

GREAT SPAS *of Europe*



Baden bei Wien
Local Management Plan

GREAT
SPAS *of Europe*

Mayor's foreword

Five years ago, in the spring of 2014 Baden - together with other significant European spa towns under the name Great Spas of Europe - was invited to apply to be included on the UNESCO World Heritage List. Since then, intensive preparations have been set in motion. In January of this year, the nomination documents were submitted to the UNESCO World Heritage Centre in Paris for evaluation. Being a World Heritage Site is both an accolade and an obligation. It is a tribute to all the people of Baden who have carefully engaged with their cultural heritage for decades. It is thanks to them that the local council and city administration were able to implement effective protective instruments for their city.



Of course, World Heritage also means a commitment that we gladly honour. We are called upon to continue to preserve our city and to manage our cultural heritage responsibly. To ensure this, the eleven cities of the Great Spas of Europe will collaborate in a variety of ways in the future. Each city has developed a local management plan for their own needs, together with experts from politics, administration and civil society.

I would like to thank all those who participated in this, in particular the City Councilor for Culture Hans Hornyik, Prof. Peter Strasser Ph.D. and Tourism Director Klaus Lorenz, who contributed significantly to the preparation of the management plan. The individual topics, goals and measures were developed in workshops involving experts from Baden Citizenry. The result is impressive. It is a good example of vigorous civic participation, as it is successfully practised in our city.

This plan is not set in stone. It should be constantly adapted to the demands of the present day and further developed together with Baden's citizens. World Cultural Heritage is thus an exciting process.

I invite you to become involved.

Being part of the Great Spas of Europe signals a new departure in the core competence 'spa town'. The eleven most renowned spa towns in Europe have decided to cooperate. This great European project is a unique opportunity. We enter uncharted territory, which is brought to life only when people engage and come together with each other in the cooperating cities. Baden is a lively, cosmopolitan city. Based on historical heritage, The Great Spas of Europe is a wonderful opportunity leading to the dawning of a new era - international, contemporary and successful.

Warmest regards

Dipl.-Ing. Stefan Szirucsek

Mayor of the City of Baden bei Wien

Great Spas of Europe
Component part Baden bei Wien
List of Stakeholders

Amt d. NÖ Landesregierung, Abt. Kultur



Congress Casino Baden

Bühne Baden



Kunstverein Baden

Zentrum für interkulturelle Begegnungen



Stadtmarketing Baden

Weinbauverein Baden



Tourismusverein Baden

Kurzentrums Baden



Klinikum Malcherhof Baden

Klinikum Peterhof Baden



Klinikum Engelsbad Baden

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Pädagogische Hochschule Baden

Bundesrealgymnasium Baden-Biondegasse



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Handelsakademie Baden

Höhere berufsbildende Lehranstalt Baden



Kiwanis Club Baden

Lions Club Baden-Helenental



Rotary Club Baden

The participating States Party to this serial transnational nomination are represented by:



The Ministerstvo kultery, the Czech Republic



The Bundeskanzleramt Österreich, Sektion II Kunst und Kultur, Austria



The Département du Patrimoine, Service Public de wallonie, Belgium



The Ministère de la Culture et de la Communication, France



The Ministerium für Wirtschaft, Arbeit und Wohnungsbau Baden-Württemberg, Germany



The Bayerisches Staatsministerium für Wissenschaft und Kunst, Germany



The Ministerium für Wissenschaft, Weiterbildung und Kultur, Rheinland-Pfalz, Germany



The Ministero per i beni e de le attività culturali, Italy



The Departement of Digital, Culture, Media and Sport, United Kingdom



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Chapter 1 Introduction

The present management arrangements for the World Heritage nomination The Great Spas of Europe have been developed by the competent authorities of the seven participating States Parties of the Czech Republic, Austria, Belgium, France, Germany, Italy and the United Kingdom according to the specific governance requirements for transboundary and serial nominations set out in para 132 of the Operational Guidelines for the Implementation of the World Heritage Convention (OG), and the general requirements for management plans/ management systems described in OG paras 109 - 119.

This comprehensive and effective Management System demonstrates a full understanding of the statutory differences concerning the levels of competences within and between the States Parties. To establish coordination, collaboration and common aims necessary to deliver the agreed objectives with the most appropriate partners and stakeholders, individual measures will be dealt with by the legally empowered authorities at national, regional or local level.

The management of The Great Spas of Europe is therefore presented over four different levels; international, national, regional and local, and establishes additional structures and rules to ensure effective transnational coordination between the participating States Parties on the one hand and towards and between regional entities and other stake-holders on the other. This Overall Management System describes principally the overall international approach to management, the common objectives of the partners, the agreed actions necessary to achieve these, and the bodies established to develop and improve cooperation. The relationship of the Overall Management System to the national/ regional/local management structures and the local management plans of the 11 components is also described.

1.1 The Property

The Great Spas of Europe is a serial transnational property with eleven component sites comprising of the most prominent European Spa towns built over natural mineral and thermal springs which evolved and created a special form and function devoted to healing and pleasure (Bad Ems, Bad Kissingen, Baden-Baden, Baden bei Wien, City of Bath, Františkovy Lázně, Karlovy Vary, Mariánské Lázně, Montecatini Terme, Spa, and Vichy). These towns are situated in seven European countries (Austria, Belgium, the Czech Republic, France, Germany, Italy, and the United Kingdom) and are distinguished by dedicated structures including baths, treatment rooms, drinking rooms and colonnades, around which are buildings devoted to diversions and entertainment.

Work on this nomination began in 2011, with the development of the Mayors Steering Group from interested towns and cities. An International Steering Group of the involved States Parties was established in 2013. The States Parties set up an expert International Working Group to develop a nomination draft. The Chair of the IWG is from the lead state Party, the Czech Republic, and acts as Project manager overseeing the development of the nomination. A part-time Secretary General was appointed in 2013 to support this process. Most recently, in 2016, the Site Managers Group was created to bring together those with responsibilities for day-to-day care and protection of the spas.

The partners at all levels now have considerable experience of working together which provides a firm foundation for further development of a comprehensive management system for the nominated property. As time passes, the overall management system will require to be

modified and developed in the light of experience and it is expected that the system described in this document will require regular review and revision.

1.2 Overall Management System

Structure of the Overall Management System: this OMS and PMP and the eleven associated Local Management Plans (LMP's) follow parallel structures that have been agreed with the IGC, the GSMB and the Site Managers Group following a series of workshops held to examine the management plans of other recent successful serial and transboundary nominations.

The project, moving on to the next phase of its development is now formulating a permanent Management System which requires the creation of a new structure for operational purposes, and a management structure which acknowledges the continuing roles and responsibilities of the States Parties and the governance of the individual spa towns.

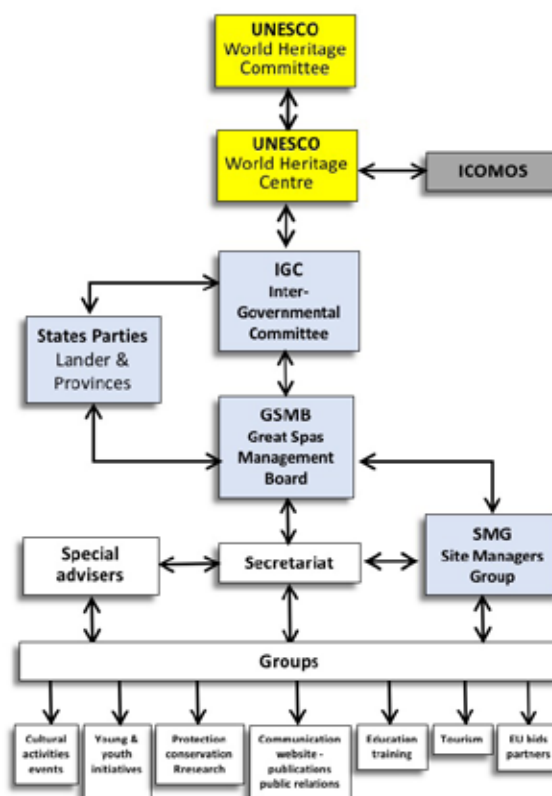
In developing this Management System, the arrangements already put in place by existing transboundary sites have been studied for guidance and as examples of good practice. The emphasis and focus is one of sustainability and continuity, whilst, at the same time, demonstrating a sensitive approach to the requirements of local communities, and possible future changing political and economic circumstances at the local level.

The structure of this Management System, its objectives and action plan, and the Local Management Plans for each component part, has been crafted to respond to the challenges of a property made up of eleven town and city centres. These sites are complex; they already demonstrate a significant and sophisticated level of management as functioning, contemporary urban centres with wide-ranging degrees of economic activity, public amenities, cultural facilities, vibrant communities and visitor engagement. Whilst contemporary urban management is well defined and implemented at national/federal, regional/ and local levels, supported by rafts of matching legislation, bye-laws, guidance and best practice, there remains a need to coordinate the over-arching Management System for the protection and sustainable management of the OUV of the property. The Management System has two main parts extending across the international, national/ federal, regional and local levels of management.

Management Plans at international and local levels are an essential part of the system. The overarching Management System acts as an overall management plan for the whole nominated property, setting out strategic objectives and the high-level actions needed to attain these. It is complemented at the local level by Local Management Plans developed according to a common structure and responding as appropriate to the strategic priorities as well as to those specific to each of the 11 spas.

The second element is a system of coordination involving all the principal stakeholders. This coordination system is essential to the effective management

Proposed structure, post-inscription:



of the nominated property to protect its Outstanding Universal Value. The whole process is overseen by an Intergovernmental Committee (IGC), made up of representatives of the States Parties. A Great Spas Management Board (GSMB), composed of the most senior official from each spa, will be responsible for the operational coordination and overall management of the property in close consultation with the IGC. A Site Managers Group (SMG) drawn from the site management of each spa, will oversee the implementation of the overall management plan and its harmonisation with the Local Management Plans. The whole system will be supported by a Secretariat.

Each component site has identified its Local World Heritage Steering Group (or similar appropriate title), composed of stakeholders and assisted by officials responsible for coordinating the Local Management Plan, cultural heritage, urban planning and strategy, landscape protection, parks and gardens, tourism marketing, water management and resource protection, and GIS digital data and mapping systems. These personnel are represented through the Site Managers Group which coordinates the links between the component sites at the local level through to the authorities at regional, federal and national levels responsible for spatial and economic strategies via the existing official channels.

At each level of this structure each identified group is responsible for fulfilling its legal and administrative duties as well as having the opportunity to access and influence decision makers at the higher levels through a two-way dialogue process. Whilst the project structure is hierarchical by nature, it is designed to work as a flat pyramid, within which there is a clear line of communication between the component parts. In particular The Great Spas Management Board will work closely with the Intergovernmental Committee to ensure that management decisions are taken in the light of the requirements of the World Heritage Convention, on which the Intergovernmental Committee is best placed to advise. In addition, the GSMB, with its position in the centre of the pyramid will work closely with the Site Managers Group.

The Overall Management System and the Property Management Plan (PMP) are complemented and supported by Local Management Plans (LMP) for each of the 11 component spa sites. These Local Management Plans describe the specific circumstances of each spa town or city, set out the particular issues facing each of them, and specify the local policies and objectives required to achieve the overall objectives of the OMS. Whilst responding to local management requirements and the specific needs of each spa, each Local Management Plan fulfils this within the requirements, vision and general policies as set out in the Overall Management System.

1.3 Aims of the Overall Management System: the aims of the Overall Management System (OMS) are to:

- establish an international system based on transnational cooperation through which to coordinate the protection of the property which is The Great Spas of Europe,
- ensure that the Outstanding Universal Value of the property, The Great Spas of Europe, is understood, protected and sustained,
- approve and deliver a common Action Plan based on a 6-year programme,
- agree the framework for the sustainable management of the property and support mechanisms for the component parts of the site,
- ensure that sufficient resources are available to enable the implementation of the Action Plan,

- improve access, understanding and interpretation of the property and its component sites,
- generate greater public awareness of, and interest in The Great Spas of Europe,
- establish The Great Spas of Europe as a recognised cultural heritage brand of quality throughout Europe and beyond.

1.4 Long-term vision

The Great Spas of Europe aspires to become an exemplar in the conservation, management, protection and presentation of a complex and sophisticated property, comprising 11 vibrant European towns and cities. These are spa towns that demonstrate a continuing living tradition, in some cases originating over 2,500 years ago with the advent of Celtic and then Roman worship, and recognition of the healing qualities of natural mineral and thermal waters. These spa towns have much to offer and the managing authorities have a great responsibility to ensure that these remarkable places are protected for all time and that the traditions of health care for all, maintaining the natural and man-made environment, stimulating cultural programmes and the quality of life for inhabitants and visitors, are adequately resourced and creatively managed. In the long term The Great Spas of Europe aspires to be recognised as an exemplar of serial transnational World Heritage management.

The Long-term Vision is to:

- develop visionary policies for urban conservation and protection,
- demonstrate the property's OUV through the protection and presentation of the attributes and by maintaining authenticity and integrity,
- gain recognition as centres of excellence for public realm and landscape management,
- demonstrate the benefits of public engagement, community involvement and business partnerships,
- develop international networks and collaborative working with other global spa traditions,
- implement sustainable tourism strategies as part of an overall approach to sustainable development,
- minimise the carbon footprint of tourism through innovative green transport policies and sustainable development,
- aspire to involve the young and all residents to appreciate the values of OUV and World Heritage,
- work creatively, with innovative, young thinkers whose future we manage today.

1.4.1 Principles

The principles guiding this Property Management Plan are those of international cooperation and collaboration put in place by the States Parties to demonstrate adherence to the World Heritage Convention within a transnational structure. In accordance with the long-term vision set out in Section 1.3 above, the States Parties taking part in the nomination

ensure the overall protection and sustainable use of the nominated property

provide legal frameworks for the protection and recognition of the component spa towns in this nomination,

establish rules and a framework for good governance and cooperation across national, fed-

eral and regional structures,
manage the property through competent, experienced and well-resourced authorities,
enforce legal protection through robust administrative processes,
recognise the Outstanding Universal Value of the spa towns and to raise awareness of their heritage values,
conduct collaborative research projects and to disseminate the findings to a wide audience,
demonstrate the benefits of the World Heritage List,
encourage stakeholder engagement and the involvement of local communities, and to
coordinate the implementation of the Overall Management System, the Property Management Plan and the Local Management Plans and their associated local action plans between all the players involved

In achieving these principles, the States Parties and the individual components will have regard, as appropriate, to relevant UNESCO and World Heritage Committee policies, including the 2011 UNESCO Recommendation on Historic Urban Landscapes, the 2007 Policy Document on the Impacts of Climate Change on World Heritage Properties, the 2007 Strategy for Reducing Risks from Disasters at World Heritage Properties, the 2011 World Heritage Strategy for Capacity Building and the 2015 Policy for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention, as well as to the requirements concerning protection and management contained in the Operational Guidelines. Official channels and procedures as established by the individual State Parties must be used for notification of issues relating to the World Heritage Convention, at all times informing the IGC of any such procedure being implemented.

1.4.2 Objectives

To demonstrate the values and benefits inherent in the principles above the States Parties, the IGC, the GSMB and the participating cities undertake to implement the following objectives contained within this Property Management Plan and based on those adopted from the Budapest Declaration to guide the future implementation of the World Heritage Convention:

1.4.2.1 Credibility:

to strengthen the value and recognition of the World Heritage List and the Outstanding Universal Value of the property The Great Spas of Europe. At all times based on best practice and excellence regarding protection, conservation and management to the highest standards.

1.4.2.2 Conservation:

to ensure the effective conservation of the property The Great Spas of Europe by protecting and maintaining the Outstanding Universal Value, including the authenticity and integrity, of the series.

to resist development and infrastructure projects that cause measurable harm to the Outstanding Universal Value of the series and

to encourage collaborative research projects into new technologies and processes aimed at enhancing conservation techniques and methods as applied to the built and natural environment of the component spa towns.

1.4.2.3 Capacity-building:

to promote the development of effective capacity-building measures concerning the understanding and implementation of the World Heritage Convention and its related instruments.

to promote and share the knowledge and an understanding of the spa towns through a common dialogue with associated bodies such as the European Historic Thermal Towns Association (EHTTA), the European Institute of Cultural Routes, the European Spas Association (ESPA), and others with a global reach.

to develop a network of experts and specialists associated with research connected to the tangible and intangible values of The Great Spas of Europe, and to disseminate such knowledge as widely as possible.

1.4.2.4 Communication:

to increase public awareness, involvement, enthusiasm and support for the concept of World Heritage.

to promote and publicise the serial property and its component parts as widely as possible through a common communications strategy based on the Outstanding Universal Value of The Great Spas of Europe.

to ensure that the values of the property are recognised and appreciated by national, regional and local decision makers, local communities and visitors to the sites.

to develop educational programmes and knowledge transfer frameworks concerning the tangible and intangible values of the series at all levels of the education hierarchy.

1.4.2.5 Communities:

to enhance the role of communities in the implementation and understanding of the World Heritage Convention in order to ensure the successful achievement of the 4 objectives above.

to ensure that local communities are aware of the benefits of inscription to the World Heritage List and of the identification of Outstanding Universal Value.

to achieve local community representation on the Local World Heritage Steering Groups which represent each component site, and the involvement of local decision makers.

Chapter 2

Description of the component spa town

2.1 Introduction

The Great Spas of Europe is a transnational serial property, which, through eleven component parts located in seven European countries contributes to an outstanding testimony to the European spa culture which flourished from the eighteenth to the early twentieth century and continues to thrive today as a living tradition.

The component parts are represented by the following spa towns situated, in Western, Central and Southern Europe and in the British Isles:

- Baden bei Wien (Austria, Lower Austria),
- Spa (Belgium, Province of Liège),
- Františkovy Lázně (Czech Republic, West Bohemia),
- Karlovy Vary (Czech Republic, West Bohemia),
- Mariánské Lázně (Czech Republic, West Bohemia),
- Vichy (France, Auvergne-Rhône-Alpes),
- Bad Ems (Germany, Rhineland-Pfalz)
- Baden-Baden (Germany, Baden-Württemberg)
- Bad Kissingen (Germany, Bavaria),
- Montecatini Terme (Italy, Tuscany) and
- City of Bath (United Kingdom, Somerset)

The detailed description of the property is included in Chapter 2 of the main nomination file. What follows is a short summary.

The Great Spas of Europe are best representatives of a settlement with a special form and function which developed in the long nineteenth century on curative natural mineral springs and are characterized by dedicated spa structures and intentionally designed spa landscape serving to manifold curative and social functions. As places with the highest international standing they are tangibly associated with social, political, scientific and cultural achievements that significantly contributed to the development of a civil and multi-cultural European polite society.



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Fig. 03 Baden bei Wien

Baden bei Wien – a sommerfrische spa town

The Austrian spa town of Baden bei Wien lies in the state of Lower Austria some 26 km south of Vienna. It is on the River Schwechat and immediately below the high ground of the Wienerwald to its north. The town had a population of 25,229 in 2014. The springs were used by the Romans initiating a tradition of continuous healing. The town became important when the Habsburg family established summer residences in the town encouraging Sommerfrische villas for Viennese. It hosted side discussions during the Council of Europe and flourished in the 19th century.



Fig. 04 Spa

© Gerd Herren

Spa – the eponymous spa town

The Belgium town of Spa is in the Walloon Region and Province of Liege. It lies in the steep valley of the River Wayai in the Ardennes and north of the high plateau of Fagnes in which is most of the catchment area for the spa water. The town lies 35 km south east of Liege and 45km south west of Aachen. In 2006, the town had a population of 10,543. Livy the Younger wrote about the carbonated waters at Spa and these have sustained a continuous healing tradition. Many of the springs issue on a hillside south of that town so that an extensive network of walks through the woods connect the springs to the town.



Fig. 05 Františkovy Lázně

© Chris Pound

Františkovy Lázně – a 19th century new town

The Bohemian spa town of Františkovy Lázně lies in the Cheb basin in the Karlovy Vary Region of the Czech Republic. The town was known formerly as Franzenbad and is some 174km west of Prague and 47km south west of Karlovy Vary. In 2005, it had a population of 5428. The town was laid out from the end of the 18th century around twenty-four springs to an orthogonal plan and built around extensive and connected parks and gardens. The water is used for drinking, bathing and inhalation. The spa flourished particularly in the middle of the 19th century.



Fig. 06 Karlovy Vary

© Chris Pound

Karlovy Vary – the principal Bohemian spa

The Bohemian spa town of Karlovy Vary is the principal town in the Karlovy Vary Region of the Czech Republic. It was known formerly as Carlsbad. The town is some 130km west of Prague and lies on the confluence of the Rivers Ohře and Teplá. In 2015, it had a population of 49,781. Founded in 1370 the spa town is the principal spa in Bohemia. The eighty springs issue in a steep river valley with extensive woods above. The town was rebuilt after a fire 1759 and it flourished from 1870 to 1914 to take on a principal role as a therapeutic and cultural centre in the region.



Fig. 07 Mariánské Lázně

© Karl Kuča

Mariánské Lázně – designed to be a spa town

The Bohemian spa town of Mariánské Lázně was known formerly as Marienbad and is in the Karlovy Vary Region of the Czech Republic. The town is some 170km west of Prague. In 2014, it had a population of 13,283. Founded in 1786 as a spa town around forty mineral springs. It was laid out around an extensive park at the end of a steep valley that is surrounded by forests. Substantial neoclassical spa buildings created a fashionable resort that flourished from the 1870s attracted influential patrons from across Europe including royalty, heads of state and writers, composers and celebrities.

© Chris Pound



Fig. 08 Vichy

Vichy Ville d'eaux – a model 19th century spa

The French spa town of Vichy is in the Auvergne – Rhone – Alpes Region and the department Allier. The town lies across the River Allier and is some 165 km west of Lyon. In 2013 the town had a population of 25,325. The springs were known to the Romans but the development of the 19th century town eclipsed an earlier town. Napoleon III encouraged the building of a new spa town laid out with around promenades and parks to create a resort repeating the styles of 19th century Paris. Vichy became the model of the 'ville d'eaux' and influenced other spas elsewhere.

© Bad Ems Tourist Office



Fig. 09 Bad Ems

Bad Ems – a compact spa town

The German spa town is in the state of Rhineland Pfalz. It lies on the River Lahn at the between western end of the range of the Taunus Mountains and the Westerwald. The town is some 18 km east of Coblenz and 113 km. west of Frankfurt. In 2013 the town had a population of 9025. The Romans were at Bad Ems (the Limes) but there is no proof they used the springs. The town started in the 14th century and flourished in the 19th century attracting rulers and a fashionable elite. The compact town is surrounded by an extensive therapeutic landscape across steep wooded hills. Bad Ems presents a model of a European spa town in a restricted space.

© Iris Geiger-Messner



Fig. 10 Baden Baden

Baden-Baden – 19th century kurpark

The south-west German spa town of Baden-Baden is in the state of Baden Württemberg. The town lies on the River Oos and is on the western edge of the Black Forest some 10 km from the Rhine to its west. In 2008 it had a population of 54 177 people. The springs were used by the Romans initiating an unbroken tradition of healing. In the 18th century an ensemble of spa buildings and kurpark was built below the walled town in the river valley to establish one of Europe's most fashionable spas that was enjoyed by the ruling and cultural elite of the 19th century from across the Continent.

© Michael Imthof



Fig. 11 Bad Kissingen

Bad Kissingen – 19th century neoclassicism

The German spa town of Bad Kissingen is in the state of Bavaria. It lies in the Fränkische Saale valley on the edges of the Rhön Mountains, on the River Saale. The town is some 318 km north of Munich and 150 km east of Frankfurt. In 2013 the town had a population of 21,225. The town flourished as a spa town and attracted elite patrons particularly in the late 19th century after a spa quarter developed outside the medieval walled town with substantial spa buildings along the river and walks in the surrounding hills. North of the town salt-works provide testimony of a salt industry.



Fig. 12 Montecatini Terme

Montecatini Terme – regeneration of a spa

The Tuscan spa town of Montecatini Terme is in the province of Pistoia at the eastern end of the piana di Lucca and in the valley of the Nievola River south of the foothills of the Tuscan Apennine mountains. The town lies 33 km east of Lucca and some 52 km west of Florence. In 2010 the town had a population of 19,473. The springs were known to the Romans and around them grew an 18th century spa. The present town that is centred on four springs was conceived at the end of the 19th century but some of its principal spa buildings were completed in the early years of the 20th century.



Fig. 13 City of Bath

City of Bath – city of leisure and pleasure

The English City of Bath is in a Unitary Authority of Bath and North-East Somerset Council and lies in the ceremonial County of Somerset. The city lies on the River Avon and is some 156 km west of London and 17 km south east of the City of Bristol. In 2011 it had a population of 88,859. The hot springs were sacred to the Romans initiating a continuous tradition of healing. The city flourished particularly during the 18th century after visits by Royalty. Then a new town was built devoted to pleasure and fashion and replacing the walled city. Treatments encouraged exercise in the surrounding therapeutic landscape.

Water has long been a catalyst for the development of significant cultural practices that have generated both tangible and intangible cultural values. This includes the use of water at spas. Archaeological evidence indicates that natural thermal mineral water has been universally used from the earliest times. In ancient Greece, thermal bathing was combined with physical exercise, whilst in the Roman Empire massive bathing complexes (thermae) became cultural centres of sociability and entertainment and were directly associated with urbanism (the tradition survived in Byzantium and was adapted by Muslim culture). Thermal bathing traditions became, and remain, a cultural tradition in other parts of the world, such as the onsen in Japan. But it is mainly in Europe that, for centuries, the use of mineral water (thermal and cold) for bathing and drinking has been medicalised. Medical diagnosis developed in European spas during the eighteenth century, following the first scientific chemical analyses of mineral waters, and this reached its peak between the second half of the nineteenth century and the early twentieth century. The tradition of 'taking the cure' is at the core of a unique urban typology, the European spa, the only example of urbanisation around a medical practice.

The Great Spas of Europe provides exceptional testimony to the European spa phenomenon. This is a complex urban, social and cultural phenomenon that has its roots in antiquity but gained its highest expression from around 1700 to the 1930s in the most dynamic regions of Europe. These fashionable resorts of health, leisure and sociability were the only European settlement type to be in cultural competition with the great metropolises. They created a new urban typology with a specific form, function and architecture that has no earlier parallel, gaining a distinguished place in the architectural and social history of urbanism, as well as in pioneering nascent modern tourism.

A serial nomination is necessary to capture the geography of this network of water cure towns, its historical geopolitical scale, and the diversity of spa history and style. The nominated property represents the complete development of the range of both tangible and intangible 'spa' attributes, through time, that convey its overall significance. Each spa town de-

veloped around natural 'curative' geothermal and mineral springs which, depending on their variable qualities, were prescribed for specific conditions. The springs were the catalyst for an innovative urban plan, a model of spatial organisation, built features and open spaces that exemplified function and process. This model was designed for a cultural practice characterised by a distinctive arrangement and daily itinerary of the spa guest that served many curative, therapeutic and social functions.

Ensembles of spa buildings include architectural prototypes, such as baths, pump rooms, drinking halls, medical treatment facilities, and colonnades and galleries designed to harness the natural mineral water resource and to allow its practical and sustainable use for bathing and drinking. 'Taking the cure', externally and internally, was complemented firstly by related meeting and assembly rooms, together with entertainment and other visitor facilities such as casinos (gaming was endemic throughout Europe and held to be essential for the spa), theatres, hotels and villas. The ensembles were also supported by essential infrastructure of railways, as well as funicular railways. All are integrated into an overall urban context that includes a carefully managed recreational environment of parks, gardens, promenades, sports facilities, woodland walks and rides. These buildings connect visually and physically with their picturesque setting of idealised nature.

The Great Spas of Europe marks the greatest developments in the traditional medical uses of mineral spring water by Enlightenment physicians across Europe. The nominated property represents the largest, most dynamic and economically successful urban resorts, with a fashionable and internationally oriented dimension. They radically changed spa treatment and made significant progress in developing scientific principles of balneology, hydrotherapy, crenotherapy and other advances such as major contributions to the evolution of diagnostic medicine. This medical heritage had a profound impact on development of the towns and their popularity and economy as well as advances in a wider personal health and wellness phenomenon.

As elite places in terms of scientific, political, social and cultural achievements, they initiated the transformation of European society through the reduction of the gap between the elite and a growing middle class. Their contribution to the development of European polite society is further characterised by intangible heritage as places of major political events and of a special creative atmosphere that inspired works of high-art in music, literature and painting that are of outstanding universal significance.

Around 1800 there were only around a hundred places that could be called embryonic spas, having reached a degree of development that distinguishes them as spa towns according to a discrete and unique combination of attributes. By the end of the nineteenth century there were more than a thousand. The series was therefore selected from the many spa towns that were generally active around 1900 and the post war years up to 1930. Those which have been chosen constitute a coherent and representative series of the global phenomenon and which are endowed with the elements that exemplify the attributes of proposed Outstanding Universal Value, to the most remarkable degree, and with undeniable authenticity and integrity.

The Great Spas of Europe is still the heir of the network of European spa towns that emerged in the nineteenth century. The constitution of the series rests not only on the present exceptional qualities of these cities, but on a common history; they themselves have contributed to founding the concept of spa, materially and conceptually. They made a major contribution to the development of the spa culture represented by these original urban structures with their prestigious buildings and parks which embody an essential experience of the relationship between urban living, worldliness and nature. The development of European spa towns thus generated a form of hierarchy between spas with only regional influence, others whose

reputation and guests remained strictly national, and “great” spas that reach an international reputation. The series thus represents the pinnacle of the European spa tradition.

The successful management, economic and/or medical success of the series has succeeded in controlling growth and in maintaining original purpose and an enduring atmosphere. They continue their sustainable function as dependable curative venues for body, mind and spirit that ensure their continued contribution to European culture, behaviour and customs.

2.2 Description of the component spa town Baden

Use of the medicinal thermal waters goes back to the time of the Romans and there has been proven continuous settlement ever since. With the incorporation of the surrounding villages in 1912, Baden reached its present extent.

Mineral Springs and Medical Spa Treatment

The Vienna Basin extends between the Alps and the Western Carpathians; it consists of sediments from the Neogene period and reaches a depth of up to 5,500 meters. The mineral springs arise at the western fault of the basin, whereby the warmest springs are to be found in Baden.

In Baden there are 14 mineral springs. The original spring, also called Römerquelle, as well as the two springs under the Frauenbad, were already in use in Roman times (from about 200 AD). In the Middle Ages, nobles were granted the springs west and southwest of the old

town, as a fief from their feudal overlord: (Engelsquelle, Sauerhofquelle and Peterhofquelle); monasteries too were endowed with the springs Mariazellerquelle, Peregriniquelle, Heiligenkreuzerquelle and Josefsquelle. Three springs rise in the streambed of the Schwechat (Johannes, Armen and Franzensquelle), which also served as ‘paupers’ springs’. The spring with the largest flow, the Marienquelle, was only tapped in the Schwechat stream bed in 1924.

The bathhouses and spa baths which were built in the 19th century replaced the partly medieval facilities and created the characteristic urbanistic architectural features. At that time, the various springs were connected by means of a ring main, which maintained the supplies to the medical spa establishments, hotels and bathing facilities. The Ther-

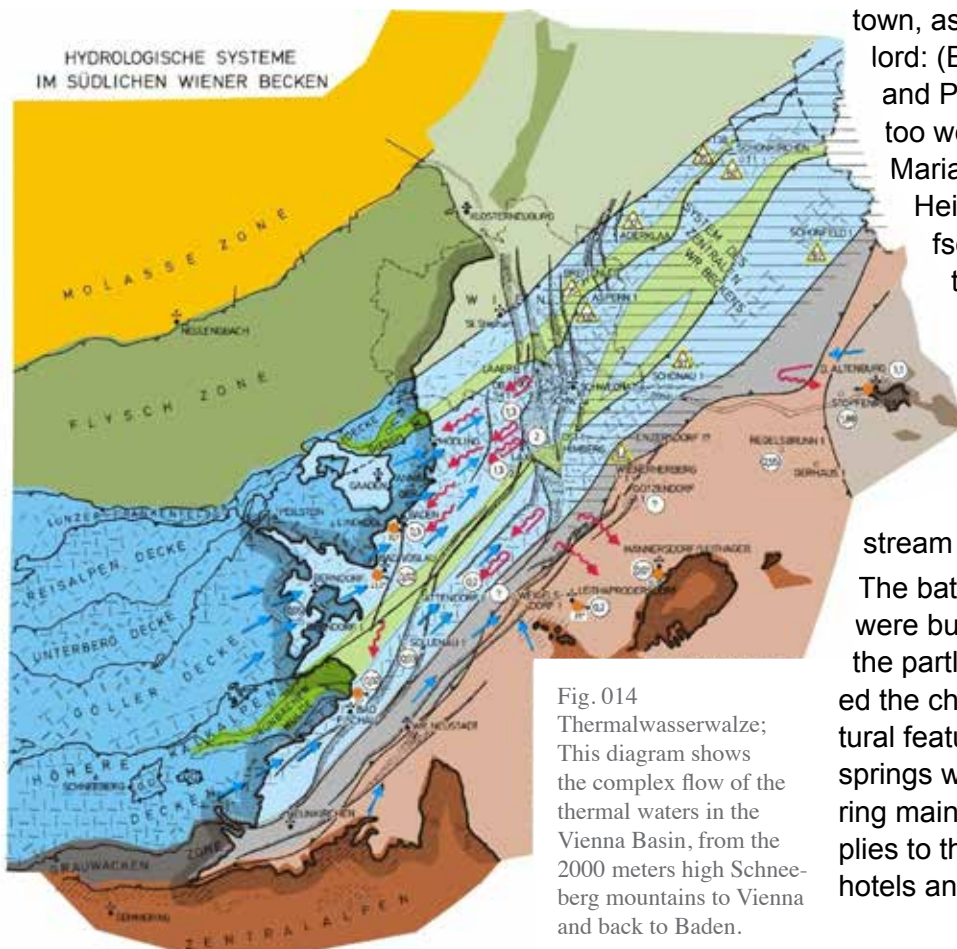


Fig. 014
Thermalwasserwalze;
This diagram shows the complex flow of the thermal waters in the Vienna Basin, from the 2000 meters high Schneeberg mountains to Vienna and back to Baden.



Fig. 15 Ursprungsquelle; the cave of the thermal spring called Ursprungsquelle is tiled in Art Deco-style since 1928.

malstrandbad (Thermal Outdoor Lido) of 1926 represented an attempt on the part of Baden municipality to effectively face up to the rising competition from seaside bathing resorts of the time.

The oldest recorded history of bathing in Baden goes back to the 15th century; the oldest preserved bathing regulation dates back to 1613 and was decreed by Emperor Mathias. In 1698 Tsar Peter the Great visited Baden as part of his Grand Tour and used the occasion to try the bathing facilities. Upon his return home, he ordered the search for mineral springs in Russia - so that his visit to Baden can be considered to be the

beginning of the Russian spa tradition.

Baden served as a model for the establishment of new health spa resorts in central and eastern Europe in the 19th century, whereby the balneotherapy which was practised in Baden was invariably considered to be progressive and to epitomize the corresponding fashion trends (such as treatment with mud packs, hot air, inhalation, and water therapies). These methods, used in conjunction with therapeutic exercise and fresh air therapies, are still in use today.

The therapeutic spa treatments were performed right at the medicinal springs, with the Herzogs- and Sauerhofbad possessing their own spa hotels. The source of the Mariazellerhof, Johannesquelle, Ferdinandquelle, and after 1827 also the Franzensquelle, were available for the treatment of the afflicted, poorer social classes. At the Mariazellerhof, Emperor Franz had the Wohltätigkeitshaus built as a sanatorium for charitable purposes. The facility exists to this day and now forms the Hotel Badener Hof. The Peterhof served the lower ranks of the Imperial Army as a sanatorium. In addition, there were two privately established foundations, which admitted poorer spa guests for treatment: the Marienspital and the Todesco Foundation.

Around the turn of the 20th century, 'occupation-related' spa-hotels, such as the Karl Michael Ziehrer Haus (1912), were set up for musicians. This hotel is still open to the public, but artists and musicians are always granted a reduced entrance fee.

Drinking cures played only a minor role in Baden, because the malodorous, sulphur water was only suitable for external applications. Plans for a Trinkhalle went back to 1819, but it only came to be built in the Kurpark. In 1885 it was replaced by the Kurhaus, to which a Trinkhalle was attached in 1924. Today it houses the casino restaurant.

Settlement Structure and Architecture

The villa belt, which almost completely surrounds the city centre, is one of the most notable features of Baden. Until the end of the 1830's, construction in the town was determined by



Fig. 16 Sauerhof; Joseph Kornhäusel built the nowadays hotel including the medieval castle in 1822. Ludwig van Beethoven composed Wellington's Victory at Vittoria in the old Sauerhof in 1813.

the ruling Habsburg dynasty as well as private sponsors, such as the Society for 'Smartening Up the Town 1809', (so named as it was founded in 1809): the laying of footpaths to local attractions (such as the ruins of Rauhenstein or the 'Wegerl' ['dear little track'] in the Helenental (Helenen Valley) as well as the Helenentalstraße (Helenen Valley Road) [1826] and parks were initiated and also financed privately. Around 1835 the expansion of the spa district began, - at first in the Marchet-Weilburgstraße and in the Helenenstraße – giving rise to villa districts. The villas in Helenenstraße were instigated by Baron Doblhoff and designed by architect Joseph Kornhäusel. The aim was to create a large-scale landscape park from the flood plain of the Schwechat. Until 1914, the villa belt was steadily expanded and enclosed in the south and east. Emperor Franz Josef Ring and Archduke Wilhelm Ring, lined with magnificent villas linked the Südbahn train station, of 1842, with the town centre. The villa districts were connected by wide boulevards. As can be seen from the registration records of the spa guests from 1911, the villas of the Viennese high society served as summer residences.

