investigated prior to work being done there. The investigation and research work as part of excavations in the 1980s met with worldwide attention and should continue to be pursued as extensively as possible.

Rehabilitation and new construction measures in the old city may not endanger any component of the world heritage. Therefore, generally speaking, interventions in the soil and the destruction of the archeologically valuable subsoil have to be kept at a minimum, as far as possible. As a rule, this means abstaining from or minimizing the construction of underground structures, especially underground garages, the use of small-scale foundation techniques and observing this goal when laying new supply lines in public places. In each individual case, the intervention in the archaeological monument is to be approved by the Archaeology department or, if required, an appropriate amount of time must be set aside in advance for the archaeological substance to be investigated. Only that way can an appropriate development of the old city with respect to its architectural monuments be ensured.



6.5 Churches

Lübeck's silhouette, which is characterized by seven church towers, is representative of a religiously influenced medieval townscape that is comparable neither to antiquity nor the modern period. The term 'art' takes on no greater sense of exclusivity in any other period of western history than that attributed to religious art during the medieval period. The official church as an institution was not the sole patron of those art objects. In Lübeck's townscape, the growing strength of self-organization on a city level is portrayed in the parish churches in which this self-assertiveness is expressed by the design and, not least of all, by the height of the church towers.

The difference between public buildings and churches is an expression of post-secular conditions. The medieval city of Lübeck, in particular, is an outstanding example of why this distinction given to the medieval period is unquestioned.

Even today, looking at the large numbers of visitors to the large church buildings, the importance of medieval church architecture is clear. The streams of visitors are guided and supported by the respective congregations independently and voluntarily in conjunction with the city's tour guides.

The bearers of responsibility for the churches have always been conscious of this special task to look after the substance of cultural-historical value. An example of that is the church builders' hut, which is maintained today by the Lübeck-Lauenburg parish. This example of traditional craftsmanship unique to the North Elbian church and dating back to medieval models should be maintained. In particular, the intention is to pass on the craftsmanship experiences for pre-industrial structures, investigate the historical preservation of it even more extensively and to take advantage of it across multiple projects.



6.6 Museums in Lübeck

A few of the outstanding historical buildings and urban highlights of the World Heritage „Hanseatic City of Lübeck“, including the Holstentor, the Burgkloster, St. Annen-Kloster, Katharinenkirche, the Behnhaus and the Drägerhaus, are used as museums.

Therefore, as public institutions, the buildings are ascribed a special significance as part of the world heritage: They make it easier to experience and understand – on the one hand, because they allow a „behind-the-curtains“ view of the world heritage, i.e. permitting a look on the inside and not restricting one's view solely to the exterior of the historical heritage; on the other hand, because they maintain the cultural-historical heritage by safeguarding the original tasks – collecting, investigation and research, and preservation – and they keep it alive through the mediation of the cultural experience.

Consequently, the museums contribute greatly to achieving the No. 1 goal, which is to enhance the appeal of the world heritage for residents and visitors and to make the public more aware of and sensitive to its significance.

The intention of using the historically significant buildings in a sensible way is realized in an ideal manner in the museums. The architectural „exteriors“ of the museums along with their respective „interiors“ form, so to speak, a unified whole that represents a special feature in terms of German museums. This outstanding quality of the cultural sphere of Lübeck's old city was taken into account when consolidating the museums into a museum association in 2006. The basis for that reorganization is the Museum Development Plan approved by the Bürgerschaft (parliament), which specifically calls for the museums to be embedded in the world cultural heritage.

“The vision of a future link, indeed a fusion of the museum landscape with world cultural heritage, is pre-eminent among all planning ideas. The spatial preconditions for that are ideal: Nearly all of the buildings are on the old city island within the world heritage, nearly all of them are in historical buildings which, as an enclosure, materially convey the history and atmosphere of certain historical periods to the visitors to the collections.”

Correspondingly, the museum development plan formulates as a central message of the association that the museums present Lübeck-specific art and culture in a world heritage city. The title “Museums in World Cultural Heritage” is referenced in all of the association's important image media. The spatial integrity of the world heritage and the museums embedded in it also play an extremely important role in marketing the association. With the introduction of various combination ticket offers that encourage visits to other museums as well as information about other museums within walking distance provided on signposts in front of the individual museums, visitors to Lübeck are given a good reason to discover and experience the world cultural heritage on foot.

The goals outlined in the museum development plan about the perspective development of the individual museums are currently being reviewed following a

four-year implementation plan in order to adjust or continue with the plan in an appropriate manner. Considerations about any scheduled building projects and conceptual further development of the museums will also be orientated in the updated concept toward the goal of maintaining the integrity and authenticity of the World Heritage „Hanseatic City of Lübeck“.

The following descriptions provide a short overview of the planned measures and the content profiles of the museums that are in historical and listed buildings.

Holstentor

As the most impressive record of the city's former fortifications and the best-known structure in the city, the Holstentor is a proud symbol of the history of Lübeck as a free imperial city and of its supremacy in the Baltic Sea region.

In the future, the Holstentor should be developed further into a museum of the city's history that will convey a representative, entertaining overview of the history, culture and economy of the Hanseatic city to visitors, thereby offering them an orientation aid for the "cultural experience of Lübeck's old city" and for a perception of the world heritage.



Kulturforum Burgkloster – Archaeology Museum

The perspective of the Burgkloster and the Beichthaus has been greatly expanded over the past couple of years, both in terms of its structure and its concept, by the plans for a European Hanseatic museum. The project's plans call for an integration of the convent into a modern museum concept that will be accompanied by a rehabilitation and restoration of the historical building resources. Conceptually speaking, the plan calls for allowing the listed convent structure to be experienced as an authentic site.

