

KREMS - STEIN

MUNICIPAL REPORT



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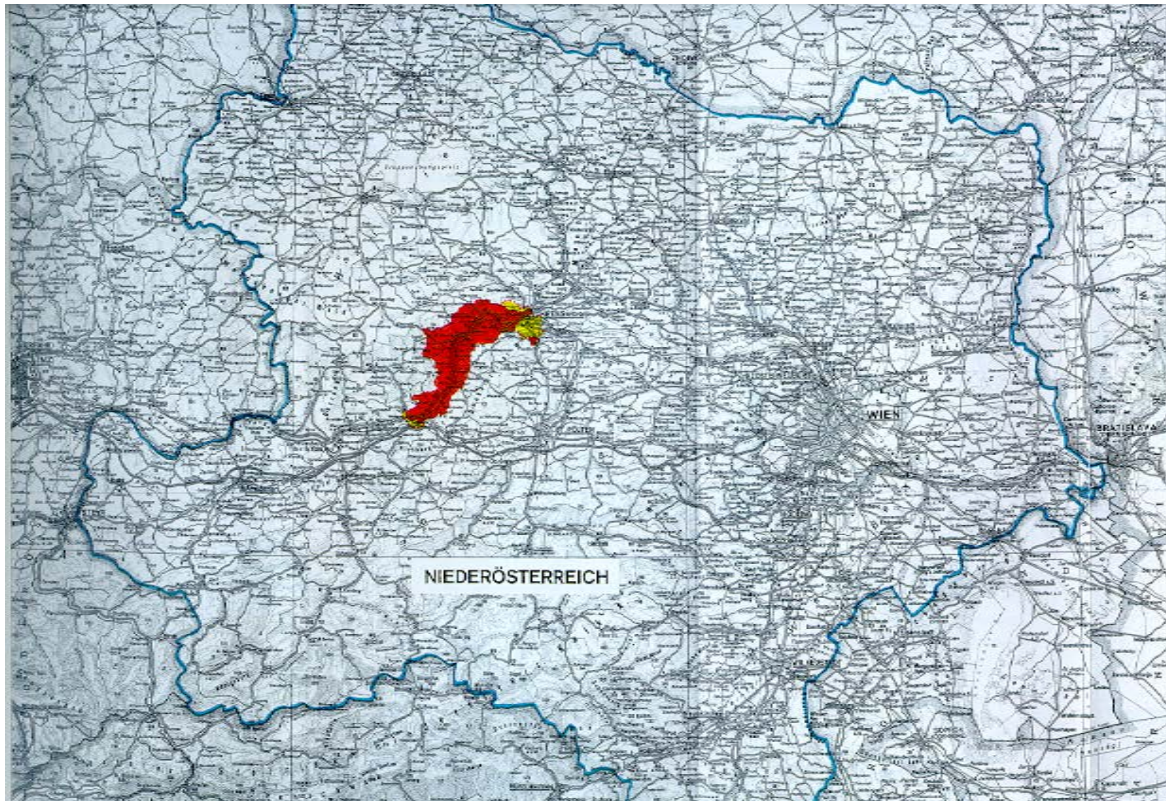
1. HISTORY

1.1. THE DANUBE AND THE BIRTH AND DEVELOPMENT OF WACHAU

The Wachau is a very ancient settlement region, proved most impressively by the finds of the so-called Fanny from Galgenberg (approx. 32,000 years old) and the Venus of Willendorf (approx. 26,000 years old). Many pottery finds, especially in the region of Krems and Melk, indicate that this area was densely populated as early as the Neolithic period (4500-1800 BC). The Bronze Age (1800-800 BC) has also yielded numerous finds. The Illyrian Hallstatt culture (800-400 BC) was gradually superseded by the influx of the *la Tène* culture from the west. To the south of the Danube, the Celtic kingdom of Noricum evolved as a larger political association. When the Romans occupied Noricum in the year 15 BC, the Danube became for a long time a frontier against the Germanic peoples pressing down from the north. The so-called "Danube Limes" (being part of the Roman Limes stretching from Scotland along the Danube to the Near East and Northern Africa) is corroborated by remains of watchtowers ("burgus") in *St. Lorenzen*, *Bacharnsdorf*, *Rossatz/Windstallgraben* and *Mautern*. *Mautern*, the Roman *Favianis*, turned into an important garrison town on the Danubian border, where a Danubian fleet was stationed. Under Emperor Diocletian, the Wachau was allocated to the province of Noricum (until 488). The Limes organisation collapsed at the end of the 4th century, leaving Noricum to become a region of passage for the European migration of peoples.

This period comes to life above all in the biography of St. Severinus, the so-called "apostle of Noricum". In the "Vita Severini", one of the most important historic manuscripts from the migration period, Eugippius describes how Severinus met the Germanic leader of the Heruli, Odoacer, in *Mautern*, and already refers to a place in the Wachau "ad vineas" (at the vineyards). Having arrived at the Danube from the east in 453, Severinus founded the first monastic institution in the province outside the gates of *Mautern*, i.e. a monastery that belongs to the oldest known early Christian buildings in Austria (its foundations were excavated in 1958, then the site was filled up again). Owing to Severinus' activities, *Mautern* developed into an important spiritual and religious centre, moving into the focus of political events by providing the Romance population with a place where they assembled and departed for Italy.

In the year 830, the name "Wachau" is first mentioned in a deed of Louis the German, being referred to as "locus Wahowa". In 995, Krems appears as "Urbs Chremisa" in a deed of exchange issued in Magdeburg, thus becoming the oldest Austrian town to be mentioned in a deed.



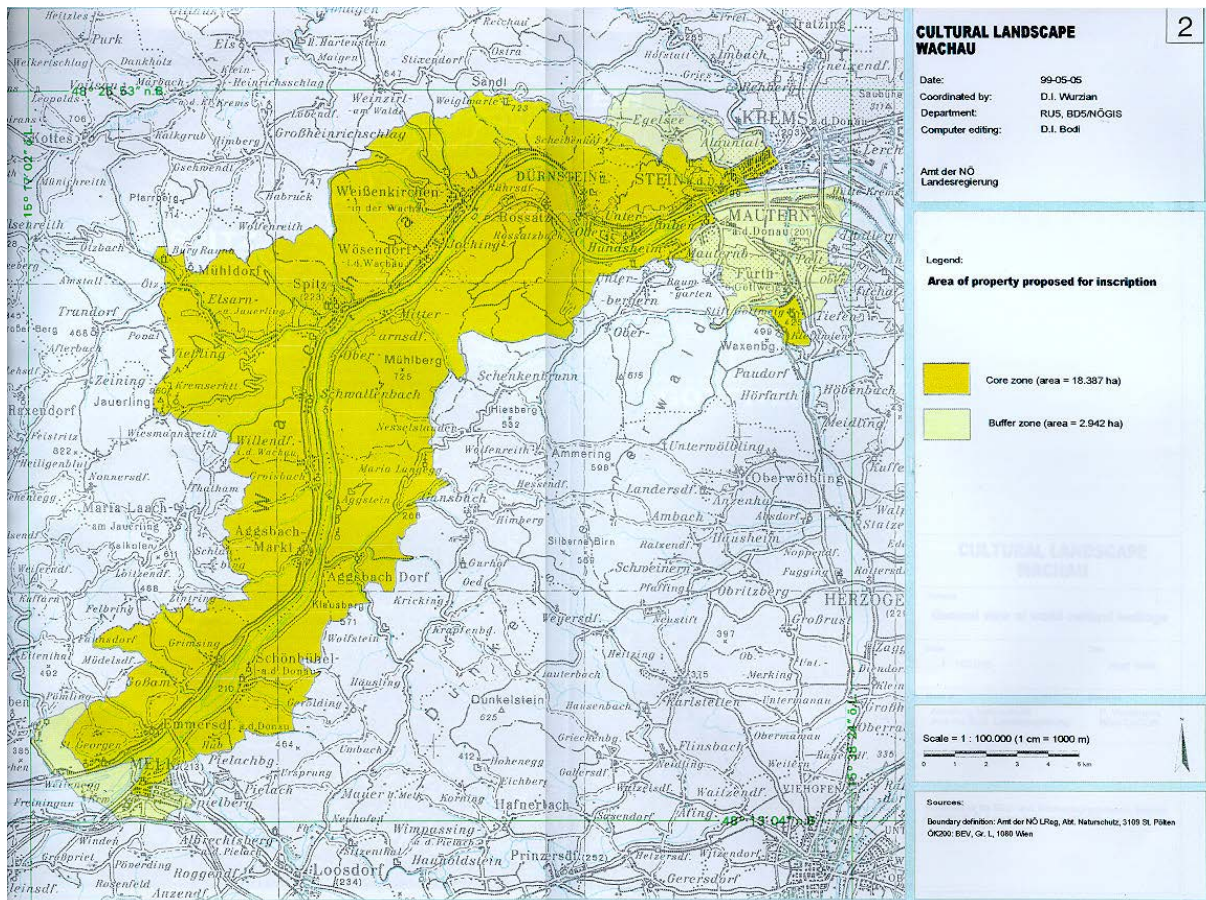
1.fig.: The location of the Wachau, being part of Lower Austria.

As from December 1192, the English king Richard the Lion-Heart is imprisoned at Dürnstein castle, to be released only in March of the following year for an enormous ransom. The Wachau is also the scene of the *Nibelungenlied*, the greatest German heroic epic, which was written after the year 1200 and depicts the political circumstances of that period. The Wachau towns of Pöchlarn (Bechelaren), Melk (Medelike) and Mautern (Mutoren) are mentioned in this highly poetical rhymed chronicle.

In 976, the Wachau came under the rule of the Babenberg margraves beginning with Leopold I. In 1156, the Austrian march was erected into a dukedom and bestowed upon the Babenberg Henry II. Jasomirgott, who renounced Bavaria at the same time.

The great knights' dynasty of the Wachau, the Kuenrings, came to the Babenberg march in the 11th century and gained great power. When they became extinct, the major part of their possessions passed into the hands of Duke Albrecht V (King Albrecht II) in 1430.

Due to the splintering of possessions and the absence of large unified ruling structures, the burghers of the Wachau enjoyed more liberties already in the Middle Ages, also in connection with the "ius montanum de vinea". The four villages of St. Michael, Wösendorf, Joching and Weißenkirchen formed an independent community from about 1150 to 1839, and were reunited in 1972 as "Wachau" or "Tal Wachau".



2. fig.: The extension of the World Heritage property “Wachau Cultural Landscape” (in: Bundesdenkmalamt, nomination dossier for inclusion in the World Heritage List)

Even after the power of the Habsburgs had been strengthened, the Wachau was repeatedly the arena of armed conflicts. In the course of the Hungarian expeditions at the end of the 15th century, Krems and Stein were besieged in 1477 in the fight against Matthias Corvinus, who surrounded Krems with 14,000 men.

The epoch of the counter-reformation between 1530 and 1620 made it felt in the Wachau, too, until Protestantism was finally repressed under the Göttweig abbot Georg II Falb (1612–31). He supported the congregation from eleven Austrian Benedictine abbeys, thus helping to lay an important foundation for the importance of the Austrian abbeys in the Baroque period, in particular of Göttweig. The victory over the Protestants also found its expression in the construction of churches, chapels and small monuments.