Parks and Spa Landscape

In the 19th century, walking represented the ultimate therapeutic exercise. For this reason, Baden boasts a number of parks which served for the edification of the spa guests. Among the most famous parks are the Kurpark, whose development can be traced back to 1756 (as can the Theresiengarten); the Stadtpark (1792); the Lang'sche Anlagen (1808-1834); the Neupark (1853); the Mauthner von Markhof grounds with the Rudolphshof from 1880-1900 and finally the Krupka Gardens from 1924. Josef Krupka (1864-1932) was one of the most internationally famous garden architects of the early 20th century; after an international career in Germany, France and Great Britain, he returned to Vienna in 1894, where he worked for the Municipal Park. From 1897 he lived in Baden, where he held the position of Municipal Parks Director from 1922 to 1932.

Even before the Kurpark was laid out in the vineyards to the north of the city center, Baden possessed several private park areas. These included the Weikersdorfer Hofgarten which dates back to the renaissance and today forms Doblhoff park with the rosarium and has been open to the public since 1816. There was also the Gutenbrunner Park, which was transformed into a landscape park in the 19th century. Many of the publicly accessible grounds of the country houses from the early 19th century still exist today, but either in an overgrown state (such as the Alexandrowicz, Schönfeld and Weilburg Parks) or having fallen victim to the villa building boom before the 20th century (like the Rzewuska, Scheibers, Rollett and



© Rainer Mirau

Fig. 17 Helenen Valley; Wealthy spa guests formed the Society for 'Smartening up the Town 1809', who developed the entrance of the valley into a famous landscape park.



© Freydl

Fig. 18 Villa quarter Badenerberg; this quarter was developed in the northeast of the centre during the end of the 19th century.



© Rollettmuseum, Stadtarhiv Baden

Fig. 19 Kurpark; Jean Baptist Barbé designed the first part of the Kurpark in 1792. Because of substantial loss of old trees, the garden management of the City renewed this hall formed by trees in 2007.

Schenk /Dietrichstein parks). The former park of Villa Hudelist is now part of the Kurpark; that of Villa Ossolinki - today's Schloss Braiten - can still be traced with the help of the new build real estate ground plan. The small garden of the Kaiserhaus was restored in 2015, according to the 1808 plans by Charles Moreau, on the occasion of the renovation work.



© Christian Dusek

Fig. 20 Doblhoffpark; opening of the Photo Festival La Gacilly Baden 2018 in front of the Sala Terrena of the Orangerie. The park is stage for Baden's spatown entertainment programmes since about 200 years.

Entertainment, Cultural, Social and Intellectual Significance

Investment in the entertainment and social sectors dates back to the initiative of Emperor Franz at the beginning of the 19th century. Baden was the preferred spa town of the Habsburgs and, in this capacity, enjoyed a privileged position. During the Congress of Vienna (1814/15) the political, scientific and artistic elite also gathered in Baden and passed the time at balls, games of chance, the theatre and dance performances in the spa town. The first theatre was built as early as 1750, to be replaced in 1812 by a building by the Viennese architect Joseph Kornhäusel. The salons of Fanny Arnstein and Caroline Pichler as well as the new villas of Ossolinsky, Scheibers, Rzewuska, Alexandrowicz, Rollett, Aichelburg and Schönfeld have had a lasting influence on the character of the city.

Today's urban planning ensemble is characterised by the historicist spa features from the Gründerzeit (a period of rapid industrial expansion in Austria between 1848 and 1873) and also by villa architecture: the Kurhaus (1885), the Summer Arena (1906), the Municipal Theatre and the Hotel Herzoghof (1908) surround the Kurpark, where today the Music Pavilion, café houses and many other buildings of note are to be found. Joseph Lanner and Johann Strauss (the Elder and the Younger) performed here regularly, while Karl Komzak, Carl Michael Ziehrer and Carl Zeller served as musical directors in the town. The spa guests enjoyed promenading through the town and in the surrounding area, such as into the Helenental. New luxury hotels like the Bristol, the Esplanade and also the newly built Herzoghof did not only attract spa guests. In addition to the existent spas, new swimming pools were built, such as the pond at Doblhoff park, the mineral swimming school and the Thermalstrandbad Open air Lido, which complemented the therapeutic and sporting activities available.

Two museums were also established: the Rollett Museum, whose inventory dates back to the collections of the spa physician Anton Rollett, opened in 1810, and the Kaiser Franz Josef Museum with its folkloristic collection.

The Hofkirche (chapel of the imperial court) – today Frauenkirche (Her Lady's Church) - goes back to the time of Emperor Franz; In addition, there was formerly another Frauenkirche, commemorated in the name of the Frauenbad. In 1837 the large synagogue replaced an older Jewish prayer house in the Wassergasse. In 1887 the Lutheran Church was built in the town's villa district.



© Freydl

Fig. 21 Aerial view on Kurpark with Kurhaus, Trinkhalle, Sommerarena, and Kurpark features.



© Freydl

Fig. 22 Aerial view on the city centre; in the front there is the Josefsplatz with Josefs- and Frauenbad; in the middle of the picture to see the Main square surrounded by City Hall, Kaiserhaus, Café Central, Frauenkirche and the Augustine monastery; in the back the Kurpark.

Reference should be made to one of the first kindergartens in Austria; the Kleinkinderbewahranstalt was instigated by Empress Carolina Auguste to provide day care for the children of Baden and its guests. It is now named Marienkindergarten after Archduchess Maria Karoline Rainer and is still in operation today.

Baden Attributes to the Great Spas of Europe (continuous numerating from the Nomination Dossier)

ND 1.2 Urban ensemble of the Spa Quarter

Baden's spas are situated in three areas: 1) In the Kurpark at the foot of the Kalvarienberg – Ursprungsquelle, originally providing the Theresien-, Antons- and Herzogbad, as well as Mariazeller-, Peregrini- and Leopoldsquelle; 2) In the surroundings of the former Frauenkirche – Frauen-, Karolinen- and Josefsquelle; 3) in the area of the former municipality of Weikersdorf – Sauerhof-, Engelsbad-, Peterhof-, Franzensbad-. Johannes- and Ferdinandsquelle. as well as the Marienquelle.

ND 1.2.1 Building ensembles connected to “curative” waters

Bathing was, and is the most important spa activity in Baden bei Wien. On the whole, the mineral water is an peasant tasting – Sulphur-rich – and mostly suitable for external applications. Hence, drinking is subordinate as compared to bath which represent particularly noteworthy features.

ND 1.2.1.1. Frauenbad bath (1821)

This classical bathing temple was built in 1821 according to plans by Charles Moreau and was mainly visited by high aristocracy; even the Kaiser used to bathe here. It replaced the old bath facilities of the Frauenquelle and Neuquellesprings whilst utilizing the land of the Marien (=Frauen) – pilgrimage church demolished in 1812. The building's interior was extensively remodeled in 1878, and since 1994 has served as an exhibition centre. In 2009, the old bath facilities became the home of the Arnulf Rainer Museum.



© Hans Hornyk

Fig. 23 Frauenbad

ND 1.2.1.2 Josefsbad baths

The Josefsbad, once known as the Rohrbadel am Anger (literally “pipe baths by the Anger”), was the property of the Augustinian Hermitage until 1650. Since this year the bath have been in the town's possession. In 1804 the dominating circular temple of Vesta was added to the Baroque edifice. The building is attributed to Louis Montoyer, court architect of Kaiser Franz. The building serves as a restaurant since the 1970s



© Romana Fürnkranz

Fig. 24 Josefsbad

ND 1.2.1.3 Leopoldsbad baths (1812)

The Leopoldsbad (also called the Heiligenkreuz Bad, literary “Bath of the Holy Cross Abbey”) was newly built by the town fathers in 1812. The architect is unknown. It served as a spa until 1939, before being used by a mineral-water company as a bottling facility until 1972. Since 1995, the neo-classical building has been home to the City of Baden’s tourist board.



© Romana Fürnkranz

Fig. 25 Leopoldsbad

ND 1.2.1.4 Franzensbad baths (1827)

The Franzensquelle spring was tapped in 1827. The government of Lower Austria erected the baths named after the governing Kaiser of the time, Franz I, above the spring. The facility served as baths for the poor, in particular for guests of the Wohltätigkeits-haus charitable sanatorium. Most recently renovated in 2004, the baths are currently home to a hamam.



© Romana Fürnkranz

Fig. 26 Franzensbad

ND 1.2.1.5 Engelsbad baths (1821)

Erupting in 1755, the Engelsbadquelle spring was newly tapped by Joseph Kornhäusel in 1821 and covered with the spa building still in use today. The baths, constructed beside and contemporary with, the remodeled Sauerhof, are part of the Engelsbad sanatorium, for use by public-sector workers in receipt of health insurance.



© Hans Hornyk

Fig. 27 Engelsbad

ND 1.2.1.6 Sauerhof hotel (1822)

From 1820 to 1822, Joseph Kornhäusel remodeled the medieval castle complex on behalf of Baron von Doblhoff-Dier, creating the Grand Hotel Sauerhof as it still exists today. The hotel was the first free-standing spa hotel in Europe. It features its own spring (first recorded in the 12th century) that is covered by Roman-style baths which are one of the outstanding examples of neo-classical architecture in Austria. The building will be restored by his new owner in the foreseeable future.



© Romana Fürnkranz

Fig. 28 Hotel Sauerhof

ND 1.2.1.7 Mariazellerhof (Hotel Badener Hof)

In 1805, at the Mariazellerhof (now Hotel Badener Hof), Kaiser Franz sponsored the Wohltätigkeitshaus charitable sanatorium for poor people in need of spa treatments. There is a mineral water spring at Mariazellerhof estate. This sanatorium and spa was extensively expanded in 1825 and this social institution is preserved as part of the Hotel Badener Hof, renovated since 2005 but keeping historic structures.



© Hotel Badenerhof

Fig. 29 Mariazellerhof

ND 1.2.1.8 Trinkhalle

The Art Deco-style Trinkhalle pump room was built in 1928 as an annex of the Kurhaus. Incorporating the Original spring, a large foyer was built which today serves as the restaurant of the casino.



© Romana Fürnkranz

Fig. 30 Trinkhalle

ND 1.2.2 Buildings for leisure and pleasure

Thanks to its proximity to Vienna, Baden offered first-class entertainment. The theater tradition dating back to the beginning of the 18th century continues to this day, as does a wide range of music. In the 19th century, this offer did not only extend to the spa houses, theaters, cafes and hotels. Numerous salons in the private sector and open-air events complemented, indeed coined, the intellectual and cultural life of Baden.



© Romana Fürnkranz

Fig. 31 Kurhaus

ND 1.2.2.1 Kurhaus (1886)

The Kurhaus was built by Eugen Fassbender in 1885-86 on the spot of the former Theresienbad Baths, Ursprungsbath baths and old pump room. In terms of its function, it replaced the ballroom which was demolished in 1908 to make way for the new municipal theatre. Today the Kurhaus serves as the Congress Casino, first established in 1934 as the country's first year-round casino, and moved to the present Kurhaus location in 1968; renovated in 2007 it is currently the second largest casino in Europe. The ballroom, which was remodeled in 1934, was returned to its original design in 1999.

ND 1.2.2.2 Sommerarena (1906)

Built in 1906, in record time of less than four month, by the Architect Rudolph Krausz in lavish Art Nouveau style, Baden's "summer arena" replaced the previous timber edifice of 1841. The art nouveau iron structure with remarkable glass roof (it can be removed automatically) makes it possible to hold performances under the open skies in fine weather, something which operetta aficionados have been enjoying for over 110 years now.



Fig. 32 Sommerarena

© Romana Fürnkranz

ND 1.2.2.3 Stadttheater (1908-09)

The history of Baden's theatre dates back to 1716 and thus it has one of the oldest theatrical traditions in Lower Austria. The Art Nouveau style Stadttheater, or municipal theatre, is the fourth theatre to stand in this place since 1770 and was built by the architecture firm Hellmer und Fellner in 1908 to replace its dilapidated predecessor erected by Joseph Kornhäusel in 1812. It opened to Beethoven's *The Consecration Of the House* which was composed in Baden, and Strauß' *Die Fledermaus*, premiered in Vienna in 1874, still is a supreme example of Viennese operetta. The Art Nouveau Interior, with a total of 816 seats on the ground floor and in two tiers, has been lovingly restored.



Fig. 33, 34 Stadttheater

© Romana Fürnkranz

© Lois Lammerhuber

ND 1.2.2.4 Music pavilion in the Kurpark (1894)

The music pavilion dates from 1894 and was erected by Joseph Schubauer. It is the venue for regular spa concerts and a central meeting point on the Kurpark's main avenue.



Fig. 35 Music pavilion

© Romana Fürnkranz

ND 1.2.2.5 Rollett Museum

The building which now houses the Rollett Museum (one of two museums founded in Baden for the educated middle classes) is based on the collection of the spa doctor Anton Rollett which were made accessible to the public in 1810. It was built between 1903 and 1905 as the town hall of what was then still the independent municipality of Weikersdorf. It was designed by the architect Rudolph Krausz and built by the municipal master builder Josef Schmidt. Following the incorporation of Weikersdorf into Baden in 1912 the building was adapted for the Rollett Museum.



Fig. 36 Rollett Museum

© Romana Fürnkranz

ND 1.2.2.6 Thermalstrandbad lido (1926)

The Thermalstrandbad lido comprises over 5000m² of pools, built in Art Deco style, on the banks of the Schwechat River to the southwest of the Doblhoff-park. Construction took place between early April and mid-July 1926 according to plans by master builder Alois Bohn. The main building, measuring a total length of 160,8m, was Baden's second-largest building. The mineral water is supplied the Marienquelle spring. The lido's sandy beach can accommodate around 2000 people.



© Romana Fürnkranz

Fig. 37 Thermalstrandbad lido

ND 1.2.3 Accommodation

Originally to accommodate bathing guests was a privilege of the full citizens of Baden bei Wien. The small castles in the east and south of the city were not part of the jurisdictional district of Baden. This is the reason why the first hotels were established in the Peterhof (1670, demolished 1818), the Sauerhof (1741, new edifice in 1821-23) and the Schloß Gutenbrunn (1782/1902/1970).

During the 19th century, while it was still possible to rent a room at a citizen's house. Besides there was the development of villas, representative town houses and hotels as new offer for bathing guests to accommodate. Building, buying or renting was a question of state and wealth of the guest who wanted to stay for bathing sojourns. Today the townhouses and most of the hotels are situated within the city centre, while the villas form a wide belt around it. The first villa districts were erected in the 1840th, the last ones during the last years before World War I between 1900 and 1914.

ND 1.2.3.1 Town house Magdalenenhof

Example of a house owned by a full citizen of Baden, with rooms to be let to spa guests. In 1822 Ludwig van Beethoven composed here the Overture of "Die Weihe des Hauses". In the late 1840th and in 1860 the famous writer Franz Grillparzer was hosted in the Magdalenenhof.



© Hans Hornyk

Fig. 38 Magdalenenhof

ND 1.2.3.2 Residences of the Habsburg Family: Kaiserhaus Baden (1792)

This town house built in 1792 was adopted for Duke Nikolaus Esterhazy by Charles Moreau between 1808 and 1812, and purchased by Kaiser Franz I in 1813 for spa sojourns in Baden. During the Great War here was established the supreme headquarter of the Emperor Karl I, when the AOK (supreme command of the k&k army) was located at Baden. The town house, which has been in the possession of the City of Baden since 2008, is being gradually revitalized. Since 2013, the Imperial rooms on the first floor have been open to the public as an exhibition centre.



© Romana Fürnkranz

Fig. 39 Kaiserhaus Baden

ND 1.2.3.3 Residences of the Habsburg Family: Florastöckl and Augustinerkloster

The Florastöckl was built in 1817 by the French architect Charles Moreau and hosted Emperor Francis's children the later Emperor crown prince Archduke Ferdinand, Archduke Franz Carl and his wife Archduchess Sophie and their little son, the later emperor Franz Josef. Archduchess Marie Luise, formerly the wife of Napoleon I and Empress of France and her son Francis Napoleon.

The Augustinerkloster (Augustine Hermitage) had earlier been used for German Emperors bathing – sojourns until the buildings were burned in the great fire of 1812. After this the Emperor bought the Kaiserhaus and moved there. the former monastery of the Augustine Hermits (founded 1285), meanwhile a private estate, was sold to the Emperor in 1826 for lodging the court during the imperial sojourns it is still owned by the Republic of Austria, and today hosts a senior high school.



Fig. 40 Florastöckl and Augustinerkloster

© Hans Hornyik

ND 1.2.3.5 Schloßhotel Gutenbrunn (1712/1782/1902/1970)

The baroque style palace of Gutenbrunn was used as a hotel since 1782. By using the old edification the palace was widened into a cold water sanatorium in 1902. Again modernized in the early 1970th the Schloßhotel was renovated in 2010 in an exemplary manner and nowadays its interiors show a wonderful example of a 19th century spa hotel.



Fig. 41 Gutenbrunn

© Hans Hornyik

ND 1.2.3.5 Herzoghof (1909)

Built in 1908-09, the Hotel Herzoghof stands on the site of the old Herzogbad (meaning “ducal bath”) which, since medieval times, had served as a bath house and (since 1717) as hostel and was used by the nobility for bathing. The hotel creates remarkable Art Nouveau interiors.



Fig. 42 Herzoghof

© Romana Fürnkranz

ND 1.2.3.6 Hotel Esplanade (1912)

The Hotel Esplanade was built by Eduard Prandl in 1912, and expanded by Wladimir Walter in 1925-26. The four-storey building is dominated by an impressive two-story semi-circular double sided colonnade. Located in this impressive avant-courps on the southern side is the main dining hall with large windows on the ground floor, whilst another dining hall is located on the courtyard side. The former hotel is today let to permanent guests.



Fig. 43 Esplanade

© Romana Fürnkranz

ND 1.2.3.7 Carl Michael Ziehrer Haus (1912)

In 1912 the Carl Michael Ziehrer Haus was built in the spa park near the Sommer arena under the patronage of Archduke Rainer as accommodation and a rest-home for musicians and artists. This is an example of profession-specific spas that were added to the mix at the turn of the century. To this day the guest house offers discounts to artists.



© Romana Fürnkranz

Fig. 44 Carl Michael Ziehrer Haus

ND 1.2.3.8 Villa Erzherzog Rainer (1867)

The Villa by the Rainerweg at the foothills of St. Helena was built in 1867 by Otto Wagner for the banker Gustav Ritter von Epstein. Following the stock-market crash of 1873, Archduke Rainer and his wife the Archduchess Maria Karoline, purchased the property as a Habsburg residence and a chapel and spacious stable were built. The Rainer villa has been restored to an exemplary standard in recent years, revealing Otto Wagner's original colour scheme.



© Romana Fürnkranz

Fig. 45 Rainer Villa

ND 1.2.3.9 Villa Erzherzog Wilhelm (1886) – today the Eugen villa

Built between 1883 and 1886 by Franz von Neumann for Archduke Wilhelm, this splendid villa is an important example of the Neo-Renaissance style in Austria. Following the death of Archduke Wilhelm, the villa was inherited by his nephew Archduke Eugen, after whom the property is still named to this day. The villa and adjacent building with its large carved stables was restored in 2000.



© Romana Fürnkranz

Fig. 46 Eugen Villa

ND 1.2.3.10 Villa Hauser (1844)

The villa including the stables and pavilions, was erected in 1843-44 Josef Fellner, son in law of its commissioner, master stonemason Franz Hauser. It was built on land belonging to the landlords of Weikersdorf and parceled up by Joseph Kornhäusel. It is assumed that Kornhäusel was also responsible for planning the villa, at least for its year of completion.



© Romana Fürnkranz

Fig. 47 Villa Hauser

ND 1.2.3.11 Villa Strecker (1846, formerly Mautner Markhof)

The villa, named after its last commissioner, the composer Heinrich Strecker, was built in 1846 by Baden's master builder Johann Schmidtberger as a summer residence. In 1873 the famous veranda – a relic of the Vienna World exhibition – was added. Today the City of Baden owns this villa where, during summertime, Operetta-concerts are hosted.



© Romana Fürnkranz

Fig. 48 Villa Strecker

ND 1.2.3.12 Villa Hahn (1887)

Designed by Otto Wagner for Samuel Ritter von Hahn, the General Director of the Österreichische Länderbank, this villa was erected between 1886 and 1887. It replaced an older villa built for Countess Rzewuska in 1810. From 2013 to 2015, the building was restored in collaboration with the Federal Monuments Authority.



© Hans Hornyk

Fig. 49 Villa Hahn

ND 1.2.3.13 Kaiser Franz Josef Ring

In the years around 1800, the spa town started to grow in the surrounding landscape, the first major urban expansions since the late Middle Ages. The beginning of this development, which created today's villa-belt, was the Neugasse (since 1906 Kaiser Franz Josef Ring) situated in the formerly unused flood plain of the River Schwechat. This boulevard lined by representative townhouses and villas connects the train station with the central Josefsplatz, where the Josefsbad and the Frauenbad are located. Narrow plots in front of the buildings were delivered by the city ordering the new owners to plant flourishing front gardens. This special rule still exists.



© Hans Hornyk

Fig. 50 Kaiser Franz Josef Ring

ND 1.2.4 Buildings for religion

Until the end of the 18th century, despite the spa stays of numerous Jews from Vienna and neighboring countries, as well as of many non-Catholic diplomats, it was only allowed to provide Catholic worship in Baden. The religious needs of the Catholic guests were sufficiently taken care of. Since the large parish church in the summer did not provide enough space, in 1826 Emperor Franz opened his church of the court (Frauenkirche) to the spa guests. Herzoghof, Wohltätigkeitshaus, Schloß Gutenbrunn and Sauerhof had their own chapels, some of which are still preserved today. In 1849, the first Jewish prayer house existed. In 1871, the synagogue, which is still preserved in a modified form, was built. A Protestant church did not follow until 1887.

ND 1.2.4.1 Frauenkirche church

Until 1812, the Frauenkirche (Church of our Lady) was the church the Augustine hermitage dissolved in that year. Mathias Öttl was the master builder who oversaw the construction of the main nave in around 1700. Kaiser Franz purchased the former hermitage in 1826 and designated the church as the court church, which was remodeled in 1830 according to plans by the imperial architect Johann Aman. The church was made publicly accessible to spa guests.



© Hans Hornyk

Fig. 51 Frauenkirche

ND 1.2.4.2. Lutheran church (1887)

The Lutheran church was erected in the new villa district by Wilhelmsring in 1887. It is in the Historicized Neo-Romantic style according to plans by municipal master builder Anton Breyer. The church was restored in 2016-17.



© Romana Fürnkranz

Fig. 52 Lutheran church

ND 1.2.4.3. Herzoghof Kapelle (1908)

There was a chapel of the Herzogbad since the medieval times. When the Herzoghof was new built in 1908 the old chapel was scrapped and rebuilt on the current place. It is an outstanding example of sacral art nouveau architecture in Austria.



© Hans Hornyk

Fig. 53 Herzoghof Kapelle

ND 1.3. Therapeutic spa landscape

Baden features many parks for guests to carry out their prescribed walks in, as well as for their edification. The biggest and most important is the Kurpark, whose various stages of development and expansion from the 18th to the 20th Century can be clearly identified. There are many public and private parks and gardens forming the setting of Baden. Many of those gardens are free accessible to the public. The most important gardens, the park landscape in the Helenental Valley and as an example of an 1800th landscape garden, the Alexandrowitsch Anlagen gardens are counted as attributes to the Great Spas of Europe.

ND 1.3.1 Kurpark



© Hans Hornyk

Fig. 54 Kurpark

The Kurpark, one of Austria's most beautiful historic gardens, was created in 1796 according to plans by Jean Baptist Barbé. At the time, the end of the main avenue was marked by the Asclepius temple erected by Kaiser Franz II/I, which was moved to its current location during the course of the park's expansion in 1853. The park's large avenues dating from 1796 were completely relayed, thus preserving the impression of the tree grove. The park stretches from the town centre into the adjacent gazebos, fountains, a spa café and music pavilion, and numerous decorative buildings for spa guests.

ND 1.3.2 Kurpark – Krupka gardens and Beethoven temple (1927)

The municipal director of gardens, Josef Krupka (an internationally known garden-architect of the early 20th century), created the gardens bearing his name between 1924 and 1927 on the newly purchased Löwenstein estate. The most important decorative building is the Beethoven temple, erected in 1927 by the architect Wilhelm Luksch to commemorate the hundredth anniversary of the composer's death.



Fig. 55 Beethoven temple

© Romana Fürnkranz

ND 1.3.3 Weikersdorf court garden – Doblhoff park

The grounds of the Doblhoff park date back to the Renaissance. From 1694 to 1740, the park was laid out in the Baroque style, in 1816, Baron Doblhoff commissioned this green space to be transformed into an English landscaped garden, which can still be traced in the park's layout today. Since 1968, the park has been owned by the City and is home to Austria's largest rosarium (area 8 hectares) with more than 30,000 rose plants in over 800 varieties.



Fig. 56 Doblhoff park

© Hans Hornyk

ND 1.3.4 Helenental parklands; Ruins of Rauhenstein Castle

Together with Rauhenneck Castle (also in ruins), Rauhenstein guarded the gateway to the Helenental Valley from the 12th century. The castle ruins were restored around 1809 and made accessible via an extensive network of paths, which are part of the famous therapeutic spa landscape existing in this valley, which was model for similar spa related park-lands in other spa towns like Bad Ems. The ruins venerable walls remain one of the town's attractions.



Fig. 57 Rauhenstein

© Romana Fürnkranz

ND 1.3.5 Alexandrowitsch Anlagen gardens (1812)

The Alexandrowitsch Anlagen is a well preserved example of the landscape gardens and parklands surrounding the Helenental valley since the turn of the 18th-19th centuries. In 1812 the polish countess Marcelline Alexandrowitsch bought some vineyards at the entrance of the Helenental Valley and planted a small English style landscape garden with wonderful viewpoints.



Fig. 58 Alexandrowitsch Analgen gardens

© Hans Hornyk

Her gardener was Joseph Striebl, who also was responsible for the Lang'schen Anlagen, and the famous Braun'schen Gardens at Schönau near Baden. Today the Alexandrowitsch Anlagen is a wildered public garden, owned by the City of Baden. The viewpoints still are in use. As LIDAR surveys proof, the old network of path still survives in the woodland.



Fig. 59 1812 Joseph Striebl: "Gräflich Alexandrowitsch Anlage"



Fig. 60 2015 LIDAR, Amt d. NÖ Landesregierung; Graphics Hornyik 2018

ND 1.4 Spa infrastructure

It was always necessary to meet the needs of the bathers. Prior to 1700, questions such as the prohibition on leaving goose and chickens on the streets, or toppling the slaughter into the city ditches came in the 18th century with water supply and disposal, and in the 19th century with transport and social issues priority. The water pipe from 1832 (planned since 1720) still exists; the water pipe from 1902 still meets the needs of the city. Connection to the railway network 1840 and the tram connection to Vienna from 1900 continue to be part of public transport. For the care of the parks there was established a garden administration in the early 19th century.

ND 1.4.1 Tunnel Urtelstein (1826/27)

From 1824 to 1827, on the orders of Emperor Franz, the road through the Helenental was recreated for the convenience of the spa guests. The Urtelstein forming a short ravine was tunneled under. It is the second oldest road tunnel in the area of the former k.u.k. Monarchy.



Fig. 61 Tunnel Urtelstein

© Hans Hornyik

ND 1.4.2 Kinderbewahranstalt Marienkindergarten (1841)

Under the patronage of Empress Dowager Caroline Augusta, the eldest nursery outside Vienna was set up to take care of the children of spa resort staff. This kindergarten is still in operation today.



Fig. 62 Marienkindergarten

© Hans Hornyik

ND 1.4.3 Kurpark – Glasshouses

The garden administration is in charge of all parks and gardens hold by the City of Baden. In 1885 the new glasshouses were built nearby the existing house of the city-gardener. The palm trees still are nursed there during winter time



Fig. 63 Kurpark – Glasshouses

© Hans Hornyik

ND 1.5 Intangible values

Frequent stays in Baden by Habsburg Emperors underline the importance of Baden as a spa town. Emperor Leopold I invited August the Strong to Baden in 1697 (who converted at Baden to the Catholic faith for being allowed to be elected as King of Poland) and Tsar Peter the Great in 1698. From 1793, Emperor Franz II/I chose Baden as his residence for summertime “Badeséjours” (bathing sojourns) so that it became the leading spa for fashionable society when the Emperor mixed freely with residents and guests. Baden hosted side discussions from the Congress of Vienna from 1814-1815. Prince Metternich had his bathing-residence in Baden where he received foreign diplomats. After the death of Franz II/I in 1835, Baden remained the most important “Sommerfrische” and spa resort for “bathing sojourns” of Habsburg family. With this, Viennese fashionable society built their villas for the seasons and the salons of Fanny



Fig. 64 Emperor Franz I and Empress Caroline Augusta

© Stadtarchiv Baden

Arnstein and Karoline Pichler hosted diplomats from the Congress of Vienna and celebrities of the Austrian Enlightenment including, from the Congress, Prince Clemens von Metternich, Friedrich von Gentz, Count Karl Nesselrode, Prince Karl von Hardenberg, Wilhelm von Humboldt, together with celebrities, Archduchess Marie Louise, wife of Napoleon Bonaparte and former Empress of France, Karl Varnhagen van Ense, Carl Prince of Liechtenstein, the composers. Ludwig van Beethoven, Franz Schubert, Maria von Weber, Karl Czerny, and artists, Jean Baptist Isabey, Eduard Gurk, Johann and Thomas Ender, and Jacob Alt.

The infrastructure for entertaining guests was expanded even further. There was a surge in investment in the first quarter of the 19th century, initiated by Kaiser Franz: Baden was certainly the preferred spa town of the Imperial Court. It was not only during the Congress of Vienna that the political, artistic and scientific elite of the Enlightenment met here. There were (illegal) games of chance at the inns, grand balls and dances at the so called casino and the ballroom, theatrical performances, and parties at the newly erected country houses of Ossolinski, Scheibers, Rzewuska, Alexandrowitsch, Rollett, Aichelburg and Schönfeld. These were as much an ideal complement to the spa facilities as the newly created parks and landscaped gardens preferred by Ludwig van Beethoven. Beethoven, whose sponsors included the Emperor, the artisticocracy and bourgeoisie, had numerous lodgings in Baden bei Wien, his favorite spa close to home where he came for extended stays to heal in the waters and to concentrate on his works. He enjoyed not only the spa, but was inspired during regular visits in the early 1820s by the idyll of the river valley, its flanking vineyards and wooded hills where he loved to wander. He said of this inspiration for his musical genius: "No-one can love the countryside as much as I do. For surely woods, trees and rocks produce the echo which man desires to hear." His String Quartet Nr.15 A minor, Op.132, written in 1825, shows a palpable connection between his curing and composing. His "Home of the Ninth" (Symphonie) is since 2014 the Beethovenhaus Baden Museum. Joseph Lanner and Johann Strauß the Elder and Younger performed for guests at many different venues throughout the town. Even Wolfgang Amadeus Mozart, in 1791, composed Ave verum corpus whilst with his pregnant wife staying at Baden's spa. In Baden's Catholic Church of St. Stephen, he premiered the piece that he dedicated to Anton Stoll, a friend who was the church's musical director.



Fig. 65 Ludwig Van Beethoven

ND 1.5.1 Beethovenhaus Baden (14th to the 19th century)

Example of a house owned by a full citizen of Baden, with rooms to be let to spa guests. Ludwig van Beethoven lived here during the Summers of 1821 to 1823. In this house he composed the Missa Solemnis and major parts of his Symphony IX. Beethoven lived in Baden at least for 16 times, very rare in the same accommodation. The composer's apartment still remains in the state of the early 19th century. Since 2013 the building hosts the Beethovenhaus Museum, with the original wall painted rooms, where the composer lived and worked, showing Beethoven's bathing sojourns and his music composed at Baden bei Wien with a main concern on the Symphonie Nr. IX.



Fig. 66 Beethovenhaus Baden

ND 1.5.2 Town house Count Anton Attems – Café Central (1793/1909)

In 1814 the house was rent as the residence of Chancellor Clemens Wenzel Lothar Prince of Metternich, where he and Friedrich von Gentz prepared the Congress of Vienna and held side negotiations with delegates of the allies and minor participants of the Congress. In 1818 and 1823 the former Empress of France Archduchess Marie Louise and in 1828 the son of Emperor Napoleon I, Franz Napoleon Duke of Reichstadt stayed in this house during summertime.

The lodging house was converted into a modern hotel in 1909. Since 1914 it is named Café Central.



Fig. 67 Café Central

© Hans Hornyk

ND 1.5.3 Landhaus Ossolinski – Schloß Braiten (1810)

The Polish intellectual and Director of the Imperial Court Library (Today National Library of Austria), Joseph Max Ossolinski, Count of Tenczyn, had this country house and adjacent building constructed by municipal master builder Anton Hantl from 1809 to 1810. Together with his home in Vienna, the owner turned this generously proportioned property into a meeting place for the intellectual world. Today it is home to the Federal Institute for Social Pedagogy. Famous guests staying in this house for bathing sojourns: 1816 Ludwig van Beethoven, 1832 Clemens Wenzel Lothar Prince of Metternich, 1849-1858 Archduchess Maria Anna.



Fig. 68 Landhaus Ossolinski

© Hans Hornyk

ND 1.5.4 Landhaus Schönfeld (1808)

In 1805, the publisher Baron Johann Ferdinand von Schönfeld had a large country house built at the entrance to the Helenental Valley. A park offering fine views was built immediately on the cliff behind the house in 1808. On 15 October 1809, this was visited by no less a person than Emperor Napoleon during his brief sojourn with his troops stationed in Baden. The Schönfeld country house was a meeting point for intellectuals and artists. Since the 19th century the country house is called Villa Bavaria and is divided into rental apartments.



Fig. 69 Landhaus Schönfeld

© Hans Hornyk

2.3 Geographical location; national map, comments on setting, panoramas and view-sheds

Baden (N 48 ° 00'36 " , E 16 ° 14'01 ") is located about 26 km south of Vienna on the thermal line in the Vienna Basin at 230 m above sea level. Baden has 26,000 inhabitants. The municipal area is 26.88 km². The World Heritage area is 3,34 km², the buffer zone is 5,55 km².

To the west, the hills of the Vienna Woods form the natural boundary, while to the northeast, east and south the municipal territory opens out into the Vienna Basin.

Accordingly, Baden's horizon in the west of the city is defined by the hilly ranges of the Vienna Woods, while in the northeast, east and south the plain of the Vienna Basin defines the distant horizon, which - depending on the viewpoint - extends to the ridgeline of the Leitha Mountains. Notable visual perspectives and vistas, which emphasize the status of Baden as a World Heritage number, on the one hand, the Helenental towards the soft peaks of the Vienna Woods and towards the valley opening to the east; on the other hand, from the hills down into the Helenental itself as well as towards the town centre lying to the east. These valley vistas provide a view of the spa facilities of the city (as well as the distant horizon in the Vienna Basin).