With the rehabilitation and expansion of the Burgkloster into a European Hanseatic museum, the Hanseatic city of Lübeck would set an example for the responsible and progressive treatment of historical buildings. The building and concept consolidation of history and the modern period will convey to the visitors the significance of the world heritage in an entertaining and educational manner.



St. Annen-Museum

As with the Burgkloster and the Holstentor, the St. Annen-Museum is also a prominent building in Lübeck's old city. The convent received an important upgrade in 2003, both in terms of the building as well as the content concept, when the Kunsthalle St. Annen was founded. The art gallery integrated a ruin of the former convent church and, at the same time, an extension was built for the St. Annen-Museum. The art gallery and the St. Annen-Museum, as an overall complex, are therefore an example of the successful symbiosis of historical and modern buildings, from the medieval period and the present.

Museum Behnhaus Drägerhaus

As with the St. Annen-Museum, the Museum Behnhaus Drägerhaus is also another example of the preservation of the world cultural heritage going hand in hand with the providing of information about the cultural heritage.

Behind the classicistic facades, the representative town houses contain structures and furnishings that are preserved nearly completely intact. There, visitors to Lübeck can learn not only about the heritage value of the exterior of the building, they can also experience the architecture and its décor from the inside.





Katharinenkirche

The church of the Katharinenkloster, erected around 1300, is the only surviving convent church in Lübeck. It is one of the most significant historical buildings constructed in what is referred to as “brick Gothic”. Since the 1920s, it has been used as a museum, fascinating not only as a historical building but also with its religious works of art housed in its interior. The stock of Gothic wall paintings, the largest part of which has not yet been exposed, is of great significance. In the future, the church will also serve the LÜBECK MUSEUMS as a venue for exhibitions and events.

Buddenbrookhaus

The façade and the vaulted cellar of the residence at Mengstraße 4 is a listed building. The ground floor of the house was owned by Thomas Mann’s grandparents and was built in 1550. The upper, late-baroque floors were constructed after 1758. The house suffered extensive damage during an air raid on Lübeck on the night of Palm Sunday 1942. Only the façade and the vaulted cellar were saved.

Thanks to its immortalization in literature, the Buddenbrookhaus today is one of the most popular monuments in the World Heritage „Hanseatic City of Lübeck“ – as a “book cover in stone” it is one of the most popular photo opportunities in the old city. Along with Marienkirche and the Rathaus (town hall), it forms an axis of great appeal in terms of tourism at the centre of the world heritage area.



6.7 Redevelopment of the old city

The rehabilitation of the old city, which has been ongoing since the beginning of the 1970s, is advancing on a continuous basis. The municipal co-financing funds required for the urban development programs have been made available for the future as well.

In the sense of a preservation goal for the world heritage, the protection and rehabilitation of the individual historical buildings continue to enjoy the highest priority. The strategy of the “Haus für Haus” (house by house) building rehabilitation program has proved itself particularly in residential quarters. Therefore, it should be maintained and further optimized with regard to the setting of priorities and the amount of support. Regulatory measures to improve the property situation generally involve disruptive neighbouring buildings in the courtyard areas, insofar as they do not have any relevance in terms of historical preservation.

In addition to the rehabilitation of the building substance, more and more importance is being given to the upgrading of the residential area and the public spaces with their streets, pathways and plazas for the long-term preservation and use of the world heritage site.

The design and functional improvement of the public space enhances the residential function in the old city, supports the regional function through an attractive appearance and promotes the significance and appeal for tourism and visitors to the old city.

Against this backdrop, the urban development funds, especially those from the Urban Development Historical Preservation program, and along with the specific rehabilitation of historical and listed individual properties, will be applied in the future also to measures aimed at improving the public space in the area of the entire old city island (spatial focal points: see section 6.8.1 Transportation).



Aegidienstraße Ecke Schildtsstraße

6.8 Public space

The public and semi-public space, along with the historical building stock, is crucial and essential in terms of its importance for the world heritage. Therefore, a special task in Lübeck's old city entails not only protecting the building inventory but also designing the urban area and increasing awareness for the importance of its historical value and significance.

Lübeck is well-known for its typical alleyways and courtyards, which for the most part are listed as historical monuments. At the same time, the network of streets and alleyways has remained more or less unchanged in its basic structure for more than 800 years. The dimensions of the plazas Koberg, Markt, Marienkirchhof and Klingenberg date back to the early period of the city's history. In the urban quarters where changes were detrimental to the authenticity and integrity of the historical urban structure, primarily after the Second World War, those structures should be recuperated wherever possible.

The townscape and the public space, which are characterized by:

- a completely unbroken row of construction along the edges of streets,
- the continuous building line,
- the rhythm of the facades and the plots,
- the individual houses that are aligned in terms of their eaves and gables,
- the system of streets with its blade-like outline, alleyways and plazas

should remain untouched in its historical form and, if destroyed, should be restored as far as possible.

6.8.1 Transportation

In 2000, Lübeck's Bürgerschaft (parliament) passed a new Transportation Development Plan for the entire city. The design recommendations have a city-wide character, but include mostly specific statements about the transportation situation in the old city:

- The concept for the network of streets, along with a link to the parking space concept and the action concept for the urban area, provides for a reduction in the traffic volume from the old city to the north tangent, which was completed in 2009. This reduction in the volume of motorized individual traffic (MIT) can be used to upgrade the public space on the old city island. In particular, it applies to the street called An der Untertrave, which will have to have fewer lanes in the future and will be more inviting for pedestrian traffic thanks to a redesign. In addition to the street called An der Untertrave and the redesign of the central axis from Klingenberg to Schranken and Schmiedestraße, a project which is already underway, the following street spaces are in desperate need of a redesign:
 - Holstenstraße,
 - Balauerfohr and Bei St. Johannis as part of the pedestrian street, whereby all

- of Fahrradstraße in the eastern old city should be made more bicycle-friendly,
- Kanalstraße,
- Krähenstraße and Wahnstraße,
- Beckergrube ,
- Braun-, Fisch- and Alfstraße as part of the new organization of the quarter called Gründungsviertel,
- Burgfeld.
- The concept for the pedestrian and bicycle traffic as well as local public transportation calls for the transportation network to be properly expanded and for local public transportation to be made more attractive.
- The commercial traffic is to be controlled by in terms of times and space so that incompatibilities with urban development are reduced as much as possible.
- Noise pollution and vibrations affecting the historical building stock should be minimized by rerouting traffic, reducing speeds and redesigning street spaces. Urgent areas of focus in terms of that are Koberg and Wahnstraße.