From 1700 onwards, Catholicism unfolded its regained power in the Wachau in the creation of artistic and architectural monuments of the highest order that number amongst the most important examples of Austrian Baroque: the rebuilding of Melk abbey (begun in 1702), structural conversion of the Canons' abbey in Dürnstein from 1715–33, large-scale rebuilding of Göttweig

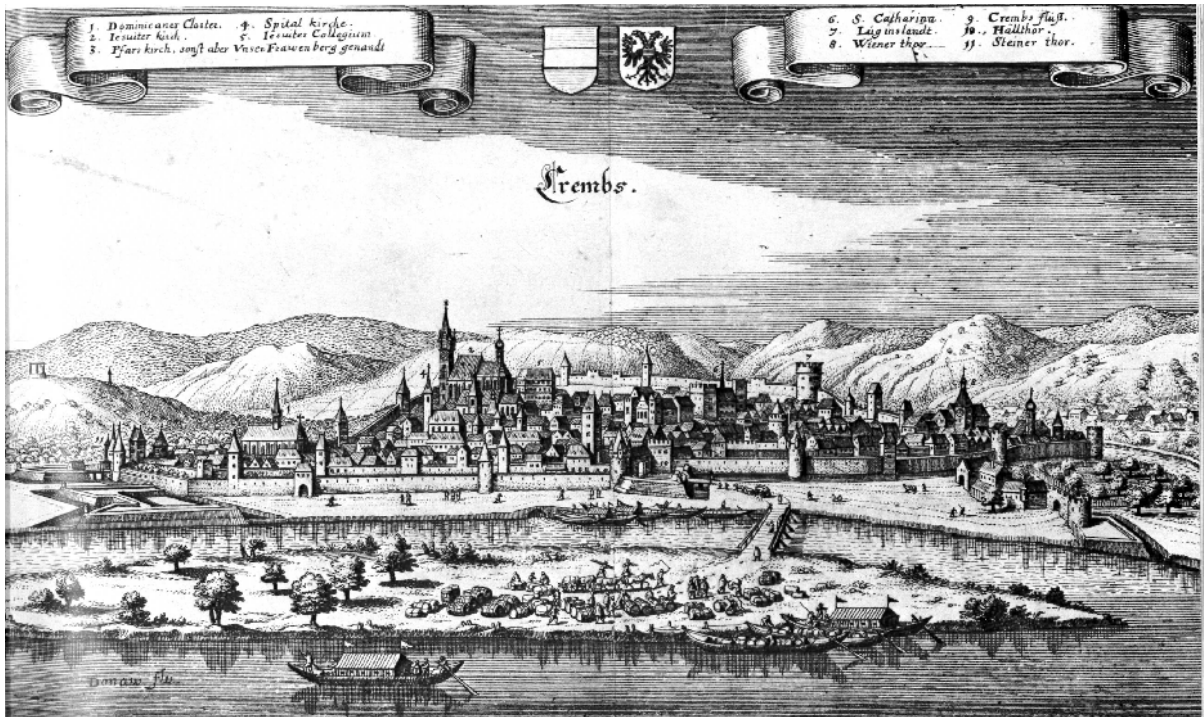
abbey from 1719 onwards. During the War of Austro-Bavarian Succession in 1741, Dürnstein had to be defended against the Franco-Bavarian army. The largest direct action was the battle of Loiben on November 11, 1805, when the united Austrian and Russian troops gained the victory over the Napoleonic army.

By the end of the 18th/beginning of the 19th century, the Wachau began to lose its historic importance. The closures of monasteries in Austria and the secularisation of Bavaria destroyed age-old ties. Transit on the waterways was increasingly superseded by the competition of road transport, from 1909 onwards also by the railway. The late 19th century gave rise to a new concept of Wachau, in order to compensate for the failure to make the economic connection to modern times. This new image is the "Golden Wachau", a blend of history and legend, art and folklore, wine and hospitality.

In this connection, an action committee was founded in 1904 for economic promotion of the Wachau, with the participation of all local communities between Krems and Melk.¹

1.2. KREMS – STEIN URBAN DEVELOPMENT

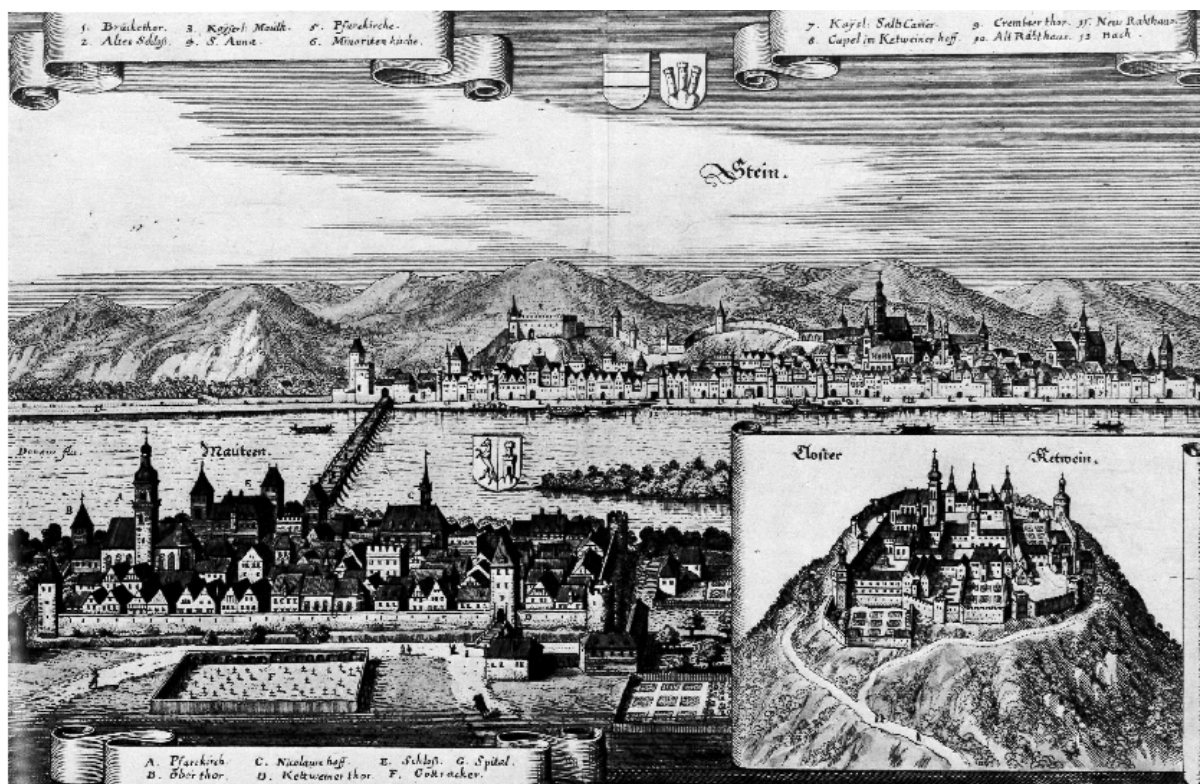
After conquering the Magyars under the leadership of Emperor Otto I "regio orientalis" was founded, which territory included a settlement strip on the left bank of the Danube in the Wachau area. Krems, first mentioned in a document of 995 as "orientalis urbs que dicitur Chremisa", was located on the border with Moravia and was, therefore, a fortified settlement area in a protected altitude above the *Kremstal*. The settlement area was initially limited to the west by the *Wachtertorgasse* and to the east by the High Market (*Hohe Markt*) and the *Wegscheid*. It has been mentioned, that already in the year 1000, the *Hohe Markt* existed as a planned triangular square. The church of St. Stephen, founded in 1014 a hundred and fifty meters west of it on the *Frauenberg* was originally outside the "urbs". In order to protect this large settlement, the castle was moved from the east side of the *Hohe Markt* to the southern slope of the high plateau.



3.fig. Matthäus Merian, "The City of Krems", 1649

In the middle of the 13th century, the third expansion of the city took place, when the city was enlarged by the area from the *Passauerhof* over the *Obere Landstraße* to the former Danube Linde, including the Trinity Square, and connected it directly to the 12th century settlement. The further growth of Krems to the west was slow. In 1328, the area "on the Huliben" was partially populated near the later *Steinertor*, the gate itself was only mentioned in the years 1381/86 and then again in 1437. At the same time, the "Smitgasse" leading to the mentioned gate is located in front of the city, The *Körnermarkt* and the *Schmidgasse* should have formed the north western outskirts until the beginning of the 15th century, when the city wall have been advanced. In 1477/80, the city of Krems called for the restoration of the dilapidated fortifications due to the invasion of the Hungarian king Matthias Corvinus. The substructure of *Steinertor* still has an insect on the western side with the motto of Emperor AEIOU and the year 1480.

Urban development of Krems in eastern and south eastern direction took place in the same period. In 1381/86 a "lower gate" is mentioned, which could be identical to the later *Wienertor* in the east, while the southern city gate, the so-called Hell Gate must have existed as early as 1354. Minor changes occurred in 1518 when the city wall and the moat further east were rebuilt in the area of the iron door yard of the Berchtesgaden Monastery.



4.fig. Matthäus Merian, "The Cities Stein and Mautern and the Göttweig Monastery", 1649

The first news about the number of houses in Krems appeared in the 16th century. In 1532, the stationed Spanish auxiliary troops caused a city fire, which destroyed 115 of the 300 existing buildings. In the end of the 16th century, with the help of the city tax registrations, it was possible to confirm 304 buildings in Krems, but this number does not include 43 monastery farms in Krems and Stein. Krems suffered a heavy loss of the building fabric during the Thirty Years War. The shattering conclusion was that out of 308 buildings only 179 remained undamaged, 24 have been completely destroyed and another 80 had to be removed because of their poor condition. Another source from 1648 says that 196 houses have suffered little or no damage, 27 of which were uninhabited. 104 houses have been badly damaged or completely destroyed, a number which coincides with the former given by adding up the numbers of destroyed and in bad condition.

The size of the city, which was defined by the city walls and towers, did not permit any further spatial development, so that in the 17th century a denser development had to be planned. In the period between 1648 and 1666, 44 town houses were rebuilt or repopulated. In the period from 1666 to 1702, 36 new houses were built, while in the period until 1745 only 10 objects were built.



5.fig. Lorenz Janscha – Johann Ziegler, „View of the City of Stein”, 1795

From the "Newest Landscapes" by Carl W. Blumenbach, published in 1816, we find that Krems was then surrounded by old walls, towers and gardens and without suburbs comprised about 350 houses, in which lived 3563 inhabitants. It has to be added that most of the fortifications were dilapidated and had lost their function long time ago. After the revolution of 1848, in the 1860s and 1870s, an unprecedented development took place in Krems, when monuments of the past were not much taken into consideration. The result was on the one hand the removal of the city gates and walls, on the other hand also the vaulting of the *Mühlbach*, the filling of the left bank of the Danube and the transformation of the urban floodplains in parks. This opened up new building land and the districts of *Und*, *Gartenbau*, *Kremstal* and *Hohenstein*, with a largely rural character, which experienced a rapid rise. Between 1865 and 1890, buildings in *Schillerstraße*, *Kasernstraße*, *Gaswerkstraße*, *Friedrichstraße* and *Roseggerstraße* were built in the district *Und*, between Krems and Stein. The district of *Gartenau* consisted of only three streets in 1857, until 1865, when the Ring street was added; then the opening of the railway line *Hadersdorf am Kamp* to Krems in 1872 led to the creation of the station square and, finally, in 1883 the *Hofbauer-* and *Heinemannstrasse* were created. Since 1857 the district *Hohenstein* also included the *Wiener-* and *Langenloiser Straße*, as well as the *Mölkergasse* and finally the *Hohensteinstraße*. The district *Kremstal* included *Lederergasse* and *Kremstalstraße*. This growth of the city is very clearly expressed in the number of inhabitants. Before the demolition of the city walls in 1839, 4340 inhabitants were recorded, who lived in 359 houses, up to the year

1894 the population had risen to 10 584 inhabitants and the number of houses was almost doubled up to 664.