Fig 70 Baden's Surroundings: Baden is located south of Vienna at the western edge of the southern Vienna Basin (scale: 1:400,000, Lower Austria Atlas)

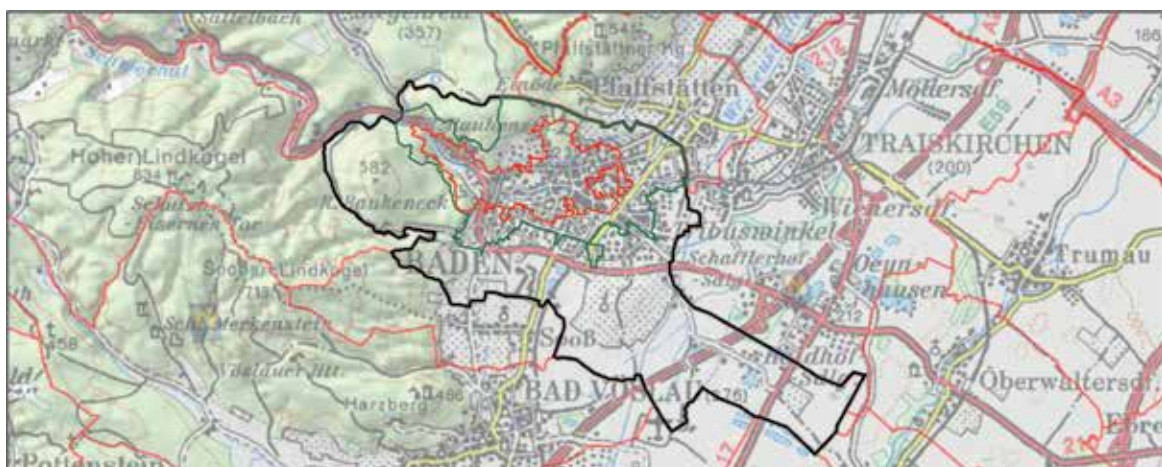


Fig 71 Baden: The city consists of a number of cadastral communities: Baden (0.85 km²), Braiten (4.40 km²), Gamingerhof (1.26 km²), Leesdorf (7.63 km²), Mitterberg (2.83 km²), Rauheneck (9,67 km²) and Weikersdorf (0,25 km²) (scale: 1:30,000, Lower Austria Atlas)



Fig 72 Baden: in the west of the city rise the hills of the Wienerwald (scale: 1: 75,000, Lower Austria Atlas)

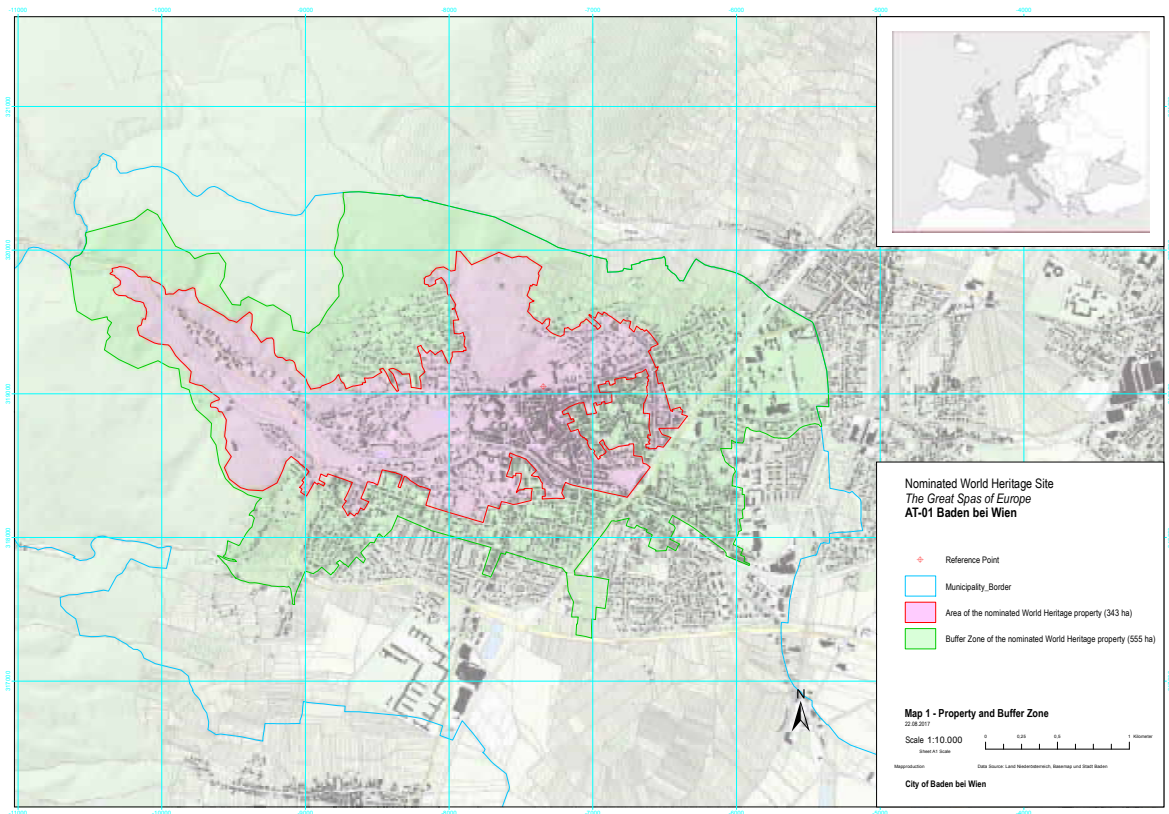


Fig 73 The World Heritage area of Baden (violet) includes the town centre with all spa facilities and the villa belt and extends into the Helenental valley beyond the ruins of Rauhenstein. The World Heritage is completely enclosed by a buffer zone, which also includes the 'sensitive' viewing area on the slopes of the Vienna Woods. (Map: Baden Municipality).

2.4 Boundaries of the Property and the Buffer zone

Component spa town boundaries (both property and buffer zone, describing the delineation of the boundaries but NOT what is contained within the boundaries. The attributes are described in the spa town dossiers & gazetteers in the ND Chapter 2)

2.4.1 Boundaries of the Property in Baden bei Wien

Clockwise: Beginning at the Bridge of the Südbahn over the river Schwechat – river Schwechat to the border between (so called) cadastral municipalities Braiten and Rauhenstein – including the area of Ossolinski'schen Landhauses (Schloß Braiten) and the estates Braitnerstraße 10, 12, 14, 16, 18, 20 und 22 – Braitnerstraße and Weilburgstraße to the Engelsbad – there to the south along the outer borders of the Engelsbad and Peterhof-sanatory to Vöslauerstraße – along this street and Elisabethstraße to Nro. 41, on the backside of estates Elisabethstraße Nr.41, 43 und 45 to Pötschnergasse – go south to Habsburgerstraße, this street along to the west to Nro.59. From here to the north to Elisabethstraße, turn to west continuing with Weilburgstraße, including the listed object Nro.53 at the south side of this street till – Friedrichstraße, turn to the south, between Nr.1 und 3 go west, including the southern villa-area „Eugengasse“ – back to Habsburgerstraße turn to the west straight ahead crossing Jägerhausstraße to the aqueduct of Wiener Hochquellenwasserleitung – including Steinbruchgasse Nr.2, 4 und 6 – at Albrechtsgasse to the west to Weilburgstraße. When reaching the edge of the forest to the left hand turn up on the Rauhenecker Berges, from here the line includes the landscape gardens „Rauhenecker Berg“ and „Eugenvilla“ and the park landscape above Hauswiese to the river Schwechat near the wooden arch bridge of Helenental Valley Bike-Path (Henriettenbrücke) – back following the bed of river Schwechat to southeast till reaching the listed natural monument Urelstein- from here along the north side of Helenentals following the spa-promenade from Urtelstein to the Rainervilla – turn behind the Alexandrowitsch- and Rainervilla-Gardens to Bergsteiggasse – on the backside of the villa-area „Mitterberg“ to the Kaiser-Franz-Josef-Museum – above this museum, along the main-path to the Kurpark-Bienenteich (pond), before reaching this pond turn east on a straight line crossing the woods, tangling Rudolfshof-Restaurant to Schießtl-Gasse, along this street to the edge of the woods – between woods and vineyards to the south till Welzergasse – from here to the east, including the villa area “Badner Berg” to Germergasse – at Germergasse turn to the west till the first buildings of Erzherzog-Wilhelm-Ring, including the 19th C-city development-area Erzherzog-Wilhelm-Ring und Kaiser-Franz-Ring – to the former stables of the Erzherzog Anton palace (Antonsgasse 11) – including the southern row of buildings of Antonsgasse to Nro.20 (Prince Metternich Palace I) back to Annagasse-Grabengasse-crossing – following Grabengasse, including the stables of Kaiserhaus und and the synagogue to Am Fischertor-crossing, straight crossing the block to Neustiftgasse/Strasserngasse-crossing – including the villa area Strasserngasse/Hildegardgasse/Christalniggasse to Erzherzog-Wilhelm-Ring/Palfygasse-crossing to the dam of the Südbahn railway back to the bridge over the river Schwechat.

2.4.2 Boundaries Buffer Zone

Clockwise: from Dammgasse-Rudolf-Zöllner-Straße-crossing, along the walls of Stadtfriedhof und jüdischem Friedhof (cemeteries) to Friedhofstraße, crossing the Südbahn-railway – along Trennerstraße to the estate Vöslauerstraße Nr.51, including this house to Vöslauer Straße, turning to the south, around the estates on the west of this street Nr.50-70 to Radetzkystraße, turn to the west to Sandwirtgasse, here again to the south, crossing the block to Albrechtsgasse/Brandlgasse-crossing; along Brandlgasse to Wiesengasse, from here in the middle of the block between Brandlgasse und Friedrichstraße to Friedrichstraße/Erzherzogin-Isabelle-Straße- crossing, along this street to the Waldgasse following this road to the west to the crossing with Steinbruchgasse. From here along the border between woodlands and gardens to the city owned forest on Rauhenecker Berg. The southeastern border of the woodlands Nro. 684/3, 684/13 and 684/3 to the outmost western point of plot Nro. 684/3, from here along the southern horizon line of Helenental Valley to Siegenfeld Crossing of LB210-road, also estuary of Purbach-creek in the Schwechat river. About 170m up the Purbach valley, afterwards turn to the east up the mountain and the northern horizon line of Helenental valley to the boundary between the cadastral municipalities Rauhenstein and Mitterberg, along this boundary to the north till reaching the border between Baden and Pfaffstätten, along this border to the east to the Mühlbach (mill creek). Along the Mühlbach to the west, about 100m before reaching Leesdorfer Hauptstraße, surrounding the old parts of this quarter to Melkergasse and onwards to Leesdorfer Hauptstraße, at Höflegasse turn to the east, surrounding the oldest parts of the village Leesdorf to Wimmergasse, including the team depot of Wiener Lokalbahnen to the bed of river Schwechat. Along Waltersdorfer Straße to the Schulsteg (school-bridge) over river Schwechat, including the old quarter of Braitnerstraße til Rohrfeldgasse to the west to Dammgasse. Along this street back to Dammgasse/Rudolf-Zöllner-Straße-crossing.

Chapter 3

Significance of the component spa town

3.1 Outstanding Universal Value

The Values of The Great Spas of Europe

A World Heritage property should be managed primarily to protect its Outstanding Universal Value (OUV) as agreed by the UNESCO World Heritage Committee. It will of course have other values which are not part of the OUV. Some of these will be heritage-related while others may be social or economic. Increasingly heritage is being recognised as an important contributor to sustainable development in its broadest sense and a World Heritage property should be managed for these wider values also, provided always that protection of the place's OUV remains the key priority.

The qualities for which a World Heritage property is inscribed on the World Heritage List are set out in a Statement of Outstanding Universal Value (SOUV) agreed by the UNESCO World Heritage Committee at the time of inscription. The SOUV includes a definition of Outstanding Universal Value itself, statements of integrity and authenticity of the property, and the requirements for protection and management necessary to maintain the property's Outstanding Universal Value. All these needs have to be fulfilled for the property to be deemed to be of Outstanding Universal Value. Set out below is the draft Statement of Outstanding Universal Value included in the nomination dossier. Once the property is inscribed, it will need to be replaced by the actual Statement of Outstanding Universal Value agreed by the UNESCO World Heritage Committee.

Statement of Outstanding Universal Value

Brief Synthesis

The Great Spas of Europe provide exceptional testimony to the European spa phenomenon, a complex urban, social and cultural phenomenon that has its roots in antiquity but gained its highest expression from 1700 to the 1930s. These fashionable resorts of health, leisure and sociability were the only European settlement type to compete culturally with the great metropolises. They originated a new urban typology with a specific form, function and architecture that has no earlier parallel, gaining a distinguished place in the architectural and social history of urbanism, as well as in pioneering nascent modern tourism.

A serial nomination is necessary to capture the geographical distribution of the wide cultural diffusion of this network of water cure towns, its far-reaching territorial and historical geopolitical scale, and the diversity of spa history and style that represents the complete development of the range of both tangible and intangible 'spa' attributes, through time, that convey its overall significance. Each spa town developed around natural 'curative' geothermal and mineral springs which, depending on their variable qualities, targeted specific conditions or clusters of ailments. The springs were the catalyst for an innovative urban plan, a model of spatial organisation, built features and open spaces that exemplified process. This model was designed for a cultural practice characterised by a distinctive arrangement and itinerary that served many curative, therapeutic and social functions.

Ensembles include architectural prototypes, such as the pump rooms, drinking halls, medical

treatment facilities, and colonnades and galleries designed to harness the natural mineral water resource and to allow its practical and sustainable use for bathing and drinking. 'Taking the waters', externally and internally, was complemented firstly by related representative meeting and assembly rooms, together with entertainment and touristic facilities such as casinos (gambling was commonly regarded as essential to prosperity), theatres, hotels and villas. Secondly all are integrated into an overall urban context that includes a carefully composed recreational environment of parks, gardens, promenades, sports facilities, woodland walks and rides. These buildings connect visually and physically with their designed picturesque setting of idealised nature.

The Great Spas of Europe mark the revival and greatest developments in the traditional medical uses of mineral spring water by Enlightenment physicians across the continent. They represent the largest, most dynamic and economically successful urban resorts, with a lavish and internationally oriented dimension. They radically changed spa treatment and made significant progress in developing scientific principles of balneology, hydrotherapy, crenotherapy and other advances in diagnostic medicine. This had a profound impact on development of the towns and their popularity and economy as well as advances in a wider personal health and wellness phenomenon.

As elite places in terms of scientific, political, social and cultural achievements, they initiated the transformation of European society through the reduction of the gap between the elite and a growing middle class. Their contribution to the development of a civil European democratic polite society is further characterised by distinctive intangible heritage as places of major political events and of a special creative atmosphere that inspired works of high-art in music, literature and painting that are of outstanding universal significance.

The Great Spas of Europe has succeeded to maintain their original purpose and enduring atmosphere. Their management, economic and/or medical success has mitigated uncontrolled growth and environmentally damaging sprawl. They continue their sustainable function as dependable curative venues for body, mind and spirit that ensure their continued contribution to European culture, behaviour and customs.

Justification of Criteria for Outstanding Universal Value

Criterion (ii)

The Great Spas of Europe is testimony to important innovative ideas from spa towns that influenced development of modern European towns from the eighteenth century to the early twentieth century, and to the exchange of ideas and values in the development of balneology, medicine, arts and leisure activities.

There is a very early circulation of ideas, habits, architectural models, medical innovations and resort actors, characterised by an ease of flow across geographic boundaries. The spas, however, sought competitive advantage and observed developments in leading spa towns in order to adopt the latest discoveries and evolutions, and were swift to offer new amenities to the vacationers, and the latest trends of spa fashion. This influenced the popularity and development of spa towns and balneology in other parts of the world.

The selected spa towns, centred on curative natural mineral springs, reflect different development processes that are influenced by diverse geopolitics and economic factors; some are characterised by State engagement, and others by private enterprise. Spas were promoted regularly, and spa infrastructure was adjusted to respond to developments in medical science and advice, changing socio-economics, an increase in leisure time, and to satisfy the demand of visitors for cure and relaxation.

The Great Spas of Europe became centres for experiment, contributing to the eighteenth century Enlightenment which introduced radical change to the then prevailing attitude towards science, medicine, nature and art. This influenced the creation and design of new cosmopolitan spaces and buildings for meeting and communicating, and innovation of international importance. Distinguished national and international architects designed buildings. The towns were designed to respect and intermingle with nature, offering places to stay and relax with health treatments available according to visitors' means and preferences. The spa culture and the pursuit of well-being further extend the influence of The Great Spas of Europe to the early development of other mineral water spas, sea-bathing, climatic and gambling resorts throughout the world.

Criterion (iii)

The Great Spas of Europe bears exceptional testimony to the conscious care for human health which was developed around natural mineral springs in Europe, and to the specific cosmopolitan spa culture created by a remarkable cultural and social phenomenon which flourished from the eighteenth century to the early twentieth century; and which continues to thrive today as a living tradition.

The spa towns were exceptional places for the reception and transmission of the transnational trends and the values of the Enlightenment. This commanded a new concept of relations between Europeans, between classes and also between men and women. Spas ensure, despite the vagaries of politics, a form of continuity of a transnational cultural and social ideal, a truly European spirit borne with the Enlightenment. They encouraged, and became the reference for, new customs and the business of hospitality.

The defining characteristic of European spa culture centres on the regime of 'taking the cure', a combination of medical aspects (bathing, drinking, inhaling) and leisure, including entertainment and social activities (including gambling, theatre, music, dancing) as well as taking physical exercise and sport within an outdoor therapeutic spa landscape. By the eighteenth century, balneology had become established as a medical discipline. At the same time, The Great Spas of Europe were at the forefront of the development of the spa vacation, with its focus on 'taking the cure', entertainment, leisure and recreation, at a place where the landscape merged naturally with the picture of the town. These were resort destinations that attracted first the aristocracy, and then the growing ambitious middle classes of a group of industrialising and increasingly wealthy European nations. They became world-class cultural attractions; prototypes of a nascent European tourist industry that were managed to provide a safe and pleasurable experience. At the same time, The Great Spas of Europe provides important testimony to advances in medicine brought forward by spa doctors, chemists and balneologists. From the eighteenth century onwards, the spas variously pioneered the discipline of diagnoses and prescribing new kinds of cures, healthy diets and physical exercise.

Criterion (iv)

The Great Spas of Europe is an outstanding example of a specific urban settlement centred on natural mineral springs and devoted to health and leisure. Central to this is its value as an urban model. Unlike any other type of settlement from the eighteenth century, these towns have combined architecture, progressive town planning and landscape design into the built and natural environments both functionally, visually and economically.

These spa towns, with their spa quarters and suburbs, are integrated with their surrounding landscapes, collectively managed to aid health and are still being used for exercise as part of the cure and enjoyment. Bespoke spa buildings of great quality determine the character of the towns, and distinguished architects designed many. These buildings served as exemplars

for similar spa buildings in Europe and the world.

The principal spa ensemble includes 'kurhaus', pump rooms and drinking halls, colonnades and galleries, meeting and assembly rooms, bathing and treatment facilities, hospitals, sanatoria, casinos, concert, theatre and opera houses, shops, hotels and villas, churches of various denominations, and support infrastructure which are set within a green environment of parks, gardens, pleasure grounds, promenades, rides and woodland walks.

Criterion (vi)

The Great Spas of Europe displays a remarkable international character and global reputation, and is an exceptional testimony to the living cultural tradition of the European spa. Cosmopolitanism is inherent in all spas within the series, and many visitors travelled to several of the towns within this well-identified group. Spas became "vectors of a transnational culture", nodes in an international network of health and leisure. As a result, visiting spas became a significant part of the origins of modern tourism, a legacy of the eighteenth century that survived into the nineteenth century despite the rise of nationalisms. Indeed, spa towns acted as neutral spaces in this context.

The tangible attributes of The Great Spas of Europe are associated with, and directly linked to, exceptional social, political, medical, scientific and cultural ideas and achievements that helped to shape European democratic traditions and ideals from the eighteenth century to the early twentieth century. As international meeting places and centres the towns frequently hosted gatherings of prominent figures in science, the arts and humanities, and provided venues for meetings of European rulers, politicians and diplomats, national elites and international high society.

The towns reflected the climate of the Enlightenment and this embraced religious tolerance that is demonstrated by numerous churches of different religions in all towns of the series. The Great Spas of Europe played the role of the "salons and summer capitals of Europe", where the former barriers between class and gender were relaxed and a common freedom and equality characterised their progressive social climate.

These destination resorts were sources of inspiration for artistic and literary works of universal significance. They were host to many original works conceived, performed or exhibited for the first time by composers and musicians, writers and poets, painters, sculptors and architects. The Great Spas of Europe contributed to a transformation of society that helped to reduce the gap between the elite and a growing middle class and in a significant way supported the development of a civil and multi-cultural European polite society that we recognise today. Apart from the elite European capital cities, no other form of urban settlement provided such a range of global cultural interchange during this period.

Statement of Integrity

The eleven component parts that comprise The Great Spas of Europe contain, as a whole, all interrelated elements necessary to express proposed Outstanding Universal Value. The series broadly represents a group of the most exceptional examples of European spa towns that is essential for the complete contribution of the range of attributes that fully define the unique urban typology and distinctive characteristics of a "great" European spa. All component parts share a set of determining characteristics formed during the most significant "culture-creating" phase of their history and development, the heyday period from around 1700 to the 1930s, and each continues to function in the purpose for which it was originally designed. The series illustrates the continental spread of the European spa phenomenon through time, and the entire development of its range of most significant tangible features and process-

es, capturing the most significant, successful and fashionable 'hotspots' of a living cultural tradition with long-standing and enduring origin. Each component part makes a specific and essential contribution to overall compositional integrity through variable and unique combinations of attributes. These encompass the diversity of mineral springs and their water qualities (the *raison d'être* of the spa, which maintained a profound influence on development), corresponding spatial arrangements of the spa town that functions around the spa quarter (designed to harness the resource and to allow its practical use for bathing and drinking), characteristic facilities complementary to 'taking the cure' and related visitor facilities (assembly rooms, casinos, theatres, hotels and villas), and spa-specific support infrastructure (such as railways and funiculars); all integrated into an overall urban context that includes a carefully managed recreational and therapeutic environment in a picturesque landscape.

The historical relationship between component parts is akin to an international network of resort towns patronised by an international clientele, often moving from one spa to another (from emperors and royalty, to composers, artists and poets), with each spa town sharing functional linkages that range from a dynamic interchange of ideas (for example architects and spa physicians moving between the most innovative and successful spas) to special rail itineraries for spa tourism.

Boundaries are determined in a strategic manner: to be of adequate size to ensure the complete representation of the features and processes which convey the significance of the nominated property, whilst also recognising the strength and specific contribution that each component part makes to compositional integrity of the series as a whole. Buffer zones are drawn not only for the direct protection of the nominated property, but also for the specific protection of spring catchments and of important setting.

All component parts and their constituent elements are generally in good condition. Elements requiring conservation either have works already planned or are awaiting alternative uses, with their current state of conservation maintained. None are threatened, and all are adequately protected and managed; key considerations in the selection of component parts during comparative analyses. There have been continued additions to the historic environment in all component parts (as with any living property), particularly in one where the contemporary function (sustainable, and enduringly consistent with its origins) is subject to modern health and other requirements and expectations.

Statement of authenticity

The Great Spas of Europe is a group of the most exceptional examples of a unique urban typology based on natural mineral springs. Together, the eleven component parts, in seven countries, constrain the full range of attributes necessary to express the proposed Outstanding Universal Value.

Such attributes are manifest in a range of highly authentic elements that combine to convey clarity of meaning and understanding: mineral springs, in great diversity, that maintain their natural physical qualities including substance, location and setting; the spa historic urban landscape with its distinctive designed form and highly legible spatial layout, together with a well-maintained location and setting that combine to retain an enduring spirit and feeling; spa architecture, in pioneering form and design, original material and substance, that remains authentic even though some buildings have experienced compatible change of use; the spa therapeutic landscape that retains its form, design and function and continues to be used for the purpose for which it was designed; spa infrastructure, much of which is either original or evolved on original principles and remains in use; continuing spa function where original use

and function is sustained, and the consequent evolution of form, structures and technology is evident in successive phases that continue to be complemented by new facilities that not only meet today's standards but enable a continued contribution to the tradition of spa therapy and wellness and the many specific activities relating to the spa season. All component parts are credible and genuine demonstrations of the building, architectural and landscape typologies for which the nomination has been proposed. Their authenticity is evident in the degree to which the qualities relating to their type (excellence, uniqueness, representativeness, proto-typicality) may be clearly identified and understood, particularly through their surviving form, material (fabric) and continued use.

The authenticity of the urban layouts, buildings, open spaces and landscapes are demonstrably evident in the degree to which the interchanges (interactions, exchanges and influences) of human values, from which they result, may be identified and understood, particularly through their surviving material (fabric) and form, cultural processes and traditions. All component parts are considered authentic as credible and genuine demonstrations and testimonies to a cultural tradition which originates in antiquity but which is still living. Their authenticity is evident in the degree to which the qualities of their testimonies (particularly in surviving form, function, materials and setting) may be clearly identified and understood. The authenticity of the living cultural tradition is evident in the degree to which the qualities of their testimonies may be identified and understood, particularly through the continuity of use of the sustainable and culturally meaningful use of the mineral water sources, their directly associated traditions and functions in relation to the spa ensemble and setting. All component parts represent credible and genuine demonstrations of the associative values for which inscription has been proposed. Their authenticity is clearly evident in the degree to which their associative qualities may be identified and understood, particularly in the spirit and feeling that they manifest.

The nominated property - as a whole, and at the level of component parts and their constituent elements – meets the condition of authenticity that is necessary to qualify for inscription on the World Heritage List. The truthfulness and credible expression of attributes embodied in structures that date from around 1700 to the 1930s, the principal period of contribution to Outstanding Universal Value, is further evidenced during substantial and sustained conservation works that are informed by expansive archival collections of plans, documents, publications and photographs held at each component part.

Requirements for protection and management

Responsibility for the protection and management of each of the eleven component parts of the property rests with the national, Länder level, provincial, regional government and local authorities of that State Party.

In the seven States Parties there exists a varying degree of devolvement of heritage and cultural responsibilities to the regional and provincial government level. In this Overall Management System the term regional and provincial is used as a generic reference to these different degrees of devolution which apply to Austria, Belgium and Germany, and to a lesser extent in the Czech Republic, France and Italy. In accordance with the division of competences between the Federation and the Länder (Federal States) in Germany it is the Länder who retain residual legislative authority for heritage and cultural affairs as they control the administrative and fiscal resources to implement this legislation. The Länder are responsible for the implementation of the World Heritage Convention, furthermore for the protection of the World Heritage Sites, they establish the Tentative Lists and are responsible for the nomination of potential sites. Therefore, they are the first point of contact for all issues and proce-

dures which are laid down by the Operational Guidelines for the Implementation of the World Heritage Convention. Länder are therefore referred to specifically where this role is reflected in the Overall Management System proposed for The Great Spas of Europe.

Each component is protected through the law and spatial planning regulations applicable in its State Party, Länder or province, as well as by the owners of a significant degree of public/charitable property and key buildings and landscapes. Each part has a nominated property manager or coordinator and has a Local Management Plan in place conforming to the overall Property Management Plan and Overall Action Plan. Responsibility for contact with the World Heritage Centre for each component remains with its respective State Party or Länder.

Ultimate responsibility under the World Heritage Convention for the protection and management of the components of the nominated property rests with the States Parties to the Convention. Except for Periodic Reporting, which must be done collectively, it is for each State Party to notify the UNESCO World Heritage Centre of issues relating to its components of the property, and to respond to any queries from the Centre.

All parts of the property have well-established legal, protection and management mechanisms in place, generally for many decades, which are in accordance with the particular governance, legal and spatial planning systems of their State Party or (in the case of a federal state) the Länder, regional or provincial government. While there are obviously differences in detail between the protection and management arrangements of each property, depending on the particular systems of their own government, overall all components have adequate and effective protection and management.

All parts of the property have clearly defined boundaries drawn to include attributes of Outstanding Universal Value. All protect the wider setting of each component, either through the provision of a formal buffer zone or through other means, depending on the legislative and spatial planning system of their respective State Party or regional authority. Many of the major public buildings and public open spaces, such as parks and gardens, are in some form of public ownership, at levels varying from the State Party or regional government to the local authorities, giving assurance of responsible management and sustainable use. The mineral springs, the key resource of the spas, are in public ownership.

At the level of international legislation, apart from membership of the World Heritage Convention, all States Parties are members of the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict and of its two Protocols, and of the 1970 UNESCO Convention on the Means of Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property. All are also members of the Council of Europe Conventions on the Protection of Architectural Heritage (Granada, 1985), the Protection of Archaeological Heritage (Valletta, 1992), and of the European Landscape Convention (Florence, 2000).

Each State Party applies these Conventions according to their own legal and governance systems. Each component is protected by national, Länder level or regional legislation.

All components have in place a system whereby development proposals for new building or the alteration of existing significant features are subject to review before consent for the proposed works is granted or refused. Depending on the circumstances of the particular application (such as its scale or the significance of the heritage asset affected by it), and on the overall planning system, such decisions can be taken locally, regionally or nationally. In most circumstances applications affecting significant attributes of Outstanding Universal Value will be considered nationally, at Länder level or regionally as well as locally, though in most cases decisions will be taken locally.

All components have a World Heritage Management Plan, in the dossier as Local Management Plans (LMP). reviewed on a regular basis. The Local Management Plans conform to the overall Property Management Plan and its action plan. Each part of the property has a local site manager or coordinator responsible for the implementation and periodic review of the LMP. In each case, the property manager/ coordinator can call on a wide his/ her own council or from regional, Länder level or national heritage organisations.

Individual components are resourced in various ways, not least by income from visitors and spa users. Private owners invest significantly in buildings and other facilities from which they draw an income. There are generally sources of public funding also, and the cost of the coordination/ management function for each is primarily met by the relevant local authority, sometimes with financial support from regional or national levels of government. The individual spa cities or towns also contribute to the management costs of the property as a whole.

An Overall Management System (OMS) for the whole property has been established and agreed by all stakeholders. An Intergovernmental Committee, made up of national World Heritage Focal Points and/or an appointed representative of the highest monument or heritage protection authority, keeps track of matters relating to the property; it guides and oversees the OMS and the PMP, and it offers advice to the Great Spas Management Board (GSMB). The Board is made up of the Mayors of the 11 components and has executive authority for the management of the property as a whole. The Board sets and manages the budget for the overall management functions, monitors and reviews the Overall Action Plan, approves and publishes an Annual Report, employs the Secretariat, and directs other activities for the property as a whole, such as the marketing and communications strategy, and the risk register and risk mitigation.

The Site Managers Group includes site managers for component, Secretariat, and any specialist advisors. The Site Managers Group is essentially expert group for debate and exchanges of experience and to advise the GSMB on relevant management issues. The international structure by the Secretariat which is jointly funded by all the components.

The Overall Management System will develop over time; locally, regionally, nationally, and internationally. An important concern will be to continue to develop cooperation and cross-working between the individual components and to ensure that the property as a whole is adequately resourced. Development pressures may be an issue since these are living cities which will need to continue to adapt and change to maintain their role as spas. Managing tourism so that it is truly sustainable may also become a challenge. The potential impact of climate change and natural disasters such as wildfires on a property with such a significant landscape aspect will also require careful management.

3.2 Attributes of Outstanding Universal Value:

World Heritage properties are places that convey their Outstanding Universal Value. Cultural value may relate to intangible qualities such as social structure, economic needs and political context, in space as well as time. It may relate to famous events, persons or works of art, literature, science or music. However, the World Heritage Convention is a property based convention – properties themselves are inscribed on the List, not ideas or people as such, however great their global influence. Listed properties are required to demonstrate Outstand-

ing Universal Value through their attributes. These attributes will be the focus of protection and management actions, and institutional arrangements, and their disposition will inform the boundary of the property.

Attributes might be physical qualities or fabric but can also be processes associated with a property that impact on physical qualities, such as natural or agricultural processes, social arrangements or cultural practices that have shaped distinctive landscapes. For natural properties they can be specific landscape features, areas of habitat, aspects relating to environmental quality (such as intactness, high/pristine environmental quality), scale and naturalness of habitats, and size and viability of wildlife populations.

Attributes of Outstanding Universal Value should be derived from the Statement of Outstanding Universal Value. This table shows the attributes of Outstanding Universal Value identified in the nomination dossier for The Great Spas of Europe. It is a key reference for the future management and protection of the nominated property.

ATTRIBUTE	DESCRIPTION	WHAT TO PROTECT
1.Mineral springs	Natural geothermal, and cold water, mineral springs and their water management	Springs; Faucets; Cover structures; Water distribution; Fountains
2.Spa spatial ensemble	Progressive design and spatial planning of spa towns that reflects a new urban typology that has no earlier parallel	Distinctive urban plan of the spa town that gives it a specific form and function (buildings and spaces related to “taking the cure”, including taking the waters, exercise, leisure and pleasure, parks and gardens, accommodation, and religious activity)
3.Spa architecture	Building designs and structures developed for medicinal and curative purposes; Building designs and structures developed for leisure, meeting and communicating; Accommodation for spa clientele	Spa prototypes and spa buildings of great diversity and quality, including pump rooms, drinking halls, baths and pools, fountains, hospitals, treatment rooms, colonnades, promenades and bridges, casinos, assembly rooms, reading rooms, concert halls, music pavilions, theatres, opera houses, galleries and museums, grand hotels, lodgings, palatial and diverse styles of grand villas
4.Therapeutic spa landscape	Designed setting for spa towns, and management of the wider landscape to create therapeutic walks, opportunities for exercise and leisure	Recreational parkland pathways; Designed woodland walks, rides and drives; Funicular railways; Hillside trails; Watchtowers and viewpoints; Restaurants, cafes and bars in the spa landscape; Sports facilities (golf courses, tennis courts, horse racecourses); Designed picturesque setting; Vistas

5.Spa infrastructure	Early and technically advanced, and distinctive spa-specific, support infrastructure	Spa headquarters, bottling and salt extraction, pastille-making; railway stations, railways and funiculars; administrative buildings
6.Continuing spa function	The regime of 'taking the cure' represents a continued sustainable function, and continued living tradition	Traditional spa features that remain in use; New developments that sustain the spa tradition but that are sympathetic to potential WH values
7.Internationalism, scientific, artistic and literary values, events and cultural tradition	<ul style="list-style-type: none"> i) Achievements in spa science and other scientific, social and cultural fields; ii) Fashionable places that are associated with works of "high-art" in music, literature and painting; iii) Centres of political gravity; iv) Religious and spiritual tolerance 	<ul style="list-style-type: none"> i) Places and specific buildings where significant progress in developing scientific principles of balneology, hydrotherapy, crenotherapy and other medical diagnostics were made (and other scientific, social and cultural achievements). Places which helped to transform society, and which created transferable modes of sociability; ii) Places where "high art" was originated or performed for the first time; iii) Places of major political events and/or where many important decisions were made; iv) Churches, synagogues, mosques and other religious buildings related to spa clientele

3.3 Substantial Contribution of the component spa towns to the OUV

Baden bei Wien

Baden bei Wien is an extraordinarily well-preserved example of a large spa zone built in a unique combination of architecture from the beginning of the nineteenth century ("Biedermeier") with the architecture and infrastructures of the turn of the twentieth century when Baden became a world-class resort. Its location illustrates the spa development next to a pre-existing small historic town, and the only example in the series that lies in the immediate vicinity of a European metropolis and capital city (Vienna), which also corresponds with the seat of a major European monarchy (Habsburg). Moreover, it is the only town in the series that, along with its curative function, served as the summer resort ("Sommerfrische") for the ruling monarchy and for people of the capital. Since the fifteenth century, the city has been the favourite spa of the Habsburg Holy Roman and then Austrian emperors. The town history leaves an impressive spa ensemble of baths, Kurhouse (serving as Austria's first year-round casino), Sommerarena (music hall) and theatre, an exceptionally well-preserved spa garden (kurpark), a belt of villas and a therapeutic spa landscape that stretches through the Helental Valley. Whilst Vienna was home to the musical geniuses of Wolfgang Amadeus Mozart, Ludwig van Beethoven and Johann Straus, the outstanding universal significance of their music is linked to Baden as one of their favourite workplaces.

Integrity: The delineation of the component part Baden bei Wien illustrates all key attributes that contribute to proposed Outstanding Universal Value of the series. The boundary of the nominated property includes all necessary areas that form the spa district (inclusive of all springs, key building ensembles and open spaces), the distinctive and highly significant villa belt (“Villengürtel”) together with the parks and the adjacent green areas representing the historic therapeutic and recreational spa landscape. Essential setting is contained partly within the property boundary and partly protected within the buffer zone (especially in the north where the Kurpark blends seamlessly with wooded hills of the Kalvarienberg, and in the west in the picturesque Helenental Valley).

The nominated property contains adequate standards of legal protection and allows an efficient management for the built environment as well as for green areas. Longstanding effective monuments protection-management, as well as high awareness among stakeholders for the necessity to preserve our common past, are responsible for the high level of integrity (including functional and visual integrity) at this component part.

Authenticity: The spatial plan and the buildings in the spa quarter of Baden bei Wien, as well as in the “Villengürtel” (villa belt), have kept their original layouts to a high extent. Cautious conservation and restoration works were undertaken at regular intervals and were supervised by the town-construction office as well as by the Federal Monuments Protection Authority (Bundesdenkmalamt). Since the early twentieth century, the function of most of the spa-related buildings has remained unchanged. Compared with the “Baedeker” guidebook of 1911, which represents a reliable source in this regard, many buildings have kept their original function and as well as their architectural character. The close link between the urban structures and the surrounding therapeutic and recreational spa landscape has been well-preserved. Location and setting is exceptionally authentic.

3.4 Other local cultural and natural values

Viticulture

Viticulture is one of the defining elements of Baden’s identity. Around 2,000 years ago, Roman soldiers who were stationed in Vindobona and Carnuntum - located in today’s thermal region - had brought with them not only vines, but also wine-cultivation skills. In the High Middle Ages, the Cistercian monks contributed definitively to the first peak of wine production. The layout of the vineyards reveals the influence of the mother house in Citeaux in Burgundy.

Additionally, the viticulture is also characterized, firstly, by the subsoil: here are loamy soils of fine-grained deposits with a high coarse fraction of solidified or loose gravels, which also have a high lime content and remnants of mussels, gastropods and other marine life. A secondary factor is the influence of the Pannonian climate’s hot summer and dry autumn, whereby the constant movement of air in autumn promotes rapid drying of the grapes after dew or rain.



Fig 74 Vinyards near Baden

© GG Tourismus Baden

Arnulf Rainer Museum

In 2006, the decision was taken to dedicate the exhibition venue in the former Frauenbad on Baden's Josefsplatz as a museum to Baden-born artist Arnulf Rainer. The team of architects commissioned with the general planning, were to leave the Frauenbad's characteristic structure untouched. The Arnulf Rainer Museum serves to propagate the work and creativity of Arnulf Rainer. His multi-faceted oeuvre spans painting, drawing, sculpture, graphic printmaking and photography. In accordance with the wishes of the artist, works by other artists are also exhibited. Due to the breadth of the educational programme, which ranges from literature to music to performances, lectures and art events, a cross-sectional presentation of Austria's contemporary art is on offer.



Fig 75 Arnulf Rainer Museum

© Hans Hornyik

The museum is located in the former Frauenbad on Josefsplatz. Renovation work started on the bath in 2009, under the overall planning of the architects Lottersberger-Messner-Dumpel- nik. This spot was where the Frauenkirche, first mentioned in 1297, and the old Frauenbad had been. The Frauenquelle spring may already have been used by the Romans; during the lifetime of the Frauenkirche, the spring source was under the steps of the high altar. The 1791 secularized church was demolished in 1812. The present Frauenbad was built on this site to plans by Charles de Moreau and reopened in 1821 by Archduke Anton.

The bath is characterized by its high architectural quality and was visited by famous guests (such as Emperor Franz I, his wives and Ludwig van Beethoven). Following new hygienic requirements, the bath was rebuilt in 1877/78. Most recently the Frauenbad was restored from 2008 to 2009.