Reduced traffic in the old city

The concept for reducing traffic in Lübeck's old city, which was passed in 1998 and continued in some districts, calls for the old city streets to be divided into four categories based on drivability and the permissible types of traffic:

1. streets that can be travelled on all-day and without any limitations
2. pedestrian zones with limited times for delivery traffic
3. reduced-traffic streets with local public transportation, taxis, bicycles and limited delivery traffic
4. reduced-traffic streets with local-resident traffic, commercial delivery traffic, bicycles and taxis.

This concept and the classification of the old city streets should also be retained in the future as part of the basic policy. Modifications should only be made in partial areas, and they are to be examined on a case-by-case basis in terms of their compatibility with the world heritage.

The already existing electronic parking guidance system is to be optimized as needed in order to minimize the search for parking spaces to the existing parking garages and parking spaces in and around the world heritage. Because currently in the old city and on its periphery there are already more than 5,500 parking spaces in parking garages/lots, approximately 3,100 private parking spaces in interior courtyards and more than 2,400 parking spaces for residents along the old city's access streets, additional parking spaces should not be approved on general principle for the old city. In individual cases, existing parking facilities can be optimized along the main access routes. The erection of a parking garage/underground garage near Gustav-Radbruch-Platz should be examined in connection with the re-planning and reorganization in that area north of the old city.

When revising and implementing the “Lübeck – congestion free by 2015” concept, the guidelines and goals for the buffer zone should also be considered in addition to the goals for the old city.

6.8.2 Street space

The old city framework plan calls for street design to be divided into four categories based on the historical circumstances and for a division of the space based on design that includes sidewalks on both sides of the street and a centre lane in the typically historical three-part division of the street space.

Generally speaking, this intention should be complied with. To achieve an attractive and at the same time functional street space, especially in the commercial streets heavily frequented by pedestrians, the guidelines are to be examined on a case-by-case basis. In the case of different types of road surface, changes and demands of the user groups can be reacted to more flexibly if there is a level surface as in Huxstraße and Fleischhauerstraße, a barrier-free pedestrian- and bicycle-friendly road surface can be created and, at the same time, the historical division of streets into three lanes can be achieved. In principle, this also applies to the residential streets in the old city.

For the design of plazas, solutions related to individual cases are to be found as part of competing procedures, whereby in addition to design aspects, functional criteria with regard to accessibility, user-friendliness and promotion of a welcoming atmosphere are to be taken into account.



today's wall fortification structure between the river and the old city

6.8.3 Green and open spaces

Fundamental statements regarding the green and open space planning are contained in the Framework Plan for the City Center. They should support the goal of increasing the spatial, aesthetic and functional qualities of the open spaces in and near the old city. Of special importance for the old city itself and for its perception from outside are the citizen gardens (Bürgergärten), the Drägerpark on the Wakenitz River and the Tor der Hoffnung, in addition to the wall structures already mentioned. The open spaces along the waterways that surround the old city are also significant in terms of how the Hanseatic city is perceived as well as its further development. As the reorganization of the Obertrave as the initial measure has already demonstrated, Lübeck's appeal in terms of quality of life and tourism can be increased by making it easier to experience the edges of the old city and the waterways. The series of spaces in the buffer zone are to be integrated into the urban space concepts for the old city in the future because the numerous green and open spaces near the old city contribute significantly in terms of the view of the city and the view perspectives. In addition, the existing pathways from the old city to the buffer zone and the surrounding districts are to be optimized as part of future developments.



7. Marketing, public relations, research and scholarship

Due to the valuable building stock and numerous historical buildings of international significance, the city of Lübeck has a traditionally strong focus on tourism. Already in the medieval period, Lübeck was very significant in terms of cultural development in northern Europe as the “leader of the Hanseatic league”.

Lübeck’s significance for tourism has grown steadily since the Second World War. With visitors currently numbering more than 15 million a year, the Hanseatic city of Lübeck is still today a very attractive destination, particularly for people interested in culture and for the growing market in city tourism.

In addition to the outstanding historical urban ensemble, the cultural offerings include, among other things, the Lübecker Theater and a large number of museums, most of which are housed in historical buildings and offer many exhibitions about a wide range of topics. Currently there are plans for a European Hanseatic Museum, which will deal in particular with the history of Lübeck and the development of the Hanseatic League.

The numerous cultural offerings, along with the global cultural significance of the world cultural heritage, offer ideal conditions for sustainable and high-quality tourism in Lübeck. The carrying out of tourist and city marketing campaigns falls primarily to the area of responsibility of the city’s Lübeck und Travemünde Marketing GmbH (LTM). In coordination with the relevant service providers, the city marketing of the world heritage status should be developed further for the benefit of the Hanseatic city of Lübeck.

7.1 Marketing

Integration of the UNESCO logo

As part of Lübeck’s marketing and when promoting Lübeck’s old city, the use and integration of the UNESCO logo should contribute to increasing the recognition value and importance of Lübeck’s world heritage, thereby profiting from it.