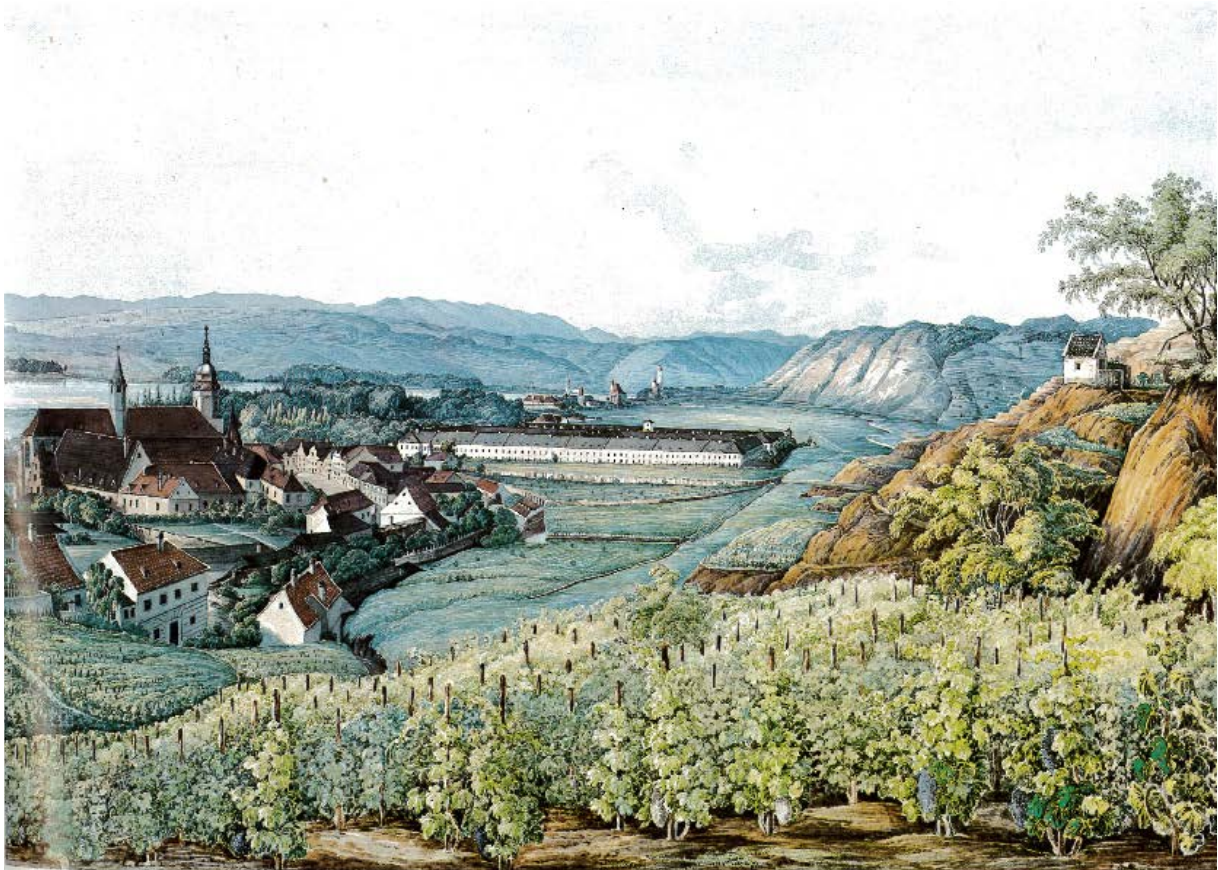
In the second half of the 19th century the buildings were constructed in the concept of assimilation with the old city character. This is particularly evident in the works of Josef Utz senior and junior. While the older man went from classical architects to mature historicism, the son was evidently very impressed by Viennese late-historic architecture of the eighties. The studio provided designs for school and administrative buildings as well as for apartments in the same way. Architect Eduard Kaiser, who had studied at Van der Nuell and Siccardsburg in Vienna, provided the plans for the secondary school on *Ringstrasse*, while architect Adalbert Wohlschläger made designs for a few villas with a simple and strict façade structure. The more or less conscious sense of tradition of these personalities made it possible, that the architecture of the 19th century, which was built in a historical way, was not perceived as something foreign, but merged with the previous development. The urban development of Stein took a similar course to that of Krems. In the area of today's Frauenberg church was obviously a Roman base, the numerous findings on the Ried Altenburg suggest a temporary Slavic settlement.



6.fig. Lorenz Janscha – Johann Ziegler, „View of the City of Krems“, 1795

In the 10th century, the Danube was moved by Mautern on the north shore, a measure that contributed significantly to the upswing of stone. The settlement Am Stein on the steeply sloping terrace was a typical church settlement, which houses clustered closely around the church and formed a defensive block with it. The place, which was firstly mentioned in 1072/91, was developing from the High terrace to the *Landstraße* in the southern direction. However, the expansion along this street took place in several sections. With the award of the parish rights to the Church of St. Nicholas 1263 this development was taken into account. The wide strip of land between *Landstraße* and the Danube bank was built in the course of the 13th and 15th centuries, with two planned rectangular spaces, today's *Rathaus-* and *Schürerplatz*. The construction of the city in the west reached already to Reisperbach around the year 1295. In the east, however, the 12th century city gate between *Köchelplatz* no. 1 and *Steiner Landstraße* formed the city border for a long time.

The next city expansion in the east took place in the area of the Minoriten monastery, where a regular rectangle of 210 by 150 meters was created. The reason for this expansion, which took place in the end of the 13th century, was the settlement of the Minoriten, who consecrated their church in 1264. Twenty years later, there was already a city wall to the east of the monastery complex at the *Göttweigerhof*. The new district was called Newsiedel and was built in the first half of the 14th century.



7.fig. Franz Xaver and Maximilian Siemianowski, „View of Krems and Stein“, 1836

The construction of the first Danube Bridge in 1463 led to an extension of Stein west of the Reisperbach, as an extension of the road, which had been partially populated in this area since the third decade of the 14th century. In the late Middle Ages, Stein had attained the spatial extent that was to remain dominant for the next three and a half centuries, and by the third quarter of the sixteenth century tried to give renaissance characteristics to a large part of the houses.



8.fig. Rudolf Alt, „The Danube Lands of Stein With the Town Hall and the Ship Station“, 1841

At the end of the 16th century, there were 130 bourgeois houses in Stein. A fire in the year 1585 is said to have badly affected the city, with a devastating effect of the warlike conflicts of 1645/46. Twenty years later, a report states that out of the 152 houses, 67 are completely destroyed, or are more of ruins, 26 houses are falling apart, and only partially inhabited, while only 59 buildings can be used, or show no major damage. In a first phase between 1665 and 1691, efforts were made to renovate the buildings at the *Landstraße*. 48 houses were partly rebuilt, some newly built. In the period from 1691 to 1729, the number of houses increased by another 30. However, there were only a few new buildings constructed in the following sixteen years. In Stein, at the same time, due a certain economic prosperity of the city, some of the older buildings received new facades or were renovated.

With the separation of Krems and the independence of Stein in 1849 a rapid increase in the population of Stein began, which, however, went down in 1870. Despite the increase in the number of craftsmen, Stein registered a considerable economic decline. Especially since the profits of the trade in the Danube became ever smaller, the city was isolated, as railroad and land transport were not available as transport routes.

In these decades after 1849 also the city landscape of Stein experienced a big change. In 1869 the old city wall between the *Steiner Landstraße* No. 54 and 56 was removed and a square was created on its place, today Köchelplatz. A year later, the Wassertor next to the Fischerturm at the *Gasthof zur goldenen Sonne* was destroyed. The city tower, or as it was also called, the Schulturm, had to be demolished in 1874 because of a sinking.

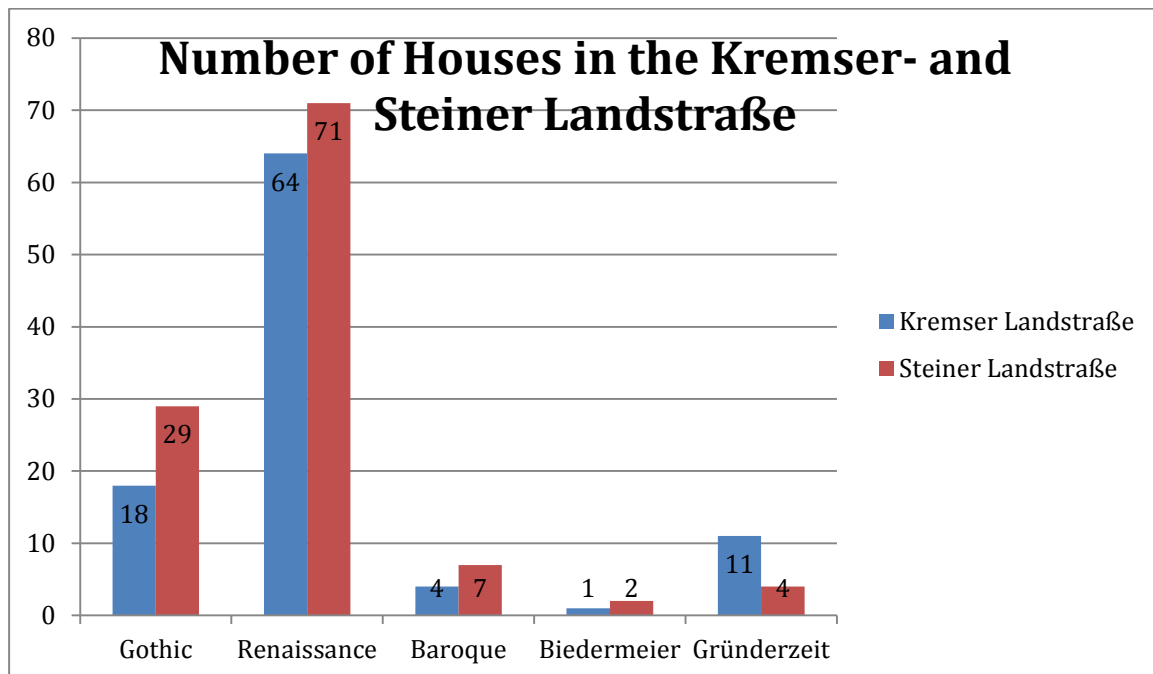


9.fig. Rudolf Weber, „Stein on the Danube“, 1932²

In the east of Stein a dense construction took place. In 1853 a criminal correctional facility for men was built, in 1850 the cigar factory was built and then was enlarged in 1888, and finally in 1868 a carpet factory was founded by Karl Eybl.

In Krems and Stein essentially the two historic city centres were preserved. At the same time, the old commercial position of the cities was lost, after the railway and the road with the route Vienna - St. Pölten - Linz was built, so that Krems and Stein were suffering because of lack of transport connections and traffic routes. The water transport possibilities on the Danube, which have been connecting Stein since 1837, have not changed anything. However, Stein was much more affected by this negative development than Krems.

As much as these facts led to an economic decline in both cities, retrospective consideration must also highlight a positive side: there are currently 511 buildings in the centre of Krems, 51,2 % of which belong to the period between the 13th and 18th centuries. There are currently 246 buildings in the historical centre of Stein, most of them built between 1500 and 1700. Some further absolute figures may supplement the facade developments carried out by the Institute of Architecture and Building Construction of the Vienna University of Technology. The relevant condition of the Upper- and Lower Landstraße in Krems shows that 18 houses belong to Gothic, 63 to the Renaissance, 4 to the Baroque, 1 to the Biedermeier and 11 to the *Gründerzeit*. In the *Steiner Landstraße* are Gothic 29 houses, 71 from the Renaissance, 7 from Baroque, 2 from Biedermeier and 4 from the Wilhelminian era.