The bath was in operation in the immediate post-war period as a municipal sanatorium. After the bathing operation was discontinued in November 1973, the building served initially as a municipal exhibition centre, from 1977. Since September 27 2009, it has housed the Arnulf Rainer Museum.

Other local natural values

In addition to the World Heritage as an internationally renowned cultural and natural heritage label, there are also other large-scale, internationally recognized protected zones in Baden Municipal territory: The Natura 2000 -area 'Vienna Woods-Thermal baths region' is based on standard selection criteria specified in both the flora-fauna habitat- (FFH) directive as well as the EU Bird Protection Directive. Also to the west of the town is the extensive Wienerwald biosphere reserve, (which is also a landscape conservation area under the Lower Austrian Nature Conservation Act).

Even though environmental protection and the preservation of biodiversity are the main emphasis of both internationally recognized major conservation areas, the resulting requirement for a sustainable management method exerts an indirect yet positive influence on the World Heritage .



© Hans Hornyik

Fig 76, 77 Wienerwald impressions

Chapter 4

Protection and Legal Instruments

4.1 Introduction to the Protection Management of Baden

Baden already relies on a long-standing and firmly established management system for the protection and conservation of the cultural heritage and urban structure. The elevation to World Heritage status, therefore, does not necessitate the introduction of new procedures or compliance with additional safeguards. Notwithstanding various competences and legal bases, a comprehensive set of instruments already exists, such as Monument Protection (Federal Government), Townscape Protection and Spatial Planning, (Municipality) Nature Conservation and the Protection of Curative Water Sources (Provincial Government). As a result of these actions, 169 buildings in Baden are on the Monument Protection List (as of June 21, 2016), in addition to numerous protected zones, natural monuments as well as the internationally recognized large-scale conservation areas. Additionally, parts of the city appear on the List of Cultural Assets under the 1954 Agreement . Alongside the efforts of the public sector, civil society initiatives also set the standard for cultural heritage conservation.

4.2 Protection of the World Heritage Site

The serial, transnational World Heritage Site The Great Spas of Europe consists of eleven spa towns. Baden's contribution is part of the municipal territory. The 'World Heritage area' is surrounded by a buffer zone; both zones were defined by municipal council regulations.

The protection objective is to preserve the outstanding universal value of this World Heritage. All eleven spa towns share this responsibility, to which end Baden has a number of instruments at its disposal. World Heritage poses an inter-disciplinary issue; that is, a range of subject matter and competencies are to be employed for the protection of the World Heritage area.

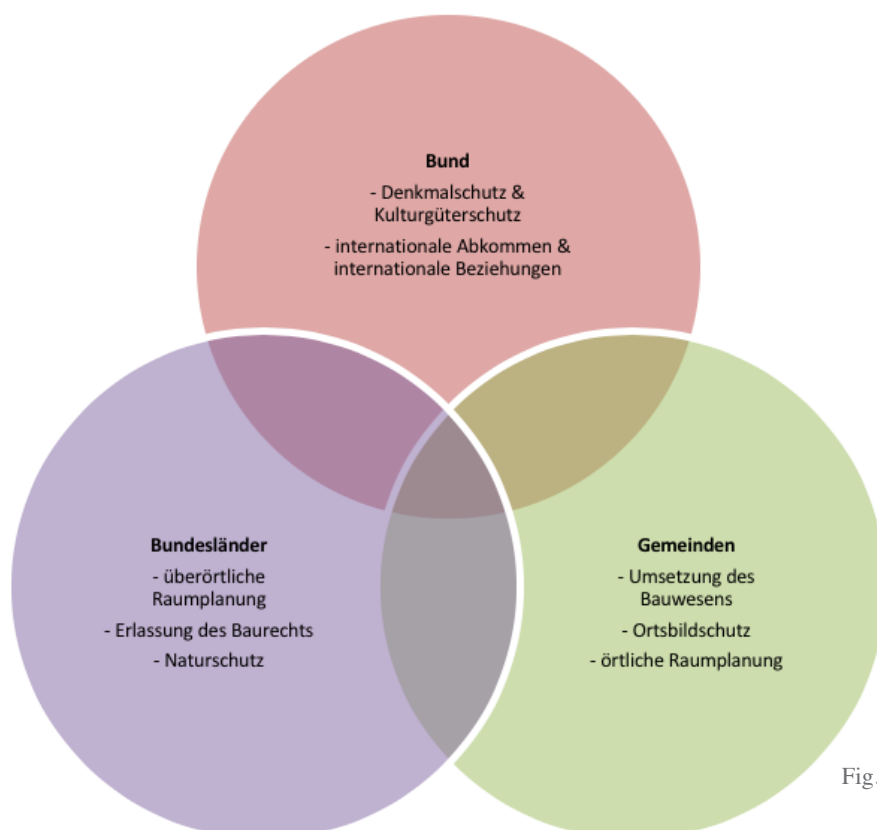


Fig. 78

In implementation, the federal principle of the 'Hierarchy of the Legal System' must be considered, according to which the laws and regulations of the various public authorities stand in a particular relationship to each other. In view of World Heritage, this means a duty of due regard of World Heritage as defined under international law.

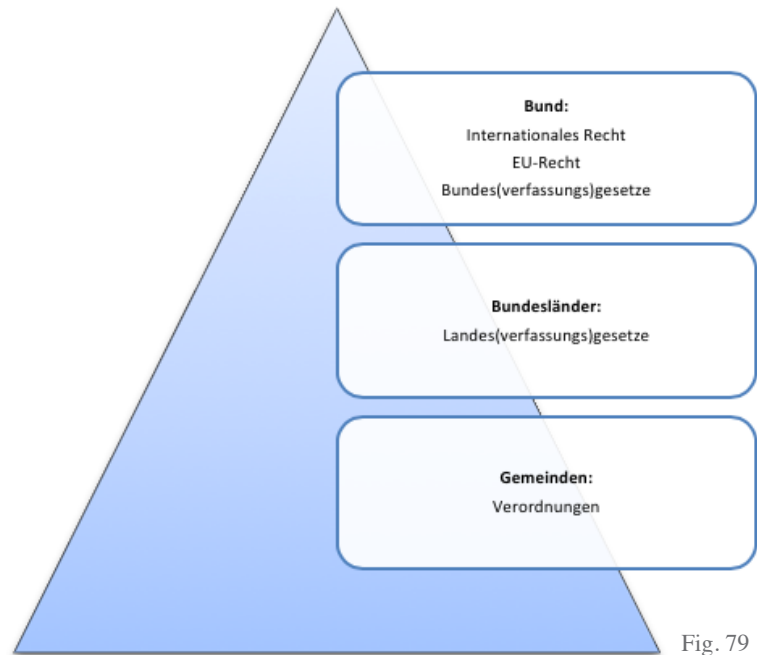


Fig. 79

Implementation of World Heritage Protection at Federal level:

World Heritage Convention

The Convention for the Protection of the World Cultural and Natural Heritage (Paris, 1972) was ratified by the Federal Government in 1992 (with effect from 18 March 1993). By acceding to the Agreement, the Republic of Austria, as a contracting party, undertook to identify, protect and preserve the cultural and natural heritage found in its territory. It has also acknowledged that the sites included in the World Heritage are part of the heritage of mankind and that their protection is the duty of the entire international community. In addition, measures which could directly or indirectly damage the World Heritage are to be refrained from. The inclusion of cultural objects on the World Heritage list makes this general obligation more concrete.

On the basis of the approval of the State Treaty, by the National Council and the Federal Council, as a modifying or supplementing statutory treaty, as well the absence of a so-called 'Erfüllungsvorbehalt' ('Reservation of Implementation'), the Convention is made immediately applicable within the country without adoption of an implementation law. Even if, in contrast to countries such as Hungary, for example, there is no 'World Heritage Law', the organs of public authorities have to comply with the international legal obligation to protect the World Heritage.

However, the ratification did not constitute a constitutional amendment, which thus does not change the division of executive and legislative powers between the Federation and the Provinces. The co-ordinating function rests with the World Heritage Unit of the Federal Chancellery in close co-operation with the Federal Ministry for Europe, Integration and Foreign Affairs.

Heritage Protection Law (DMSG)

According to the Federal Constitution Act (B-VG), the protection of monuments is a federal matter in terms of legislation and enforcement. Thus, responsibility rests with the Federal Monuments Office (BDA), which is under the jurisdiction of the Federal Chancellery. The core DMSG legislation dates back to 1923.

The purpose of the Heritage Protection law is the protection of listed monuments against destruction, alteration and illegal dispatch abroad . The DMSG regulates allocation of designated protected monument status. Protection grounds are the historical, artistic or other cultural significance insofar as their preservation is in the public interest. The goal is the protection (and documentation) of the tangible cultural heritage of Austria.

The BDA decides on the designated protection status and is also responsible for scientific consultation on restoration issues. The BDA's department for Lower Austria in Krems is the local contact - regarding all questions concerning protected monument status and advice for professional restorations.

Implementation of the World Heritage at Provincial Level:

Lower Austrian Regional Planning Law 2014 (Lower Austria ROG 2014)

Regional planning poses a multi-disciplinary issue. Although it falls under provincial legislation and implementation, in accordance with Article 15 (1) B-VG, important matters are regulated by the federal government (such as specialist planning expertise in the context of land use with respect to roads and railways), post and telecommunications, mining and forestry). Moreover, according to Article 118 (3) line 9 B-VG , the implementation of the local spatial planning is within the municipality's own scope of responsibility (see below). The regional planning department of the province of Lower Austria has an importance as authorizing body with regard to the protection of the UNESCO world heritage. The Lower Austrian Spatial Planning Act stipulates in §1 and §4 an examination of new land use designation with regard to the provisions of international agreements, the protection of the mineral springs, the townscape and significant architectural objects.

Lower Austrian Building Regulations 2014

This Provincial legislation regulates the construction industry, in respect of the erection, modification, maintenance and removal of buildings. It also regulates the protection of the townscape (S. 56). However, much of the enforcement of these regulations also falls within the municipality's own scope of responsibility. The mayor is the building authority of the first recourse.

Lower Austrian Nature Conservation Act 2000

The protection of the green zone areas in Baden (park facilities, nature parks) as well as landscape protection areas and natural landmarks fall within the scope of the Lower Austrian Nature Conservation Act and thus under provincial regulatory and executive authority.

Water Law Act 1959

The protection of thermal water is the responsibility of the Province.

Cross-sectoral Issue:

Health Resort facilities and Protection of Thermal Water

Matters of the therapeutic thermal baths and spa facilities are regulated in the Lower Austrian Heilvorkommen- und Kurortegesetz, ('Curative Resource and Health Resort Law') 1978 (LGBl. 7600-0 (WV). With the official recognition of mineral springs (S. 3) and

Health resorts (S. 8) and with the official approval of the springs for their exploitation (S. 6), a quality control is carried out by the Lower Austrian Provincial Government. In addition, health resorts and spa facilities require operating licenses (S. 11). For quality control purposes, a complete analysis of the springs is to be submitted every 20 years to the authorities, with a control inspection due every five years. (S. 15).

The protection of the mineral springs and therapeutic peat pulp is regulated in the S. 37 Austrian Water Act 1959 (WRG 1959). By ordinance, the Provincial Governor can designate protected and closed conservation areas to safeguard the mineral springs. A corresponding ordinance for the mineral springs in Baden is being prepared.

Implementation of World Heritage Protection at Municipal Level:

Apart from historic monument protection (Federal Government) and nature conservation (Provincial Government), important areas concerning World Heritage - construction, local spatial planning and cityscape protection - fall into the municipality's own scope of responsibility according to Article 118 (3) line 9 B-VG. This ensures that important functions and decisions can be taken at municipal level, in the sense of subsidiarity, and World Heritage protection can already be taken into consideration in the first instance of proceedings at local level.

4.3 The Protection of the Buffer Zone

The World Heritage area of Baden is completely enclosed by a buffer zone . The development of the buffer zone was determined by the municipal council, as was the World Heritage area. It is located entirely in the municipal territory of Baden.

The Implementation Guidelines for the World Heritage Convention stipulate that wherever necessary for the proper conservation of the property, an adequate buffer zone should be provided. (S. 103). The buffer zone is defined “ as an area surrounding the nominated property which has complementary legal and/or customary restrictions placed on its use and development to give an added layer of protection to the property.”(S. 104) When determining the Buffer Zone, particular consideration should be given to the immediate setting of the nominated property, important views and other areas or attributes that are functionally important as a support to the World Heritage property and its protection.

In Baden's buffer zone, which also includes parts of the [alternative a. permanent meadows and pasture / alternative b. green zone] in the west and north of the city, World Heritage is also to be considered in order to protect the World Heritage area from adverse effects. This applies not only to visual integrity and visual threats, but also to measures that could worsen traffic development and traffic flow as well as the economic structure (sectoral mix), which could endanger the OUV.

4.4 Protection goals for the Protection of the Surroundings: Visual perspectives and visual characteristics

The protection of the surroundings (“setting”) is of great importance for the World Heritage, since the outstanding universal value of the World Heritage Site is also significantly influenced by the attributes of the location and the environs around the World Heritage (“location and setting”) (S. 82 Implementation Guidelines 2016). Altering or negatively affecting views and vistas as well as the visual characteristics of the World Heritage Site may show a direct impact on the OUV.

Due to its topographical structure, the Baden World Heritage site has distinctive visual characteristics, the preservation of which - not only from the World Heritage standpoint - is given prime importance. Baden’s horizon is defined in the west of the city by the hills of the Vienna Woods, while in the northeast, east and south the plain of the Vienna Basin defines a distant horizon - depending on the vantage point - to the ridgeline of the Leitha Mountains.

Notable visual perspectives and vistas, which emphasize the status of Baden as World Heritage number, on the one hand the Helenental towards the soft peaks of the Vienna Woods and towards the valley opening to the east; on the other hand, from the hills down into the Helenental itself as well as towards the town centre lying to the east. These valley vistas provide a view of the spa resort facilities of the town (as well as the distant horizon in the Vienna Basin). The Kurpark northwest of the municipal centre is both visible from the town centre because of its hillside location and also provides the viewpoint from where there are significant visual perspectives out over the city.

These visual axes, which have been cultivated and maintained for centuries, contribute to the unmistakable character of Baden and also contribute to the outstanding universal value of this World Heritage Site.

Visual Features and Vistas in the Helenental area



Fig. 80

View over the Helenental to the ridge of the Vienna Woods and to the Rauhenstein ruin.



Fig. 81

View from the tower of the Rauhenneck ruin towards the mouth of the valley with the city center and far in the background the Vienna Basin.



Fig. 82



Fig. 83

From the lower Kurpark there is a view of the Mitterberg, while from the upper Kurpark the first slopes of the Vienna Woods can be seen.



Fig. 84



Fig. 85

The Kurpark offers extensive and varied vistas of the Vienna Woods as well as of the Vienna Basin.



Fig. 86



Fig. 87

The first foothills of the Vienna Woods allow a wide panorama over the city and beyond to the Vienna Basin (left), the hiking trails and viewpoints (on the right: Ferdinand Raimund-Aussicht) permit an enhanced, different perspective of the city.

The protection of the World Heritage site of Baden from any adverse impact through negative developments - in the vicinity of the property and buffer zone - is guaranteed. In the area of the municipal territory of Baden all relevant zones are either residential building land - restricted to 2 or 3 housing units per plot of land - or grassland agriculture or forest. The boundaries of the building land are defined and protected by settlement boundaries of the state of Lower Austria. In the grassland, the protection instruments of the Wienerwald Biosphere Reserve; Wienerwald Landscape Conservation Area; EU Bird Protection, and Fauna-Flora Habitat Directives extend far beyond the World Heritage site of Baden and provide effective protection against all conceivable negative developments. Outside the area of municipal responsibility of Baden, the Lower Austrian Spatial Planning Act prohibits all new land use designations that could adversely affect the World Heritage property.

4.5 Introduction to the Protection of the World Heritage Site Baden

In order to protect the entire World Heritage Site 'Spas of Europe', all components - the eleven spa towns in seven countries - are to be equally protected. The protection component is an integral part of the OUV. Therefore, all World Heritage Sites have to establish an adequate protection and management system for the protection and maintenance of the OUV. (S. 96 Implementation Guidelines 2016)

The protection provisions must be based on mandatory laws and obligate legislators at national, regional and local levels simultaneously:

"All properties inscribed on the World Heritage List must have adequate long-term legislative, regulatory, institutional and/or traditional protection and management to ensure their safeguarding. This protection should include adequately delineated boundaries. Similarly States Parties should demonstrate adequate protection at the national, regional, municipal, and/or traditional level for the nominated property." (S. 97 Implementation Guidelines). The 'Management Plans' serve as a set of guidelines for day-to-day management as well as executing on-site protection measures. The Management Plans are usually developed by the same body that has to implement them locally.

For the preservation of a World Heritage Site, which extends to several countries with different administrative and legal traditions, special precautionary measures must be taken for uniform, long-term and efficient protection. Unlike the local management plans, which deviate from specific codes of practice and are directed at the local authorities ('Site Managers') the overall management system is intended to convey general information about the 'management philosophy' of the entire World Heritage Site.

The implementation of the everyday measures for the protection and preservation (as well as for their mediation) of the World Heritage Site is served by the management plan. The local World Heritage Manager, whose responsibility is to co-ordinate the World Heritage-specific tasks, functions as the implementation focal point.

The implementation of the Management Plan does not change the legal position which is prescribed by law (in particular administrative procedural laws). The management plan, therefore, represents an additional 'layer' of daily administrative procedure.

The Local Site Manager has to enable a basis for discussion with the municipal administration as well as many other stakeholders. He/She does not act, say, as an (additional) authority, but as a contact point and service facility for all World Heritage-relevant questions and tasks. The 'Local Site Management Group' as well as the 'Municipal Council Committee for World Heritage Affairs' are not responsible for day-to-day management but fulfill ongoing advisory and monitoring duties.

The World Heritage Advisory Board is to be consulted in the course of periodic monitoring and advice in case of serious threats to the World Heritage site of Baden bei Wien. The protection of the World Heritage Site will continue to be provided by the various offices at federal, provincial and municipal level.

4.6 Planning Laws of the Federal and Provincial Governments and their Implementation

Spatial planning legislation and enforcement is a task of the provinces.

The legal basis is the Nö Spatial Planning Act 2014 (Nö ROG 2014).

On this basis, the spatial planning agendas are divided into the supra-local (at provincial level, Section II, Lower Austria ROG 2014) and the local spatial planning (municipal level, Section III, Lower Austria ROG 2014). At provincial level supra-local planning instruments are:

- the Provincial Development Concept Lower Austria, Nö. LGBl No. 9/2014) and
- the Ordinance regarding a Regional Spatial Planning Programme Southern Environs of Vienna, Nö. LGBl No. 8000 / 85-0, issued.

The local spatial planning, which is implemented within the scope of responsibility of the municipalities in accordance with Art. 118 (3) line 9 B-VG, comprises the following instruments:

- Local Spatial Planning Programme (S. 13 NÖ ROG 2014)
- Land Designation Plans (S.14 NÖ ROG 2014)
- Development Plans (Section IV, S. 29-36 NÖ ROG 2014)
- Protection zones (S.30 (1), (2) NÖ ROG 2014)

For Baden, the following planning instruments were enacted:

- Local Spatial Planning Programme, adopted by regulation on 22 October 2015.
- Zoning Plan
- Development plan: Based on the first construction in 1985, it has since been regularly amended.
- Protected Zones: A number of protected zones under different categories have been introduced covering the World Heritage area.

In the context of local spatial planning, the planning activities of the public sector and private operators, in relation to spatial planning measures should be coordinated. The aim is to harmonize these planning activities with the goals of both the regional spatial planning and the local spatial planning programmes.

Local Spatial Planning Programmes

The local spatial planning programmes (S. 13 NÖ ROG 2014) also have to include a zoning plan; The local spatial planning programme and zoning plan constitute the core area of local spatial planning. When presenting the decision-making criteria for the local spatial planning programmes, the following contents are mandatory in accordance with S. 13 NÖ ROG 2014:

1. Plans with the following content:

- Natural landscape features
- Basic facilities
- Industrial premises
- Structural inventory
- Transportation concept
- Landscape Concept
- Development concept according to §. 1 (1) line 11 NÖ ROG 2014, if need be limited to certain parts of the municipality and

2. Planning report with the following content:

- Fundamental Report
- Explanatory report on the development concept and the zoning plan
- Environmental Report on Strategic Environmental Assessment.

Development Plans

The municipalities can (but do not have to) issue zoning plans. On the basis of the local spatial planning programme, the rules for construction and transport development must be defined. The townscape design (S. 56 Lower Austrian Building Regulations 2014) and the environment have to be taken into consideration. A legally binding land use plan can be created either for the entire municipality, individual localities or only for demarcated sub-sections (S. 29 (1), (2) NÖ ROG 2014)

Protection Zones

For the preservation of the architectural or historically preservation-worthy building stock, protection zones can be established by regulations. (S. 30 (2) Z. 1 NÖ ROG 2014)

Urban Development Concept 2031

The urban development concept 2031 of Baden serves as an orientation for politics, administration, citizenship and for investors as well as the business people of Baden. The concept follows a very broad and comprehensive approach, since it should accompany the development of Baden in social, cultural, economic and economic terms.

The urban development concept is based on provincial development planning (WIN Strategy NÖ). The strategy was developed between 2008 and 2011 and covers a planning horizon of 20 years (2031). The concept focuses on two main areas of development:

- Baden as a preferred place of residence
- Baden's tourism and economic growth.

Traffic concept Baden

The traffic concept was first created in 1988. Every ten years a revision and a revaluation are undertaken - most recently in 2018.

Chapter 5

Management of the component spa town

5.1 How is the World Heritage Managed?

Responsibilities and Procedures Authorities and procedure

The protection of the World Heritage of Baden poses a so-called 'cross-sectoral issue'. The Federal Constitution does not stipulate regulations on World Heritage matters, nor is there a facility which is solely responsible for World Heritage matters - in the sense of a "one shop stop".

The legislation and the administrative execution of the World Heritage-related functions are governed by the provisions of what are referred to as the 'competence articles' in the Federal Constitution (Article 10-15 B-VG)

Based on differing legal provisions, the legislation of the federal government and the federal provinces is shared, the implementation is shared amongst federal, provincial and municipal authorities.

For example, monument protection, representation of the interests of Austria to international organizations, such as before UNESCO in Paris and the conclusion of state treaties (such as accession to international agreements).

According to the General Clause of Art. 15 (1) B-VG, the provincial competences include all those areas which are not explicitly transferred to the federal government, such as supra-local spatial planning and the enactment of building and nature protection regulations.

In the municipality's own scope of responsibility fall local spatial planning, townscape protection and implement action of construction.

The material and territorial competences defined by the Administrative Procedural Laws are not changed by the World Heritage property. The World Heritage can, however, through material assessment, present grounds for a balanced appraisal of the case which has to be decided substance.

The responsibilities lie therefore, as before: for the protection of the historical monuments with the Federal Republic Monuments' Agency / Department of Lower Austria in Krems; for the planning and construction of buildings (building and civil engineering, the sources of the curative mineral springs) with the Department of Construction and Infrastructure at the Town Hall , where the Mayor acts as the Building Authority of first recourse.

Within the framework of the World Heritage status for parts of the Baden municipality, new bodies are certainly to be established, but not to interfere with the statutory prescribed allocation of responsibilities in the administrative procedures:

World Heritage Councilor	link to the City Council
Local Site Manager	management
Local Steering Group	control of management
World Heritage-Advisoryboard	advisory: Protection of the OUV (on planning and construction)
World Heritage Board	advisory: Protection of the OUV (overhead)

Baden's Sitemanagement Group is responsible for co-ordination and mediation tasks between the city, its residents, and between the World Heritage relevant institutions in the province, in the Republic of Austria as well as the global World Heritage network.

5.2 Ownership (see Map 7)

The majority of the buildings in the property belongs to private owners. Whereas practically all villas are privately owned, in the city-centre "public" buildings belong either to the municipality or to the (catholic) church, some buildings are in the possession of federal agencies.

With regard to spa-related buildings, generally speaking, pools are in public hand, hotels are private whereas sanatoriums belong mostly to health-insurances.

The ratio: private owners: municipality: other public property is roughly 77%: 19%: 4%.

Property of the City of Baden (19%):

The city of Baden is the owner of the most important attributes of the OUV, such as the Kurhaus and the Trinkhalle. (Congress Casino), Municipal Theatre, Summer Arena, most of the historical baths (Frauenbad, Josefsbad, Franzensbad, Johannesbad, Leopoldsbad, Peregrinibad), all source rights for the Thermal springs, Thermal Standbad (open air Lido), the Kaiserhaus, the Beethovenhaus, the Rollett museum, the Bürgerspital, the Heiligenkreuzerhof, the City Hall, as well as the parks: Kurpark, Doblhoffpark, Gutenbrunnerpark, Bahnhofspark, Weilburgpark, Alexandrowitschanlagen and the Hudelist, Strecker and Liebenberg. Furthermore, the city owns 51% of the former 'Wohltätigkeitshaus' charitable foundation.

There are three distinct forms of municipal ownership:

Private property of the city of Baden: public buildings, Roman thermal baths, parks, thermal springs and their associated buildings. These objects are managed and maintained within the framework of municipal private enterprise management through public city administration (city office management, town planning office and municipal gardens). Policies and funding are decided by the municipal council.

Immobilien Baden GmbH & Co.KG (Immo Baden): is 100% owned by the Baden municipality. Losses are covered by the city. Immo Baden is the owner of residential and commercial



Fig. 88 City Hall;
owned by the City of Baden

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buildings, which include a few attributes, such as the Kaiserhaus and Beethovenhaus, as well as schools and kindergartens of the city of Baden. Public facilities in these buildings are operated by the municipality (e.g.: schools, kindergartens, the Beethovenhaus and the Kaiserhaus exhibition centre)

Public assets of the municipality of Baden: these are streets and footpaths, as well as Weilburgallee, which was planned by Joseph Kornhausel.

Administration by the City of Baden

The Baden municipality also manages footpaths (for example, paths in the Helenental), roads and facilities (Ruine Rauhenstein – a ruined castle), which it does not own.

Ownership city Baden, administration by others

Individual properties are owned by the city of Baden, but are company operated:

- Römertherme (Roman thermal baths) (Badener Bäderbetriebsgesellschaft - minority share by the city of Baden)
- Kurhaus and Trinkhalle (Congress Casino Baden - minority share by the city of Baden)
- Frauenbad - Arnulf Rainer Museum (Baden Cultural Society - 100% Lower Austria Cultural Association)
- Municipal Theatre and Summer Arena (Lower Austria Cultural Association - Bühne Baden, Contractual division of responsibilities between Lower Austria and Baden)

Other state property (4%):

Little real estate is owned by the Republic of Austria and the province of Lower Austria.

Republic of Austria:

The Republic of Austria owns the following real estate:

- Areas of the Schwechat stream: public water reservoir of the republic
- Südbahn (Southern Railway): Austrian Federal Railways
- Augustinian monastery (Federal High school) and few federal buildings: Bundesimmobiliengesellschaft Bundesimmobiliengesellschaft (a quasi-governmental company, which manages Austrian publicly owned real estate).

The Province of Lower Austria is the owner of provincial roads which border Baden.

Private property (77%):

The major part of the World Heritage Site area (Property) and the surrounding area (buffer zone) is in private ownership. Of particular relevance to World Heritage are the town centre districts, the villa districts and the parklands in the Helenental (Helenen Valley), which are predominantly private property. Among the private owners number also religious communities and public bodies such as social insurance providers and professional chambers of interest.



Fig. 89 Florastoeckl; Part of the Federal High School; 1827 to 1830 residence of crown prince Ferdinand.

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Significant private owners are:

Estate management Doblhoff-Dier

The former ruler of Weikersdorf is owner of the forests to the west and large agricultural areas to the south of the Baden urban area. Of importance to the World Heritage are the Parklands of the Helenental valley, which have been open for tourism since the early 19th century.

Religious Communities

The Catholic parishes and the Jewish community are the owners of their churches / synagogues, community centres and cemeteries. The Evangelical congregation owns a church and community centres.

Social security institutions

The four major social insurance institutions (SVA): Lower Austrian Regional Health Insurance Provider, the SVA of Trade and Industry, the SVA of Farmers and the SVA of the Public Sector, are the owners and operators of their medical spa facilities and rehabilitation clinics.

Hotels

All historic hotels are in private ownership: Herzoghof, Sauerhof, Schloßhotel Weikersdorf, Schloßhotel Gutenbrunn, Hotel Esplanade, Hotel Sacher.



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Fig. 90 The parklands in Helenental Valley are maintained by its owner Doblhoff-Dier. The City of Baden will restore parts the ruins of Rauhenstein Castle in next future (Chapter 7, Measure 2.2).



© Hans Hornyk

Fig. 91 private estate Hotel Sacher

5.3 Key Stakeholders

Stakeholders are all those who are involved in some way in the management of the World Heritage Great Spas of Europe in Baden. These include government agencies as well as institutions, companies and enterprises that have influence on, or direct involvement in, the management.

Many of these stakeholders have been involved since the nomination process. Information sessions on the topic of World Heritage at service clubs and cultural associations served to closely involve successful influencers and key players in Baden, as well as enabling collaboration with working groups when drawing up the local management plan.

Federal Chancellery, World Heritage Unit (BKA): This is responsible for World Heritage in Austria, and is a member of the International Steering Group of the Great Spas of Europe, responsible for communication with UNESCO. This unit also nominates a member of the Baden Municipality's World Heritage Advisory Committee.

Province of Lower Austria, Cultural Department: The World Heritage office, established by the province of Lower Austria, supports the Lower Austrian World Heritage sites in multiple ways. Like the BKA, this office also sends a representative to the Baden Municipality's World Cultural Heritage Advisory Committee.

Niederösterreichische Kulturgesellschaft (Lower Austrian Cultural Society) (NÖKU): Operates the two theatres in Baden, with its subsidiary Bühne Baden, with a permanent company (summer arena has a seasonal, the municipal theatre has a year-round operation).

The Municipal Theatre orchestra also acts as a spa orchestra in Baden. The Bühne Baden continues the operetta and musical tradition of the spa resort with a contemporary feel.

Tourist Institutions: The spa committee, the tourist association and the Baden hoteliers' association form a complex network of representation for the tourism industry in Baden. This network is working on the development of the Baden location and will be involved in the management of the World Heritage.

Stadtmarketing Baden (City Marketing): Association of the Badener business community for the development of a joint presence with marketing measures from events to advertising. The city marketing of Baden is an important partner of the local Site management.

Weinbauverein Baden: The association of the Baden wine-growers operates the Hauervinothek on Brusattiplatz. The topic of wine is an important additional theme to the classical spa cure. This is unique within the Great Spas of Europe.

Congress Casino Baden (CCB): Operates the congress centre and the casino in the Kurhaus. Numerous cultural and social events take place in the halls. The CCB contributes significantly to the development of the spa resort.

Badener Bäderbetriebsgesellschaft (BBB): operates the Roman thermal baths and Kurzentrum Baden. The municipality is involved in this company. The BBB is Baden's medical core business. The centre will be at the forefront of driving forward the development of therapeutic treatment .

Special Medical Facilities of the Social Insurance Institutions (SVA): The four special hospitals (medical spa facilities and rehabilitation clinics) are important partners in the further development of the health and spa facilities in Baden. Reducing state-funded health care at the expense of the traditional therapeutic treatment offers the opportunity to create new, tailor-made offers ('Kur 2100'), together with the tourism industry and medical spa establishments.

In Baden there are manifold **cultural associations and service clubs** which are included in the management of the World Heritage according to interests and assets . In the run-up to the nomination, representatives of these organisations were involved in the development of structures, topic areas and objectives.

Teacher Training College and Schools: In Baden there is a high concentration of educational institutes with numerous schools and a pedagogical university. These institutes have indicated their willingness to actively mediate the knowledge about World Heritage to young people. Corresponding projects ranging from excursions to the sites of the 19th century spa town to a pupil exchange programme within the Great Spas of Europe are to be implemented.

5.4 Resources and Funding

In Austria, the owner is responsible for maintaining his/her property. The right to own property is embedded in the Federal Constitution thus severely restricting the possibility of intervention, but leaving it to the owner alone to finance maintenance and restoration work. The near consistently excellent conservation status of the architectural heritage in the nominated World Heritage site confirms the financial strength of the owners, and thereby, adequate protection of the sites. The federal, state and municipal authorities support the reconstruction of historically significant buildings with advice and funding.



Fig. 92 St. Helena Church in Helenen Valley; was restored in 2018, financed by the catholic parish and private donators (about 60%) as well as subsidies from the City, Province and Federal Monument Authority.

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The municipality is the owner of a substantial number of objects relevant to the nominated World Heritage site - buildings and green spaces. The conservation of this real estate is financed from the normal, renovation work from the extraordinary budget of the municipality. The municipal budgets are always decided for a year, although the estimate also includes a medium-term outlook. The safeguarding of the municipality's nominated World Heritage building stock is secured in the long term.

For the preservation of the cultural heritage, subsidies can be called upon, above all, at the national and regional levels. Baden bei Wien currently does not meet any of the requirements for participation in European funding programmes.

5.4.1. National level (Republic of Austria)

On the basis of the Monument Protection Act, the following services - amongst others - are subject to funding as investment grant or operating aid for cultural purposes and activities in accordance with

Article 53 Subsection (2) (b) and (e) AGVO:

- Expenditures, in particular for construction work for the protection, preservation and restoration of monuments including the requisite surveys.
- other measures, which serve to preserve listed monuments from destruction, alteration and illegal dispatch abroad, to instruct the general public about the significance of monuments and to further the creation of the requisite basis for this purpose.
- Furthermore the Federal Chancellery may grant for measures pursuant to Article 5 of the Convention for the Protection of the World Cultural and Natural Heritage, BGBl (Federal Law Gazette) No. 60/1993, in the context of regional or supra-regional thematically aligned special projects (also involving other regional authorities and/or third party funding - limited in terms of duration and budget):
- In the scope of these special projects, measures may be funded which further its purpose;
 - » to give the world heritage a role in public life or to integrate this into comprehensive planning which also extends to local authorities;
 - » Carry out scientific and technical investigations and research and develop working methods, to combat the looming threats to World Heritage, to record, protect and preserve the World Heritage;
 - » to promote professional training on the subject specialism of the protection and preservation of the World Heritage and to support scientific research in this field;

The basis for the existing special directives is the Federal Act on the protection of monuments because of their historical, artistic or other cultural significance (Monument Protection Act - DMSG), Federal Law Gazette No 533/1923 and Article 5 of the Convention on Protection of the Cultural and Natural Heritage of the world, Federal Law Gazette. 60/1993, as well as the ordinance of the Federal Minister for Finance regarding General Framework Guidelines for the Granting of Subsidies from Federal Resources (ARR 2014), Federal Law Gazette II No. 208/2014.

5.4.2. Regional level (Lower Austria Province)

Funding by the Office of the Provincial Government of Lower Austria, Department of Arts and Culture can support the realization of artistic, cultural and educational projects with a financial contribution or loan support if the project makes a significant contribution to strengthening culture and education in the province of Lower Austria. The granting of subsidies is based on the Lower Austrian Cultural Promotion Act (Kulturförderungsgesetz) of 1996 and the guidelines for support follow the Lower Austria Cultural Promotion Act 1996, for which the Lower Austrian government issued the following funding guidelines on 27 June 2006 on the basis of Section 5 subsection (3) of the Lower Austrian Cultural Promotion Act 1996, LGBl. 5301-0

Special needs local government grant by the province of Lower Austria:

According to the guidelines adopted by the Lower Austrian government on 4 April and 5 December 2017 for the allocation of special needs grants (BZ III - for project funding and budgetary support) the Province of Lower Austria is accorded, under certain conditions, financial support for financing of bathing facilities, museums, etc.

EcoPlus regional funding:

The 'ecoplus. Niederösterreichs Wirtschaftsagentur GmbH' is the business agency of the state of Lower Austria and others, in the context of regional funding, financial support for investment from communities, businesses, associations and initiatives as well as individuals who make a special contribution to the regional economic development of Lower Austria. The range of eligible projects also includes tourist infrastructures, such as bathing facilities.

5.5 Communication, Public Participation and Stakeholder Engagement

The preparations for the Great Spas of Europe nomination were accompanied by a mediation and participatory campaign in Baden. The objective was, and is, to provide comprehensive information for the population about the background and effects of the status as a UNESCO World Heritage site. Since the 1980s, the status of the Great Spa Towns has increasingly faded into the background. Engagement with the combined contents of the 'outstanding universal value' (OUV) of the Great Spas of Europe, brings about an awareness of the extraordinary qualities of Baden, as a prerequisite for the successful preservation of the World Heritage Great Spa Baden bei Wien.

The following working groups, PR campaigns and events were part of the campaign to implement the Great Spas of Europe concept in Baden.

Since 2016-01: pilot project group for the evaluation of the theme of the UNESCO World Cultural Heritage in Baden bei Wien and to accompany further steps towards nomination.

Since 2016-08: Information sessions about the Great Spas of Europe at Badener associations und service clubs.

2017-04 to 09: Information provided to the political parties in the Baden Municipal Council

2017-05-11: Frauenbad Baden: Reception for municipal councillors, stakeholders and employees of GSE-working groups on the occasion of the Mayors' GSE-Steering Group: Presentation of the Great Spas of Europe; accompanying PR.

Since 2017-05: Online GSE-Newsletter informs interested stakeholders and public about new developments of the Great Spas of Europe.