Information

The current signage system in the form of plaques with information and explanations about the important buildings and ensembles is to be optimized, if needed, and complemented by an electronic, portable information system.

At the moment, only a small percentage of the annual visitors to Lübeck request a tour of the city by a specialist guide. The historical connections and the historical and intellectual potential of this unique area with more than 3,000 historical buildings cannot be revealed, however, without some knowledge of the city and its history. That means that probably more than 90% of all visitors to Lübeck's old city require help with orientation in order to experience the city while gaining greater insight.

To improve this situation, the possibility to obtain information should be offered at the departure point for the tourist tour, which will open up the eyes and hearts of visitors in the truest sense of the word. There should also be a small drop-in centre focusing on the topic in a central part of the old city, not as a replacement but as a key for perceiving the current offer related to the topic of the World Heritage „Hanseatic City of Lübeck“.

One such central location is the Rathaus (town hall) or the Germanistenkeller in the basement of the Rathaus. Forms of exhibition and access can be found in the current rehabilitation process while also taking into account economic considerations.

In order to provide qualified information to visitors in the city, an ongoing qualification of guides is required. When training guides with regard to the topic of the world heritage site and the world heritage features in Lübeck's old city, the Archaeology and Historical Preservation department should be involved to a greater degree.

City tours on special topics and current measures in the world heritage site could be communicated by the continued training of the guides. The focus of that continued training is on the history and the historical significance of Lübeck's old city in terms of architecture and culture.

Furthermore, existing international cooperative relationships in the tourism sector with other Hanseatic cities and/or world heritage sites should be cultivated more. World heritage sites in the Baltic Sea region, such as Riga, Tallinn and Thorn/Torun, can offer complementary projects based on the shared historical background that can be used for joint marketing purposes. When promoting the Hanseatic city of Lübeck as part of a marketing concept, communicating the significance and development of Lübeck's historical old city can be used to promote sales and the number of visitors. In this respect, events and campaigns can be developed on a regular basis that can promote the Lübeck Old City brand based on a consistent and coordinated marketing concept.

7.2 Public relations

According to the UNESCO Convention, the addition of a city to UNESCO's list of world heritage sites should not be a self-serving end in itself. The goals and significance of the protected area should also be made accessible to a broader public.

The built environment of the world cultural heritage is an expression of diverse social developments. Findings about this world heritage should be published for informational and educational purposes and they should lead to a stronger identification and sensitive awareness when dealing with the constructed historical fabric. That way, identification with the world cultural heritage and the acceptance and significance of historical preservation and urban rehabilitation will be increased in terms of preserving Lübeck's old city.

As past experience in Lübeck has also shown, broad segments of the population identify to greater degree with the protection and preservation of the world heritage. Therefore it is important that the complex tasks involved in looking after and managing the world heritage site should be conveyed to the public on an ongoing basis. Informative and long-term public relations are required for that. In addition to the general public, the academic public should also be involved in that process. This can be achieved in particular via media presence and public relations work.

To stir the interest of the public, the world heritage has to be visible and understandable. For that reason, Lübeck should have a greater offering of, for instance, lectures on the world heritage, tours to excavation sites and special exhibitions (i.e. about archaeological digs or about the significance of the historical buildings and their furnishings, such as wall and ceiling paintings). Improved cooperation with the local cultural institutions is the goal here.

The topic of world heritage should be addressed to a greater degree via reporting in Lübeck's daily press. Public relations for the world heritage site will be carried out by numerous organizations. The type, form and frequency of publication options are correspondingly wide ranging.

It makes sense to draw up a coordinated concept for public relations for the world heritage so that the media products will be better aligned with one another. Nevertheless, the diversity of the numerous media available for public relations should be maintained in principle.

Events

Open Monuments Day

The Hanseatic city of Lübeck also continues to take part in the regularly held Open Monuments Day on the second Sunday in September. As part of that, free tours are offered all day to properties, most of which are in the world heritage site or in the buffer zone. Those properties not only include public structures and institutions. Rather, they also include private homes, private building sites or current archaeological excavations.



World Heritage Day

World Heritage Day, which was held for the first time in Lübeck in 2009, should be continued in the future on the first Sunday in June. It does not compete with the Open Monuments Day. Rather, it is specially focused on the topic of world heritage with complementary topics/tours/exhibitions/campaigns. All of

the participants, ranging from the UNESCO project school Carl-Jacob-Burckhardt Gymnasium down to the churches and the city's institutions, should be included in these free and public programs. With better information and a sensitive awareness of the Lübeck public, the engagement on the part of citizens and their identification with their world heritage site should be increased.

National and international cooperative relations – networks

Exchange, even on an international level, should be expanded with other world heritage sites. Examples of successful institutions already at work include UNESCO Welterbestätten Deutschland e.V. and AG historische Städte. This cooperation should be continued and developed further.

In addition, membership should be sought in the city initiative called Wege der Backsteingotik, which focuses in particular on the development of Baltic Sea cities between Denmark, Poland and the Baltic states.

Cooperation with the Arbeitskreis Welterbe-Altstädte beim Deutschen Städtetag should also be viewed in the same way. The goal is to improve the political, financial and administrative-organizational framework conditions for the seven UNESCO world heritage sites in Germany. The AK beim Deutschen Städtetag organizes the coordinated outward presentation, the content exchange and the development of joint positions.

Informal structures

The authorized world heritage representatives, such as the city administration of the Hanseatic city of Lübeck, are in contact with other Lübeck associations and institutions in order to exchange information and communicate early on about activities and projects, develop them further and target them to a broad section of the society.