This important architectural heritage represents difficult tasks to its private owners and the municipality, but at the same time offers the possibility of a diverse, unmistakable city landscape of art-historical value and urbanity, of picturesque grace and atmosphere, filled with new functions that can be preserved for posterity.³

2. SPACE

2.1. LOCATION AND SETTLEMENT NETWORK

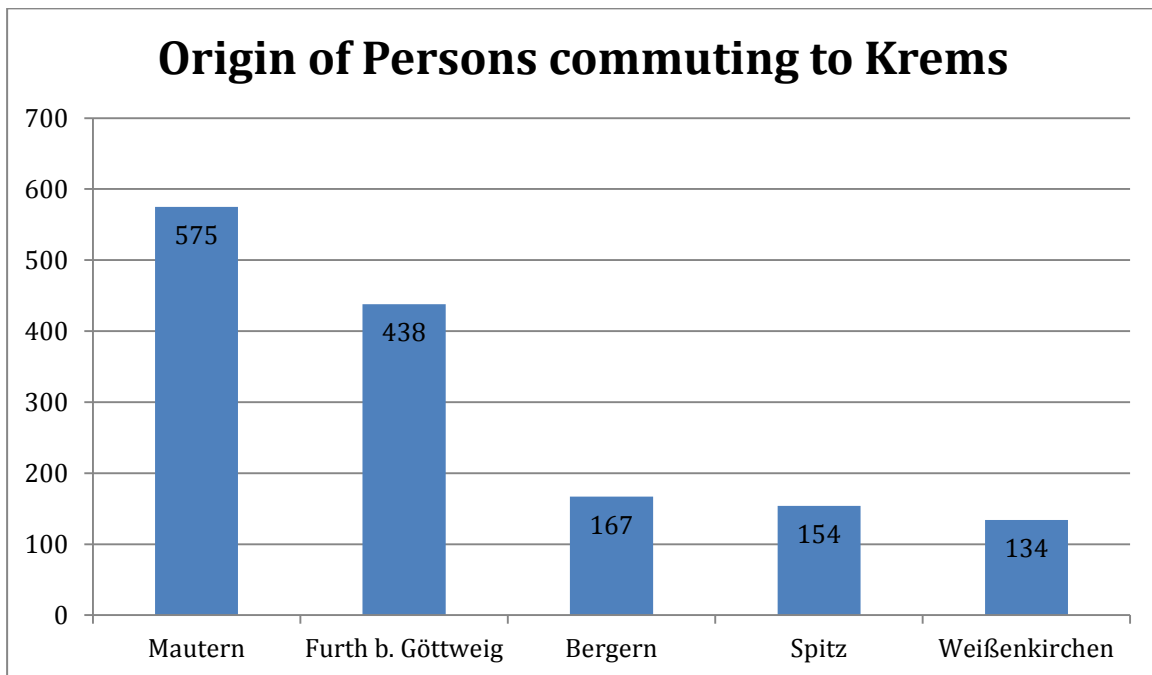
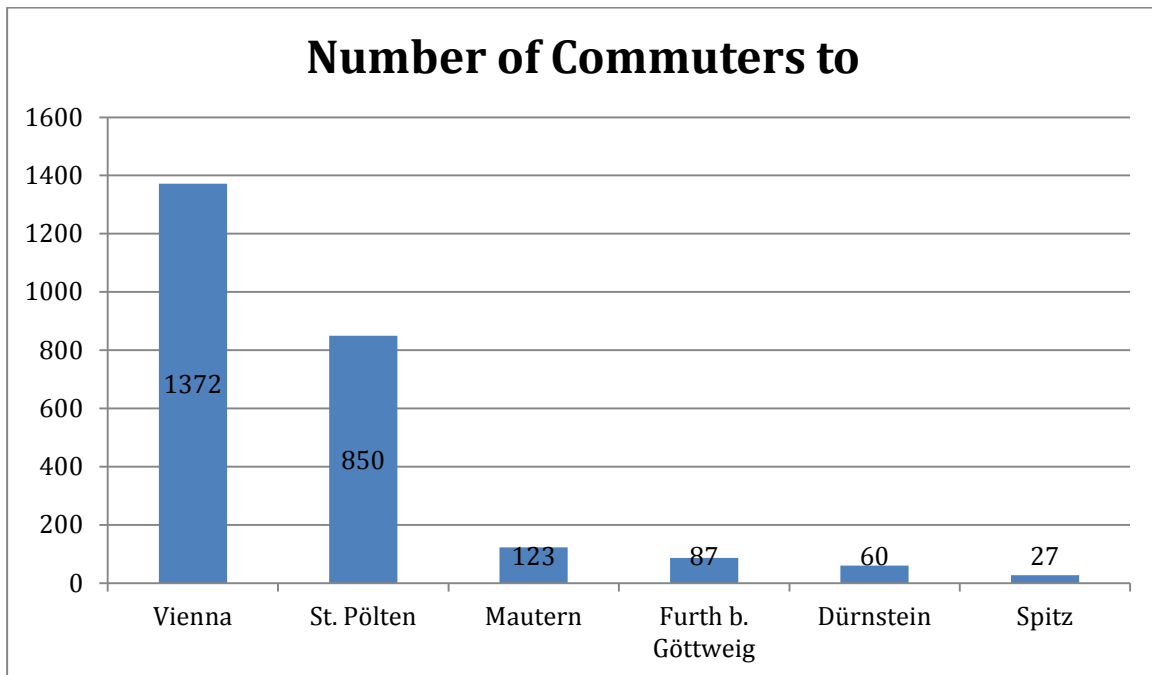
The connections in the Wachau region are represented by four types of transportation: railway, private automobile, local public transport and bicycle. The connections of the region with the rest of the country by railway and car are well-developed, especially in the direction of Vienna, while the transportation system within the region between its smaller towns can be evaluated as not sufficient enough.

The connectivity across the Danube River in the Krems-Melk section can be described as problematic. The automobile bridges, which provide a possibility to cross the river by car, are only situated next to Krems and Melk, but none in between. Furthermore, despite the highly developed bicycle connections along the Danube and promotion of bicycle tourism in general, there is no possibility to cross the river by bicycle in the Krems-Melk section, not to mention the absence of a pedestrian bridge. There are two stations of ferry connections in the Krems-Melk section: Spitz - Oberarnsdorf and St.Lorenz - Weißenkirchen, which, however, do not function all year-round (mainly in summer). As a result, there is no other more assured possibility to cross the river by car, bicycling or on foot, rather than with the abovementioned bridges in Melk and Krems, the distance between which is about 30 kilometres.

Therefore, the current situation with connectivity in the Wachau region can be described as not sufficient enough not only for the means of travelling/commuting of local people within the region, but also not adapted and also questionable for the means of slow-tourism, which is currently being promoted for the regional development. To sum up, the public transportation system between the Wachau towns can be described as problematic, as it does not fully allow the Wachau residents to commute without a private car.

2.2. ACCESSIBILITY

The most important destination for commuters, students and pupils in the Wachau is the town of Krems. Almost 17000 persons have their job in Krems; almost 11000 are commuting to Krems. Half of the workforce of Krems (5000 of 11000 pers.) commutes out of Krems. The most important destinations outside the Wachau are Vienna (1372 pers.) and St. Pölten (850) and in the Wachau Mautern (123), Furth b. Göttweig (87), Dürnstein (60) and Spitz (27). A lot more people in the Wachau are commuting to Krems. The top 5 places of origin are Mautern (575 pers.), Furth b. Göttweig (438), Bergern (167), Spitz (154) and Weißenkirchen (134). (all the data acc. to Statistik Austria, 2014-1 and Statistik Austria, 2014-2).



They are currently connected by two bus lines, the WL1 on the left riverbank and WL2 right riverbank. The busses run on an irregular schedule (but almost hourly in rush hours). Additional school busses run from the villages in the peripheral areas to Krems and Melk.

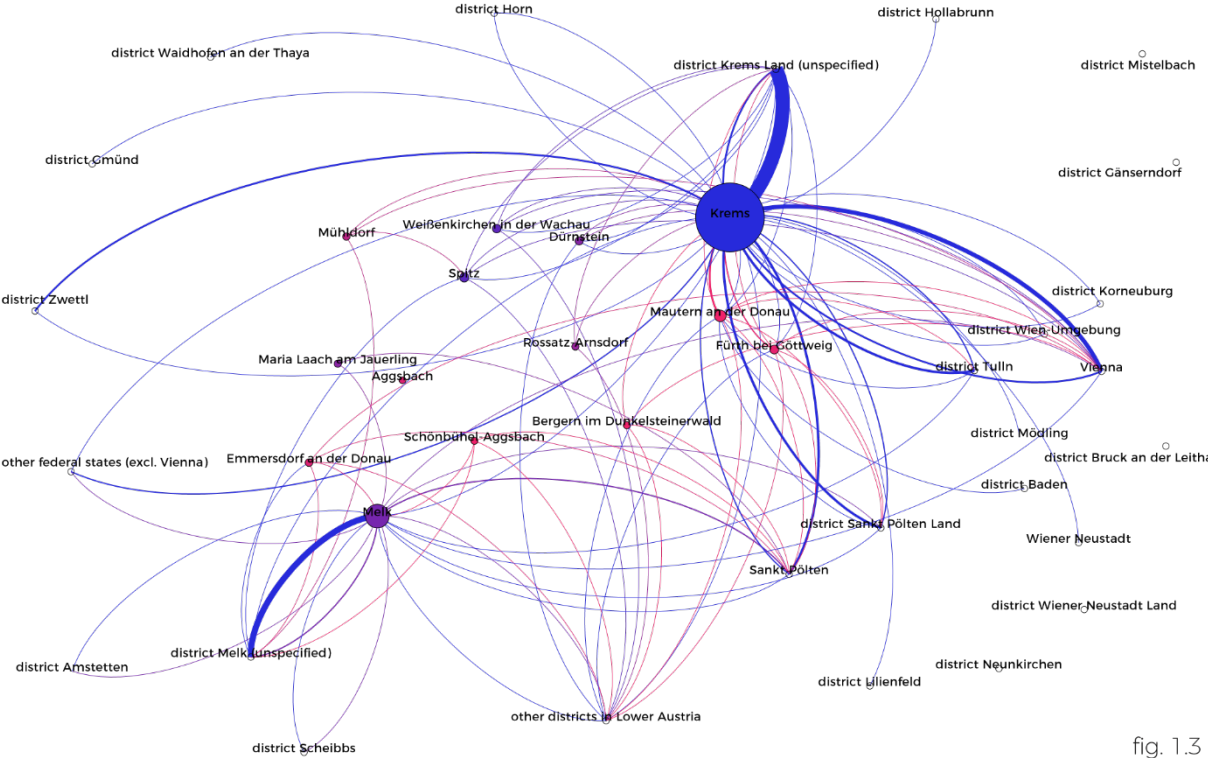


Fig. Commuters (from/to the Wachau > 50 pers.):
Data by Statistik Austria, 2014-1, produced with Gephi (www.netbeans.org)

The *Wachaubahn* is currently used only as a touristic railway and runs only three times a day. It runs on the left riverbank from Krems to Emmersdorf and reaches every village centre. Establishing the *Wachaubahn* as the "spine" of the public transport in the Wachau could awaken the existing infrastructure with more life. In addition, the railway - unlike the road connection along the Danube - would be flood safe and not prone to traffic situations. Furthermore, the VCÖ (which is a NGO that is committed to ecologically sound, socially just and economically efficient mobility in Austria) recommends the modernization and reinstatement of local railroads (acc. to. VCÖ, 2017).

There are already true success stories in Austria of reinstated local railroads, like the *Salzburger Lokalbahn*, or the *Pinzgauer Bahn* (www.salzburgag.at) that prove, that investments in local railroads lead to more passengers, less car traffic and overall to more efficient traffic systems, accessible to more people. More flexible working times in western

societies demand also more service of the public transport, not only during rush hours. (acc. to. Salzburg-Verkehr.at, 2017)

2.3. URBAN STRUCTURE AND LAND USE

The Wachau and its particular cultural landscape need a sensitive handling of settlements. To create the possibility for affordable living for all generations (especially for young people and young families) in the Wachau it is necessary to build up new residential buildings in a density, which matches with the typical structures in the Wachau.

The federal state of Lower Austria (NÖ) created a study of the „general examination of the landscape compatibility of settlement extensions in the Wachau“. (Gov. of Lower Austria, 2006-2) They described essential cornerstones of the traditional Wachau development, which we want to offer shortly (acc. to Gov. of Lower Austria, 2006-2: 23):

- The road width varies between 3.50 m and 6 m
- Building structure occupies between 40% and 60% of the plot
- The buildings orientation is mostly with the eaves-end onto street, but sometimes with their gable-end
- The eaves height is just under 6 m
- The gable roof has a slope between 38° and 51° and has rarely dormers
- The street facades of the individual buildings has a length between 12 and 25 m and are characterized by asymmetry, gateways, flat bays

For the fulfilment of the requirements or the settlement development, this means (acc. to Gov. of Lower Austria, 2006-2: 23):

- Wide road cross sections and long linear road sections are to avoid
- The typical orientation of the buildings to the streets without or only small front yards should be kept
- Compact settlement structures and closed building constructions are to favour
- Usually the buildings normally don't have more than two main floors

For creating new possibilities for residents, these facts should be respected and the building law of Lower Austria has to be implemented.