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Fig. 93 Frauenbad; May 2017 Stakeholder evening reception during the session of the Mayor Steering Group in Baden



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Fig. 94 Kaiserhaus; July 2017 Management Plan - Tourism Working Group: discussion on Tourism and World Heritage

2017-05 to 07: seventeen working groups with stakeholders and civil society experts on the topics of Chapter 6 of the Local Management Plan (LMP).

2017-07 and 08: article series on the Baden's 10 Great Spa partners in the weekly newspaper Niederösterreichische Nachrichten, Baden district edition.

2017-09-23: Kaiserhaus Baden: Presentation of the evaluation of the outcomes of the LMP working groups.

2017-09 to 11 Kaiserhaus Baden Exhibition Centre: Special exhibition on UNESCO World Cultural Heritage and Great Spas of Europe.

2017-11: Special issue of the official newsletters of the City of Baden to GSE and World Cultural Heritage. (16,000 households)

2017-11-21: Public municipal council enquiry with presentation of the Baden UNESCO World Cultural Heritage Local Management Plan.

2018-11+12: Information to the city council of Baden, approval of the GSE-Dossiers and Managementplans

2019-05 to 09: Exhibition and Lectures in the Kaiserhaus-Museum: "Thermal Sources and Bathes in Baden bei Wien"



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Fig. 95 Kaiserhaus: August 2019 Exhibition "Thermal Sources and Bathes in Baden bei Wien"

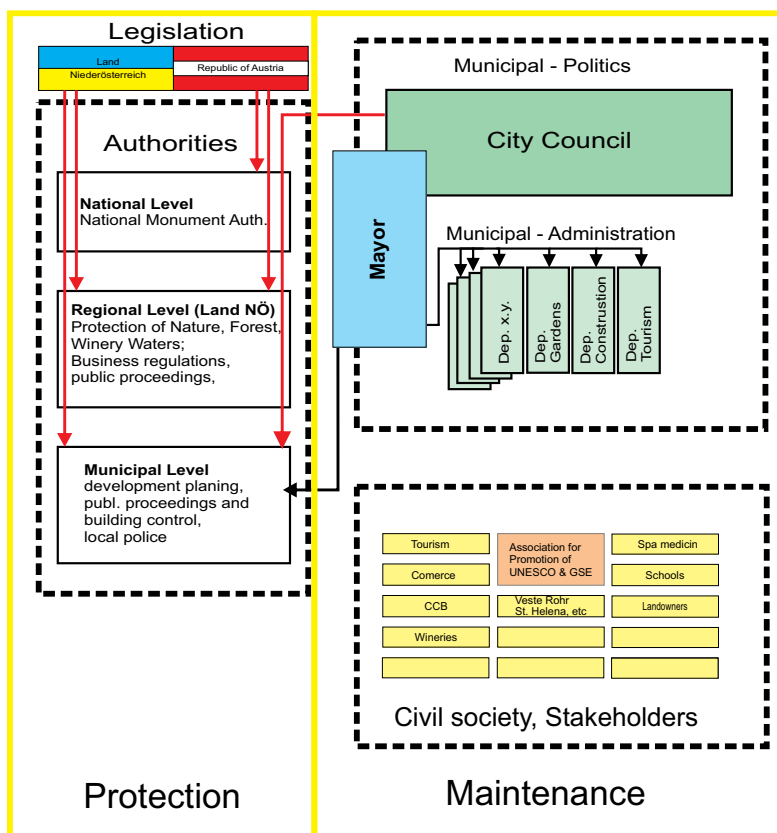
5.6 Analysis / Description of the Current Management Regime

Baden bei Wien, with its historical heritage, has already been successfully preserved, protected and made accessible to the public. The preservation of the building stock is the responsibility of the owners, with public funding being given to renovation projects for special objects. The protection of cultural and natural monuments and the mineral springs is guaranteed by the legislature and the regulatory authority and through enforcement by the responsible authorities at federal, state and municipal level. Responsibilities are laid down in the Austrian Federal Constitution. Research and mediation are in the hands of many institutions and individuals. In the tourist centre of Baden, presentation of the town's outstanding value was always part of the tourism strategy.

Current Structure of Preservation and Protection of the proposed UNESCO World Cultural Heritage

The protection of the proposed Great Spas of Europe World Heritage in Baden is based on numerous relevant laws and ordinances for the protection of monuments and the historic townscape, nature conservation and protection of the sources of the healing thermal springs, for which three levels of public authority are responsible: the federal, state and municipal authorities, to some extent in an interwoven manner. An active civil society plays a significant, overarching role beyond state level, with numerous initiatives which contribute significantly to the protection of the historical heritage.

Baden bei Wien



This system of formal and informal forces has so far been extremely effective. With regard to future status as World Heritage, better networking between civil society and local authorities is desirable. Stakeholders and interested citizens, as driving forces for the development of the Baden World Heritage Site, are to be increasingly involved in strategic management and administration. The joint efforts and interests of the municipality, the population and the stakeholders are to be co-ordinated and pooled in a participatory process. The new Local Site management has an important role to play here.

Fig. 96 Protection and Conservation of the Cultural Heritage of 2018

Protection of the World Heritage

For the protection of the proposed World Heritage, the federal government, the state or the municipality are responsible depending on the subject matter.

Federal jurisdiction

Monument protection is governed by the Monument Protection Act and is carried out by the federal authority Bundesdenkmalamt (BDA). 151 properties in the World Heritage site (Property) and 17 objects in the surrounding area (Buffer Zone) are classified as historical monuments. Any change will be accompanied by the competent Landeskonservatorat (Office Director of Provincial Conservation) for Lower Austria and must be approved. This system is very effective, but only affects the small, explicitly listed part of the actual protected building stock.

Provincial jurisdiction

The provinces are responsible for the protection of the green zone in Austria. The forests, vineyards and park facilities located in the proposed World Heritage site of Baden (World Heritage Site and surrounding area) lie within the scope of several protective instruments which are administered by the Province of Lower Austria. Compliance with the rules for UNESCO Biosphere Reserve Wienerwald, EU-Natura 2000 protected areas, landscape conservation area Wienerwald, and various natural monuments (including Doblhoffpark) is monitored by the provincial authorities, as are the provisions of the very stringent Austrian forestry law.

In addition to conservation skills, the province is responsible for the regional spatial planning. For example, the provincial government establishes definite settlement boundaries to maintain the green space. Together with a power of veto over urban development projects, they are an effective instrument for maintaining the structurally significant greenzone around the populated parts of the proposed World Heritage.

The province of Lower Austria is also responsible for the protection of thermal water. Austrian water law provides for strict and effective protection of existing water rights. This is also the legal basis for the protection of the Badener thermal water, the sources of which, and also the rights to the gushing sulphurous water, are the property of the city of Baden. In 2012 the Geologische Bundesanstalt (The Geological Survey of Austria) was commissioned to analyze the underground water stream. By evaluation of the drilling samples of the Österreichische Mineralölverwaltung Aktiengesellschaft (OMV) from the 1990s, which were carried out in the search for oil and natural gas reserves in the infill fracture of the Vienna basin, it was able to describe the thermal water flow. The thermal water comes originally from the Rax/Schneeberg area south-west of Baden, flows to 4-5,000 m below the limestone of the alpine Tirolicum to the north-east to rise, at the so-called Leopoldsdorfer fault near Vienna, to about 200 m below the surface and along water-impermeable layers back to the southeast to Baden, Bad Vöslau and Bad Fischau.

In the past there was no danger for this thermal water stream. The spread of deep probing geothermal energy has changed that. The adoption of water conservation areas between Vienna and Baden, and of (more stringent) water protection areas in the spring area in the urban area of Baden is sought.

Municipal Responsibility

The municipality is responsible for the local planning and the townscape. The Baden municipal council decides on land allocation and development regulations. The land use plan defines building land, green zones and traffic areas. The zoning designations are more precisely defined (e.g.: building land, building land core area, building land special area hotel, or green zone forest, green zone park, green zone sports' field). Together with building restriction lines, no building zones, defined arrangement of buildings on the building plot, as well as development densities and heights, they contribute to the protection of the proposed World Heritage.



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Fig. 97 Villa Orsini Rosenberg; the imminent demolition of this villa in 2005 caused the implementation of the new protection zone rules of the City of Baden. The Villa itself could be saved in cooperation with the Federal Monument Protection Authority.

For the effective protection of the building cultural heritage, protection areas under the Lower Austrian Building Regulations were developed and prescribed in the years 2005 to 2008. The historical building stock of Baden was assessed jointly with experts from the Federal Monuments' Office. The buildings were divided into four categories of protection. Category 1 includes all listed objects. Category 2, all the buildings for which the representative of the Federal Monuments' Office were aware that a future protection under the Monument Protection Act would be required. The first two categories are subject to strict protective regulations accompanied by a ban on demolition. Category 3 are important objects for the townscape, the substance of which is not important enough for a protection order. Category 4 is all other existing objects and undeveloped land. The objective in categories 3

and 4 is to maintain and improve the town's appearance. The building authority is technically supported by a 'Protection Zone Commission', consisting of architects, monument protection experts and municipal councillors. This system is very effective. The construction projects are already being supported at an early stage and good results are achieved for the protection of objects and the townscape. All building land real estate in the World Heritage area, and a large part of those in the surrounding area, is registered included in the protection zones.

The building authority and the protection zone commission are limited bound by the applicable building law. When experts come under interrogation on questions of proof of evidence, they do not automatically refer to the protection of the 'outstanding universal value (OUV)' of the nominated World Heritage. In order to close this gap, a Welterbe Fachbeirat (World Heritage Advisory board) is to be set up in Baden to examine the possible negative effects of construction projects on the spa resort attributes defined in the OUV, and to provide the building authority with appropriate expert opinions for decision making. This Welterbe Fachbeirat will consist of architects, city planners, art historians and historians. This committee will also advise the Federal and Provincial Authorities, as well as the units responsible for the preservation of municipal real estate, on matters relating to the safeguarding of the OUV.

The municipality constantly modifies the land use designation and building regulations so as to counteract developments which jeopardize the spa town structure and / or the historical building stock. Currently, the sustainability of the maximum possible number of housing units in terms of urban infrastructure, based on current legal options, is being examined in order to impose appropriate restrictions. A so-called Bausperre (A special regime as a transitional provision until new rules are developed and adopted) was imposed to offset the pressure exerted by Vienna on real estate investment, which would lead to an undesirable increase in density of the urban area.

The municipality is the owner of numerous buildings and green areas, which are part of the nominated World Heritage and thus responsible for their preservation. In the first instance, this responsibility lies with municipal garden and the municipal planning management and the 100% municipal subsidiary Immobilien Baden CoKG & GmbH. In the Municipal Garden and Planning Management, 7-10 technicians and around 60 other employees are involved in the ongoing maintenance. At the Immobilien Baden, a small staff manages the buildings. Commercial enterprises are commissioned to carry out the maintenance work. This structure guarantees an optimal state of preservation of the community's properties and regular restoration of the properties, in the near future for example, the Summer Arena in the Kur park.



Fig. 98 The maintenance of the Kurgardens is never ending. Reconstruction works on the parkway sewage system in 2019.

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Municipality and Civil Society

Presentation and mediation of the nominated World Heritage are carried out by the municipality and civil society. The departments for Public Relations, Tourism, Cultural Affairs, the Municipal Museums' administration and the numerous schools contribute to bringing the worth of the spa town of Baden to the attention of both guest and the local resident. Numerous clubs, citizens' initiatives and individuals are deeply involved with preserving the cultural heritage of the city of Baden. For example, the associations of Vestenrohr-Karlstisch and St.Helena have contributed to the mediation and rehabilitation of historical sites.

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The willingness of the owners of Baden's historic building stock to preserve their houses in a professional way is impressive. In recent years, many important objects, such as villas for Archduke Rainer and Hahn respectively, built by the Viennese Art Nouveau star architect Otto Wagner, have been exemplarily researched and restored to their original condition. These projects are financed privately and are guided supported by the Monuments' office and the municipal building authority.



© Hans Hornyk

Fig. 99 Rainervilla; There was discovered the original painted surface of the facades, planned by Otto Wagner; restored in an exemplary manner in 2013.

Local Site Management, Local Steering Group, World Heritage Councillor, World Heritage Boards

A networking of these initiatives for a more effective World Heritage support and inclusion in the management is to be the objective of the local World Heritage Management.

Great Spas of Europe - Baden bei Wien UNESCO World Heritage Institutions

Site Manager

The site manager is a public servant of the municipality of Baden. They report directly to the Municipal Office Director. The position is autonomous and not bound by the instructions or directives from above in matters of World Heritage monitoring or the obligation to notify the Federal Office responsible for UNESCO (2018 the Federal Chancellery) and the General Site Management Board of the Great Spas of Europe. Duties of the Local Site Manager are the networking within the Great Spas of Europe and UNESCO World Heritage Sites, execution of the tasks directly related to the UNESCO World Heritage, such as updating of the management plan and organization of the monitoring as well as presentation and mediation of the World Heritage, and also the leadership of the Local Steering Group. They must draft the monitoring reports and submit them to the relevant officials and committees at municipal (mayor, World Heritage Committee), national (UNESCO World Heritage Ministry) and international (General Management Board of the Great Spas of Europe) level.

Local Steering Group LSG

A Local Steering Group consists of local stakeholders, World Heritage Advisory Council members and executives from the municipal administration. It will support the Local Site Manager in the implementation of the measures defined in the management plan and in monitoring. For the integration of active members of civil society, a World Heritage Association is to be set up, whose mission is the research, presentation and mediation of the World Heritage. Baden is home to numerous individuals, who are prepared to privately support renovation projects. They too should be recruited as support for this association.

World Heritage Councillor

In order to audit Local Site Management Activities, A World Heritage Councillor delegated by the Municipal Council will be utilized. The Councillor to report annually to the municipal council on developments, activities and results of the monitoring (World Heritage Report).

World Heritage Board

Acknowledgment of the nominated site as a UNESCO World Heritage Site requires, in addition to the day-to-day interaction with the outstanding historical heritage, monitoring of the development of the World Heritage Great Spa of Europe – component part Baden bei Wien, high-ranking World Heritage Board of Board. The monitoring reports to be submitted to the members of this board of trustees. The Board of Trustees makes recommendations for improving the management of World Heritage and is intended to warn of undesirable developments and to act in the event of threats to World Heritage outside the jurisdiction of the Municipality of Baden.

It consists of representatives from:

- Politics and administration (representatives of the Austrian UNESCO Commission, the Republic of Austria, the state of Lower Austria, District Commissioner and the Mayor)
- Science (scientists, including university professors drawn from the disciplines relevant to the UNESCO World Heritage Great Spas of Europe).

World Heritage Advisoryboard

To advise municipal administration and municipal politics on questions of the impact of changes in city strategy, concrete measures or planned projects on the OUV. Consists of one architect, art historian, city planner and historian.

Management - Structure Baden bei Wien

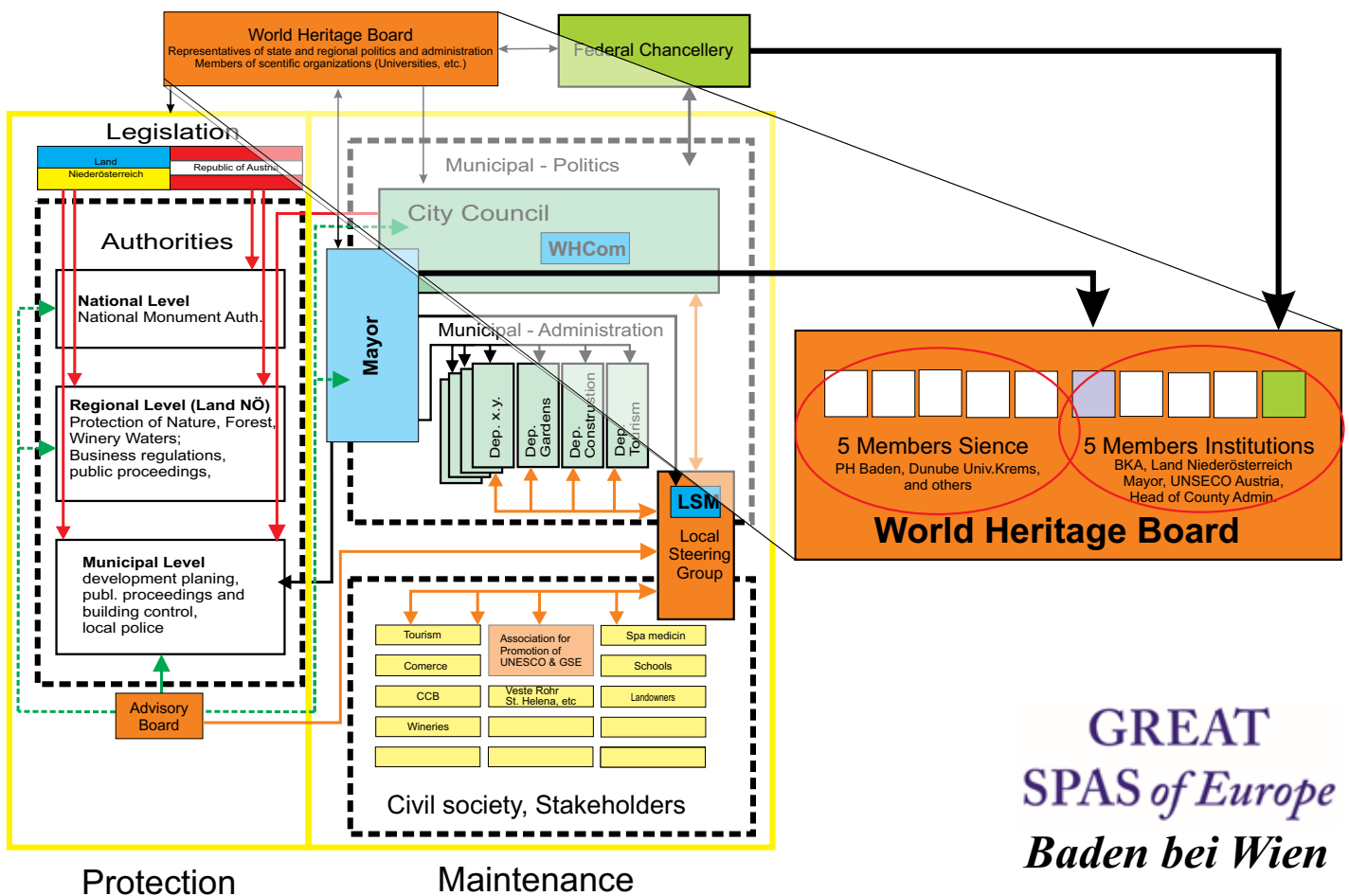


Fig. 100 World Heritage Board (= Kuratorium) Baden

5.7 Risk Management Plan

5.7.1. Introduction

The Protection of the World Heritage constitutes an international legal obligation laid down in an international agreement which is in force in Austria since 1993: Article 4 of the 1972 World Heritage Convention stipulates that it is the duty of each State Party to ensure the protection and conservation of its World Heritage. In order to obtain these goals, State Parties should “take the appropriate legal, scientific, technical, administrative and financial measures necessary for the identification, protection, conservation, presentation and rehabilitation of this heritage.” (Art. 5, lit. d of the Convention)

These measures have to be understood in a broad sense of the cultural property protection: The protection and conservation-activities cover maintenance-measures against decay as well as interventions against natural- and man-made disasters, like floods, landslides, rock fall and earthquakes. Furthermore, threats caused by development pressures have to be taken into consideration as well when we deal with cultural property protection. Legal provisions and measures are installed in order to prevent or to mitigate adverse impacts on the World Heritage property of Baden bei Wien.

5.7.2. Threats affecting the Property

5.7.2.a. Regular maintenance and protection measures

Maintenance and protection measures to keep the cultural heritage intact, as stipulated in the Federal Monuments Protection Act and in other laws (e.g. Construction Code of Lower Austria, Infrastructure Act) as well as in legislation for the protection of nature have an indirect influence on the protection of cultural property through enhancing the resilience of the built heritage against natural disasters (e.g. construction-regulations to improve stability of buildings, flood protection-installations, fire-proof material, etc.). However, in case of disasters the rules of disaster management apply.

5.7.2.b. Disaster Management

For many years for Baden bei Wien thanks to very professional emergency organisations a highly efficient disaster management applies. The disaster-response is based on a well-organised coordination among the emergency units: police (Polizeiinspektion Baden, Stadtpolizei Baden), the three voluntary fire-brigades of Baden¹ and the ambulance with the municipal- and state authorities (e.g. District administration, provincial emergency coordination centre / Landeswarnzentrale). Depending on the disaster, additional forces (Austrian Army) and specialised units are available (e.g. Straßenmeisterei, Bergrettung). At the municipality a list will be kept updated which contains all available heavy equipment (e.g. bulldozers, trucks, cranes and other tools) and their present location.

Fortunately, the range of disasters, which can affect the infrastructure including the cultural (and natural) heritage in Baden bei Wien, is rather limited. Consequently, the following disasters: floods, landslides, rock fall and earthquakes will be taken into consideration.

1 Freiwillige Feuerwehr Baden Leesdorf, Freiwillige Feuerwehr Baden Stadt, Freiwillige Feuerwehr Baden Weikersdorf

The disaster management follows a three-phased cycle, which consists of pre-disaster management, disaster-response and post-disaster management. With regard to the “life cycle” of emergencies, it has to be stated that “after the disaster is before the next disaster”. Consequently, disaster management will never come to an end.

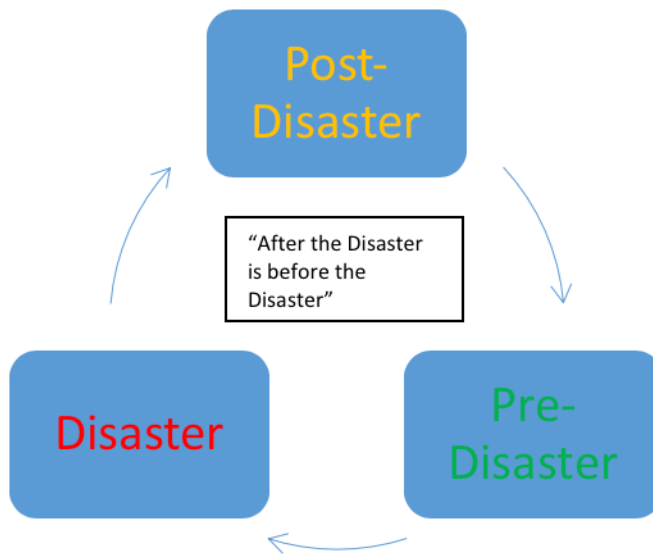
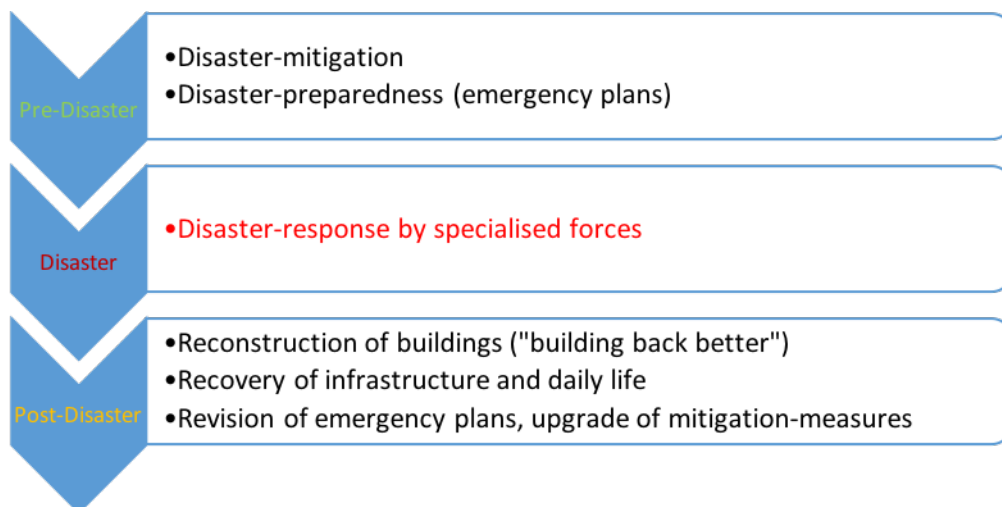


Fig. 103
Disaster Management Cycle:
The Management of Emergencies will cover three phases: pre-disaster, occurrence of the disaster itself and post-disaster. Each phase has its specific tasks and actions.

All three phases have to be considered in a holistic way, which leads to an integrated disasters management. Consequently, each phase covers certain tasks and actions. The more fine-tuned the different phases are with each other, the more efficient will be the disaster management.



For disaster management a series of Acts apply. The Fire Brigade-Act 2015 of Lower Austria (NÖ Feuerwehrgesetz 2015²), the Emergency Act of Lower Austria (NÖ Katastrophenhilfegesetz 2016³) and the (federal) Security-Police Act (Sicherheitspolizeigesetz, especially para 22 subpara 1, line 6⁴) are the most relevant Acts.

2 NÖ FG 2015, NÖ LGBl Nr. 85/2015 in its amended version

3 NÖ KHG 2016, NÖ LGBl 70/2016 in its amended version

4 Bundesgesetz über die Organisation der Sicherheitsverwaltung und die Ausübung der Sicherheitspolizei (Sicherheitspolizeigesetz – SPG), BGBl. Nr. 566/1991 in its amended version

5.7.2.c. Natural Disasters threatening the property

Fire

Fire Prevention

Following disastrous fires which caused not only huge damages on buildings and infrastructure, but also led to substantial loss of human resources during the last centuries, Austria introduced strict technical norms in order to prevent the outbreak or the diffusion of fire. With regard to buildings, the most relevant norms can be found – e.g. in Lower Austria – in the Building Code of Lower Austria (NÖ Bauordnung – NÖ BO 2014⁵) and in the Decree on Technical Norms. (NÖ Bautechnikverordnung 2014⁶)

The prevention of fire and the protection in case of fire constitutes one of the principles of constructing houses. The above-mentioned Building Code stipulates that in case of fire the stability of the building has to be secured for a certain period (para 43, subpara 1, no. 2 – lit. a). Furthermore, the structure of the building has to prevent the outbreak and diffusion of fire and smoke within the building (no. b) and vis-à-vis neighbouring buildings (lit. c). Also, the buildings must foresee measures that humans can escape or get rescued (lit. d) and that rescue teams do not get endangered (lit. e). Special requirements are foreseen through decree to prevent the danger of fire caused by heating systems. (para 58, subpara 3) Similar regulations exist with regard to the storage of flammable liquids (para 61, subpara 1) and concerning parking-facilities near buildings. (para 64)

In order to achieve the implementation of these regulations, fire protection measures have to be outlined in the description of the planned building (or planned modification of a building (Baubeschreibung, para 19, subpara 2, no. 4); the description will serve as basis for issuing a building permit. The Construction Office is entitled – depending on the typologie of building – to ask for additional information concerning fire prevention and concept for fire protection. (subpara 3)

The requirements as stipulated in the Building Code get refined in the Decree on Technical Norms. (NÖ Bautechnikverordnung 2014). Special regulations exist e.g. on garages. (para 13) Moreover, the Decree puts high emphasis on heating systems. (chapter IV, paras 15 – 30)

Firefighting

In Austria a very efficient firefighting system has been established: Apart from the fire brigades on professional basis in the capitals of the Provinces⁷, in the whole territory of Austria a dense network of voluntary fire brigades exists. The membership (open for men and women and youth) is on voluntary basis. The units are organised as associations. The high popularity of the voluntary fire brigades allow to establish not only in each municipality, but also often on the level of cadastre-villages (like in Baden bei Wien) a fire own fire brigade. With regard to modern equipment and training, the fire brigades enjoy high financial support from the municipalities and from the Provincial Government. As a result, the standard of equipment can be kept on highest level. The task of the fire brigades cover so-called “technical” operations (technische Einsätze: traffic accidents) and firefighting itself. Thanks to a strict

5 NÖ BO 2014, NÖ LGBl 1/2015

6 NÖ BTV, NÖ LGBl 4/2015, amended by NÖ LGBl 25/2016 and NÖ LGBl 54/2018

7 Except Bregenz, whose firebrigades are organised on voluntary basis

hierarchical chain of command, the fire brigades enjoy a well-organised structure among the different units by employing command centres on district- and provincial level (“Bezirks-“ and “Landeswarnzentralen”). Consequently, depending on the emergency situation, fire brigades from other villages can be asked to assist or to take over special tasks (depending on their special equipment they have).

Binding regulations concerning the tasks and activities of the fire brigades are laid down in the Fire Brigade-Act 2015 of Lower Austria (NÖ Feuerwehrgesetz 2015) as well as in the Emergency Act of Lower Austria (NÖ Katastrophenhilfegesetz 2016).

In the area of the municipality Baden bei Wien are three voluntary fire brigades (according to the cadastre-villages of Baden): Freiwillige Feuerwehr Baden Leesdorf⁸, Freiwillige Feuerwehr Baden Stadt⁹ and Freiwillige Feuerwehr Baden Weikersdorf¹⁰. This dense network allows not only a brief intervention time thanks to short distances, but provides also a good local knowledge of each member.

Floods

The Schwechat is most of the time a modest brook. However, floods can occur. The constructions for permanent flood protection are adapted to a flood of a 100-year occurrence as it took place in 1897; similar levels were reached in 1953, 1964 and 1997. Flooding of small scale occurred in the Helenenstraße in 1997. Further flooding areas were close to the railway, which are, however, outside of the property and buffer zone.

In case of floods the Fire Brigades of Baden bei Wien and – if necessary – forces of the Austrian Army will be the responsible response units. Furthermore, heavy equipment (e.g. trucks, bulldozers and other tools) can be provided by private companies. In case of an emergency, appropriate units of the municipal administration (e.g. Construction Directorate, Water Management Unit) will assist during the disaster response operations and afterwards during the reconstruction works.

Landslides and rock fall an

The rocks of Dolomite at the entrance of the Helenental represent weathering rock, whose erosion is still ongoing. Consequently rock fall still occurs. However, these areas where rock fall could affect the settlements and the cultural property, are subject of periodic (some five to six years) monitoring in order to identify threats and to implement appropriate countermeasures. With regard to the attributes which define the outstanding universal value of Baden bei Wien, only the Ruine Rauhenstein is faced with some danger, which is caused through its position on the top of a rock: The risk of rock fall which could cause damages is neither quantifiable nor it can be totally omitted.

The responsible emergency units are the Fire Brigades, Police, Ambulance and also under certain circumstances the mountain rescue service (Bergrettung). Depending on the dimension of the landslide and rock fall, heavy equipment (like bulldozers, cranes, trucks) will be made available by private companies or by the Austrian Army.

8 <http://www.ff-baden-leesdorf.at>

9 <http://www.ffbs.at>

10 <http://www.ff-baden-weikersdorf.at>

Earthquakes

As Baden is located at a geological fault zone; sometimes earthquakes of minor magnitude might occur occasionally. Some 500 years ago an earthquake of bigger dimension occurred. While damages were reported then from Vienna and Wiener Neustadt (where the epicentre was located), no adverse impacts happened in Baden bei Wien.

The appropriate response will depend on the magnitude of the earthquake. It has to be stated, however, that in the last centuries no earthquake of devastating influence happened in Austria.

5.7.2.d. Cultural Property Protection

According to para 1 of the Decree for Cultural Property Protection (Kulturgüterschutzverordnung), the Federal Monuments Protection Authority (Bundesdenkmalamt) has to establish a List for the protection of cultural property (Kulturgüterschutzliste). This List has to contain the cultural property, which falls under the protection regime of Art. 1 of the 1954 Hague Convention for the Protection of Cultural Property during armed conflicts. The Decree stipulates in its para 1, sub-para 2 additional details about that property: The List has to mention the category of cultural property in accordance with Art. 1 of the above-mentioned 1954 Hague Convention (line 1), the short description including illustrations (line 2) and its geographic location (line 3). For immovable cultural property the geo-referenced geographic coordinates have to be indicated and a plan has to be provided as well (sub-para 3).

In Baden bei Wien two areas were declared as protected areas according to the 1954 Hague Convention. These are the City Centre (Stadtzentrum, description: Annex 1) and the Helenenstraße (Description: Annex 2).

The implementation of the 1954 Hague Convention lies partly with the Federal Monuments Protection Authority (preparatory work during peace time) and partly with the Austrian Army (during an emergency situation).

Annex 1: Description Cultural Property Protection Area Baden-Stadtzentrum

Ensemble Baden-Stadtzentrum

Bundesland	Politischer Bezirk	Gemeinde	Katastralgemeinde	GIS Verortungsdaten (UTM-Daten)
NO	Baden	Baden	Rauhenstein (04025), Weikersdorf (04036)	UTM 33 590542,00 5317772,00



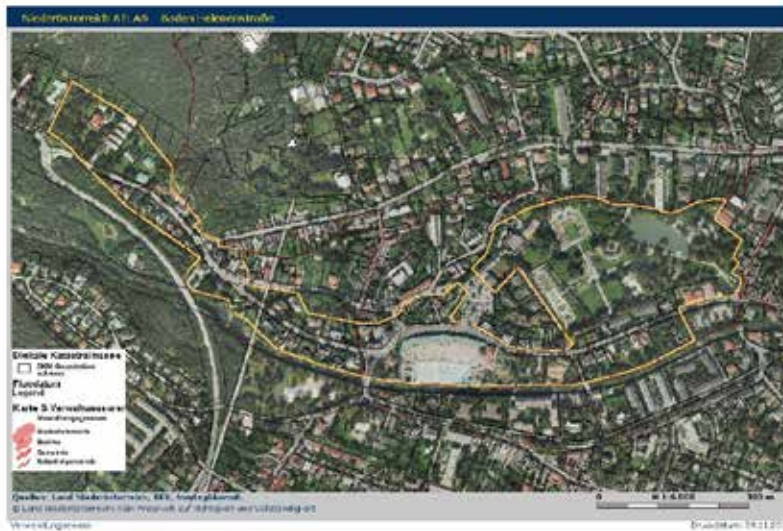
Dank seiner Schwefelquellen war das 869 erstmals erwähnte „Padun“ seit dem Mittelalter Anziehungspunkt adeliger Gäste, wovon die bauliche Struktur des Mittelalters und der Renaissance und die vielen erhaltenen barocken Wohnbauten zeugen. Als Sommerresidenz von Kaiser Franz II. (I.) erlebte Baden eine Blütezeit, die durch die Anbindung an die Südbahn 1841 ihre Fortsetzung erfuhr. Die für die Kurstadt bei Wien so bedeutenden Bäder wurden zu Beginn des 19. Jahrhunderts in klassizierenden Formen erbaut. Verantwortlich für den Charakter als Biedermeierstadt ist der auf den Stadtbrand 1812 folgende Wiederaufbau, an dem unter anderem Josef Kornhäusel maßgeblich beteiligt war. Er plante den Biedermeierbau des Rathauses und gestaltete die gotischen Gebäude des ehemaligen Klosters der Augustiner-Eremiten und die dazugehörige Frauenkirche im Sinne des Klassizismus um. Geprägt vom Historismus des späten 19. und frühen 20. Jahrhunderts sind die Fassaden der im Kern oft mittelalterlichen Bürgerhäuser im Stadtzentrum sowie das ehemalige Kurhaus – das heutige Kasino – und das Stadttheater.

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Ensemble Baden-Helenenstraße

Bundesland	Politischer Bezirk	Gemeinde	Katastralgemeinde	GIS Verortungsdaten (UTM-Daten)
NO	Baden	Baden	Rauhenstein (04025), Weikersdorf (04036)	UTM 33 590542,00 5317772,00

Übers Report unter Evaluation Version, Visit www.bda.gov.at for more information.



Das Ensemble Helenenstraße dokumentiert die historische Blütephase Badens, die nach der glanzvollen Ära unter Kaiser Franz II. (I.) in Folge des Anschlusses an die 1841 eröffnete Südbahn mit einem neuerlichen Aufschwung als Nobelkurort verbunden war. Zahlreiche hoch gestellte Persönlichkeiten siedelten sich in der Badener Vorstadt an, die durch die Lage an der Helenenstraße, der entlang der Schwechat verlaufenden Verbindung von Altstadt und dem westlich gelegenen Erholungsgebiet im Helenental, besonders gefragt war. Ihre Villen veranschaulichen den für den Historismus charakteristischen Stilpluralismus.

Nördlich der Helenenstraße liegt inmitten einer weitläufigen Parkanlage das ab 1579 über den Fundamenten einer mittelalterlichen Wasserburg errichtete Renaissanceschloss Weikersdorf. Die barocke Saalkirche hl. Helena vermittelt den ursprünglich dörflichen Charakter des eingemeindeten Bezirkes Rauhenstein.

© BDA

5.7.3. Management of Tourism and Visitor capacities

5.7.3.a. Organisation and Information

Name and address of the tourism marketing and promotion organisation that officially represents Baden bei Wien:

Geschäftsgruppe Tourismus der Stadtgemeinde Baden
Brusattiplatz 3, A-2500 Baden, Austria

Chief Executive/Director/Manager of the tourism office:

Klaus Lorenz, Director of tourism

Contact: +43 2252 86800 614, Email: klaus.lorenz@baden.at

Official website of the spa town destination tourism office and any other marketing organisations or agencies representing Baden bei Wien:

www.tourismus.baden.at

5.7.3.b. current visitor patterns

Baseline data recording visitors to Baden bei Wien, how is this collected and at what frequency? Annual pattern of visitation.

Annual numbers Overnighting visitors 2017: 78,471 visitors, 425,016 overnights

Curists: 13,120 visitors, 272,689 overnights

General visitors: 65,351 visitors, 152,327 overnights

Overnight figures are collected via certificates of registration by Geschäftsgruppe Tourismus on-going and has to be reported to Statistik Austria monthly.

Day visitors 2017: about 800,000 visitors

Figures are collected via smartphone movements during summertime and are estimated for wintertime.