They include, in particular:

- ArchitekturForum Lübeck
- BürgerInitiative Rettet Lübeck (BIRL) and Althausanierergemeinschaft (ASG)
- Arbeitskreis Archäologie und Denkmalpflege (see section 5.1)

7.3 Research and scholarship

Seit Jahrzehnten wird die bau- und bodendenkmalpflegerische Arbeit in Lübeck. For decades, the historical preservation of buildings and archaeology in Lübeck have been accompanied by important publications by researchers in various fields. The city's Historical Preservation and Archaeology department initiated scholarly projects aimed at investigating and conserving the most significant monuments in the world heritage area.

The importance of the world heritage site should continue to be investigated and conveyed via scholarly articles, colloquia and international presentations by specialists about the world heritage and historical preservation, informational brochures about current projects, press reports, publications in trade journals, tours and excursions on the topic of the world heritage in Lübeck and other cities. This applies in particular to the following departments/institutions:

- Archaeology and Historical Preservation department,
- Urban Planning department,
- Sanierungsträger Trave (the municipal rehabilitation organization),
- Northern Elbian Ecclesiastical Office, Architecture/Construction and Historical Preservation department,
- Archäologische Gesellschaft e.V.,
- Welterbeverein (World Heritage Association),
- Architekturforum (association of Lübeck's architects),
- BIRL - Bürgerinitiative Rettet Lübeck e.V. (Save Lübeck - Citizens Initiative) / Althaus-Sanierer-Gemeinschaft (Association to Rehabilitate Old Houses),
- Deutsche Stiftung Denkmalschutz (German Foundation for Historical Preservation),
- Fachhochschule Lübeck (Lübeck Advanced Technical College).

The diversity of ways in which to use electronic media in order to promote knowledge transfer can also be taken advantage of in that respect.

Opportunities for cooperation with scholarly institutions should also be explored and further developed. In this connection, research and promotional funds in various forms can be acquired and used in a profitable way. There is a cluster of technical building competence available at the Lübeck Advanced Technical College's Institute for Applied Building Research and the Materials Testing Institute for the assessment of individual issues related to the historical building stock as well as for research projects.

The scholarly work should be continued by acquiring the appropriate funds in the qualified form and publishing the results correspondingly.

Beyond these areas of focus, the annual reports of the city's Historical Preservation department about the most important historical preservation activities, presented thus far in written form, should also be made accessible to the general public via other media (such as the Internet).

„Historical City“ certificate and program of studies at the University of Lübeck's Center for Distance Learning and Continuing Education

The University of Lübeck already acts as a supporter of the continuing education correspondence course called "Historical City," which has been offered since the 2009 summer semester. It is conducted in cooperation with other universities and cultural institutions, including the Kulturstiftung Hansestadt Lübeck (a cultural foundation). The program of studies comprises four modules; the Hanseatic city of Lübeck is focused on primarily in Module D – Research, Preservation, Passing On. The study materials on the subtopics of historical preservation, urban archaeology, the interpretation of historical sources, history of cultural institutions and sustainable tourist development and strategic marketing focus on the fields of activity, methods and qualifications about what is known in and about the historical city and how it is used to care for it, develop it and communicate the relevant knowledge. A type of overall example is being worked out for this focus on the Hanseatic city of Lübeck.

In addition, the knowledge about Lübeck being managed by several partners can also make a contribution to the intellectual and cultural significance of the world heritage, as well as to investigations related to it.

8. Financing

The tasks, goals and instruments described, as well as the management of the World Heritage „Hanseatic City of Lübeck“, can only be implemented with the proper provision of financial funds.

Various instruments of financing have already been available in the past for protection and preservation purposes.

If one adds up all of the expenditures for the preservation of the old city, including:

- research funds
- funds from foundations
- urban development funds
- various funds for historical preservation from European, federal, state, municipal and church sources
- donations – association funds
- private rehabilitation funds, etc.,

then it comes to a total of at least 1.5 billion euros that has been spent over approximately the last 30 years (around 50 million euros a year!) for the protection and preservation of the Lübeck World Heritage Site!

In addition to the determination and willingness of the Hanseatic city of Lübeck to carry out its obligation resulting from the addition of Lübeck's old city to the list of UNESCO world heritage sites, this enormous, constant expenditure of funds clearly shows the great economic significance of historical preservation and urban rehabilitation for the Hanseatic city of Lübeck. Archaeology, historical preservation and urban rehabilitation are important economic factors for Lübeck in particular – as funds that are invested exceptionally well over the long term and in sustainable ways.

Added to that is the incredible economic importance of Lübeck's old city in terms of tourism. According to current figures, visitors to Lübeck contribute a total of about 595 million euros in gross sales to the local economy. Of the approximately 15 million visitors to Lübeck each year, 46% of them identify the appeal of and a visit to the historical old city as the primary reason for their visit (Brandmeyer brand analysis, 2009). The related patronage of restaurants, hotels and retail establishments and the investments in the old city triggered by that cannot be overstated against this backdrop.

In addition to the responsibility as a result of the city being granted world heritage status, the preservation and rehabilitation of the historical heritage hold incredible significance for the Hanseatic city of Lübeck when considering this economic importance.

Funds from European, federal, state, municipal and church sources

In the future as well, development funds from the EU, the federal government, the state of Schleswig-Holstein, Lübeck's own resources and churches will be applied to preservation measures in the world heritage area. In addition to the various types of funds from the area of historical preservation, the use of urban development funding from the federal, state and local governments will contribute in particular to the protection and preservation of the world heritage.

By extending the federal program called Städtebaulicher Denkmalschutz (SDS—Urban Development Historical Preservation) to the old federal states in western Germany, these development funds will also be available to Lübeck for the preservation of the old city on the basis of an annual application. According to the program's goal, those funds should be applied to upgrading public areas in addition to preserving the historical building stock.

Funds from foundations

As in the past, funds from local and national foundations will be acquired in the future for measures aimed at preserving and developing Lübeck's old city. Foundations such as the Possehlstiftung and the Sparkassenstiftung, and other local foundations, should be mentioned in particular in this respect.