Categories of building land:

The different categories of building land in the zoning plans of the municipalities are:

1. BK: „Bauland Kerngebiet“ - building land - core zone
2. BA: „Bauland Agrargebiet“ - building land - agrarian zone
3. BW: „Bauland Wohngebiet“ - building land - housing zone
4. BW-A or BA-A: „Bauland Aufschließungszone“ building land - opening-up zone

The zoning plan regulates the possible use of a property by the defined type of land use for the individual property. In the zoning plan, three main types of land use are declared:

- Building land
- Grass land
- Traffic areas

The building land is subdivided into different types (residential area, core area, agricultural area, industrial area, etc.). § 16 of the Lower Austrian Spatial Planning Act 2014 regulates which types of buildings may be erected in the individual building land types. By adding to the zoning plan, the range of permissible buildings can be defined more precisely in certain building land types and thus restricted or extended. In so-called opening-up zones no building may be erected, before the municipal council releases the opening-up zone with a building regulation. There are different criteria, what is permitted on which type of building land:

1) BK: building land - core zone:

In any case permitted are residential buildings, public buildings, buildings for entertainment places and buildings for public safety. Limited permitted are buildings to supply the population with goods and services of daily needs, buildings for public safety and buildings for the fulfilment of religious, social and cultural needs. Limited permitted with consideration to the surrounding areas are high-rise buildings (in designated high-rise building-zones) and shopping centres (in designated shopping centre zones). In any case not permitted are large companies, companies with harmful effects and intensive livestock farming.

2) BA: building land - agrarian zone:

In any case permitted are agricultural and forestry enterprises, animal farming that is more than normal pet keeping and residential buildings with maximum four living units per property. Limited permitted are buildings to supply the population with goods and services of daily needs, buildings for public safety and buildings for the fulfilment of religious, social and cultural needs. Limited permitted with consideration to the surrounding areas are commercial and production establishments with locally acceptable noise and odour pollution as well as "village structure - compatible" dimensions and commercial facilities. In any case not permitted are large scaled apartment buildings (with more than four living units), large companies for business and production, companies with harmful effects and high-rise buildings.

3) BW: building land - housing zone:

In any case permitted are residential buildings. Limited permitted are buildings to supply the population with goods and services of daily needs, buildings for public safety and buildings for the fulfilment of religious,

social and cultural needs. Limited permitted with consideration to the surrounding area are commercial and production establishments with locally acceptable noise- and odour pollution as well as "village structure - compatible" dimensions and commercial facilities. In any case not permitted are large companies, companies with harmful effects, high-rise buildings and animal farming that is more than normal pet keeping.

4) BW-A or BA-A: building land - opening-up zone:

In order to ensure an orderly settlement development, building land can also be defined as an „opening-up zone“ in the zoning plan. Opening-up zones mean that land is currently not declared as a building site, construction permits are not granted and the land borders cannot be altered. This is only possible if, after certain conditions have been met, the town council releases the opening-up zone by means of a decision. The municipal council stipulates the conditions („release conditions“) by ordinance at the same time as the building land type of the building land opening-up zone. The release conditions must be appropriate and can be read in the regulation text. The release of parts of an opening-up zone is possible if the clearance requirements for this area have been met and the municipality does not incur any uneconomic expenses for the basic equipment and the proper building option of the remaining area remains secured. If no internal traffic opening is defined or is to be modified for an opening-up zone, the release may only be carried out when the traffic is cleared.

Building land reserves can be built-up only due to these regulations, so they have to be considered before any development plan. The following maps show the building land reserves of all selected municipalities in the Wachau region and the area per building land type.⁴

2.4. THE ROLE OF THE DANUBE

The Danube has an important importance for tourism. Krems is located on the mighty Danube and has always been a lifeline for trade and commerce. Today Krems is the starting point of the Wachau cruises and port for numerous cruise ships and welcomes the guests with the newly built World Heritage Centre.

The Danube constitutes both a significant landscaping element and the spiritual point of departure for the evolution and development of the cultural landscape. The Danube produces the warm and dry Pannonia climate, which penetrates far into the Wachau from the east. It enables viticulture, which, for centuries, has continuously characterized large surfaces of the landscape and given it its Latin-type atmosphere.

The Danube has generated several water gaps in Austria (*Schlögener Schlinge, Strudengau*), but only the Wachau boasts the specific kind of

warmth that has always been and will continue to be the prerequisite for hillside viticulture. Vine growing (and thus the local distinctiveness of surface design) has been extinct for over 80 years along most of the other rivers of the alpine foothills.

The river banks boast a great number of archaeologically, artistically and historically important buildings and monuments, good-quality village and town ensembles; which in themselves are of outstanding value. They can be described as a continuous settlement area; inside places and buildings, we find various layers of construction activity from Roman times to the most recent past, with the individual building phases intertwining into a harmonious whole.

Due to the narrow valley and the bends of the Danube, the river as a whole cannot be overlooked from any single point. Therefore, in the course of its development significant structures were built on numerous higher vantage points, notably on the outer curves of river bends, but also on the valley bottom on the banks of the river. Their consciously chosen position on topographically well-suited places gives us a constantly changing pattern of sight lines, axes and views depending on the respective location. From each of these points, one can overlook a section of the Wachau. This intricate pattern of buildings "with a view" starts at Melk Abbey, continues via Schönbühel castle and monastery, the ruins of Aggstein, Dürnstein and Hinterhaus to Göttweig Abbey. Only Göttweig Abbey's location is such that the abbey can be seen from afar.

Intact and undisturbed to this very date, these sight lines are a special feature enhancing the significance of the Wachau cultural landscape. Settlement structures and development patterns are characterized not only by painstaking utilization of topographic conditions but also by their successful incorporation into the landscape. The link of villages with the land is still ensured in most cases by surrounding belts of orchards and/or vineyards and vine terraces. Since the late 18th century, people have been very sensitive towards the dichotomy of landscape beauty and construction needs. They have opted for a harmonious approach, an organically grown symbiosis between landscape and buildings.⁵

2.5. CHALLENGES

Such issues, as ageing population, floods, north/south discrepancy, nature restrictions, temporary vacancy, and land use conflict must be analysed and elaborated. These topics include areas that are maybe not immediately recognized as a problem but are central and serious challenges, against which concrete measures have to be taken, like, for example, the temporary vacancies, floods or the aging population. Of course, it is often not only the individual problems themselves, but also the combination of several, which intensifies the situation in the individual municipalities.

A particular challenge is the further development of the region, which at the same time consciously and carefully deals with the heritage. Demographic trends show an increasingly aging population in the region. This leads to new challenges in terms of preserving social infrastructures (schools, nursing homes, day care centres), the coexistence of generations, but also in the labour market and the economy.

The settlement development is closely linked to population development. Also the building culture and the restrictions of the regulations of the world heritage site have a great influence on the development possibilities. Another important factor in this context is the availability of building land and affordable housing, as many families cannot afford to live in the region anymore and migrate to the surrounding cities.

In addition, the accessibility, reachability and the mobility are big challenges in this context. How can the mobility of all age groups be designed to ensure independent living and working for as many people as possible? How can mobility be made environmentally friendly, affordable and sustainable?

The cities are very dependent on income from tourism. At the same time, they suffer from the negative effects of uneven seasonal burdens on localities over the year. The gentle development of the tourism structures in line with the needs of the local population is certainly one of the greatest challenges.⁶

3. CULTURAL CAPITAL AND HERITAGE

3.1. GENERAL DESCRIPTION OF TANGIBLE HERITAGE

In towns or market towns, such as Spitz, Dürnstein, Weißenkirchen, Krems, and Emmersdorf, the vintner house type is joined by quite a substantial stock of late-medieval and post-medieval stately homestead buildings, burgher houses, craftsmen's, and merchant-burghers' houses (particularly in Melk, Krems, Stein, Emmersdorf). Many houses have preserved their inner structure, mostly from the middle of the 16th century onwards.

Many late-medieval farmsteads, too, have kept their interior layout and configuration intact to a large extent (service rooms on the ground floor, living rooms on the upper floor, followed by the attic storey). On the ground floor, large gates open unto a vaulted passage and/or corridor, as well as the service rooms. Large press rooms are usually situated on the sides (sometimes with preserved wooden press and lever), usually connected from the courtyard side with the antecellar, located on the ground level or a little lower, which then leads down to the deep cellar. Weißenkirchen is noted for its extensive cellar systems, often encompassing several storeys (press room, antecellar, deep cellar). These rooms - partly stone- or brick-vaulted, partly hewn out of the bedrock, with many niches - are interconnected by steep staircases and have been expanded since the Middle Ages up to our times, due to the increasing need for space. Large cellars still exist today, e.g., in the *Kellerschlössl* in Dürnstein, or near the *Erlahof* in Spitz, in the so-called *Burgstock*.

The fabric of the 18th-century buildings which, still intact, serve trade and craft purposes and are partly integrated in the town structure, such as taverns/inns, changing stations for the draught horses, boat operators' and toll houses, mills, smithies, or salt storehouses, frequently goes back to the 15th and 16th centuries.

In 1827, one of the four barracks of the provincial estates, the former *Pionierkaserne* (Engineer Barracks) was erected in Krems, where a number of factories and commercial enterprises were also established in the 19th century. The landing stages and stations of the Danube ferry and passenger navigation, e.g. in Aggsbach-Dorf (1909), Spitz, and Rossatzbach, date from the early 20th century. The complex that dominates the townscape of Melk to this day, the Birago Barracks, was built from 1910-13 by Siegfried Theiss and Hans Jaksch.

On the outskirts of the towns of Krems and Melk we find largely unchanged homogeneous material from the 2nd half of the 19th century and the early 20th century. From the middle of the 19th century onwards, commercial enterprises, industrial, communal and utilitarian buildings were built in the course of the town expansion. Representative residential buildings, apartment blocks, and villas show Historicist and local-style forms (in

part Secession-style ornamentation or framework); a villa quarter on the model of the *Wiener Cottage Verein* was created in Melk. Parallel building activities for recreational purposes began around 1880, caused, inter alia, by the gradual development of tourism.

The few late-Historicist or local-style villas built around 1880/1915 on the outskirts of towns like Dürnstein, Spitz, or Rossatz, as well as some residential buildings and hotels (the former *Nibelungenhof* in Rossatz, *Hotel Mariandl* in Spitz) were sometimes designed by famous architects (Franz Mayreder, Ferdinand Helmer, Carl Ritter von Borkowski, Jože Plečnic). A fine example of building in harmony with the countryside is the railway line built in 1909 that was put under preservation order in 1998 (between Krems and Emmersdorf). Since the line was adapted and adjusted to the topographic conditions as far as possible, there is an organic link with the landscape.

Castles are towering high above the towns and the Danube valley, impressively situated and embedded in the topographic surroundings, their strategic positions well chosen. Continuously added on to, they had developed into "multi-section castles" before many of them began to fall into decay from the 15th century onwards. Apart from the ruins of Hinterhaus and Dürnstein, the Aggstein castle ruins are one of the most important structures of this type in Austria, owing to their size and historic significance, as well as their excellent state of preservation (ills. 63-65). Small knights' castles and fortified structures from the 13th and 14th centuries can still be found, e.g. in Weißenkirchen. The *Teisenhoferhof* in Weißenkirchen, built in 1439/68, is a castle-type four-wing assembly that forms a whole with the fortified church. The *Gozzoburg* in Krems is an example of a town castle that emerged from a "fortified house" from the second half of the 11th century.

3.1.1. Krems and Stein

It is a twin town on the north bank of the Danube where it leaves the Wachau. Krems, first mentioned in a deed in 995, and Stein, first mentioned 1072/91, both owe their development and historic significance to their function as a point of reloading from river to land traffic, the cultivation of grapevine and the resulting trade.

Parallel to the gradual expansion during the 11th - 14th centuries, the long main street (*Obere and Untere Landstrasse*) emerged to exert a decisive influence on the town structure by connecting the former eastern town gate (*Wiener Tor*) with the *Steiner Tor*, still an impressive landmark to the west. Lined by tightly packed rows of mostly Renaissance burghers' and craftsmen's houses built on a medieval lot structure, with the

representative buildings of the burghers, town hall and Burghers' Hospice Church, this strip divides the town into two sections.