5.7.3.c. carrying capacity of the spa town

Studies been undertaken to estimate or assess the visitor carrying capacity of the spa town, methods of calculation, estimation or expectation of the increase in visitor numbers as a result of World Heritage inscription.

Overnight Stay Tourism

The municipality of Baden's tourism statistics identify the year 1980 as having had the highest number of overnight stays post-World War II at about 678,000 overnights. In fact, up to 1,100,000 overnight stays were reported in the 1930s resulting in no negative effects for the historical cultural heritage or the local citizens. Based on this historical experience, the city of Baden believes the overnight tourism carrying capacity to be 150,000 visitors with 800,000 overnights.

The increases in the overnight tourism figures are anticipated exclusively from the commercial hotel sector. The overnight accommodation capacity of the clinics already shows a utilization rate of approximately 94%. The current availability in the commercial hotel sector and private accommodation amounts to 1,171 beds. Furthermore, potential development projects in the hotel sector would provide another, approximately, 400 beds. On the basis of this - and allowing for 70% annual capacity utilisation - the resulting figure of 401,390 overnight stays is reached.

In addition, the 272,689 overnight stays from the clinics result in a medium-term forecast of about 673,000 overnight stays.

Day tourism

The municipality of Baden's tourism strategy is focused on sustainable individual tourism of the highest quality and consequently eschews mass tourism especially by tour bus groups. For this reason, the introduction of a limit on the number of incoming tourist buses in the city centre is planned for 2019, following the model of Vienna and Salzburg. The carrying capacity for day tourists is to be set at a maximum of 1,000,000 visitors.

5.7.3.d. management of future increase of visitors

Actions in place to manage any anticipated increase in visitor numbers as a result of World Heritage inscription. Monitoring and management of adverse effects?

The Tourism Strategy Baden.2031 lays down a clear-cut positioning on sustainable individual tourism with high quality visitor experience for the guest. The biggest threat, as identified in the SWOT analysis, was seen as an influx of travel groups who stay a maximum of 90 minutes. Therefore, measures to manage mass group tourism have been and will be taken: the establishment of a set maximum number of day tourists in combination with a limit on the number of tourist buses in the historical centre of the city of Baden, amongst others.

5.7.3.e. Visitor management Plan and tourism strategy

Title of the current visitor management plan or tourism strategy for the spa town destination.

Title: Tourism Strategy Baden.2031

Tourism Strategy Baden.2031 is a direct spin-off from the city planning and development concept elaborated by city council, city administration and external experts in 2012. For 2019 revisions of the tourism and city marketing part of the city planning and development concept are commissioned.

The document is adopted by the municipality and thus the basis for all decisions of city administration.

Annual budget provided for tourism marketing and promotion in the spa town, including the tourism information office and tourism staff.

5.7.3.f. Budget

Annual budget: €1,276,400,00

(including marketing&sales, eventmarketing, tourist information office and tourism staff)

Further detail of local tourism marketing and promotion, management and activity should be included within the Local Management Plans at Chapter 6.7 "Sustainable tourism and the visitor economy".

5.8 Condition of the site (= Nomination Dossier 4.a.2. State of conservation of component parts; AUSTRIA; At-01 Baden bei Wien)

The current conservation status of the component part Baden bei Wien can be described as very good, as thanks to private and public initiatives regular maintenance- and repair-work has been undertaken.

The widely optimal conservation status is the result of awareness among the owners, civil society and political bodies. These various initiatives are backed by an appropriate legal framework together with an efficient management of the site including financial support through public bodies.

The civil society's engagement for the protection of historically remarkable buildings goes back to the 1960ies. Thanks to the intervention of the civil society, sometimes organised as citizen's initiatives, not only the demolition but also the restoration of buildings, which form part of Baden's identity, could be achieved. Citizen's groups were formed, resp. became involved, e.g. against the demolition of the Weilburg (1964 – not successful), against the upgrading of the road B210 and the blasting of the rock "Urtelstein" in Helenental (1972-1976 – successfully prevented) and against the demolitions of the Villa Hahn (1983) and of Villa Orsini-Rosenberg (2005 – both initiatives were successful). Today at least two citizen's groups are engaged in the protection of green areas where apartment buildings are planned.

Historically however, lack of money in the first half of the 20th century contributed to the preservation of the town shape, as lack of funds prevented major development works. Following the period after World War II (especially after Austria regained full sovereignty in 1955) with increased investments in the building sector, the "European Year of the Preservation of Monuments" in 1975 contributed surely to the creation of a favourable attitude towards renovation and revitalisation. This initiative of the Council of Europe paved the way to a series of legal instruments and planning tools. Moreover, the Austrian Federal Monuments Protection Authority (Bundesdenkmalamt - BDA) placed a considerable amount of buildings under monuments protection. The BDA monitors to a certain level the buildings and monuments which are under monuments protection.

Generally, the buildings – either listed under monument protection or not – are well maintained and are in an excellent state of conservation. However, with regard to poor state of conservation, the "Sommerarena" has to be mentioned. Built in 1906 by the architect Rudolf Krausz in the Art Nouveau style, it replaced the previous timber edifice. The retractable glass roof makes it possible to hold performances (like operettas) under the open skies in fine weather. The renovation of the building is scheduled for 2020.

Challenges that may have an adverse effect on the state of conservation of the historic city-centre are development projects which aim at transforming buildings to new functions by enlarging the building height and construction-dimensions, thus modifying – inter alia – visual relations. However, the town-administration undertook already heritage impact assessments (HIA) for building projects located in the property.

Condition of the Baden bei Wien attributes to the Great Spas of Europe:

	Attributes	Condition	Notation
1.1.	Ursprungsquelle	good	
1.2.1.1	Frauenbad bath	good	Restoration and carefully conversion in the Arnulf Rainer Museum 2007
1.2.1.2	Josefsbad bath	good	Last restauration in 2006; since 1975 hosting restaurants
1.2.1.3	Leopoldsbath bath	good	Today tourist information
1.2.1.4	Franzensbad bath	good	Refurbished in 2006; today a Haman
1.2.1.5	Engelsbad bath	good	Refurbished in 2015
1.2.1.6	Hotel Sauerhof	medium	Restauration in planning state
1.2.1.7	Badener Hof hotel (Mariazellerhof)	good	Refurbished in 2018
1.2.1.8	Trinkhalle (pump room)	good	Refurbished in 1992-1995
1.2.2.1	Kurhaus	good	Refurbished 1992-1995
1.2.2.2	Sommerarena	poor	Restauration 2020-2022
1.2.2.3	Stadttheater	good	Restauration 2015-17
1.2.2.4	Music pavilion in the Kurpark	good	
1.2.2.5	Rollett Museum	good	
1.2.2.6	Thermalstrandbad lido	good	Last restauration works (facade) 2019
1.2.3.1	Magdalenenhof, 15th Century lodging house	good	Refurbished 2015-2018
1.2.3.2	Habsburg Residence Kaiserhaus Baden	good	Restauration 2013-2015; imperial apartments used as a museum;
1.2.3.3	Habsburg Residence Augustinerkloster and Flö rastöckl	good	Highschool
1.2.3.4	Hotel Schloß Gutenbrunn	Inside good, outside medium	Restauration 2008-2010
1.2.3.5	Hotel Herzoghof	good	Refurbished 1992-1994
1.2.3.6	Hotel Esplanade	mittel	
1.2.3.7	Carl Michael Ziehrer Haus	good	
1.2.3.8	Villa Erzherzog Rainer	good	Restauration 2014/15
1.2.3.9	Villa Erzherzog Wilhelm, today the Eugenvilla	good	
1.2.3.10	Villa Hauser	good	
1.2.3.11	Villa Strecker	good	
1.2.3.12	Villa Hahn	good	restauration 2013
1.2.3.13	Kaiser Franz Josef Ring	good	
1.2.4.1	Frauenkirche church	good	Restauration 2008 (outside) and 2016 (inside)
1.2.4.2	Lutheran church	good	

1.2.4.3	Chapel of Herzoghof	good	Refurbished 1992-1994
1.3.1	Kurpark 1792	good	Refurbished in 2007 - 2009
1.3.2	Kurpark Krupka Anlagen gardens 1927	good	Beethoven Tempel teilweise 2016 restauriert;
1.3.3	Weikersdorf court gardens, Doblhoffpark	good	Refurbished 2010-2015
1.3.4	Helental parklands; ruins of Rauhenstein castle	medium/ poor	Restauration 2021-2023
1.3.5	Alexandrowitsch Anlagen gardens	medium	Partly wildered
1.4.1	Tunnel Urtelstein	good	
1.4.2	Kinderbewahranstalt Marienkindergarten	good	Refurbished 2011
1.4.3	Kurpark glashouses	good	
1.5.1	Beethovenhaus Baden Summer residence of Ludwig van Beethoven 1821-1823; original wall socket in the composers apartments	good	Refurbished and turned into a Beethoven-museums 2012-2014, Restauration works on the roof and the facade in 2018/19.
1.5.2	Landhaus Ossolinski, Schloss Braiten	good	
1.5.3	Landhaus Schönfeld	good	
1.5.4	Townhouse Attems	good	Restauration of the facades in 2018

5.9 Monitoring the site

Monitoring is required to provide regular evidence for the state of conservation of the property which, over time, creates a general indication of changes and trends. The key indicators identified for measuring the state of conservation are outlined in section 6 and 6.a of the nomination dossier. The Great Spas Management Board through the Secretariat will be the body responsible for the coordination of monitoring activity in conjunction with the States Parties and the IGC. Local monitoring of the component sites is included in the eleven Local Management Plans and reported in Chapter 6 of the nomination dossier.

5.9.1 Monitoring of the state of conservation of The Great Spas of Europe

The Property Management Plan sets out six key indicators for monitoring the state of conservation of the nominated World Heritage property. These monitor the condition of the six physical attributes of Outstanding Universal Value described in the Nomination Dossier and in Section 3.2 of this Local Management Plan.

This table lists for each of these attributes the desired state of conservation to be maintained or achieved, the measures used to assess that state of conservation, and the periodicity of monitoring. For indicators which are recorded periodically, Site Managers will agree on when this should be carried out so that data is contemporaneous across the whole property.

These monitoring indicators will be used by Site Managers to assess the state of conservation of each component and reported to the Secretariat as agreed. The indicators will be an

important source of information for UNESCO Periodic Reporting as well as informing local management of each component.

Indicator No.	Attribute	Desired state of conservation	Measures	Periodicity of monitoring
1	Mineral springs	Preserved form and functionality of mineral springs and purity of water sources	1 Number of working springs; 2 Purity and chemical content of water to remain unchanged	1 Continuous
2	Spa historic urban landscape	Retained urban form of the spa town	1 Character of spa historic urban landscape to remain unharmed 2 number of applications for consent for new developments	1 fixed point photography twice within each PR cycle 2 Continuously with decisions on development proposals.
3	Spa architecture	Maintenance in good repair and sustainable use all structures which are part of this attribute	1 Number of buildings in need of repair 2 Number of abandoned/ derelict buildings	1 Twice within each PR cycle
4	Therapeutic and recreational spa landscape	Retention of the green planned landscapes within spa; Maintenance of links with surrounding landscape; Retention of the character of surrounding landscape;	1 Extent of green spaces within spa to remain stable 2 Links to remain unharmed 3 Character of surrounding landscape to remain unharmed	1 Continuously 2 fixed point photography for each PR cycle
5	Spa support infrastructure	Retention of evidence of infrastructure; Maintenance of functions as appropriate	1 Number of buildings in need of repair 2 Number of abandoned/ derelict buildings	1 Twice within each PR cycle
6	Continuing spa function	Maintenance of functioning elements of the spa Continuing use of varying types of accommodation Retention of spa-related small curative, sporting and leisure facilities	1 Number of traditional spa buildings and features still in use 2 Number and type of accommodation units	1 Twice within each PR cycle

5.9.2 Joint monitoring: the GSMB recognises the need to establish effective arrangements for bilateral and multilateral collaboration for the joint systematic monitoring of the state of conservation of the components of the series. A training exercise will be established to trial a joint monitoring procedure each year between two or three component sites to exchange experience and best practice. The GSMB will organise this exercise through the SMG and report any general observations in the Annual Report. This informal process will be underpinned by the principles of preventive conservation, maintenance and monitoring as promoted by Precomos, (the UNESCO Chair of Preventive Conservation at the Katholieke Universiteit Leuven, see www.precomos.org) and the three stages to prevention; i) prevention by means of avoiding the causes of damage, ii) prevention through monitoring which detects early symptoms of damage and iii) prevention that stops the further spread of the cause and effect of damage, or the development of secondary unwanted effects.

5.9.3 Periodic Reporting: is the global monitoring system which allows each State Party to respond to the requirements contained in the World Heritage Convention and enables effective monitoring of the actual state of conservation of the serial property and its component parts. Periodic Reporting takes place in each UNESCO region on a six-yearly cycle, the last cycle in Europe was launched in 2012 and completed in 2015. It is based on a self-assessment exercise usually carried out by the Site Managers in collaboration with the competent expert authority responsible for monument protection and checked by the State Party before submission. However, there is a need for further training of those who submit the questionnaires in future to remove the broad variety of interpretations of some of the questions posed. The IGC will be the responsible body through the Secretariat, for coordinating the self-assessment questionnaires in the next Periodic Reporting cycle with the full engagement of the GSMB and in cooperation with the national Focal Point for World Heritage matters within individual States Parties. The IGC will oversee the preparation of the Periodic Report since the seven States Parties will have to agree one Periodic Report for the whole property.

5.9.4 Reactive monitoring: is the reporting by UNESCO and the Advisory Bodies to the World Heritage Committee on the state of conservation of specific World Heritage properties that are under threat. To this end, the States Parties shall submit specific reports and impact studies each time exceptional circumstances occur or work is undertaken which may have an impact on the Outstanding Universal Value of the property or its state of conservation. It will be for each State Party or Länder to respond to all requests for information from the World Heritage Centre and ICOMOS and to report all responses to the IGC. States Parties are also asked to notify the IGC as soon as possible about any proposed development which could threaten the OUV of the property. Following notification, if a reactive monitoring mission is agreed by the World Heritage Committee it shall address the problems and issues identified within the serial property and establish which component(s) might be affected, and how each of these component(s) relate to the OUV. A mission will then visit the component part(s) in question and report on the findings, clearly identifying whether or not the OUV of the property as a whole is under threat. Should such a situation arise, the relevant State Party or Länder is urged to consult the other members of the IGC and the GSMB on what action should be taken at the earliest possible time.

5.9.5 Action Plan monitoring: the actions agreed by the GSMB, to implement the Property Management Plan of The Great Spas of Europe, are monitored annually and the results presented in the Annual Report. The monitoring of this process is the responsibility of the Secretariat in consultation with the members of the SMG as required.

Chapter 6

Issues to be addressed

6.1 Introduction

Baden is a vibrant city. The local population have always been aware of their meaningful historical heritage. Numerous citizens' initiatives aiming at the preservation of architectural heritage and the garden-city character are just as clear an indication of this as the constant efforts of urban policy and municipal administration to prevent undesirable development. The recognition of the spa town of Baden as UNESCO World Heritage is, in this sense, the recognition of the successful joint effort of all Baden residents to preserve this heritage. UNESCO World Heritage recognition also gives rise to exaggerated expectations and unfounded fears in the local population and it is the task of the municipality and the site management to explain the new status, and to incorporate it into the city's self-image.

For an effective management system, it is necessary to gain an adequate understanding of the specifics of World Heritage, its prospects and obligations, as well as the opportunities resulting from the World Heritage status. This chapter describes the topics, challenges and opportunities that affect the World Heritage Spa town of Baden bei Wien, as well as the objectives and measures which were formulated in working groups.

Many of the topics identified are the result of change and growth. Change is indispensable for a modern city, but it can become a threat to its existing strengths as described, for example, by UNESCO in the so-called 'Outstanding Universal Value OUV' of the Great Spas of Europe, where Baden is also described. The organization of change ensures the fulfillment of the city's needs and economic competitiveness of the city. The objectives and measures of this plan are to ensure that this change is in harmony with the OUV and authenticity of the World Heritage of the Great European Spa town of Baden.

6.2 How the topics were gathered

- Thirteen working groups consisting of experts from civil society, stakeholders as well as representatives from politics and the municipal administration discussed the following topics: Cultural Property Protection and Financing, Urban Development, Tourism, Spa Treatments and Medicine, Public Realm, Urban Spatial Planning, Art and World Heritage, Media and Marketing, Research, Participation, Youth and Education, Transport and Mobility, Environment and Energy. The objectives and measures in chapters 6 and 7 of this Management Plan are the results of the working groups .
- 3 working groups consisting of experts on the topic areas of Monument /Local Architectural Heritage Protection, Nature/Landscape Conservation and Protection of the Medicinal Water Sources. The subject experts have taken a critical look at the key protection matters of the WKE OUV (World Heritage Outstanding Universal Value) Baden. Minor improvements are being implemented at present and are, therefore, not part of the management plan. The risks to the thermal spring sources and the measures to prevent possible problems can be found in chapters 6 and 7.

6.3 How the topics were dealt with

The relevant topic areas are the result of an international level discussion process at the Great Spas of Europe, with the option open to add further topics. In Baden, the individual topics areas were discussed in the working groups where sub-issues were generated and possible courses of action were formulated. The topics were collected, ordered and evaluated. It does not constitute an urban development plan. Topics that are indirectly related to the OUV but which are assigned to other strategies (such as the Urban Development Plan 2031) have not been included in the Local Management Plan.

6.4 Priorities

The topic sequence has a logical structure and a certain degree of prioritization. Top priority is the implementation of Site Management, which is a necessary first course of action following inclusion on the UNESCO World Heritage List. This must not, however, disguise the fact that the topics are often interwoven and that an implied ranking in order of importance is bound to fail.

The following topics were addressed and are described below:

- Research and archives
- Conservation and maintenance
- Urban development
- Environment
- Public open spaces; the public realm
- Transport, access and mobility
- Sustainable tourism and the visitor economy
- Promotion and presentation
- Education and young people
- Public participation
- Governance
- Intangible values
- Funding and resources
- Other associations and networks

6.5 Research and archives

The city of Baden has an excellent institution in its Museums' Department and in its centrepiece the Rollett museum, which houses the municipal archives. These are responsible for collecting and researching Baden's town history. The engagement with 19th century European spa town character, relating to the preparation of the documentation for the World Heritage nomination, has revealed great gaps in research. It was only a few years ago that local historians looked more closely at the 19th century city history, where the main focus was the presence of the imperial family and the growth of the urban petite bourgeoisie. The development of health and spa treatment facilities and its attendant phenomena, such as the

seasonal influx of the virtually constitutive Jewish-bourgeoisie “summer Badeners”, or the unique urban structure with its villas and parks, was hardly noticed. In the coming years, due emphasis needs to be given to these overlooked aspects, as well as to comparative research amongst the Great Spas, in order to gain a better understanding of the World Heritage Great Spas of Europe.

Objective 1: Advance basic research into the development of the spa resort of Baden.

Measure 1.1: Annotate primary sources in the municipal archives’ document collection. Evaluate existing collections and facilitate access, in order to support specific research projects.

Measure 1.2: Digitization of the Kurlists. The visitor directories of Baden are largely preserved from the year 1805 onwards. They are the most important source for the guests of the spa resort. The Kurlists are to be scanned to enable a targeted search for persons, addresses, place of origin, occupation as well as a thematic assessment of the lists. This is also a prerequisite for comparative studies with the other spa resorts of the Great Spas of Europe.

Measure 1.3: In the medium term, following the analysis of the Kurlists: processing of further sources of input against the background of the results of the Kurlist analysis: eye witness accounts, spa commission reports, municipal council minutes, registration documents, etc.

Measure 1.4: Oral History Programme “Grandma, how was it back then?”. The memories of the Baden population of the spa town in the 20th century should be preserved. Badeners are called upon to record their memories and to make them available to the Rollett museum.

Measure 1.5: Image documentation ‘The most beautiful spa resort photos’. Analogous to the oral history programme, Baden locals are called upon to make their treasure trove of 20th-century images available for historical research.

Measure 1.6: organize scientific meetings on the theme of the Great Spas (historiography, medicine, art history, horticulture, cultural studies . [...].)

6.6 Conservation and maintenance

The protection of Baden’s World Heritage building stock is guaranteed by legal instruments. The state of the buildings are largely in excellent condition. Both the private and the public owners regularly invest in their building’s conservation and restoration. Many outstanding world heritage buildings are owned by the Baden municipality, which continuously invests in the conservation of these objects. In the past few years, the Emperor’s residence (imperial residence in Baden 1813-1918), the parish school (seat of the General Staff of the Austro-Hungarian Army in 1917 and 1918), Beethovenhaus (Ludwig van Beethoven’s 1821-1823 summer residence, where he composed the IX Symphony), Haus Renngasse 7 (Baroque Logierhaus) and the Municipal Theater (Helmer & Fellner 1908) restored from scratch, in co-operation with the Federal Monuments’ Office. The next restructuring projects are currently being planned.

Almost the entire inventory of residential buildings in the town centre and the objects of the Villa district are privately owned. The experience of past decades shows that the configuration of the ownership rights makes possible an excellent state of property preservation. Over the past five years, extraordinary villa projects, such as the two built by Jugendstil architect Otto Wagner for Hahn and Archduke Rainer respectively, have been restored in an exemplary manner. In order to further improve the state of the non-public stock, further support of private builders is desired and will be expanded by the municipality offering advice and support.

The documentation of the stock has hitherto been limited to the inventories of the Federal Monuments' Office and individual architectural history publications. A comprehensive inventory of urban structure and building stock should provide an overview of Baden's World Heritage and serve as a decision-making tool for the building authorities responsible for building procedures. Analogous to this, there is a lack of scientifically justified regulations for dealing with the significant park facilities.

Objective 2: In the coming years, the Baden municipality is to invest in the renovation of buildings of World Heritage importance.

Measure 2.1: Renovation of the Summer Arena in the Kur park. The summer arena is the Bühne Baden's second stage, which is primarily reserved for the traditional operetta. The special feature of this Art Nouveau theatre is its sliding roof, which allows open-air performances. After the recent completion of the restoration of the municipal theatre last year, the Summer Arena, from 1906, must have basic repairs and rectification work.

Measure 2.2: Renovation of the keep of the ruined Rauhenstein. The ruin Rauhenstein, together with Rauhenneck, dominates the entry to the Helenental. Its tower was opened to spa guests as early as 1809. To guarantee visitors security some serious weather damage will be repaired in the near future.

Objective 3: In the coming years, the municipal community of Baden will continue to invest in the maintenance of the spa parks.

Measure 3.1: The fountain basin of the Undine Fountain is submerged, the piping for the supply of water to the spray nozzles are partially interrupted. The monumental fountain will be renovated in 2019/20.

Objective 4: A wide programme to support private property owners with the restoration of buildings in World Heritage Baden will help to further reduce the number of existing problems.

Measure 4.1: Facade action according to the Klagenfurt model. The municipality defines limited period renovation areas, where paint is provided for facade restorations. In terms of planning security for the builders, a colouring scheme is drawn up for each area, which sets the framework for material and colour selection.

Measure 4.2: Subsidy advisers. The builders are to gain an overview of the different subsidies for the restoration of historical building stock.

Measure 4.3: Install Building consultation to achieve a proper handling of the historical buildings, at an early stage of the renovation projects.

Measure 4.4: Trade Qualifications; publicise existing training courses for building craftsmen, and, if necessary, also offer them. In Austria, dealing with historical buildings plays a subordinate role in the training of builders. In order to guarantee the professional handling of World Heritage restoration, additional qualifications are desirable.

Objective 5.1: A thorough understanding of materials technology, structural engineering, building services and building physical conditions is required for the preservation of the historic building stock from the 19th century;

improper handling of which seriously threatens the historical building substance. In order to safeguard its long-term preservation, fundamentals and practical recommendations, based on the historical heritage of Great Spas of Europe – component part Baden bei Wien - are to be compiled in cooperation with the specialist departments of the Federal Monuments Authority; the State of Lower Austria, the pertinent institutes of the Vienna University of Technology and the Danube University Vienna; advocacy groups of both architects and the construction industry.

Measure 5.1: Establish a scientific platform, consisting of representatives of science, administration and the economy, to develop programmes for research into and conservation of the historic building stock of the period relevant to the Great Spas of Europe (from the 18th century to the first third of the 20th century).

Objective 6: For the future management of the World Heritage, inventories for construction and park facilities must be created.

Measure 6.1: The relevant building status of the World Heritage (property) is collected and described and registered in a World Heritage inventory. The relevant Federal Monuments' Office documentation will be integrated into this inventory. The relevant building stock comprises about 2,500 objects. The inventory will be drawn up during a 10-year programme with the support of the BDA and the province of Lower Austria.

Measure 6.2: Park maintenance programmes to be created for spa town Baden's important parks. In view of the large number of facilities to be treated, this documentation can only be carried out little by little. In view of the garden-historical importance of the Kur park and Weiburgallee, the first park maintenance programmes for both these facilities are being created with the support of the BDA.

6.7 Urban development

The rapid growth of the Viennese metropolis also means substantial pressure on growth for the city of Baden. Land use designation and urban development plans are channelling this growth and guarantee a controlled development.

Baden's inclusion on the UNESCO World Heritage list, as part of the Great Spas of Europe, makes it necessary to examine the local spatial planning concept - as well as land-use designation and urban development plans -and issue any updated and amended versions, as necessary. UNESCO World Heritage status redefines Baden's development objectives as a historical spa resort. These representing more clearly articulated versions of objectives which the architectural and historical heritage has certainly lived by for many years. The study of the settlement history relevant to World Heritage, in conjunction with the research results of the other Great Spas, has been a reminder of the significance of various features, a significance that must be considered in Baden's municipal planning. For example, the overgrown landscape parks in the Helenental, which were the original model for the layout of spa parks in other cities, had been almost forgotten. Similarly, the importance of the charitable institution Mariazellerhof, one of the largest foundation hospitals for needy spa patients in Europe, was completely underestimated. The characteristic spa resort zones (thermal springs and spa resort infrastructure, historical hotels and the oldest spa resort areas, the villa district, park facilities), which are grouped together in the World Heritage region, must be repre-

sented in the planning instruments of the municipality. Planning targets are to be revised or redefined for the world heritage area.

Objective 7: Revision of the legal framework for Baden municipal development.

Measure 7.1: Develop and define the objectives of urban development regarding world heritage status with an inclusive approach to public participation.

Measure 7.2: track local spatial planning concept, land use designation and urban development plans according to the results of the urban development processes.

6.8 Environment

Thanks to great environmental awareness in Austria, Baden's location at the foot of the Wienerwald - one of the most extensively protected forest areas in Europe - and the longstanding awareness of the Baden locals that an unspoilt environment is a key factor for successful tourism, there are still no significant environmental problems in Baden today.

Only the fundamentally welcome development of geothermal energy use for small-scale heat production to heat buildings could be a problem for Baden's thermal springs' existence, due to possible damage to the thermal water-bearing layers. For this reason, effective legal protection of the underground thermal water streams is currently being requested from the competent Lower Austrian province. As a recent study by the Geological Survey of Austria has shown for the first time, the thermal water from Vienna-Schwechat flows at a depth of about 200 meters under water-impermeable layers to the south-west, where it emerges in Baden bei Wien, amongst other places. The thermal water is the constituent element of the spa. The occurrence must therefore be specially protected.

Objective 8: Effective protection of the thermal water before a disturbance of the leading layers by geothermal energy or comparable drilling.

Measure 8.1: The province of Lower Austria prescribes a water protection zone for the Baden thermal water in the vicinity of the thermal springs, which generally prohibits any drilling. Furthermore, the province of Lower Austria prescribes a thermal water conservation area, for the areas of the underground thermal water flow between Vienna and Baden, in which the city of Baden receives the status of a party and, thereby, observation and veto rights at every drilling from a certain depth.

6.9 Public open spaces; public realm

In order to avoid damage to the World Heritage caused by economic and visitor pressure, a 'Green Paper Baden' will be drawn up. This is intended to supplement building regulations and park maintenance programmes by defining rules for dealing with the public realm. In this Green Paper, a framework for proportions and shape is to be set for all interventions that encroach on the urban space, such as outdoor advertising, outdoor merchandising stands and bins, pavement cafes, public benches, public litter bins.

The Baden spa park, with its significant spa infrastructure, is almost pars pro toto for the whole the spa town of Baden. The park is in prime condition, but its sprawling layout calls for

an orientation signage system to enable the visitor to have an immersive park experience and, to introduce the park example into the contents of the Great Spas.

Objective 9: In accordance with World Heritage Baden's claim as a Great Spa, the streetscape quality is to be enhanced.

Measure 9.1: A set of rules (Green book Baden) for design of public space is to be created.

Objective 10: Upgrade visitor guidance systems and improve presentation of destinations, junctions and (visual) axes in the Kur park, whilst allowing for the Park Maintenance Programme.

Measure 10.1: Development of a signage system to facilitate visitor orientation.

Measure 10.2: Carefully orchestrate and integrate destinations, junctions and axes in the Kur park, and thereby showcase and bring to life the Great Spas of Europe World Heritage experience.

6.10 Transport, access and mobility

Since the 1970s, the city of Baden has been actively striving to reduce motorized individual traffic (MIV) in the inner city and residential areas. (Dammgasse along the Southern Railway line) relieves the city of transit traffic. With the Southern Railway, the Badnerbahn and a dense regional bus network, the city is optimally connected to Vienna and the surrounding communities by public transport. Four inner city bus lines form a dense public transport network within Baden. For a further reduction of the MIV, the city has been promoting cycling since 2002, providing the best conditions for Baden - thanks to its compact urban area. Cycle paths, cycle routes, bike rental service and sufficient bike stands to the bike service station at the railway station are very well received. Nevertheless, it is to be noted that a further reduction of the MIV is also desirable regarding the World Heritage.

Objective 11: Transport-induced emissions, i.e. Exhaust gases, noise and land usage by parked vehicles are to be further reduced in the sense of the World Heritage 'Kurstadt' (spa resort).

Measure 11.1: Enhancing e-mobility. In addition to a general reduction in motorized individual traffic, a reduction in pollutant emissions for the World Heritage Great Spas of Europe is desirable. Baden has been pushing ahead with the expansion of e-charging stations in recent years, and now there are 10 public charging points and 12 customer charging stations in 22 locations. Seven of them run by the municipality itself.

As many visitors and inhabitants of the city as possible are to travel by public transport, by bike, or with exhaust-free electric vehicles. That is why the city of Baden intends to continuously expand this infrastructure together with economic partners, especially the hotel industry and the specialist medical institutions.

Measure 11.2: Expansion of car sharing. Car sharing is the building block of a sustainable mobility policy. A car of one's own, especially during spa stays, is not used efficiently at all. Car sharing could also be an attractive spa establishment offer in Baden. Guests who come to take a cure in Baden for several weeks, could arrive by public transport and during their stay in Baden, a car sharing vehicle would be made available to them. Operators of the spa institutions should be actively encouraged by the municipality to promote this mobility offer

and be supported in developing a common car sharing concept. This also applies to hotels and their guests. The particular situation in Baden, spa establishments and hotels speaks for a cooperative car-sharing model for guests. Car sharing improves the environmental situation even further when the car-sharing vehicles are operated with electric motors and do not emit pollutants. Car sharing supports a multimodal lifestyle in which the environmental alliance (public transport, cycling, walking) plays the leading role.

Measure 11.3: Further development of a cycle path network and bicycle infrastructure: Improvement of the cycle path axis of the town centre-Helenental by creating a cycle connection in the inner Weilburgstraße. Ever since its laying out by Joseph Kornhäusel, the Weilburgstraße - with its alley of the same name - has functioned as a promenade between the spa district at Josefsplatz and around the Sauerhof, and the entrance to the Helenental valley. To promote sustainable mobility, an attractive cycling network will be created here to link important spa infrastructures.

6.11 Sustainable Tourism & the visitor economy

Like all major spa towns in Europe, Baden has a centuries-long tradition as a tourist destination. The recognition as World Heritage within the framework of the Great Spas of Europe brings new opportunities and challenges to the tourist centre. The new focus, relating to the mediation of the theme 'Kurstadt' as the leitmotiv of World Heritage, brings with it an intensive dialogue about the topics of sulphur water and health, both from the point of view of World Heritage and Baden's future viability.

The development of medical science and the accompanying changes in public health throughout Europe particularly affect the spa towns. The public financing of the classic health cure - that has been customary in Central Europe since the Second World War - has been and will be gradually scaled back or rather replaced by other, above all, rehabilitative and preventative range of treatments. For the spa towns there is the opportunity, in connection with the heyday of the 19th century, to develop the health cure again to a superior quality offering. The Great Spas of Europe unites eleven of the most significant spa towns in Europe. According to the experience of existing World Heritage sites there will be an increase in visitor numbers - There is sufficient residual capacity to cope with an increase in overnight tourism, and this capacity automatically limits the increase. In the early 1980s the number of overnight stays were almost twice as high as today. This level was quite acceptable. There is no reason to expect any increase detrimental to the World Heritage. An increase in day trippers from the nearby metropolis of Vienna will have to be countered with appropriate measures. In particular, a possible increase in the number of tourist buses is seen as a problem for the road system in the World Heritage area. In order to reduce the volume of traffic, the desired aim is for guests to arrive by means of public transport.

Objective 12: The opportunities for a joint sustainable development of the health cure offering, taking into account the requirements resulting from UNESCO World Heritage status, should be vigorously pursued.

Measure 12.1: The city of Baden will actively participate in the development of the health cure offer of the Great Spas of Europe. All relevant stakeholders are to be involved in this process. A committee will be set up for the development of this offer.

Objective 13: The development of international spa and world heritage tourism requires joint monitoring of the changes and the associated risks for the Great Spas of Europe.

This monitoring is to be undertaken jointly within the Great Spas of Europe and with other international spa towns' organizations, such as the European Historic Thermal Towns Association (EHTTA).

Measure 13.1: For the study of the factors that may be detrimental to the cultural heritage and the sustainable development of the Great Spas of Europe, the city of Baden will collect tourism data and statistics and will entrust this to the joint Site Management - as well as research partners of the Great Spas of Europe, such as EHTTA - for purposes of site management and research.

Objective 14: New developments in the supply of bed and breakfast accommodation, such as Airbnb for example, can compromise the sustainable development of the historic spa town and will, therefore, be monitored.

Measure 14.1: Monitoring of developments in the tourist offerings undertaken by the specialized departments concerned in the Municipal administration - which regularly report to the Local Steering Group - in order to initiate timely suppression of undesirable developments.

Objective 15: Development of a total concept for tourism-induced traffic in the World Heritage area.

Measure 15.1: Development of a tourism traffic concept. The sightseeing buses arriving in Baden have only limited opportunities for the boarding and alighting of their guests. The smooth arrival and departure of these buses, as well as bus parking during the guests' stay in the spa town, must be adapted and developed for increasing bus numbers. At the same time, measures for the reduction of guest MIV (Motorised Individual Traffic) in the World Heritage area are to be examined. This applies both to day tourism and the stationary traffic in the public space caused by overnight tourism.

Objective 16: The tourist should ideally come to Baden by public transport. Both the Südbahn and Badner Bahn have attractive offers.

Measure 16.1: Co-operation with ÖBB and WLV transport carriers with regard to an application from Südbahn (Southern Railway) and WLV (Vienna Local Railway) for the independent day visitor to Baden.

Objective 17: To be able to visit nearby sights during their stay, many guests do not want to give up their cars. A change in the guests' behaviour is aimed for.

Measure 17.1: e-bikes for guests; In addition to the current range of rental bicycles, e-bikes to be hired specifically to the long-term guest in co-operation with the special health institutes and spa hotels.

6.12 Promotion and Presentation

For the appropriate presentation of the World Heritage Great Spas of Europe, a World Heritage Centre will be set up in Baden. The planning and financing of this centre can be started only after inclusion in the World Heritage List. It is, at the present time therefore, neither possible to make a more definite statement on the location, form and content of this centre, nor on the implementation timeframe.

The inclusion of the Great Spas of Europe in the UNESCO World Heritage list necessitates an overhaul of the city of Baden's appearance. The marketing activities, signage, and the corporate identity, as far as publications and the internet presence are concerned, must be improved or developed. Additionally, a Baden spa resort merchandising product series should be developed.

Regular awareness-raising measures are necessary for the public's proper acquaintance with World Heritage in Baden. The UNESCO World Cultural Heritage idea, as well as the Great Spas of Europe concept, should be regularly presented and discussed.

The thermal springs are a constituent element of the city of Baden. Medical progress, the development of modern spa facilities and sanitary regulations have increasingly displaced the sulphurous thermal water from the cityscape. Part of the traditional spa town experience has been lost. Therefore, it is necessary to make the thermal water visible and bring it to life, so as to raise awareness among residents and guests. Because of the relatively high effort involved, this will have to be done step by step over many years. Sulphur water must be experienced again in Baden.

The spa town awareness and the knowledge about topics such as medicinal thermal water and therapeutic treatments, as well as the historical and architectural heritage, are to be strengthened by Info systems, with a corresponding offer from the town tourist guides; similarly, knowledge about the World Heritage Great Spas of Europe and its formation, by using the city of Baden as an example.

Important parts of the Outstanding Universal Values refer to the intellectual and cultural history of the large spa resorts during 'the long 19th century' (1789 – 1917). Numerous artists and their benefactors have left their mark here. The city of culture tradition has always been nurtured in Baden and is an indispensable part of the world heritage. Ludwig van Beethoven, Mozart, Johann Strauss, composers of the operetta era, but also other artists such as Arthur Schnitzler, produced works that are regularly performed in Baden. Apropos World Heritage, the Baden-based or Baden-related oeuvre is to be encouraged even further.