In addition, the Deutsche Stiftung Denkmalschutz (German Foundation for Historical Preservation) and the German research association should continue to be approached for financial support for the protection of Lübeck's world heritage site.

In this connection, it is helpful to demonstrate a strategy for the acquisition of funds from the overall spectrum of financing possibilities and to demonstrate that the funds are being applied in a transparent manner by the city administration and/or the World Heritage Coordinator's office. That way, the use of funds according to a prioritized program of measures can be coordinated and plotted. In addition to the already existing financing options and instruments, additional development possibilities can also be tapped, if needed.

Complementary funds – the city's own contribution

In doing so, it should be noted that generally speaking municipal complementary funds must be provided by and/or are expected from the city in the case of the development programs, also in terms of funds from foundations.

Private investment

A considerable share of the rehabilitation and preservation of the world heritage site comes from private funds spent on rehabilitation activities. However, the exact proportion cannot be quantified. Because, according to expert estimates, it can be assumed that for every one euro of public development funds spent, approximately five to seven euros are subsequently generated in private investments, the use of private funds to preserve the historical building stock will continue to be extremely

important.

In addition, tax incentives based on the income tax law for officially recognized monuments and measures in the rehabilitation areas are of great importance in terms of private investment. In the future as well, these investment-promoting instruments in the tax laws will remain effective instruments for the preservation of the world heritage.

Additional sources of financing

Against the backdrop of extensive austerity measures in public budgets for rehabilitation, it seems essential that alternative financing models for the protection of the world heritage site be developed. In doing so, all protagonists, in the widest sense, are to be included who benefit from the protection and preservation of the world heritage site.

World Heritage „Hanseatic City of Lübeck“ Foundation

With the establishment of the foundation World Heritage „Hanseatic City of Lübeck“ with a sufficient endowment, a financing source independent of the municipal budget would be available for the protection and development of the urban monument over the long term. The „Stiftung Weltkulturerbe Stadt Bamberg“, a foundation set up in 2003 for the city of Bamberg's world heritage site, can serve here as a model. The city of Bamberg and the church contributed eight million euros to the foundation's assets, which will be used to support historical preservation measures in the world heritage area and the buffer zone, and to improve public relations activities.

Monument Fund „Old City of Lübeck“

Due to the very positive impact of the world heritage status on the tourism sector and economic development, as mentioned above, additional funds could be acquired from that area that could be applied to serve the protection of the world heritage.

This applies, among other things, to the possibility of obtaining direct financial support through the growing revenues in the tourism sector in the form of a „heritage fund for Lübeck's old city.“

Against the backdrop of the outstanding economic importance of the historical old city and the preservation of it for the tourism, gastronomy and retail trade sectors, as has been demonstrated, this support can come from an assessment system, or a similar scheme, to be established. The organization of this earmarked „heritage fund“ could be set up along the lines of the model of a „culture tax“ currently being discussed in several cities or in the sense of a „tourist tax“.

In addition, Lübeck's citizens and guests could add direct funds to this „heritage fund“ in the form of donations or contributions for the purpose of general or speci-

fic measures for the preservation of the world heritage site.

Additional revenue possibilities could be generated, for example, by lottery campaigns and proceeds from old city festivals under the motto of “world heritage,” etc.

Preservation measures in the world heritage area could be directly financed with resources from those funds.

Tax deductions

The possibility of tax deductibility for building measures in the rehabilitation areas in accordance with §7 H of the income tax law should be expanded to the entire world heritage zone and to the area in Lübeck’s old city covered by the urban development program called Städtebaulicher Denkmalschutz. Changing this federal law would increase the incentive to rehabilitate monuments, thereby preserving the world cultural heritage.

9. Monitoring – development controls

As a residential area and a supply centre, Lübeck's old city is subject to constant changes. To safeguard the integrity of the World Heritage „Hanseatic City of Lübeck“ over the long term, standardized development controls must be applied to all responsible institutions and offices. Only that way can conflicts be avoided early on and a proper preservation of the world heritage and development of Lübeck's old city be guaranteed.

Coordination of development controls

The organization of development controls is part of the World Heritage Coordinator office's area of responsibility. It maintains contact with UNESCO and ICOMOS and draws up the periodic monitoring report as required for world heritage sites. The report contains statements reporting on the status of the world heritage and about current plans and projects and their repercussions for the world heritage.

In addition, the coordinator's office assumes leading responsibility for reporting to UNESCO and ICOMOS regarding current projects and plans that impact the world heritage status, including the internal coordination of the annual meeting with ICOMOS representatives in Lübeck.

Development controls

The development in the areas of activity requires regular monitoring, updating and assessment by the relevant offices. Those offices are also responsible for compliance with the goals. The World Heritage Coordinator's office will be responsible for organizing the monitoring.

The individual offices and institutions will report on the respective status of the work and plans in their area to the coordination office in the form of brief, standardized status reports. The reports summarize the results in a monitoring report, which will be presented to the Bürgerschaft (parliament) for review.

Thanks to a transparent presentation in the summarized monitoring report, possible undesirable trends can be recognized and subsequent corrected, as far as possible. Main areas can also be outsourced, if possible, and measures identified as being successful can be continued and/or intensified.

Statements and results in the monitoring report serve as a basis for planning and development concepts in the world heritage area and in the buffer zone, and they can be used to justify plans and for the targeted solicitation and use of funds.

Special investigations and articles

Depending on the current situation in the old city, special investigations and articles about the special subjects in connection with the topic of world heritage can be attached to the monitoring report. That way, it can be documented which topics were the special focus and during which time period.