In the northern section, gently rising towards the west but steeply towards the north-east, parish church and *Frauenberg* church dominate the skyline with their towers, built in line along the central axis. The *Frauenbergkirche*, founded on the hill as St. Stephen's Church, reminds of the first parish settlement, which in the 11th century formed an integrated whole together with the paved square situated on the eastern fringe of the town terrace (today: *Auf der Burg*), and the market lying below around a triangular square (*Hoher Markt*). On the southern fringe of this upper town, the former second town castle, linked to the house of Gozzo the town magistrate in the 13th century and enlarged later on, is towering on a ledge of the terrain above the *Untere Landstrasse*. This "*Gozzoburg*", as well as imposing merchant-burghers' houses along the streets ascending towards the *Hoher Markt* (*Wegscheid*, *Margarethenstrasse*, *Althangasse*), testify to the market's function as a centre of urban life, which shifted to the lower town in the late Middle Ages. The eastern fringe of the town terrace, as well as the northern (around *Frauenbergkirche* and the building complex of the former Jesuit college), is characterised by plain former homestead buildings.

The area to the west is distinctly different from the upper town, dominated by the *Pfarrplatz*, the extensive site of the former *Passauerhof* and of the Dominican monastery set in a row, dating back to the 12th and 13th centuries, and by their buildings, today's St. Veit's parish church, now free-standing, surrounded by the graveyard up to the late 18th century, the parsonage, and the monastic buildings. This area is lined by small squares in front of the monastic church (*Dominikanerplatz*, *Körnermarkt*) and, to the northwest, by a street following the course of the town wall, and linked to the *Obere Landstrasse* by narrow side streets. Access to the quarter south of the *Landstrasse*, whose flat territory formerly skirted an arm of the Danube, is through a street branching off the *Untere Landstrasse* (*Göglstrasse*, *Herzogstrasse*) and a central north-south axis (*Täglicher Markt*, *Dreifaltigkeitsplatz*); it is linked to the *Ringstrasse* area by streets built in the 19th century and a few historic buildings. Here, the late medieval and Renaissance structures are concentrated around the small street square, *Täglicher Markt*, with several representative burgher houses, while beyond the market, simple houses from the 17th and 18th centuries prevail, but also new structures and wasteland.

An important east-west axis, the *Ringstrasse* dominates the expansion area of the *Gründerzeit* (boom time), punctuated by a few late-Historicist residential and office buildings. Housing developments of the *Tabakwerke* (Tobacco Works) and a law court from the time between the wars (in front of the Steiner Gate) are important architectural landmarks.

The St. Veit's parish church is in the centre of the *Pfarrplatz*. It is a free-standing early- Baroque single-space type church with partly Gothic south tower, being one of the earliest Baroque churches north of the Alps. In 1616 the demolition of the medieval building with the exception of the tower, and new construction until c.1630 by one of the "maestri comacini" or "Comasken", Cypriano Biasino, assisted by his compatriot, Johann Baptist Spazio, took place. Renovations were undertaken in 1861, 1899, 1961-66. It has an early Baroque interior which was redesigned in 1787.

Former *Ursulakapelle*. Tall early-Baroque structure on rectangular ground plan, with steep-pitched saddle roof, early 14th century was restored in 1974.

Burghers' hospice church of St. Philipp and St. Jacob. *Obere Landstrasse* No.5, late-Gothic single-space type structure with roof spire. Northern side designed as a representative front, articulated by triangular lesenes with baldachins on statues, interspersed with two- and three-piece pointed-arch windows with flamboyant tracery and rami form ornamentation. Cabled crocheted pointed arch portal, the lateral blind niches richly decorated with crockets and blind pinnacles, shouldered arch gate with the inscription AEIOU, 1470. Internally is a one-nave, four-bay hall with wall pillars.

Former Dominican church and monastery. (Today's History Museum and Krems Town Museum of Viticulture), *Körnermarkt/Dominikanerplatz*. - Secularised early-Gothic mendicant order church followed in the north by Baroque-converted monastic buildings around trapezoidal courtyard with remains of an early Gothic cloister. Secularised during the Reformation period, newly installed in 1569 (and 1586), it was dissolved in 1785.

Former monastic church of St. Peter and St. Paul. Commencement of work 1240, Baroque conversion was undertaken in the 18th century.

1891 town museum. Since 1961 the rehabilitation of the Gothic building was undertaken.

1969-71 restoration, has served for museum purposes and cultural events since that time.

The tall basilica main building has equally tall, long-stretched-out choir with 5/8-termination. On the west front Romanesque stepped portal with integrated columns with bud capitals, lateral buttresses. - In the south wall of the main building a Romanesque stepped portal topped by a circular window, pointed-arch Gothic jamb. The gothic pointed-arch windows; and the choir with stepped buttresses are above high profiled base and with continuous hood moulding; tall two-piece tracery windows in deep jamb. Late Gothic roof spire on the juncture of main building and choir, 6-sided masonry pyramidion and pointed gable, narrow double windows with moulded stone jamb, 15th century. The lofty nave opens towards the side aisles

through pointed arch arcades carried on square piers. In the main building and choir is an original Gothic polychrome colouring from the building period. Furthermore, there are remains of Gothic and Baroque wall paintings in the choir and main building.

Monastic building. Two- and three-storeyed tracts north of the church around trapezoidal courtyard; built at the same time as the church c.1240-65 by incorporating (north tract) a granary from the second half of the 12th century; in the late 17th century the Gothic cloister was walled up, and the upper floor widened. C. 1740 re-modelling of the facades. - In 1970/71, parts of the medieval cloister were found, exposed and restored.

Piarist church of Our Blessed Lady, Frauenbergplatz. Located high up above the town centre, it represents a late Gothic hall church with the west tower with Romanesque core.

The reconstruction from the middle of the 15th century onwards represents a stylistic connection with the Vienna Cathedral Stonemasons' Lodge. In 1457 the consecration of the choir took place, followed in 1508 by the overall consecration; it was restored 1984. It contains rich Baroque furnishings.

Former Piarist College. On the north side of *Piaristengasse*, it was built in 1636-41 according to plans of Cypriano Biasino. (3-storeyed U-shaped complex with three wings)

3.1.2. District Stein

The long-stretched-out area of the medieval town, rectangular delimitation in the east, acute-angled in the west, includes vineyard terraces in the north and is traversed on the narrow embankment strip by one single settlement axis, the *Landstrasse* connecting the two town gates. Lined by rows of tightly packed medieval and Renaissance burgher houses with adjoining squares, it opens up rhythmically towards the river. A few narrow streets ascend to a motor road in the rear and towards the *Frauenberg* (partly via a flight of stairs), while the Minorite monastery in the east and the *Göttweigerhof* fit between *Landstrasse* and the northern town wall, accompanied on its outside by a lane of wine cellars (*Kellergasse*). Towards the east and west, its soaring tower-like town gates are an imposing landmark, while the central town structure is punctuated by the two churches, parish church and *Frauenbergkirche*; in alignment with each other, they dominate the townscape with their towers, in particular the mighty tower up on the hill.

The overall character of Stein is appreciably influenced by the near complete stock of burgher houses from the late medieval or Renaissance periods, the heyday of the merchant town. The smooth facades of the building period prevail, in some places enlivened by late-Gothic window jambs, oriels, or cantilevered upper storeys, and partly with traces of

former graffito articulation, or, mainly in the squares, adorned with late-Baroque and Josephine facades in accordance with new standards of representation set in the 18th century.

St. Nicholas' parish church. Situated in the centre of the town where the *Steiner Landstrasse* widens near the flight of stairs leading up to *Frauenberg Church*. - Late Gothic pseudo-basilica church, second half of 15th century, with Gothic choir 2nd half of 14th century, and late Gothic west tower.

Former Frauenbergkirche of the Assumption of the Virgin. On a rock terrace above the parish church. Gothic single-spaced type building with dominant west tower, visible from afar. - Excavations have revealed late Roman remains of buildings (former bridgehead?)

Former Capuchin Monastery and St. Catherine's Church is situated in the district *Und* between Krems and Stein (*Undstrasse* no.6). Steeply pitched main building with saddleback roof (former nave); in the west lower chapel annex; to the east, linked to the church, one- and two-storeyed former monastic tracts, masonry core from the second half of the 17th century.

Former Minorite Monastery of St. Ulrich and Monastery. *Minoritenplatz* no.4 to 5. Late-Romanesque/early-Gothic basilica with higher one-nave Gothic long choir and south tower. Restored 1950/51, since then used as an exhibition room. Wall and vault paintings (c. 1400, after the middle of the 14th century, late 16th century). Vestry chapel, early 14th century.

3.1.3. Benedictine Abbey Göttweig

With its dominating position (427 m above sea level) on a plateau south of Krems, where the Wachau passes into the *Kremser Becken* (Krems basin), it is a splendid fusion of architecture and landscape. Visible from afar, its commanding effect and presence are unique. The extensive complex, partly dating back to the Middle Ages, is characterised by the ambitious 18-th century expansion carried out only in part according to the ideal plans of Johann Lucas von Hildebrandt; beyond monastic purposes, it also served Baroque imperial pretensions. The wings with the three corner towers, conceived almost uniformly towards the east, north and south, create a monumental and compact effect, almost like a castellum. The collegiate and parish church of the Assumption of the Virgin is the centre of the complex, dominating the courtyard with its western twin-tower facade. The late Gothic choir above a ground level crypt is linked to an early-Baroque main building as well as the Baroque-classicist twin-tower facade.

The square in front of the collegiate church opens up the following vista: Porter's lodge at the back to the left (former monastic castle also with inner circular tower, Gothic double windows and stone frames); on the left

side: the former Sebastian's Chapel (the oldest surviving remains, late Romanesque, 12th/13th centuries); in front to the left, below: the lower semi-circular front section with west porch, dated 1725. Centre front: the imperial wing, before it on the square the Baroque fountain pyramid, 1742. Adjoining to the right, it is an exceedingly attractive unit that serves as a link with the church.

Inside the abbey, the imperial staircase, completed in 1738, is one of the most beautiful Baroque staircases in Austria. It also leads to the left, to the great *Altmann hall*, then to the four *imperial rooms*. The *library* with its sumptuous ceiling stuccowork was built in 1728 and features very precious manuscripts, incunabla etc.

3.2. GENERAL DESCRIPTION OF INTANGIBLE HERITAGE

In 2003 the *Convention for the Safeguarding of the Intangible Cultural Heritage* was adopted by UNESCO's General Assembly. Following its ratification by Austria, since July 2009 the Convention is applicable in Austria. This makes it mandatory for the country to save its traditions and make them available to public.

There are various examples of intangible heritage in the Krems-Stein area, including traditions, festivals and ancient customs. One of the ancient customs, e.g. the Corpus Christi procession, takes place annually in Krems-Stein. The tradition belongs to the local winemakers and their society „Heuerinnung Krems“. During the procession, each of the winemakers gives a promise to be brave, as wine-making is hard work, which requires passion in order to do a good job and delicious wines (Krems Tourismus GmbH, n.d.).

Another example are the *Goldhauben* of the Wachau, a tradition which is also included in the World Heritage, according to UNESCO. The *Goldhauben* of the Wachau are so famous, that a museum dedicated to traditional clothes has been opened to show the costumes and how they've been and are produced.

In Krems, there are a lot of traditional associations, which represent importance as a part of intangible heritage. One of them, „Trachtenverein Krems-Stein“ was established in 1959 in order to bring ancient customs back to life. Folklore dancing and singing, as well as wearing traditional clothes - *Goldhauben Wachau* and the *Wachauer Dirndl* as well as participating and performing at local festivals were among them.

Apricot production is widely spread in the area. Surprisingly, apricots have been brought to the Wachau Valley in 1890s and have been a controlled product brand since then. There are such festivals, dedicated to growing and production of apricots, as *Marillenkirtag* and *Alles Marille* in Krems. Both events are used to revive the cities and also to demonstrate the variety of products made from apricots. This initiative is a good

possibility for small local businesses to present their products and tell about themselves to broader public.