During the preparatory work for the Great Spas of Europe World Heritage Nomination, research into spa resort history and Baden's historical building stock was intensified and old findings were newly evaluated, not least in conjunction with the research results of the other Great Spas. The new findings, which also provide essential aspects of the Outstanding Universal Values, must be made available to a broad public as they contribute decisively to the understanding of the Great Spas of Europe World Heritage in Baden.

Objective 18: 'Great Spas of Europe as a UNESCO World Heritage' means worldwide recognition, is the strongest attribute Baden has ever been awarded and must be discernible in the city of Baden's appearance.

Measure 18.1: The recognition of the World Heritage is implemented in the Baden brand, complementing corporate identity and municipal communications. The UNESCO World Heritage logo had to be used according to the rules of UNESCO World Heritage Center.

Measure 18.2: The Local Site Management to be tasked with monitoring the use of emblems and logos of UNESCO and the Great Spas of Europe and to prohibit improper use, or to report such to the competent authorities.

Measure 18.3: Develop and produce spa resort Baden merchandising and gift items in co-operation with the local economy. Currently, there are few typical Baden souvenirs. The product range is to be customised and expanded, and articles for use in city centre marketing are also to be offered (for example, 'Sulphur kid' romper suits' for infants, T-shirts, etc.).

Objective 19: Strengthen local public awareness that Baden is part of the UNESCO world heritage.

Measure 19.1: Carry out public information events; e.g.: annual participation in World Heritage Day; During a street or park festival, UNESCO World Heritage is to be presented and celebrated, to use the occasion to introduce the Baden residents to new developments at UNESCO World Heritage, in the Great Spas of Europe and Baden.

Measure 19.2: Organise lecture series on Baden's history.

Measure 19.3: Issue publications on spa history, medical thermal water and balneology, or promote their publication.

Measure 19.4: (special) exhibitions on the theme of the Great Spas of Europe;

Measure 19.5: As part of the New Citizen's Pack (informative literature handed over to each newly arrived residents): supply special information about Baden's status as World Heritage. It is particularly important to also mention to new Baden citizens the meaning of the World Heritage site and the consequences arising from this.

Objective 20: The fact of the Great Spas of Europe-UNESCO World Heritage must be clearly visible in the city.

Measure 20.1: Information systems must bear the UNESCO World Cultural Heritage logo, all existing systems and non-official information signs (e.g.: tourist information board on motorways A2 and A21) must be revised accordingly.

Objective 21: Make the thermal water visible to the public.

Measure 21.1: Re-open the thermal spring source behind the casino. The original spring has its source in a cave under the Summer Arena. At present it is only possible to visit on a guided tour. Access is currently unattractive and needs to be redesigned. The underground facilities, which were last designed in the 1920s, are of aesthetic worth and should be suitably re-connected.

Measure 21.2: New sulphur water experience instead of the desolate ceramic fountain in the lower Kur park. The ceramic fountain near the Kur park fence, by the park entrance next to the Kongresshaus, should have served to relay the sulphur water. Due to a lack of planning, however, it did not fulfill this function from the outset. In its place, a sulphur water pool with drinking pavilion and foot bath should be built.

Measure 21.3: To enable access to the sulphur water around the spring's source. The Marienquelle was only tapped in 1924 and at that time freely accessible to the public. Since the 1960s, access to both the originally available drinking fountain and the overflow of the Marienquelle in the Schwechat bed, which had been designed as an open-air spa bath, has been interrupted. As far as possible from a technical and hygienic point of view, the access should be reinstated.

Objective 22: To provide education about the Great Spas of Europe - UNESCO World Heritage Baden, in all its facets, such as history, architecture, famous spa resorts, thermal water and spa treatments the inhabitants and guests by means of information systems on site.

Measure 22.1: A network of information systems from the classic themed trails to information accessible via QR code, will provide information on the spa town and the world heritage. There will be special emphasis on the thermal medicinal waters, the development of bathing and spa treatments, society and architecture, as well as famous guests and locals.

Measure 22.2: A special spa town and World Heritage Management Programme will be developed and delivered in co-operation with local Baden Tourist Guides.

Measure 22.3: An information pack on the World Heritage theme will be made available to the tourism industry for further staff training.

Objective 23: To give the spa resort of Baden's contemporary art and culture a platform.

Measure 23.1: Art of the Great Spa / Art in the Great Spa: cultural organizers to endeavour to give this regular consideration in Baden. Most of the art and culture providers in Baden are independent programme designers. Through targeted involvement of the art practitioners and operators in the Site Management, the programmes could be correspondingly adjusted. For this purpose, a Great Spas of Europe Künstlerstammtisch (Artist's 'table' or club reserved for regular guests) would be established.

Measure 23.2: The municipality's cultural programme will be focused on the 'Jewish bourgeoisie and art in Baden' as well as the theatre and literary scene in Baden around 1900: e.g. Arthur Schnitzler / Max Reinhardt / Stefan Zweig / Jura Soyfer.

Objective 24: Provide the scientific background to Baden's spa town development in 'The Long 19th Century' (a term coined for the period between 1789 and 1914 /29).

Measure 24.1: Provide training modules for educators, tour guides and employees in tourism (trainings, lectures, info materials). Tour guides and employees in the tourism companies have the most direct access to the guests. It is therefore an urgent objective to convey the knowledge from these groups about UNSECO World Heritage and, in particular, the background for Baden's admission to the WHS (World Heritage Site) list.

Measure 24.2: production of a new city guide with 'spa town' focus;

6.13 Education and young people

Children become ambassadors of the UNESCO World Heritage. In a few years, they will be responsible for the historical heritage. Awareness raising should, therefore, already be scheduled for them. The inclusion of schools in the mediation of the Great Spas of Europe notion is, therefore, particularly important.

Co-operation and pupil exchange programmes between schools in the 11 spa towns of the Great Spas region is also desirable in the sense of understanding the international dimension of this World Heritage and also in promoting the European idea.

Objective 25: All Baden schools are to teach the Great Spas of Europe concept in their classes

Measure 25.1: Educational materials will be provided: Training material for the teachers and teaching material for the pupils' instruction will be made available.

Measure 25.2: Provide special excursions for schools on relevant, health-related topics. To support the teaching, special excursions are to be offered on the history of Baden and the spa infrastructure.

Measure 25.3: Child/Youth World Heritage Trail through the World Heritage site. Students should be able to experience the spa town.

Measure 25.4: In the tertiary education and training institutes: approach prospective graduates regarding their selection of dissertation subject on the topic of UNESCO World Heritage, Great Spas of Europe, Baden, thermal spa treatment and medicinal waters. Present this work to the general public.

Objective 26: Youth is the future bearer of the World Heritage of the Great Spas of Europe. The Great Spas of Europe are a European phenomenon that the youth of the 11 spa towns should experience. The mutual learning and experience about the other cities contributes deeply to the understanding the Great Spas.

Measure 26.1: The City of Baden supports relevant school co-operation and pupil exchange programmes.

6.14 Public Participation

World Heritage Baden must be supported by the town's citizens, as borne out by the experiences of other World Heritage sites; without understanding and background knowledge of the protection objectives, or the challenges and opportunities that a tangible World Heritage entails - as defined by the Outstanding Universal Value - successful smooth management is hardly possible. During the preparations for Baden's nomination as part of the Great Spas of Europe for World Heritage, great importance was attached to wide-ranging public discourse. Baden should continue to pursue this path.

Objective 27: Involvement of clubs and service clubs in the presentation and development of World Heritage Baden.

Measure 27.1: Regular Great Spas of Europe roadshows (every 3-5 years) to the Baden Associations. Discussion of new developments and joint actions to preserve World Heritage.

Measure 27.2: Involvement of the business and winegrowers' associations in the development of World Heritage presence.

Measure 27.3: Include service clubs and cultural associations in the development of the Spa resort concept.

Measure 27.4: Give interested individuals and groups the opportunity to collaborate in the course of World Heritage Management

Measure 27.5: Train people who are interested in Badener World Heritage as ambassadors; special course programme at one of the Volkshochschulen (Adult Education Centres).

Measure 27.6: Baden's local stakeholders to be involved in the site management. By resolution of the Municipal Council of 11th December 2018, the future structure of the local management of the Great Spas of Europe, component part Baden bei Wien, was determined. The stakeholders will be represented in the operative Local Steering Group.

6.15 Governance

For the Baden municipality, recognition as UNESCO World Heritage brings with it the need to adapt structures and establish an office to support world heritage. A Local Site management will be established. This has the following tasks.

- Contact for UNESCO, the Federal Chancellery, the UNESCO Office of the State of Lower Austria, the International Steering Group of the Great Spas of Europe
- Co-operation with the other Great Spas within the activities of the Site Manager Group
- Co-operation with individual partner cities of the Great Spas of Europe
- Co-operation with other World Heritage sites in Austria
- Support for co-operation between institutions, associations and municipal authorities within the framework of the Great Spas of Europe
- Monitoring the development of the UNESCO World Heritage in Baden.
- Collaboration with UNESCO in questions of monitoring and preparation of the rolling management plan.
- Central networking centre for all advisory councils, institutions and associations in World Heritage affairs.
- Mediation of World Heritage: programmes with schools, with tourism enterprises and such like; citizens' information
- Marketing: Promotion of World Heritage, development of merchandising products.

The structure of the supervision and monitoring of the Great Spas of Europe - UNESCO World Cultural Heritage is presented in Chapter 5.

Objective 28: A world Heritage Site management should implement the above listed tasks.

Measure 28.1: A World Heritage site management will be established.

6.16 Intangible Values

For centuries, healing of the sick has been the core competency of the city of Baden. The sulphur-containing thermal springs have been in use since Roman antiquity - at the latest - to alleviate physical ailments. In the 18th and 19th centuries, spa resort stays, prescribed and supported by doctors, offered a wide range of medical services, accompanied by a highly sophisticated entertainment programme thus developing into what we understand today as a health cure. In the second half of the twentieth century, in the course of far reaching changes in the way in which medical research and practice were viewed, the medical aspect of the cure became increasingly forgotten and, in some cases, even questioned. Only the Rehabilitation Division was able to maintain and expand its position further, which is today dominated by the Social Insurance Institutions in Baden. To maintain the spa infrastructure, the spa atmosphere and the flair of the Great Spas of Europe in Baden, further advances in the medical therapy treatment are desirable and necessary. For this purpose, a development process is to be launched, jointly with the numerous medical providers in Baden, the outcome of which should be a definition of the 'Medical Spa Treatment of the 21st century'.

While in the past the sulphur-containing thermal water was so appreciated by the guests that some hotels introduced it to the guest rooms, over time it lost its reputation, not least

because of the smell of rotten eggs. This development should be countered by appropriate measures.

Prescribed habits, diet and exercise were always part of the curative treatment. In Baden, too, there was an elaborate system of outdoor treatment (terrainkur) trails in the Kur park, which were later supplemented by other offers such as the 'Danube' fitness circuit or the training stations created by doctors' initiatives. It is now clear that these offers have become outdated and should be renewed to present a relevant, up-to-date offer for the guest seeking spa treatment.

Objective 29: By developing a concept 'Kur 2100', lay the foundations for strengthening the medical competence of the city of Baden.

Measure 29.1: Develop the 'Kur 2100' concept together with the relevant stakeholders. As a pre-requisite for further procedures, a fundamental dialogue on the topic 'Future of medical care regarding the available offers of the city of Baden' and developing a joint strategy is necessary.

Measure 29.2: Establish a collaboration platform for medical providers in Baden. The medical providers in Baden are already seen as part of a joint offer. To further strengthen the spa town range and self-perception, an even deeper networking of the health resorts, hospitals, independent physicians and the miscellaneous health care offers is an important pre-requisite. A concept 'Kur 2100' can only be successfully implemented by the co-operation of all relevant forces.

Objective 30: Strengthen the image of the Baden thermal water.

Measure 30.1: Carry out an image campaign for the curative thermal water, based on the results of the studies on the 'Kur 2100' concept, in co-operation with the Baden medical providers.

Objective 31: to offer modern open-air therapy facilities for the patients.

Measure 31.1: Revise the outdoor treatment provision in the Kur park according to current medical insights. Examine the available offers for their usefulness, update to technically perfect condition and supplement or link with new facilities,

6.17 Funding and Resources

Financing the conservation and presentation of the historical heritage is always a challenge. Significant parts of the World Heritage in Baden are privately owned. The very good to excellent condition throughout almost all these properties shows that the on-going conservation and, if necessary, restoration of this stock can be borne by the owner. The public owners, such as Baden municipality, meet the maintenance and repair expenses of the architectural heritage and the park facilities from their budgets, the city of Baden specifically from the ordinary and extraordinary budgets to be decided annually. On the part of the Federal Monuments' Office and, above all, the province of Lower Austria, there are subsidies for the restoration of listed buildings. The Great Spas of Europe is a unique European project. The transnational cooperation of the eleven elements (component parts) of the Great Spas of Europe opens up the possibility of support - in terms of ideas and materially - from European institutions. The city of Baden will in future support private homeowners with a special facade

promotion (see 2. Conservation and maintenance).

In addition, private individuals and associations are to be mobilised to support renovation projects. In the recent past, benefactors have repeatedly made significant contributions to the reconstruction of monuments. Clubs such as the Vestenrohr-Karlstisch Association or the St. Helena Association have the preservation of the architectural heritage as one of their association objectives and perform outstanding work for the preservation of the Baden architectural heritage.

Objective 32: In order to optimally address these opportunities, the site management will, on the one hand, maintain contact with the national agencies responsible for the implementation of the current funding programmes and will, on the other hand, engage in international networking in cooperation with the ten Great Spas of Europe partners.

Measure 32.1: The site management will become the competence centre for programmes of the European institutions. Networking with the competent state and ministerial offices should ensure optimal utilization of the opportunities.

Measure 32.2: Together with the partners of the Great Spas of Europe, European funding programmes are to be contacted. The site management will organize and support the necessary cooperation of the cities (administration, stakeholders and civil society).

Objective 33: Mobilise sponsors and other supporters to be pro-active in the conservation of Baden's architectural heritage.

Measure 33.1: Establishment of an association to support the preservation of assets as a platform for contributing personalities and the targeted use of the acquired funds.

Measure 33.2: Closer co-operation with associations actively involved in the preservation of the cultural heritage.

6.18 Other Associations and Networks

For sustainable development as a spa town, a regular exchange of experience and close examination of one's own situation are indispensable. In addition to the Great Spas of Europe, the spa town of Baden is participating in a number of urban networks, which deal with the development of spa and tourism marketing. To date, Baden has been a member of the Austrian Association for the Therapeutic Health and of the Small Historic Cities of Austria.

Objective 34: The city of Baden's international networking with other spa towns is to be expanded. Since there are no comparable partners at national level, an international orientation is needed.

Measure 34.1: Baden to participate in the 'European Historical Thermal Town Association' of the Council of Europe.

Chapter 7

Action Plans

7.1 The relation between the Property Management Plan and the Local Management Plan

The overall Property Management Plan contains a number of Actions which either (A) need to be reflected in Actions set in each LMP or (B) should be taken into account in developing each LMP Action Plan. Table x below matches the policies in List A to policies currently contained in the LMP for this component of the nominated property.

7.1.1 Property Management Plan Policies implemented in the LMP

Conservation

PMP 9 Ensure that contacts are made with the academic institutes, universities and colleges responsible for training conservation specialists in each spa town region and that dialogue and joint projects are developed

Communication

PMP 19 Survey and monitor the use of the emblems and logo at each component site

Communities

PMP 20 Ensure that all stakeholders within the local communities are involved in the Local World Heritage Steering Groups and that they receive regular information and updates on associated project activity

PMP 23 Promote youth and school exchange programmes between the young people in full-time education in each component spa town, this initiative has the potential to be expanded to involve the disadvantaged, special interest groups, sporting and amenity clubs and associations depending on the level of resources available

PMP 24 Develop a 'Great Spas Festival' programme to take place in each spa town to celebrate the opening of the Spa Season annually or on UN World Water Day, World Heritage Day or European Thermal Day.

Operational

PMP 31 Create a network within the spa towns to develop proposals for application to the various EU programmes for financial support for, and participation in European and global projects

Tourism

PMP 32 Create a Great Spas tourism observatory for the collection of spa related tourism data and statistics in partnership with EHTTA and others

PMP 33 Monitor with others the impact of social welfare, public health services and private prevention and wellness programmes to assess future provision of health facilities

PMP 34 Monitor the provision of new visitor accommodation and the impact of new providers such as "airb'nb"

7.1.2 Property Management Plan Policies taken in account in the LMP

Conservation

PMP 6 To establish a joint project to develop an understanding of the various methods and systems in place for recording the state of conservation and agree common monitoring standards

PMP 7 Create a common database for the future monitoring of the spa town sites with the involvement of EHTTA and the EU Horizon 2020 programme

PMP 8 Create a network of the officials responsible for the state of conservation in each spa towns and establish a collaboration forum

PMP 9 Ensure that contacts are made with the academic institutes, universities and colleges responsible for training conservation specialists in each spa town region and that dialogue and joint projects are developed

PMP 10 With those responsible for the strategic development and planning control in each spa town, to establish a forum and mechanism for the early recognition of significant development proposals that require input and comment from the GSMB and the ICG in order to prevent harmful proposals emerging that threaten the OUV of the site

PMP 11 Establish a model framework for Local World Heritage Steering Groups to promote and disseminate an understanding of the World Heritage Convention and Outstanding Universal Value to local communities

Communication

PMP 13 Create a project website for promoting the concept of The Great Spas of Europe to both a popular and scientific audience to stimulate dialogue. Create fast links to the home pages of the websites of the tourism office and site managers of the component spa towns

PMP 14 Through the implementation of the over-arching interpretation strategies, to provide a model for presenting the concept of The Great Spas of Europe to local communities and visitors alike, including the benefits derived from inscription

PMP 16 Create an electronic newsletter at least twice per annum and develop a database for circulation through the municipal offices of the component spa towns for all stakeholders

PMP 18 Produce a project design handbook for the use of all component sites along with the correct procedure for the use and authorisation of the UNESCO and World Heritage emblems in all GSE material

Communities

Organise a bi-annual event for the community representative members of the LWHSGs to meet and share experience and recognise the wider vision of The Great Spas of Europe

PMP 22 Develop an information pack in all participating mother tongues for briefing local politicians, municipal officials and in particular the staff of the local tourism information centres concerning the importance of inscription on the World Heritage List.

Operational

PMP 29 Establish a database of all contacts within the project structure and encourage dialogue through an internet forum

Tourism

PMP 36 Hold bi-annual workshops for strategic tourism planners from the spa towns, regional and national tourist authorities

PMP 38 Establish a research programme to devise the detailed carrying capacity of the component sites to inform strategic urban planning decision makers

This table correlates relevant Actions from the LMP with those (List A above) from the PMP which require actioning in each component. Actions from List B have been taken into account as appropriate.

POLICY FROM PMP	RELEVANT POLICY IN LMP (give reference)
Conservation	
PMP 9 Ensure that contacts are made with the academic institutes, universities and colleges responsible for training conservation specialists in each spa town region and that dialogue and joint projects are developed	LMP Measures 4.4 and 5.1
Communication	
PMP 19 Survey and monitor the use of the emblems and logo at each component site	LMP Measures 18.1 and 18.2
Communities	
PMP 20 Ensure that all stakeholders within the local communities are involved in the Local World Heritage Steering Groups and that they receive regular information and updates on associated project activity	LMP Measures 27.2, 27.3, 27.4 and 27.6
PMP 23 Promote youth and school exchange programmes between the young people in full-time education in each component spa town, this initiative has the potential to be expanded to involve the disadvantaged, special interest groups, sporting and amenity clubs and associations depending on the level of resources available	LMP Measure 26.1
PMP 24 Develop a 'Great Spas Festival' programme to take place in each spa town to celebrate the opening of the Spa Season annually or on UN World Water Day, World Heritage Day or European Thermal Day.	LMP Measure 19.1
Operational	
PMP 31 Create a network within the spa towns to develop proposals for application to the various EU programmes for financial support for, and participation in European and global projects	LMP Measures 32.1 and 32.2
Tourism	
PMP 32 Create a Great Spas tourism observatory for the collection of spa related tourism data and statistics in partnership with EHTTA and others	LMP Measure 13.1
PMP 33 Monitor with others the impact of social welfare, public health services and private prevention and wellness programmes to assess future provision of health facilities	LMP Measure 12.1
PMP 34 Monitor the provision of new visitor accommodation and the impact of new providers such as "airb'nb"	LMP Measure 14.1

7.2 Implementation of the Individual Local Action Plan

7.2.1 Introduction

This section of the Local Management Plan deals with the measures to be implemented in the short to medium term with a view to preserving and presenting the World Heritage of the Great Spas of Europe in Baden. The measures are based on the results of the working groups on relevant topics as described in chapter 6.

7.2.2 The measures

The measures listed range from actions of committed citizens with meager resources to large-scale renovation projects. All of them are united by their expectation of a favourable impact for the World Heritage and their short to medium-term implementation timeline. In addition to the project partners, the following list also mentions the type of funding and the timeframe for implementation. Furthermore, it states the criteria for measuring the progress of the planned objectives.

At the time of drawing up this management plan, the implementation of the defined measures appears to be secured. It is, of course, possible that, due to the large number of people and institutions involved, perspectives and parameters may change, and individual measures may need to be modified or not implemented at all.

Preservation and protection of the architectural heritage is the central concern of the World Heritage management. Nevertheless, the local management plan can only address the issue to some extent, once the municipality and the stakeholders involved announce their plans. As day-to-day experience shows, objects located in the World Heritage area are regularly renovated and thereby conserved by their owners. Progress in the maintenance of the building stock is to be periodically documented. A number of measures to be implemented in the management plan serve to support the private owners.

The list comprises 65 measures.

7.2.3 Implementation

The measures, as noted, are implemented by many partners, some of them are members of the WHS management group. The action plan is a dynamic document that is to be regularly evaluated and added to.

7.2.4 Action Plan (table)

No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
	Research & archives		Mun. = Municipality Ord. = ordinary Ext. = extraordinary Rep. = Republic		
1.1	Annotate primary sources in the Kurstadt collection of the municipal archives'	Baden Municipal Archives	Baden Ord. Mun. Budget	to end 2021	Edition available
1.2	Digitization of the Kurlists.	Baden Municipal Archives	Baden Ord. Mun. Budget	to end 2020	Digitization completed
1.3	Analysis of the Kurlists	Baden Municipal Archives	Baden Ord. Mun. Budget	from 2020 continuously	First results on hand
1.4	Oral History: Senior Citizens' Spa Town Memories	Baden Municipal Archives	Baden Ordinary Municipal Budget	2021-2023	Project in progress
1.5	Competition: The Loveliest Historical Spa Town photos	Museums' Department	Baden Ord. Mun. Budget + Subsidy Lower Austria	2020/2021	Project completed
1.6	Scientific Congresses on the theme of Great Spas of Europe	Museums' Department	Baden Ordinary Mun. Budget + Subsidy Lower Austria	annually from 2019	Congresses take place
	Conservation & maintenance				
2.1	Renovation of the Summer Arena	Baden Municipality	Baden ext. Mun. Budget, subsidy Lower Austria	2020-2022	Renovation completed
2.2	Renovation of the keep of the Rauhenstein ruin	Baden Municipality	Baden ext. Mun. Budget, subsidy Lower Austria, BDA	2021-2023	Renovation in progress
3.1	Renovation of the Undine Brunnen	Baden Municipality	Baden ext. Municipal Budget	2019/2020	Renovation completed
4.1	Façade Action	Baden Municipality	Baden ord. Mun. Budget	from 2022	Operation is running
4.2	Subsidy reference book	Baden Municipality	Baden ord. Municipal Budget	from 2020	Reference books are available

No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
4.3	Building project consultation	Baden Municipality	Baden ord. Municipal Budget	from 2020	Operation is running
4.4	Training courses "Renovation of old buildings" for craftsmen	BDA workshops Mauerbach	BDA and participants	from 2019	Operation is running
5.1	Science Platform in charge of development of programs for research and maintenance of the historic spa town architecture	GSE Site Management, City of Baden, BDA, Danube University Krems	Baden Ordinary Mun. Budget, subsidy Lower Austria, BDA, Austrian Rep.	From 2021	Platform exists
6.1	Set up a World Heritage Inventory	Baden Municipality	Baden ext. Mun. Budget, subsidy Lower Austria, BDA, Austrian Rep.	10 years from 2020/21	Inventory under creation
6.2	Park Maintenance Programme for Weilburgallee and Kur Park	Baden Municipality	Baden ext. Mun. Budget, subsidy Lower Austria, BDA,	from 2021	Park Maintenance Programme under creation
	Urban development				
7.1	Formulation of the GSE urban development objectives	Baden Municipality	Baden Ordinary Mun. budget	2020-2022	Objectives' Checklist available
7.2	Adaptation of local spatial planning	Baden Municipality	Baden Ext. Mun. Budget	2021-2023	Adaptation completed
	Environment				
8.1	Water protection and water conservation areas for Baden	Province of Lower Austria	no budget required	2020/2021	Protection and Conservation areas decreed
	Public open spaces; the public realm				
9.1	Issue guidelines for design (Green Book)	Baden Municipality	Baden ext. Mun. Budget, subsidy Lower Austria	2021-2024	Green books in progress
10.1	Visitor guidance system for the Kurpark	Baden Municipality	Baden ord. Mun. Budget, subsidy Lower Austria	2020-2023	Guidance system in progress
10.2	Careful orchestration of the points of interest in the Kur park	Baden Municipality	Baden ext. mun. Budget, subsidy Lower Austria	from 2021	First measures implemented

No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
	Transport, Access and Mobility				
11.1	Expansion of the e-mobility infrastructure of the Hotels and Rehabilitation facilities	Tourism Businesses	Businesses, Climate Funding Pool	from 2020	First measures implemented
11.2	Develop a Car sharing model for hotels and rehabilitation facilities	Tourism Businesses	Businesses, Climate Funding Pool	from 2020	First measures implemented
11.3	Expansion of cycling infrastructure: gap closure Weiburgstraße	Baden Municipality	Baden ext. mun. Budget, Climate funding pool	2020/2021	Cycling Route finished
	Sustainable Tourism & the visitor economy				
12.1	Stakeholder committee to develop the spa remedies of the Great Spas of Europe	City of Baden and Tourism Businesses	No budget required	2021	Committee exists
13.1.	All tourism data will be made available to the site management for the monitoring of factors harming the cultural heritage.	City of Baden	No budget required	from Recognition	takes place
14.1	The administration of the City of Baden informs the Site Management about all harming developments of the tourism sector.	City of Baden	No budget required	from Recognition	takes place
15.1	Set-up a Tourism transport concept	Baden Municipality	Baden Ord. Mun. Budget, Subsidy Lower Austria	2019/2020	Concept is created
16.1	Enhance appeal of arrival by Southern Railways and Badner Bahn for guests	Municipality and Transportation companies	Transportation companies + Baden ord. Mun. Budget	from 2020	First measures implemented
17.1	Grow the e-bike offer for tourists	Municipality + Tourism businesses	Businesses, Climate Funding Pool, Baden Ord. Mun. Budget	from 2020	First measures implemented
	Promotion and Presentation				
18.1	Integrate UNESCO world heritage and Great Spas of Europe in the Baden brand	Baden Municipality	Baden Ord. Mun. Budget	from Recognition	Integration implemented
18.2	Proper use of emblems and logos of UNESCO and Great Spas of Europe is ensured.	GSE-Site Management and City of Baden	no budget required	from Recognition	takes place

No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
18.3	Great Spas of Europe Offer Merchandising Products	Baden Municipality	Private sector	from Recognition	Merchandising products available
19.1	World Heritage themed events (World Heritage Day)	GSE-Site Management	Baden Ord. Mun. Budget	from Recognition	Events carried out
19.2	Organise lecture series on the spa history of Baden	Museums' Department, VHS, Urania	no budget required	since 2019	Lecture series in progress
19.3	Promote publications on the history of Baden	Funding Authority the Municipality	Baden Ordinary Municipal Budget	from 2020	First grants awarded
19.4	Exhibition on the topic: Great Spas of Europe	GSE-Site Management	depending on Baden ext. or ord. Mun. Budget+Subsidy Lower Austria	from 2019	First exhibition carried out. (2019)
19.5	New citizen information on the GSE topic	Baden Municipality	Baden Ord. Mun. Budget	from Recognition	Adaptation completed
20.1	Brand Baden's information and guidance signage with UNESCO World Heritage.	Baden Municipality	Baden Ord. Mun. Budget + Subsidy Lower Austria	from Recognition	Adaptation completed
21.1	Make the Ursprungsquelle more accessible to the public	Baden Municipality, CCB	Baden Ext. Mun. Budget + Subsidy Lower Austria, CCB	from 2021	Accessibility improvement in progress
21.2	New Thermal water fountain/pond in the lower Kurpark	Baden Municipality	Baden Ext. Mun. Budget + Subsidy Lower Austria	from 2021	New installation in progress
21.3	Make Thermal spa water in area of the Marienquelle accessible	Baden Municipality	Baden Ext. Mun. Budget + Subsidy Lower Austria	from 2021	New installation in progress
22.1	Project 'Themed trails' touristic-historic information system	Baden Municipality	Baden Ord. Mun. Budget, Subsidy Lower Austria	from Recognition	first themed trails implemented
22.2	Development of a Great Spas of Europe guided tour programmes for guides	GSE-Site Management	no budget required	from Recognition	Project completed
22.3	GSE training for staff in tourist industry	GSE-Site Management	no budget required	from Recognition	Training underway
23.1	Establish Great Spas of Europe Artists' regular meetings	GSE-Site Management	no budget required	from Recognition	Regulars' club exists

No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
23.2	Establish extra Cultural offer Jewish Baden	various providers	Cultural Organisers, city as Funding Authority	from 2020	First offers exist
24.1	Issue GSE training materials for Educators, Tourist guides etc	GSE-Site Management	Baden ord. Municipal Budget	from Recognition	Training materials exist
24.2	Publish a new town guide with focus on the Great Spas	Baden Municipality	Baden ord. Municipal Budget	from Recognition	Town guide exists
	Education and young people				
25.1	Provide educational materials on GSE issues to local schools	GSE-Site Management	Baden ord. Municipal Budget	from Recognition	Teaching Hand-outs exist
25.2	Offer Schools excursions on history and spa town	Baden Municipality	no budget required	from Recognition	Excursions exist
25.3	Create and offer child/Youth World Heritage Parcours	Baden Municipality	Baden Ext. Mun. Budget + Subsidy Lower Austria, contributions Lower Austria Civil Society	from Recognition	World Heritage Parcours is in progress
25.4	Support dissertations on GSE topics at Higher Education Institutes	Baden Municipality	Baden ord. Mun. Budget	from Recognition	First studies supported
26.1	Support Pupil Exchange Programme within the GSE	Baden Municipality	Baden ord. Mun. Budget	from Recognition	Pupil exchange takes place
	Public participation				
27.1	GSE Roadshows to Baden's Clubs and Associations	GSE-Site Management	no budget required	from Recognition	Roadshows take place
27.2	Collaborate with the local Business and Wine Grower's Associations in line with GSE- UNESCO World Heritage	GSE-Site Management	no budget required	from Recognition	Involvement takes place
27.3	Involve local Service Clubs and Cultural Associations in the content development of the GSE	GSE-Site Management	no budget required	from Recognition	Involvement takes place

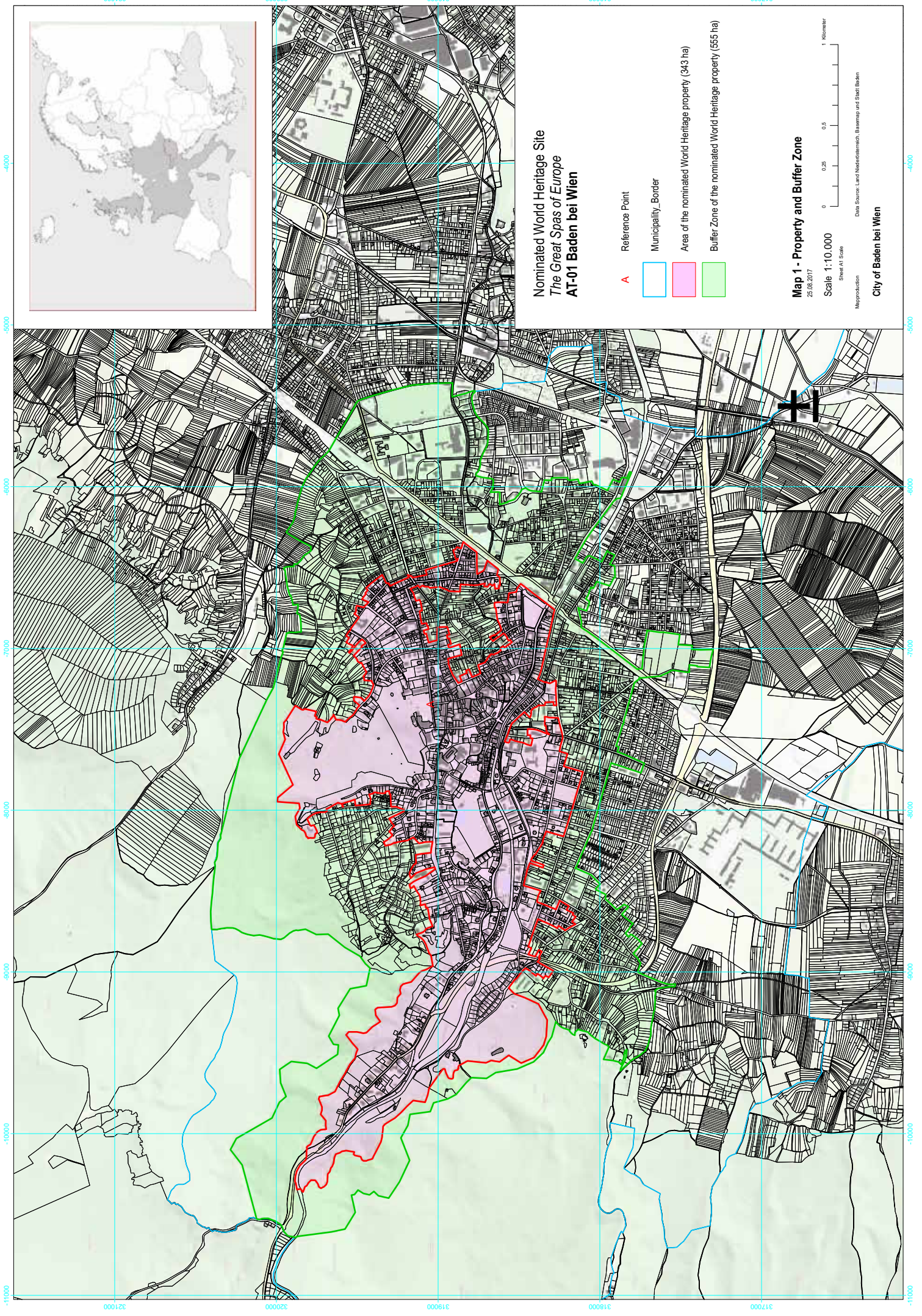
No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
27.4	Involving interested persons in GSE Management (project work groups)	GSE-Site Management	no budget required	from Recognition	Involvement takes place
27.5	Form a network of UNESCO World Heritage Ambassadors	GSE-Site Management	no budget required	from Recognition	First Ambassadors are active
27.6	Stakeholders are part of the Local Steering Group of the GSE component part Baden bei Wien (according to the municipal council decision from 2018-12-11)	GSE-Site Management	no budget required	from Recognition	Involvement takes place
	Governance				
28.1	Establish World Heritage Office with Site Management	Baden Municipality	Baden Ext. Mun. Budget, Subsidy Lower Austria, Austrian Rep.	from Recognition	World Heritage Office exists
	Intangible values				
29.1	Establish the Kur 2100 concept	Baden Municipality, BBB and the medical spa establishments	Baden Municipality + Interested parties, Subsidy Lower Austria	from 2020	Creation of the concept in progress
29.2	Set up GSE Physician + Health platform	GSE-Site Management	no budget required	from Recognition	Platform exists
30.1	Image campaign for the curative Sulphur water.	Baden Municipality, BBB and medical spa establishments	Baden Municipality + Interested parties, Subsidy Lower Austria	from 2020	Campaign is running
31.1	Terrain trail therapy offer updated in line with modern thinking	Baden Municipality	Baden ext. Mun. Budget, Subsidy Lower Austria	from 2021/2022	Path concept established
	Funding and resources				
32.1	Site Management is a competence centre for Programs of European institutions	GSE-Site Management	no budget required	from Recognition	takes place
32.2	Site Management, together with the other GSE partners, organizes cooperation to address European funding	GSE-Site Management	no budget required	from Recognition	takes place

No.	Measure/Action	Who	Finance	Timeframe	Monitoring 2022
32.3	Establishment of a cultural heritage support association	GSE Site Management + Civil society	no budget required	from Recognition	association at least at foundation stage
32.4	Co-operation with foundations and associations, which have the preservation of cultural assets as their objectives.	Civil society	no budget required	from Recognition	Co-operation successful
	Other associations & networks				
34.1	Join the European Historical Thermal Town Association of the Council of Europe.	Baden Municipality	Baden ord. Mun. Budget	2019/2020	Membership successful

Annex Maps

The maps of the Statutory Designations are those included in the Nomination Document; Maps 2 and 3 are part of the Nomination Dossier.