Reports submitted by other participants

Parties involved in the preservation of the old city that are outside of the city administration should also be encouraged to participate in the ongoing monitoring of development. For instance, reports about the action plans of the churches in Lübeck's old city are of great importance in this respect. Also, articles and reports by foundations, associations and other institutions can be accommodated.

Public information

On the basis of the monitoring report, a public event about the status of the World Heritage „Hanseatic City of Lübeck“ will be held every two years.

In addition, the monitoring report will be made available to the public in an appropriate form making use of new media -- the Internet -- in order to for it to play a greater role in the development of the old city and to promote greater understanding and involvement.

Appendix

Goals and actions – an overview

1. Preservation and sustainable development of the world heritage

Historical Preservation, Archaeology, Urban Planning and Rehabilitation
The one-of-a-kind world cultural heritage of Lübeck's old city, with its urban and architectural structure made up of numerous individual historical buildings and the formative plaza and street spaces, is to be preserved and deve-

loped in a sustainable manner. In doing so, compatibility with historical preservation concerns is to be taken into account in particular.
Its authenticity and integrity are also to be ensured over the long term, even in the face of changing requirements.

Goal:	Actions:
Preserving the architectural heritage - The Hanseatic city of Lübeck actively supports the preservation of the architectural heritage by applying and further developing effective instruments. - Buildings in need of rehabilitation, in particular endangered historical buildings, will be carefully repaired and renovated. - Consultation and financial support in the case of rehabilitation measures. - Acquisition of financial funds for preservation measures.	- Use of urban development funds for the careful rehabilitation/renovation of historical buildings in private and public hands - Solicitation of urban development funds from the Städtebaulicher Denkmalschutz program and mapping out the development area - Acquisition of federal and state funds, in particular from the Historical Preservation department and support programs for world heritage sites - Consultation and support of the private owners of historical buildings in terms of development options from private (e.g. funds from foundations) and public funds - Rehabilitation of the Lübeck Rathaus (city hall) - Setting up a world heritage fund to support the preservation measures in the world heritage area - Care for and preservation of the valuable stock in terms of architectural and cultural-historical heritage contained in church buildings
Documentation and monitoring - The documentation of the building stock will be continued, updated and improved in terms of its usability by the public. - Development controls via standardized monitoring.	- Continuation of ongoing inventory taking and documentation of the historical buildings as part of the old city's historical preservation plan - Inventory of the surviving vaulted cellars - Digitalization of the historical building contents and preparing it for publication on the Internet - Internet-based access to the digitalized inventory of the wall and ceiling paintings - Continued archaeological excavations with a focus on the Gründungsviertel - Application of the causative principle in terms of architectural and restoration preliminary investigations and archaeological excavations - Monitoring with regular reporting every two years to the Bürgerschaft (parliament) and publication on the Internet

Urban planning - The old city remains an attractive place with a wide range of uses. - The multifunctional coexistence of living, working, recreation, gastronomy, retail trade and tourism as a primary characteristic of the world heritage site should be maintained and designed to reduce the potential for conflicts to the greatest possible extent. - Maintain/safeguard and take into consideration the world heritage status - Safeguard/enhance the residential use - Safeguard and enhance its function as a regional centre	- With all plans and interventions/construction projects the needs of the residents, trades people and guests are to be balanced, tuned and coordinated, paying particular attention to the world heritage requirements. - The goals of the Integrated Urban Development Concept (IUDC), the Framework Plan for the Old City and the Tourism Development Concept (TDC) will be implemented through construction activities, the appropriate drafting and implementation of development plans and contractual use concepts for the old city (zoning of the main areas of residential, gastronomy, retail trade, recreation). - The residential use in the old city will be ensured over the long term by the Framework Plan for the Old City, rehabilitation measures and development plans. Measures and developments aimed at enhancing the residential use, such as when developing new building projects in the Gründungs Viertel, reduced vehicle traffic in the residential districts, etc., are to be supported. The various types of demand will be met by offering different types of residences.
Urban design Integration of contemporary architecture in the case of new buildings. - New buildings have to fit in with the world heritage ensemble. In doing so, a contemporary style of architecture for the further development of the townscape is supported. Quality improvement in public places - The design, welcoming quality and accessibility of public spaces will be improved. - Improved lighting - Large green elements and seating options - Fountains as design elements - Qualitative upgrade of the wall structures - Expanded green areas in the courtyards of buildings	- In addition to the redesign of the central axis from Klingenberg to Schranken and along the street called An der Untertrave, a project which is already underway, the following street spaces are in desperate need of a redesign: - Holstenstraße and Schmiedestraße - Balauerföhr and Bei St. Johannis as part of the pedestrian street, whereby all of Fahrradstraße in the eastern old city should be made more bicycle-friendly. - Kanalstraße - Krähenstraße and Wahnstraße - Burgfeld - Beckergrube - Braunstraße, Fischstraße and Alfstraße as part of the new organization of the Gründungs Viertel - Increasing the welcoming quality by planting trees (especially where streets were widened after the war) and adding seating options. - On the basis of a master plan for lighting for Lübeck's old city, an appropriate lighting of plazas, streets, entrances to the city and landmark buildings is to be implemented. The redesign of the axis Schranken/Klingenberg and the adjacent landmark buildings should be the first action taken in this regard. - Further upgrading and making the green spaces/wall structures on the edge of the old city easier to experience. - Support for the unsealing and greening of courtyards in order to improve the urban climate.