3.3. GENERAL ATTRACTIVENESS OF HERITAGE IN TWO CITIES

SWOT analysis of the heritage attractiveness in Krems and Stein in relation to the Danube

Strength	Opportunity
<ul style="list-style-type: none"> ▪ UNESCO World Heritage ▪ Annual thematic events ▪ Historical city centres ▪ Possibilities for international tourism ▪ Supporting Wachau brand ▪ Train station with connection to Vienna ▪ Wine culture ▪ Hiking possibilities ▪ Bicycle tourism possibilities 	<ul style="list-style-type: none"> ▪ Transform Danube banks from neglected areas to areas cooperating with heritage sites ▪ Develop the connection of the cities to the river
Weakness	Threat
<ul style="list-style-type: none"> ▪ No water sports ▪ No sports except for the abovementioned ▪ No beaches, available for recreation ▪ Accommodation supply is insufficient ▪ Weak connection to the Danube 	<ul style="list-style-type: none"> ▪ No real connection with the river ▪ Existing public transport infrastructure is not enough

3.4. IDENTIFYING HERITAGE RESOURCES FROM THE POINT OF VIEW OF THE DANUBE

The cities of Krems and Stein are not as attached to the Danube River, as they have been before. Today, their connection is rather conceptual, as in the official name of Krems *on the Danube*, rather than direct. For instance, during the past centuries each of the cities had a ship port. The building of the former ship port in Stein is still there, but has a different function, while the Kremser ship port doesn't exist anymore: on the place, where it has been situated is now a newly constructed gallery (*Landesgalerie*), and not a single sign informs about the former ship port.

Furthermore, due to the necessity of the flood protection, the direct access to the river banks has been lost. Nowadays, the river is separated from the cities by a highway. Establishing the connection of the river to the cities, as well as drawing attention to its former role and value for river transport purposes might appear the heritage resource to be valorised.

3.5. POSSIBLE HERITAGE ITEMS TO BE VALORIZED

		Category in the DANUrB cluster of Research
1	Danube riverbank	Heritage landscapes shaped by the Danube
2	The place of the former ship station in Krems	Heritage defined by the economy at the Danube
3	<i>Sagen</i> (legends and tales) connected to the river	Heritage defined by the socio-cultural life by the Danube
4	Urban part of the Danube riverbank in Krems and Stein	Heritage defined by the economy at the Danube
5	Natural part of the Danube riverbank in Krems and Stein	Heritage landscapes shaped by the Danube
6	The building of the former ship station in Stein	Heritage defined by the economy at the Danube

4. TOURISM

4.1. TOURIST ATTRACTIVENESS

Krems, the city on the Danube, the jewel in the World Heritage property Wachau Cultural Landscape, presents itself in 2030 as an open, culturally diverse and dynamic tourism city of international stature. Its unique historical roots combine with modernity and innovation to create inspiring, distinctive and authentic experiences.

The location perfectly combines a beautiful landscape, but not secluded from the rest of Austria. It is in the middle of the federal state of Lower Austria, which is the biggest in the country. („Wirtschaftsstandort Krems - Startseite," n.d.) Around 24,000 people are living and approximately 6,000 students are currently residing in Krems (Krems, n.d.). Krems on the Danube is known for its beautiful landscape and rich history of traditions. It is located in the Wachau valley, which is registered as UNESCO World Heritage property *Kulturlandschaft Wachau* („Österreichische UNESCO-Kommission - Kultur - Welterbe in Österreich - Wachau," n.d.).

4.2. TOURISM INFRASTRUCTURE

The tourism and leisure sector is vital for Austria. It is a never-ending trend, which keeps increasing over the years. But still, there is a lot of capacity left, which has not been used so far. Overall, in Austria, there has been a use of 36.2% of all beds in 2016 during the winter season and 34.6% in 2016 during the summer season. In 2017 those numbers slightly increased in the summer to 35.5%. This means that Austria is capable of dealing with more tourists all year round („Betriebe, Betten," n.d.).

Krems has been placed at 83rd rank after the summer season 2017. It has received nearly 200,000 overnight stays during that season. This number corresponds to 36% of the overall overnight stays in Austria during the summer 2017. Consequently, Krems is an important touristic destination in Austria. („Nächtigungsstatistik nach Tourismusgemeinden Sommer und Winter," n.d.)⁷

4.3. TRANSPORT POSSIBILITIES FOR TOURISM

Bicycle tourism

In the Wachau region a bike rental system exists already, it is called „Nextbike". This system should be extended and upgraded. At each station, there are about six bikes at maximum for rent. During the high season, many tourists are exploring the Wachau region by bike. Therefore, the number of bikes should be increased.

Dial-a-ride transit

This type of mobility is mainly organized for the locals, but it also can be used by tourists. A possibility for moving around in the region is the dial-a-ride transit. This is mostly for the locals, but as said before it is also for tourists. It is very important for elder people, who have no car or using the public transportation is too distressing for them, for people who do not want to use their own car, in fact of going out, or people who have no own car.

In Krems, the dial-a-ride transit is well established. They have seven zones of which the price is conditional to, as seen in the map on the next page. Therefore, people can call the number half an hour before they want to leave, the taxi picks them up, and they know how much they are going to pay at the end. An advantage is that the price is payed per zone and per taxi and does not depend on how much people are utilize the taxi, when there are the same start and end positions.

Wachaubahn

The "Wachaubahn" - Wachau Railway is a railway line with a length of about 34 km and runs on the northern bank of the Danube through historic villages and vineyards of the Wachau. The railway has 13 stations and was in year-round operation until 2010. Today, the train is purely used for tourism and operates during weekends and public holidays from late March to late October, during the summer months daily. Operator of the railway is the NÖVOG - the "Lower Austrian Transport Organization". The station buildings of the 13 stations are legally protected under monuments protection and all are constructed in the same architectural style, so they form an ensemble. The *Wachaubahn* is a good example how to use old infrastructure in a new way.

Ferries

There are two stations of ferry connections in the Krems-Melk section: Spitz - Oberarnsdorf and St.Lorenz - Weißenkirchen, which, however, do not function all year-round (mainly in summer).

4.4. OPTIONS FOR A THEMATIC TOURISTIC NETWORK COOPERATION

One of the most important commercial sectors in the Wachau valley is the tourism sector. Every year more and more people visit the region, which is positive for the economy on the one hand but can have an adverse impact on the nature and the natural habitat on the other hand. In order to maintain the important sector of tourism, soft tourism should be achieved,

strengthened and established in a sustainable way. This means that the tourism is not only about visiting the region, but also to contribute to the development of the region. The main goals of soft tourism are not only the sustainable way of tourism, but also keeping the tourists in the region for longer time.

In Krems and Stein, there are several events the whole year around. Each municipality has its own festivities of the sport clubs and of the fire brigade. The wintertime, however, should be a recovery time not only for the nature, but also for the locals.

Medieval festival

Around 20 medieval festivals of different scale take place in Austria each year. This is a possibility for traditional artists and craftsmen to show their work, while the visitors can enjoy the atmosphere of middle ages, see that way of life, learn about traditional arts & crafts and try traditional gastronomy. In small towns these events are more popular among the locals, who are glad to come with their families, while bigger festivals can attract foreign tourists as well. Medieval festivals are more common in summer, while in winter season they are often combined with Christmas markets. The locations should give an impression of the life in the medieval. Possible attractions can be a market with medieval products, musicians, food stalls and activities such as archery and medieval games.

Heritage Tourism

As the old town of Krems forms part of UNESCO World Heritage, the heritage tourism is already quite developed in the area.

Bicycle Tourism

The Danube Bike Path winds its way through Krems, running parallel to the mighty river. There are a total of 410 enjoyable kilometres from the German city of Passau to Bratislava on the border to Slovakia.

Events: Carnival

The last day before the fasting, the Carnival Tuesday (*Faschingsdienstag*) is celebrated in February and has special traditions varying from one region to another. The event originates from the Roman times. Historically, the New Year started in March, and before it (contemporary time of the carnival) a big celebration with costumes, theatrical performances and rituals took place. Nowadays, it is celebrated with costumes, street parades and runs, balls, concerts and parties.

Gastronomy: *Marillenfest*

Apricot production is widely spread in the area. Surprisingly however, apricots have been brought to the Wachau Valley in 1890s and have been a controlled product brand since then. There are such festivals, dedicated to growing and production of apricots, as *Marillenkirtag* and *Alles Marille* in Krems. Both events are used to revive the cities and also to demonstrate the variety of products made from apricots. This initiative is a good possibility for small local businesses to present their products and tell about themselves to broader public.

For more than 50 years, the Wachau apricot is celebrated every summer with its own events. From fluffy apricot dumplings and the finest apricot brandy, visitors are offered all the pleasures of apricot. The highlight of the so called *Spitzer Marillenkirtag* in the municipality of Spitz is the traditional procession of "King Marillus" and "Princess Aprikosia". Locals celebrate the apricots in typically Wachau garbs. Also in Krems, in the old city part of Stein, the *Marillenfest* is celebrated and attracts many locals and tourists. The events take place in the middle of July.

Alles Marille is a festival, which takes its origin in Krems-Stein, where the landing stage of the liners from Krems is by now. It was thought as a small festival for the locals, conceived and organized by locals. However, the whole festival was relocated into the city. The organisation is nowadays performed by the Kremser merchants, which puts the economic factor of the event on a very high position.

Gastronomy: *Weinfrühling*

The *Vinea Wachau (Vinea Wachau Nobilis Districtus)* was founded in 1983 as an association of Wachau winemakers. The restriction on pressing only wines from their legally defined region and the uncompromising commitment to quality, origin and purity are the highest principle. *Wachau Weinfrühling* is a regional wine festival, organised annually by the *Vinea Wachau*. In the beginning of May each year, about 100 Wachau wineries along the Danube open their doors to visitors for wine tasting, supporting the history, tradition and quality of local production.

Hiking: *Welterbesteig*

The long-distance hiking route includes 180 kilometres of hiking trails and leads along a mountain trail through the Danube valley, connecting 13 municipalities of the UNESCO World Heritage Site "Wachau Cultural Landscape". The route includes apricot landscapes and vineyards with characteristic stone terraces, 20 castles and fortresses, three monasteries and the highest mountain on the whole Danube - Jauerling (960m). The

Welterbesteig route is divided into 14 stages and can be hiked in both directions or even combined with ferry trips.

4.5. CHALLENGES

Usually, places or traditions, which are included into the World Heritage List have been popular before appearing in this list. In the case of Wachau Valley, this can be confirmed by the statistics of the past: there has always been an annual increase in the numbers of tourists. The marketing strategies of such organisations as *Donau Niederösterreich*, *Wachau Pur* and tourist offices develop the popularity of the region and bring more tourists. However, it is crucial for the touristic development, that the locals are also positively engaged in the field.

The Wachau region is famous for its cultural landscape. Due to the uniqueness of the valley, many tourists are attracted. In the high season, many people stream in the region, which can damage the natural conditions. The tourism should develop in a sustainable way. This means that the tourism is environmentally friendly and brings benefits for the local people. Moreover, the tourism sector could be specified in back to roots tourism, which means the focus on soft tourism.

In spite of the development of the tourism, the local people should not be forgotten. It is important to find benefits in tourism also for local people. Furthermore, it is important that not only the children, but also the adults, learn about the traditions and the culture of the region.

The region of the Wachau valley attracts many tourists during spring, summer and autumn. Most of the tourists are day tourists or stay for over the weekend. About 30% of the tourists stay for one day, the other 70% stay overnight. The average stay in the Wachau is two days. In the year 2016 about 810.000 overnight stays were registered in the region *Wachau-Nibelungengau-Kremstal*. (acc. to *Donau.com*, 2017) The result is an increased volume of traffic during the high season.

First, the arrival of the tourists should be in an ecological way. There is a railway station in Krems, which has connections to Vienna, St. Pölten and other smaller towns in Lower Austria. Therefore, an arrival by train is possible.

5. STAKEHOLDERS' ANALYSIS

5.1. LOCAL/REGIONAL STAKEHOLDERS, THEIR IMPORTANCE IN THE DANURB PROJECT

Local stakeholders of the communities are all those participants of the DANURB project, who „have a stake“, for example:

- Who have already been engaged in culture-related activities along the Danube;
- Who are interested in exploiting Danube as a regional resource in order to strengthen the local communities identity;
- Who are ready to find and use hidden socio-cultural resources for a better economic and social return of their locality;
- Who are ready to build regional cooperative networks for these purposes?