Map 1	Property and Buffer Zone
Map 4	Statutory Monument Protection
Map 5	Preparation Town Planning
Map 6	Nature and Water Protection
Map 7	Property and Buffer Zone – Ownership
Map 8	Spatial functions in the Property
Map 9	Baden bei Wien Attributes to the Great Spas of Europe
Map10	Thermal Sources and Geothermal based on the analysis made by Eduard Suess in 1877



**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

- A Reference Point
- Municipality Border
- Area of the nominated World Heritage property (343 ha)
- Buffer Zone of the nominated World Heritage property (655 ha)

Map 1 - Property and Buffer Zone

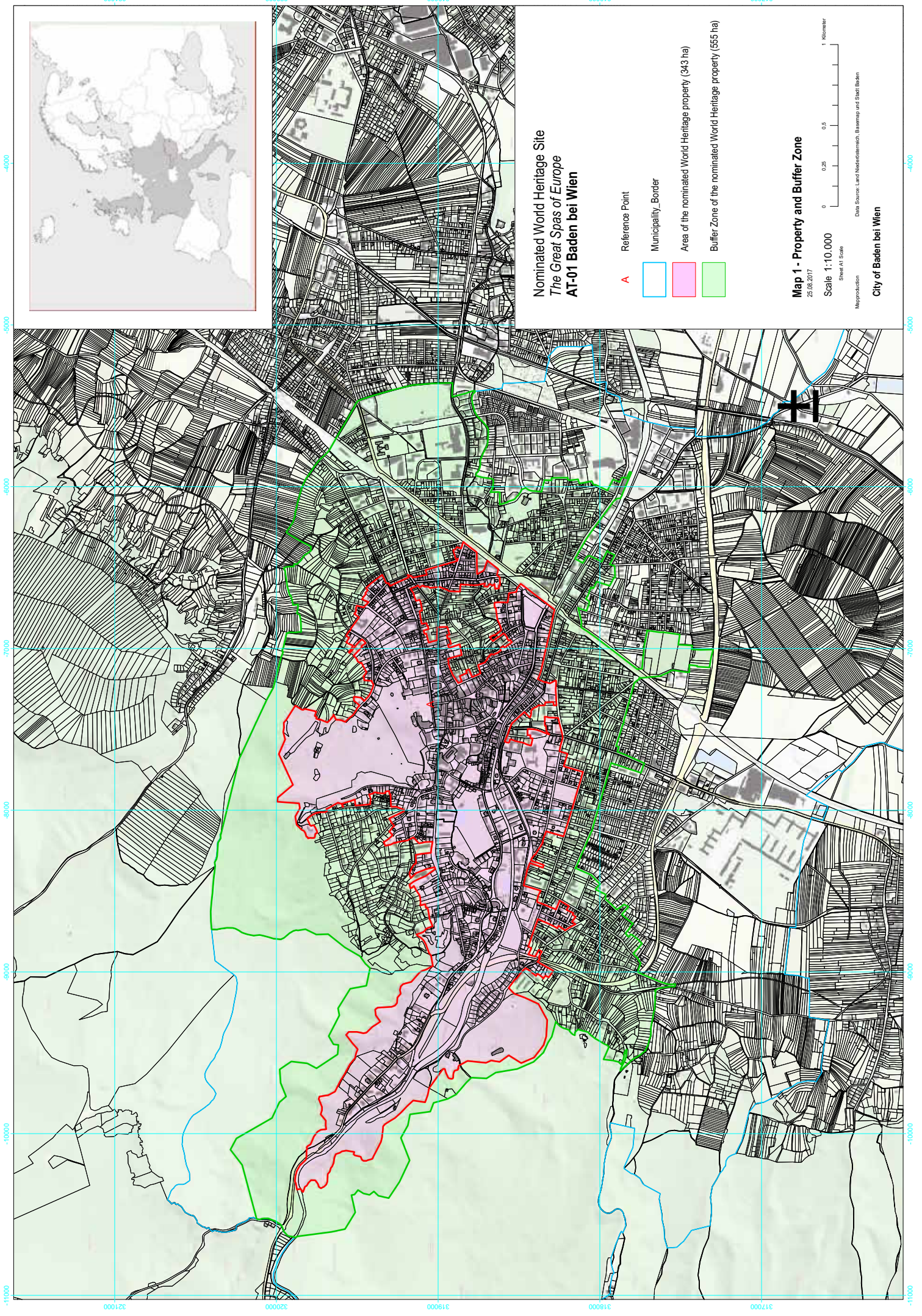
25.05.2017

Scale 1:10.000

Sheet A1, Scale

Maproduction
Data Source: Land-Verwaltungsamt, Bebauungs- und Stadt-Büro

City of Baden bei Wien





**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

- Area of the nominated World Heritage property (343 ha)
- Buffer Zone of the nominated World Heritage property (555 ha)
- A Reference Point
- Listed Monument (Building) on the basis of DMSG
- Listed Field Monument on the basis of DMSG
- Protection Zone Category 1 according to Construction Plan
- Protection Zone Category 2-4 according to Construction Plan

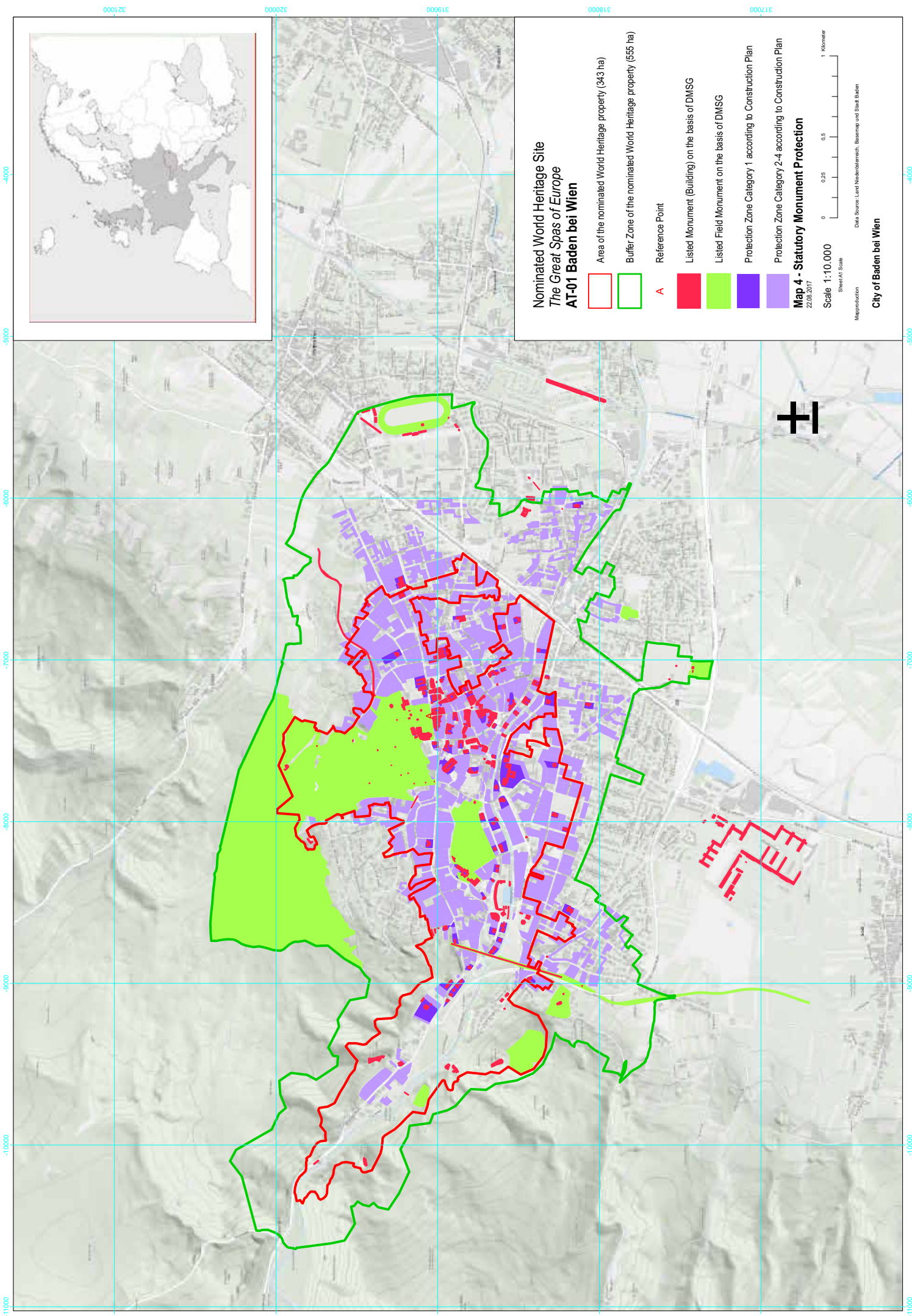
Map 4 - Statutory Monument Protection
22.08.2017

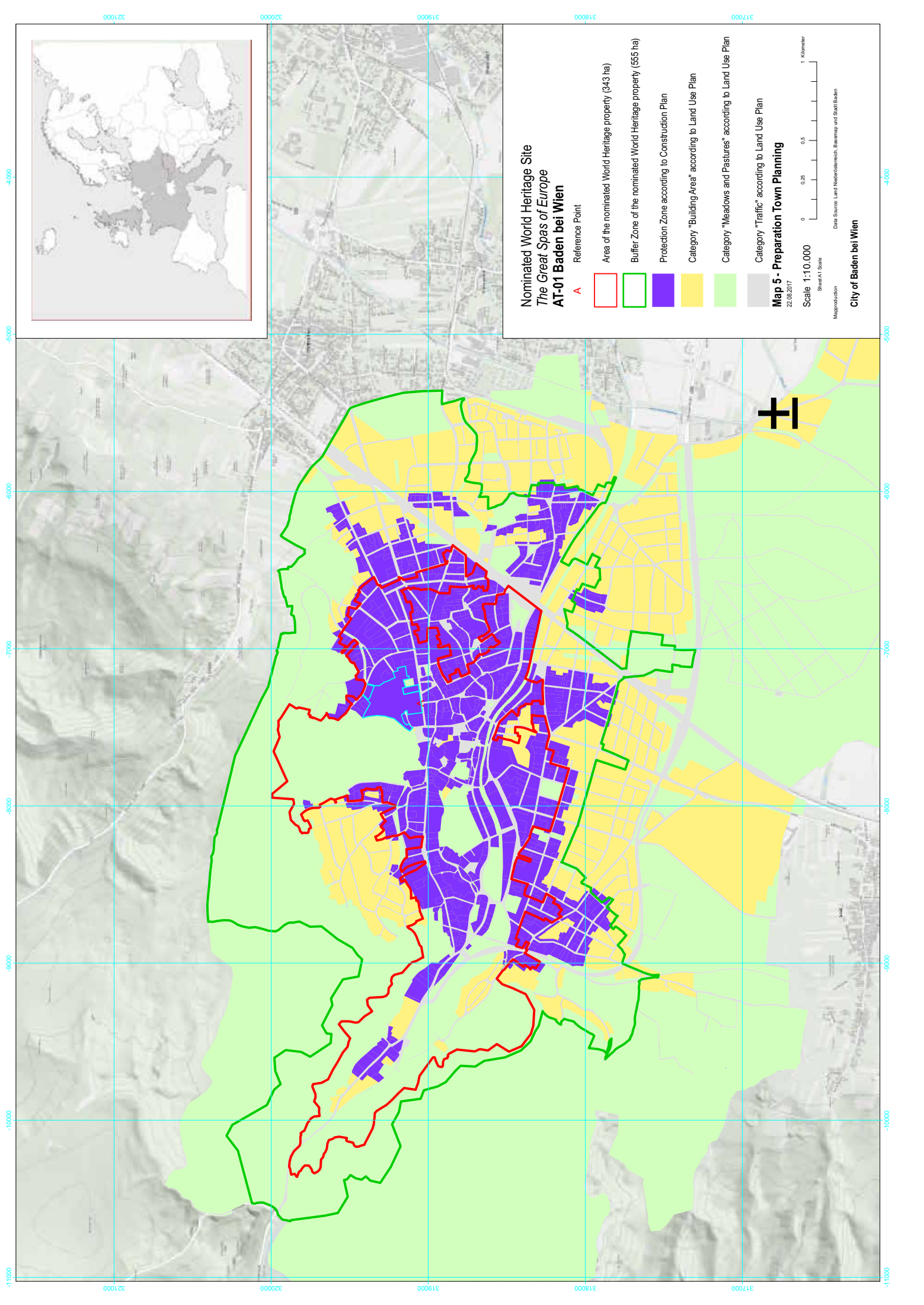
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Sheet A1 Scale

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Data Source: Land Niederösterreich, Bauernng und Stadt Baden







City of Baden bei Wien





**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

A Reference Point

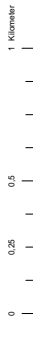
-  Area of the nominated World Heritage property (343 ha)
-  Buffer Zone of the nominated World Heritage property (555 ha)
-  Protection Zone according to Construction Plan
-  Category "Building Area" according to Land Use Plan
-  Category "Meadows and Pastures" according to Land Use Plan
-  Category "Traffic" according to Land Use Plan

Map 5 - Preparation Town Planning

22.08.2017

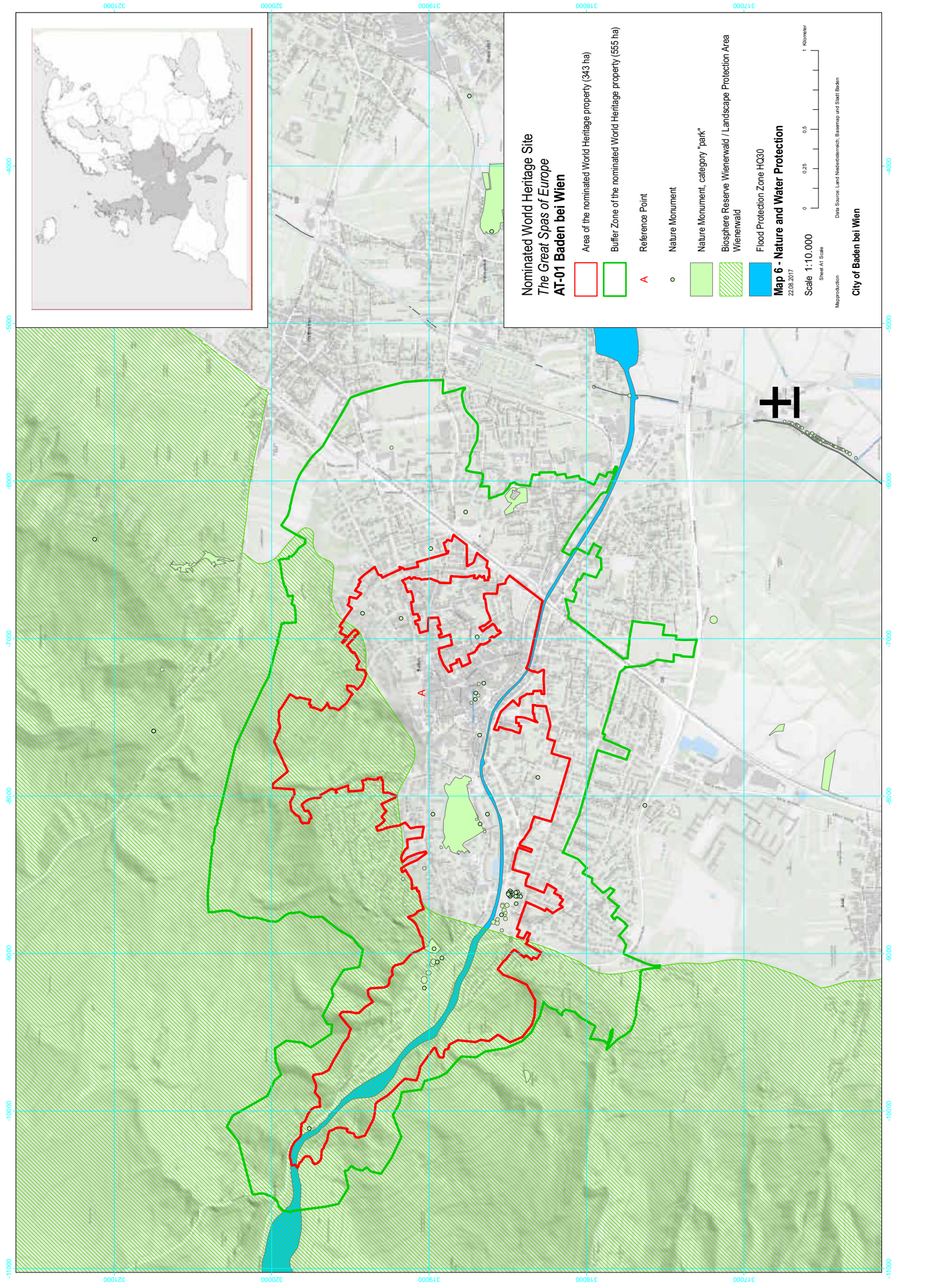
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Sheet A1 Scale



Data Source: Land Niederösterreich, Bauremap und StadtBaden
Mapproduction

City of Baden bei Wien



Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien

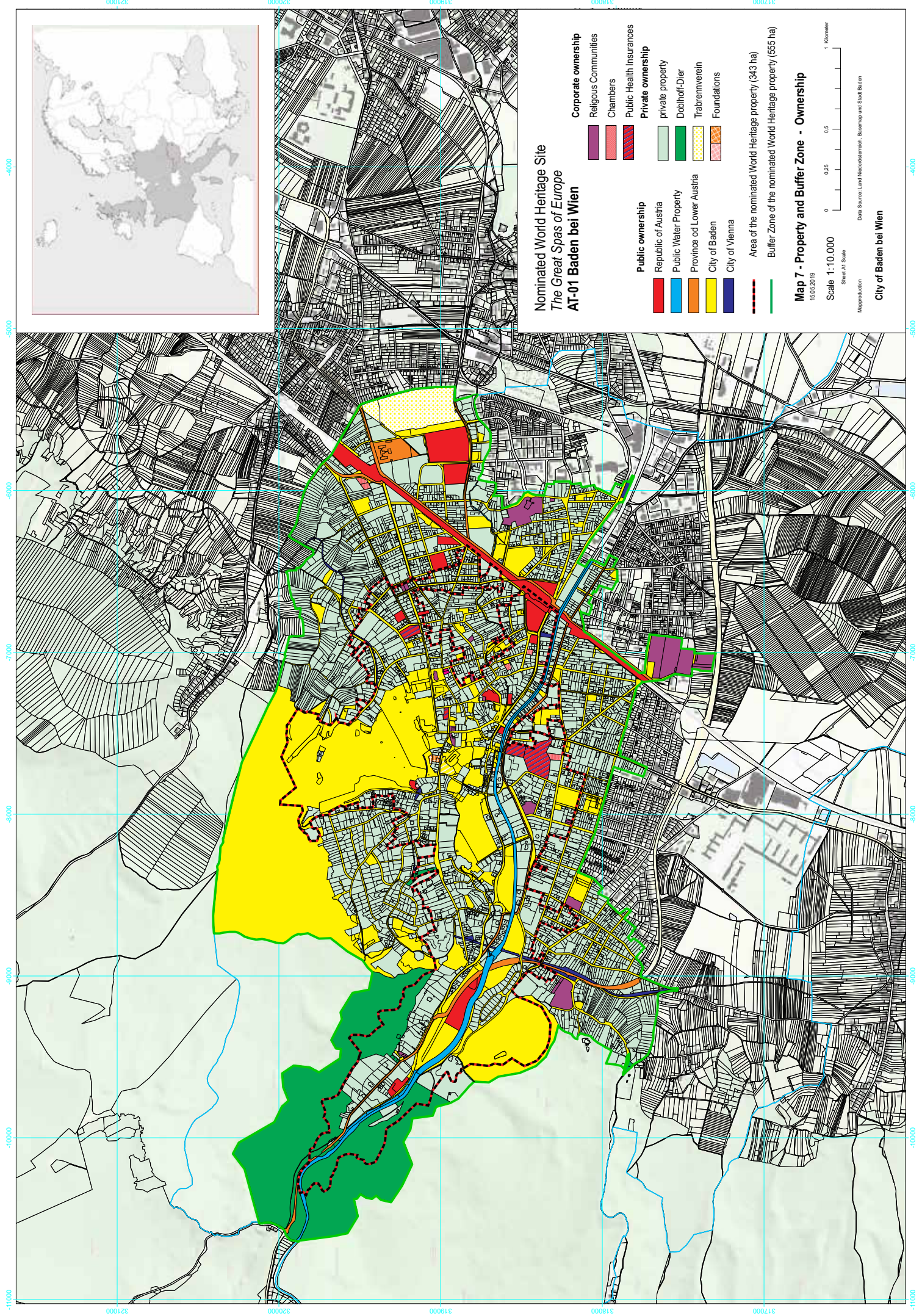
- Area of the nominated World Heritage property (343 ha)
- Buffer Zone of the nominated World Heritage property (555 ha)
- A Reference Point
- Nature Monument
- Nature Monument, category "park"
- Biosphere Reserve Wienwald / Landscape Protection Area Wienwald
- Flood Protection Zone HQ30

Map 6 - Nature and Water Protection
 22.08.2017





















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 Sheet A1 Scale
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Mapproduktion
 Data Source: Land Niederösterreich, Bauernmap und Stadt Baden

City of Baden bei Wien

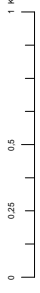


**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

- | | | | |
|---|----------------------------------|---|--|
|  | Corporate ownership |  | Religious Communities |
|  | |  | Chambers |
|  | |  | Public Health Insurances |
|  | Private ownership |  | private property |
|  | |  | Dobhoff-Dier |
|  | |  | Trabrennverein |
|  | |  | Foundations |
|  | |  | City of Vienna |
|  | Public ownership |  | Area of the nominated World Heritage property (343 ha) |
|  | Republic of Austria |  | Buffer Zone of the nominated World Heritage property (655 ha) |
|  | Public Water Property | | |
|  | Province of Lower Austria | | |
|  | City of Baden | | |
|  | City of Vienna | | |

Map 7 - Property and Buffer Zone - Ownership
15.03.2019

Scale 1:10.000
Sheet AT Scale



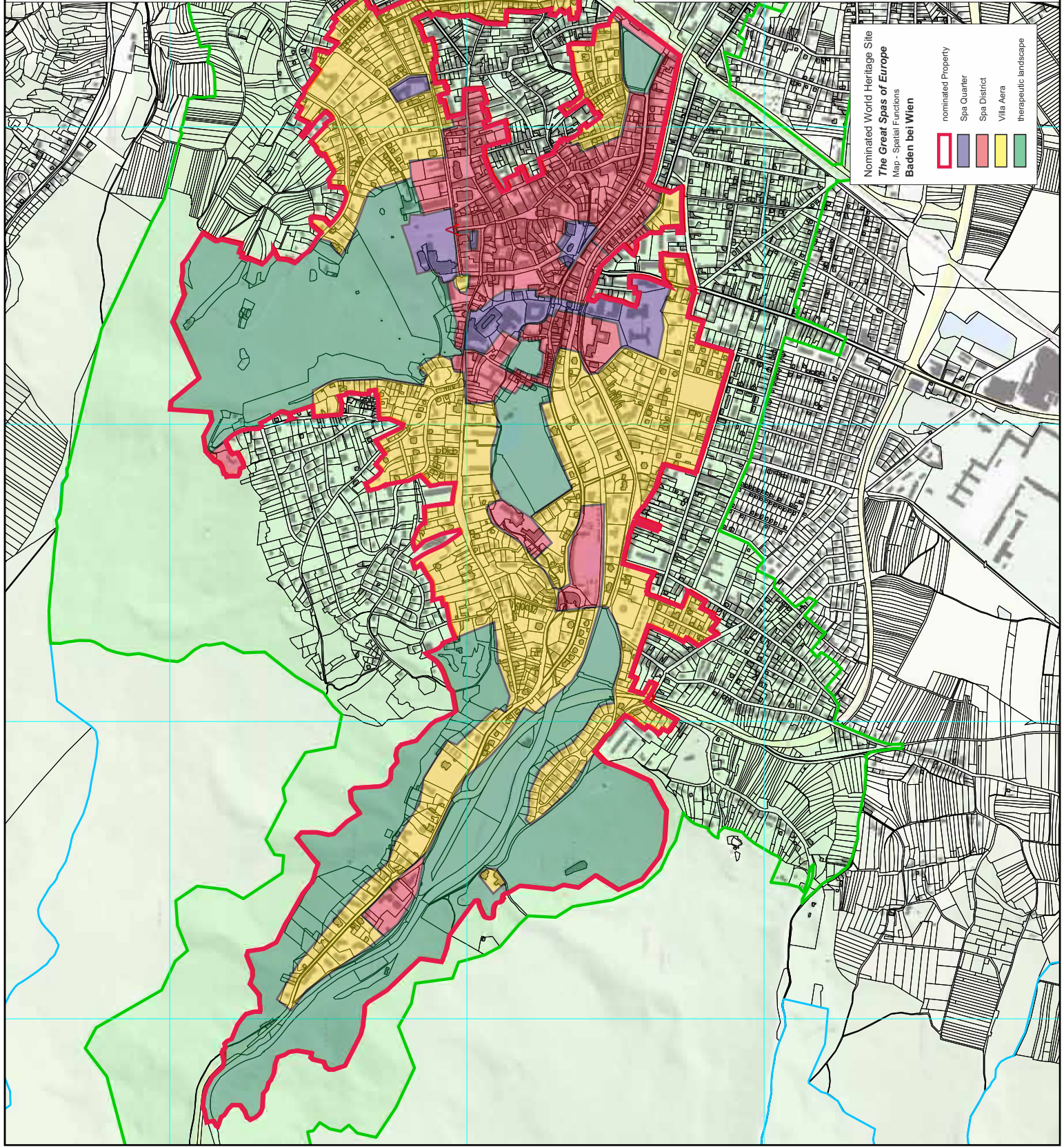
Data Source: Land Niederösterreich, Bauamt und Stadt Baden

Mapproduktion
Stadt AT Scale



City of Baden bei Wien

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3170000 3180000 3190000 3200000 3210000 3220000



**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

- A Reference Point
-  Area of the nominated World Heritage property (343 ha)
-  Buffer Zone of the nominated World Heritage property (555 ha)


Map 9 - Spatial functions in the Property

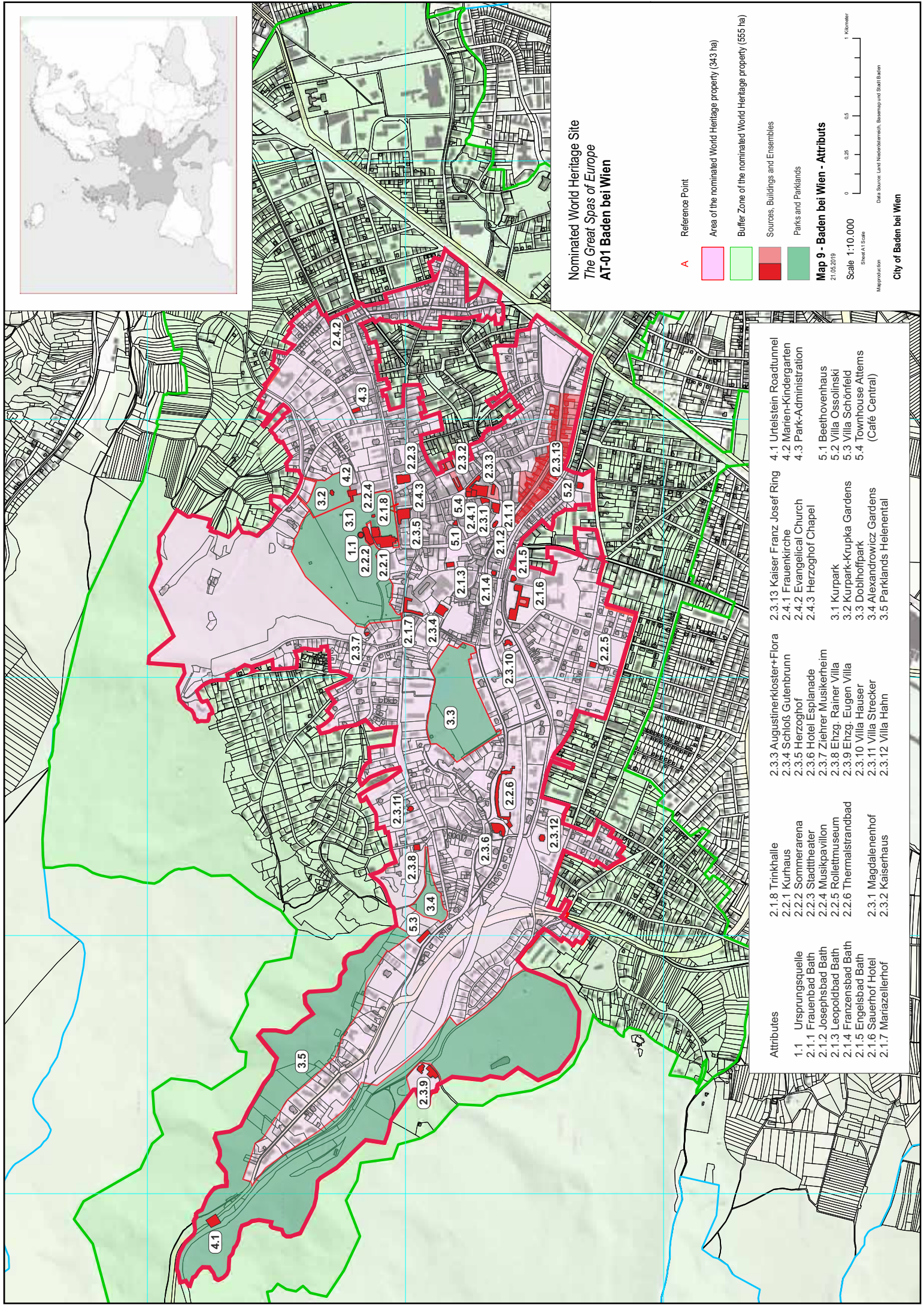
21.02.2019
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Sheet A1 Scale

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Data Source: Land Niederösterreich, Barmann und Stadt Baden
Reproduktion
City of Baden bei Wien

**Nominated World Heritage Site
The Great Spas of Europe
Map - Spatial Functions
Baden bei Wien**

-  nominated Property
-  Spa Quarter
-  Spa District
-  Villa Area
-  therapeutic landscape



**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

A Reference Point

- Area of the nominated World Heritage property (34.3 ha)
- Buffer Zone of the nominated World Heritage property (555 ha)
- Sources, Buildings and Ensembles
- Parks and Parklands

Scale 1:10,000

Sheet A1 Scale

21.02.2019

Map 9 - Baden bei Wien - Attributes

21.02.2019

Scale 1:10,000

Sheet A1 Scale

21.02.2019

Scale 1:10,000

Sheet A1 Scale

21.02.2019

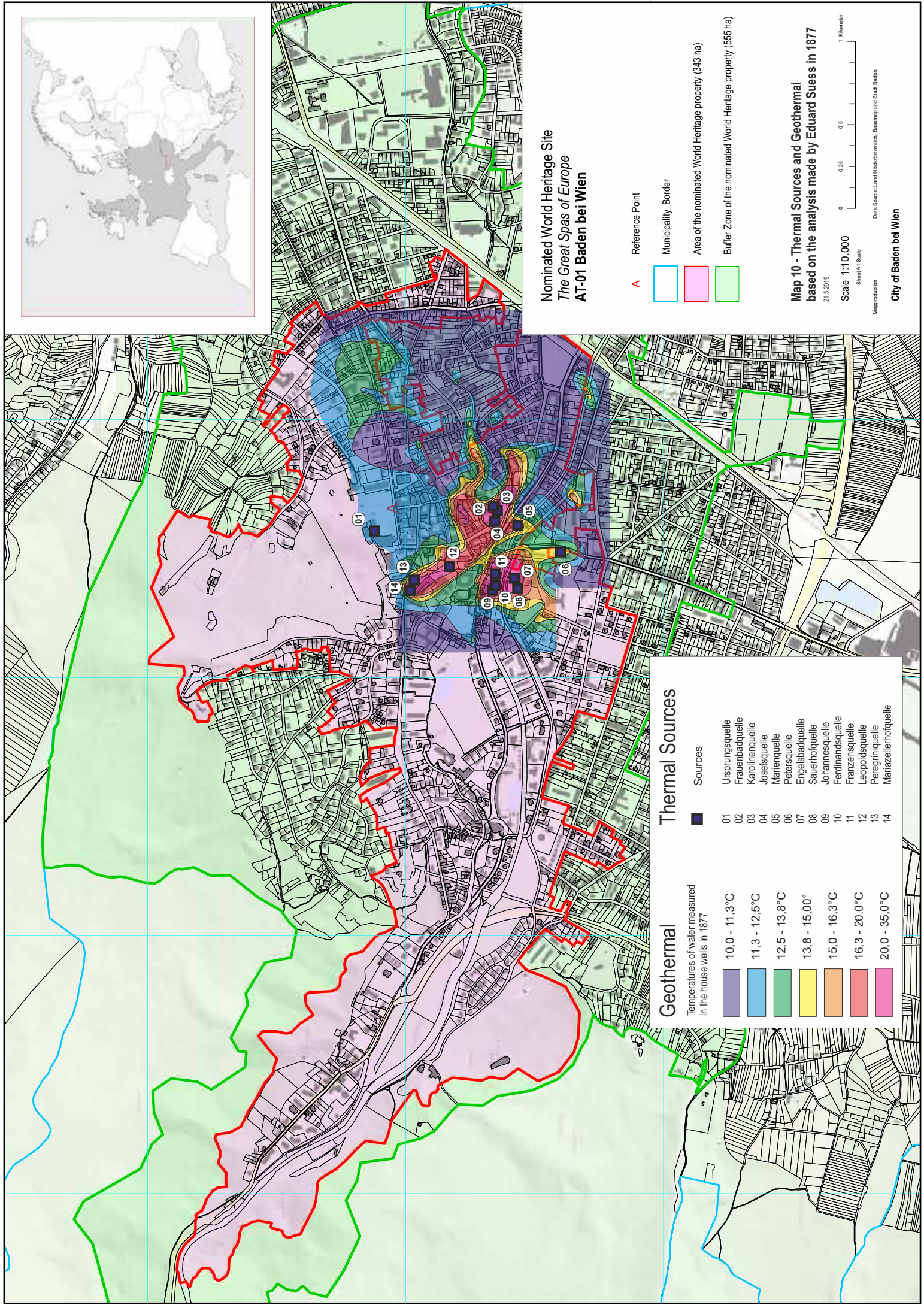
Scale 1:10,000

- | | | | | |
|--|---|--|--|---|
| <p>Attributes</p> <ul style="list-style-type: none"> 1.1 Ursprungsquelle 2.1.1 Frauenbad Bath 2.1.2 Josephsbad Bath 2.1.3 Leopoldbad Bath 2.1.4 Franzensbad Bath 2.1.5 Engelsbad Bath 2.1.6 Sauerhof Hotel 2.1.7 Marrazellerhof | <ul style="list-style-type: none"> 2.1.8 Trinkhalle 2.2.1 Kurhaus 2.2.2 Sommerarena 2.2.3 Stadttheater 2.2.4 Musikpavillon 2.2.5 Rollettmuseum 2.2.6 Thermalstrandbad 2.3.1 Magdalenenhof 2.3.2 Kaiserhaus | <ul style="list-style-type: none"> 2.3.3 Augustinerkloster+Flora 2.3.4 Schloß Gutenbrunn 2.3.5 Herzoghof 2.3.6 Hotel Espanade 2.3.7 Ziehrr Musiktheim 2.3.8 Ehng. Rainer Villa 2.3.9 Ehng. Eugen Villa 2.3.10 Villa Hauser 2.3.11 Villa Strecker 2.3.12 Villa Hahn | <ul style="list-style-type: none"> 2.3.13 Kaiser Franz Josef Ring 2.4.1 Frauenkirche 2.4.2 Evangelical Church 2.4.3 Park-Administration 3.1 Kurpark 3.2 Kurpark-Krupka Gardens 3.3 Doblhofpark 3.4 Alexandrowicz Gardens 3.5 Parklands Helenental | <ul style="list-style-type: none"> 4.1 Urteilstein Roadtunnel 4.2 Marien-Kindergarten 4.3 Park-Administration 5.1 Beethovenhaus 5.2 Villa Ossolinski 5.3 Villa Schönfeld 5.4 Townhouse Attems (Café Central) |
|--|---|--|--|---|

Data Source: Land Niederösterreich, Barmann und Stadt Baden

Reproduktion

City of Baden bei Wien



**Nominated World Heritage Site
The Great Spas of Europe
AT-01 Baden bei Wien**

- A Reference Point
- Municipality_Border
- Area of the nominated World Heritage property (343 ha)
- Buffer Zone of the nominated World Heritage property (555 ha)

Map 10 - Thermal Sources and Geothermal
 based on the analysis made by Eduard Stuess in 1877
 21.5.2019
 Scale 1:10.000
 Sheet A1 Scale
 0 0,25 0,5 1 Kilometer

Mapproduktion
 Data Source: Land Niederösterreich, Bauernmap und Stadt Baden
City of Baden bei Wien

Geothermal		Thermal Sources	
10,0 - 11,3°C	01	Ursprungsquelle	01
11,3 - 12,5°C	02	Frauenbadquelle	02
12,5 - 13,8°C	03	Karolinenquelle	03
13,8 - 15,00°	04	Josefsquelle	04
15,0 - 16,3°C	05	Martenquelle	05
16,3 - 20,0°C	06	Petersquelle	06
20,0 - 35,0°C	07	Engelsbadquelle	07
	08	Sauerhofquelle	08
	09	Johannesquelle	09
	10	Ferdinandsquelle	10
	11	Franzensquelle	11
	12	Leopoldisquelle	12
	13	Peregriniquelle	13
	14	Martazellerhofquelle	14

Temperatures of water measured
 in the house wells in 1877