1. Preservation and sustainable development of the world heritage

Goal: Optimizing moving and stationary traffic - Traffic guidance systems - Avoidance of through traffic - Reduced traffic - Enhancing bicycle traffic - Improving commercial traffic - Protection of the residential areas and the historical building stock	Actions: - The concept for reducing traffic with the categorization of old city streets should also be maintained in the future as part of the basic policy. Modifications should only be made in partial areas, and they are to be examined in terms of their compatibility with the world heritage. - The already existing electronic park guidance system is to be optimized, if needed. - Focus on the parking facilities on the edge of the old city. - The concept for the pedestrian and bicycle traffic as well as local public transportation calls for the transportation networks to be properly expanded and for local public transportation to be made more attractive. - The commercial traffic is to be controlled in terms of times and space so that incompatibilities with urban development are reduced as much as possible. - Noise pollution and vibrations affecting the historical building stock should be minimized by rerouting traffic, reducing speeds and redesigning street spaces. Urgent areas of focus in terms of that are Koberg and Wahnstraße. - Good accessibility of the old city for all road users (motorized individual traffic, local public transport, bicycles and pedestrians), with sufficient parking spaces in the old city and/or on the edge of the old city at a reasonable distance to the main shopping area, will be presented to the public in a positive manner. - The pedestrian-friendly quality will be enhanced via additional reduced-traffic zones.
Acquisition of financial funds Development funds and other funds from third parties will be acquired to a greater extent. They will be used to benefit all areas of activity.	- Drafting of a strategic concept for the acquisition of funds by the World Heritage Coordinator's office - Drawing up a program of actions based on priorities by the World Heritage Coordinator's office

2. Tourismus und cultur

Tourism represents an important economic factor in the world heritage area. It contributes to the stimulation of the world heritage area, with a focus on experiencing it in an authentic way. The tourist trade takes into account the world heritage and the needs of all users and residents. By conveying the unusual value, the world heritage contributes to the promotion of tourism, and it is emphasized as part of marketing efforts aimed

at tourists. The cultural offerings are a significant basis for the appeal of the world heritage area, and they are directed in equal measure to visitors to and residents of the Hanseatic city of Lübeck. At the same time, the world heritage forms a special architectural and thematic backdrop for the cultural offerings, which is presented for the most part in buildings with a valuable architectural history.

Goal:	Actions:
Tourism - Design the old city experience and improve quality - Align management and marketing	- Enhance the contemporary experience of Lübeck's city history (including the European Hanseatic Museum) - Give Lübeck a clear profile through high-quality events and programs (including Christmas city of the north) - Visitor-oriented improvement of the welcoming quality in Lübeck's old city - User-friendly design of entrances to the city, improve visitor information and guidance - Expansion of accommodation capacities by adding a hotel in the budget or low-budget category - Alignment of the organizational structures and divisions of tasks, especially in tourism-related areas and infrastructural development - Alignment of organizational structures and divisions of tasks in tourism marketing - Alignment of tourism communication and main marketing areas in order to strengthen the Lübeck brand (at home and abroad) - Continuation of quality development and service initiatives - Measurement of results (tourism marketing, tourism management, tourism development)
Cultur - Implementation of the approved Museum Development Plan, keeping world heritage especially in mind and making reference to it	- The goals outlined in the Museum Development Plan and the measures and content profiling for the individual museums will be implemented. - Balancing the results in the previous implementation phase in order to adjust the plan, if needed, or continue with it. - Development of additional cultural highlights, while avoiding too strong a focus on festivals in the old city ("festivalization")

3. Raising of awareness and research

“World heritage – Get to know it, understand it, communicate it”
The Lübeck Old City UNESCO World Heritage Site is an important image and identity carrier both internally and externally due to its valuable building stock and numerous monuments. Conveying the one-of-a-kind yet universal

value of Lübeck’s old city is the focus of that. Initiatives and cooperative relations for activities related to the World Heritage „Hanseatic City of Lübeck“, in addition to scholarly research, are welcomed, supported and fostered.

Goal:	Actions:
Marketing - Integration of the UNESCO logo - Information	- As part of Lübeck’s marketing and when promoting Lübeck’s old city, the use and integration of the UNESCO logo should contribute to increasing the recognition value and importance of Lübeck’s world heritage, thereby profiting from it. - The current signage system in the form of plaques with information and explanations about the important buildings and ensembles is to be optimized, if needed, and complemented by an electronic, portable information system. - Existing international cooperative relations in the tourism sector with other Hanseatic cities or world heritage sites should be cultivated to a greater degree. - Additional qualification and support of guides. - As a starting point for tourism-related tours, there should be a possibility to obtain information at a central place in the old city dedicated to the topic of the World Heritage „Hanseatic City of Lübeck“. - When promoting the Hanseatic city of Lübeck as part of a marketing concept, communicating the significance and development of Lübeck’s historical old city can be used to promote sales and the number of visitors.

Goal:	Actions:
Public relations - Events and offers for raising awareness and conveying the cultural value	- Findings about the world heritage should be published to a greater extent for information and educational purposes in order to achieve a stronger identification and sensitive awareness when dealing with the constructed historical fabric. - Lectures on the world heritage, tours to excavation sites and special exhibitions (i.e. about archaeological digs or about the significance of the historical buildings and their furnishings, such as wall and ceiling paintings) should be offered in greater numbers. - The topic of world heritage should be presented in Lübeck's daily press to a greater degree via special reporting. - Drawing up a coordinated concept about public relations for the world heritage. However, the diversity and number of media used in public relations work should be maintained in principle. - Organization of activities for the Open Monuments Day and World Heritage Day - Expansion of national and international cooperative relations – setting up networks and maintaining informal structures as a basis for professional discussions and exchange.
Research and scholarship	- The significance of the world heritage site should be further investigated and the findings conveyed via scholarly articles, colloquia and international presentations by specialists, etc., related to world heritage and historical preservation. - Taking advantage of the diverse ways in which electronic media can be used for the transfer of knowledge. - The opportunities for cooperation with scholarly institutions, such as the “Historical City” program of studies at the University of Lübeck's Center for Distance Learning and Continuing Education and the management of knowledge for Lübeck.