They are the local governments/ municipalities, cultural and educational institutions, civil organisations, local entrepreneurs and also the local community members. Local community stakeholders are the most important participants in the DANURB project, as they know the best, what is good for them, what is important for them and what can be helpful for them in the future.

5.2. WHO ARE THEY AND HOW TO INVOLVE THEM INTO THE DANURB PROJECT?

5.2.1. Municipalities

The Municipality of Krems is one of the most important stakeholders.



5.2.2. Civil, institutional and entrepreneurial network

Cultural institutions

- Museum Krems
- Kunstmeile Krems Betriebsges.m.b.H.
- NÖ Festival und Kino GmbH
- Donaufestival
- IDM - Institut für den Donaauraum und Mitteleuropa
- AZW - Architekturzentrum Wien

Art initiatives and NGOs

- Wachau Kultur Melk GmbH

Tourism and sport associations

- Donau Niederösterreich Tourismus GmbH
- Krems Tourismus GmbH
- Tourismusverband Linz
- Oberösterreich Tourismus GmbH

Other civil organisations in local and community development

- KLIMABÜNDNIS OÖ
- Art-urban
- Seminars Simulations Consulting Europe
- SENAT der Wirtschaft
- RAUMWAGEN - Verein Fruchtgenuss
- Schwemmland

Educational stakeholders, educational institutions

- Neue Mittelschule Ottensheim

Local entrepreneurs, companies and businesses

- Vinea Wachau Nobilis Districtus

5.3. CONCLUSION

The existing stakeholders in Krems appear to be active and involved into the development of the cities and the Wachau region. They keep promoting the local traditions, as well as their tangible and intangible heritage. The stakeholders create different networks and organize various events, festivals and activities related to one or other tradition or heritage object. The target groups of these events are usually both locals and tourists with opportunities of engagement of people of different ages. The quality, quantity and results of these activities are on satisfying level. However, taking into consideration the Danube River, the connection to it (conceptual or direct) is not obvious and, in many cases, does not exist.

6. DEVELOPMENT CONTEXT

6.1. NATIONAL REGIONAL DEVELOPMENT CONCEPTS

Lower Austrian (Spatial) Planning Law

The Lower Austrian Planning Act builds the legal basis for all planning actions. The main parts of the law are subdivided in the following topics: Miscellaneous, Regional Planning, Local Planning, Built-up plan, Reallocation of building land, and common principles. The following instruments regard particularly Local Planning as well as the built-up plan. (Lower Austrian Planning Act, 2014)

Instruments of Local Planning

The task of the municipalities is the forward-looking shaping and organisation of the municipal area in according to changing requirements and developments. The different associated demands and visions for the development must be assessed for the community and spatially assigned. (raumordnung-noe.at, a) The following described local development program is one of the most important instruments of local planning.

Local development program:

Within the framework of the Local Development program, the municipalities deal with topics that are relevant to their municipal area in order to elaborate a set of rules for the municipality on the basis of the legal framework conditions, local / regional circumstances and public, political and private interests.

The Local development program includes:

- A basic research (to compare a little bit with the analysis phase of our project)
- A local development plan (consisting of a report of the aims and measures for the municipality, a regulation and plans for the visualization)
- A zoning Plan and
- The Regulation of objectives and measures.

Accompanying the development of the Local development program, a Strategic Environmental Assessment is to be carried out. In addition, it is advisable to consider individual special topics such as centre zones, building land mobilization or the World Heritage of Wachau. (raumordnung-noe.at, 2016-2)

6.2. REGIONAL PLANS

Zoning plan:

In parallel with the elaboration of the local development plan, the zoning plan must be developed or adapted. A consistency and verifiability of the local development plan with the zoning plan must be given. The zoning plan is thus an obligatory part of the regulation on the local development program.

In the zoning plan, the types of land use are determined, so how the individual areas/properties must be used in the future. In addition to the types of land use, the zoning plan must also contain marks, which include regulations of federal and state authorities (existing or binding federal roads, national roads, railways, pipelines, etc.), restrictions on use, which are based on federal and state laws (nature conservation areas, protected areas, protected areas of water supply systems), as well as areas with serious hazards (such as floods, contaminated sites, etc.). In addition, other specifications are included, such as centre zones. These are areas in which a specific kind of land use is permitted exclusively.

The issue of the zoning plan as well as its amendments must be approved. The competent authority here is the office of the Lower Austrian Government, Department for Building and Regional Planning. (raumordnung-noe.at, 2016-3)

Construction plan:

The construction plan specifies details of the building development of areas, which are designated as building land in the zoning plan and determines the structural design and the traffic development of the building areas, defined in the zoning plan.

The construction plan conduces as a further explanation or detailing of the zoning plan. The general usage specifications of the properties are contained in the zoning plan, which allow a considerable range of building projects, in particular regarding the construction plan. The construction plan is also used for the control of the spatial design. It regulates, among other things, the concrete location of a construction project on a property, the permissible size and height developments as well as criteria for the design. Another objective of the plan is the regulation of the traffic development.

Construction plans must have the following contents in addition to the representation of type of land use out of the zoning plan: Alignments, building classes, construction methods, elevation and cross-section of traffic areas. Other contents can be integrated, such as the restriction of the buildable area of a building site, restriction of the building height;

shopping centres may only be erected on the designated areas, land areas for public purposes or the horticultural design of the area. (Kanonier, 2014-1)

Protected zones - Speciality in Wachau - Wachau zones:

The concept of the *Wachauzonen* is one of the central elements for the preservation of the Wachau-typical building culture of the World Heritage.

§§ 30 and 31 of the Lower Austrian Planning Act permit the establishment of protection zones in architectural or historical preservation, in which the design and technology to be applied can then be prescribed for certain construction projects.

This concept was first developed in some cities in the southern region of Vienna (for example, Baden and Bad Vöslau) and transferred to other parts of Lower Austria for the first time through a pilot project in the Wachau.

The procedure is, in each case, that first of all a corresponding structural or historically valuable building stock must be defined in the respective village. This is done by means of a visit with the participation of the *Wachauzonenpartner* (e.g. regional building authority Krems, provincial building department of Lower Austria, Federal Monuments Protection Authority of Austria). Based on these inspections, a built-up plan is then developed, which is based on a general categorization in four categories and in some cases makes specifications for a future development up to the individual parcel. (weltekulturerbe-wachau.org)

The categories can be:

- Category I - heritage-protected
- Category II - worthy of preservation
- Category III - characteristic for the overall appearance of the locality
- Category IV - other objects and areas of the Wachau zone (municipality Rossatz-Arnsdorf, 2014)

6.3. INTEGRATED URBAN DEVELOPMENT STRATEGIES

The Wachau region in total is forecasted a low population growth during the next decades. Certain single communities are growing more than other like the city of Krems, while others in the south and west are expected to shrink by out-migration or over ageing. These changes also result in the development of the region with the need of planning strategies and actions on different levels and scales.

For the preservation of cultural sites and landscapes of the world heritage, the increasing number of elderlies plays a role in terms of successors of enterprises and companies especially in the tourism and

agriculture sectors. Sibylla Zech (Zech et.al, 2017) proposes to take action in supporting the young by creating perspectives with a focus on work and habitation to avoid respective reduce possible future problems concerning demographic change.

Because of the complex topographic situation, it is challenging to develop agglomerations in the Wachau region. Parts of the region are unfavourably situated in terms of reachability and centrality. Building land at suitable places is often not available (e.g. ownership issues could be the reason for that) which causes high prices for land.

Consequently, the main challenges are to provide affordable housing and to ensure the use of existing structures without endangering the overall appearance of the townscapes (Zech, et.al, 2017).

In terms of the general building quality Zech et.al points out that the awareness of the value of the cultural heritage in relation to the quality of contemporary architecture should be enhanced (Zech et.al, 2017). In the context of the world heritage it is not possible to limit the rights of third parties - e.g. in the context of zoning etc. (ibid).

Traditional agriculture and forestry preserved the typical landscape over centuries. Zech et.al (2017) points out the importance of supporting agricultural enterprises in the region in order to reduce the dangers of change of precious historical landscape structures. The cultivation of steep vine terraces is challenging but same time guarantees the high quality of wine products. Through measures of the regional winemakers collectives (e.g. marketing strategies and quality management) these terraces could be preserved in the sense of the authenticity and integrity of the World Heritage site (ibid).

The Wachau region is internationally renowned as tourist destination but only certain hot spots are fully stretched, while other less popular regions are underutilized. Investing in additional tourist destinations in the less popular parts of the region should relieve the hot spots and to increase the duration of stays (at the moment approximately two nights per arrival).

The extension of the season until the Christmas period could be reached with the help of focused development of services (Zech et.al, 2017).

Climate change of course has effects also on the Wachau region, especially on the quality of wine and fruit cultivation (apricots). Weather extremes represent a certain danger for these agricultures. The management plan encourages addressing these problems and the consequences of climate change in order to develop resilience strategies (Zech et.al).

Other challenges, mentioned by Zech et.al (2017) are inter alia art, culture and passed on knowledge. The Wachau region provides a dense network

of contemporary art in public space, while traditional craftsmanship is underrepresented. This is caused by less stronger networks and insufficient professionalization (ibid).⁸

6.4. REGULATORY PLANS

Lower Austrian Building Code

The Building Regulations essentially covers legal regulations regarding the construction of buildings. The traditional core of public building law deals with regulations designed to ensure the safety and perfect technical, sanitary and hygienic nature of construction projects.

In addition, the building regulations, which take account of the requirements of the spatial planning, aim at the protection of the cityscape as well as the environmental and pollution control regulations. Contrary to planning law, concrete building projects are the object of the building inspection. As a rule, the building project is a project audit procedure in which, among other things, compliance with the planning principles is checked. (Kanonier, 2014-2)

The issues of the Lower Austrian Building Code are divided into building law (regulations about the building plots, the approval procedure and the building projects) and structural engineering and construction (requirements for planning and building, arrangement and exterior design of buildings or regulations regarding the heating system). (Lower Austrian Building Code, 2014)

Austrian Monument Protection Law

The Monument Protection Law forms the basis for the activity of the Federal Monuments Protection Authority of Austria. The law, dating back to 1923, expelled those objects (movable and immovable) from the mass of the objects handed down, which are to be preserved as an indispensable part of the common cultural heritage for the future. For these objects, a public interest in the preservation is determined. The law also provides a means of controlling of the further development of these monuments by having to approve changes by the authority. In this way, on the one hand, necessary and meaningful adaptations are to be avoided, but at the same time intrusions which seriously impair the essence of the monument, namely substance, traditional appearance or artistic effect. (Fed. Office of History Monuments, 2014)

6.5. CONCLUSION

Krems and Stein are beautiful cities with a rich heritage, both in cultural and natural terms. That is why every year many people come to visit them. Many aspects of the cities have already been developed at a high level. Despite the limitations due to the status as UNESCO World Heritage, regulations in building and settlement development still life and development should be possible in order to allow the local population to raise their children there and to secure an economic survival. Improving the public transport system should make traffic more ecological and future-proof. However, there is also a way to increase mobility, which would enable people (both young and old) with no driving license or motor vehicle to live an independent and self-determined life. Additionally, dense settlements with short distances are beneficial not only from an ecological but also from a social perspective.

¹ The Wachau Cultural Landscape UNESCO, 1999.

² Kühnel: Krems in alten Ansichten; Niederösterreichisches Pressehaus, 1981.

³ Koepf, Kühnel: Stadtbaukunst in Krems-Stein.

⁴ Bindreiter, Jahn, Pechaker, Prieler, Puchner, Rapp, Rieder, Schmid, Vuckovich, Forster, Linzer, Voigt: Chances. Development Paths for the Wachau Region; Vienna University of Technology, 2017.

⁵ The Wachau Cultural Landscape UNESCO, 1999.

⁶ Bindreiter, Jahn, Pechaker, Prieler, Puchner, Rapp, Rieder, Schmid, Vuckovich, Forster, Linzer, Voigt: Chances. Development Paths for the Wachau Region; Vienna University of Technology, 2017.

⁷ Winkler: Living Traditions as Tourism Products. The case of Wachau Valley, Master Thesis at IMC FH Krems, 2018.

⁸ Dembski; Wachau World Heritage Research Report, TU Wien, 2017.