



## HerO LOCAL ACTION PLAN (LAP) 2011 04 12

Name of HerO partner: **Graz**

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Project status: Noticed by the WH staff office, City of Graz, for further realisation planning

2010/ 5/ 6 Submitted to HerO lead partner Regensburg, planning and building division, world heritage management

Aim: General recommand self comittment City of Graz, decreded by the minicipal council

The analysis made by the LSG Graz 2010 shows deficiencies for mediation, education and public relation activities. We own approved planning instruments, that should be adapted on the current level, but the world cultural heritage (WH) has not yet arrived the daily needs. So we propose forced exertions to bring the WH to the common sense. Also we propose more communication and cooperation with stakeholders and the economic partners to strenghten the understanding of cultural heritage benefits.

### Legend:

	Planning, realisation activities
	Mediation, education, information acitivity
	Economic activity

### Part 1: Projects

Name an type of action	Brief description (i.e. objective, output)	Responsible	estimated costs	Financing secured (Investment Plan)	Funding by / Funding Programme	Schedule
WH Coordination office	institution of World Heritage Coordination staff as municipal office as part of executive department of urban planning, development and construction (UDC Dept.)	City government of Graz	municipal office hours	yes	municipal budget	2010
WH Data System	Implementation of the existing planning instrument masterplan historic center, accepted by WHC, into the government data system www.gis.graz.at, open to citizens	WH coordination office	municipal office hours	yes	municipal budget	2011
WH Detail Planning	In depth expertises für actual planning in WH Zone, to clear historic basics (For example expertise Andreas Hofer Platz)	WH coordination office	10000 (4x € 2500)	yes	municipal budget, UDC Dept.	2011-2014
WH Adaptation Masterplan	Adaption of Masterplan for current developments, increasing leading sentences depth	WH coordination office, External Experts	7.000 €	yes	municipal budget, UDC Dept.	2011
WH decreasing traffic signs	Decreasing of traffic signs in the historic center, in cooperation with graz project shared space / pilot project as phase 1	WH coordination office, External experts, Road department, Federal police	municipal office hours	yes	municipal budget	2011-2014
city model	City Model of historic center, wood model 1: 1000, with current implementaion of current changes	WH coordination office, survey department	20.000 €	in progress	municipal bugdet, <b>BMUKK</b>	2012-2015
World heritage day	SinceDec.1999 the historic city of graz is incrided in the list of world cultural heritage. At this date the city of graz organises the world heritage day each two years, first Dec.2011. Symposium of experts on broad public appeal	WH coordination office, ISG, external experts	30.000 €	in progress	municipal bugdet private partners GD Culture EU Commission	2010, 2001, 2012
Tourist Guide association training	Training for graz guides about world heritage content and significant bulding ensembles	WH coordination office, Graz guides, External experts	municipal office hours	yes	municipal budget	2011-2014
World heritage school cooperation	Strenghtening of existing Collaboration with BMUK program to bring WH content to teachers and pupils	WH coordination office, <b>BMUKK</b> , School department of styria, External experts	n.n.	in progress	<b>BMUKK</b> , schooldepartment government of styria A 16 government of styria	2011-2014
Talking buildings	guidance to selected bulding, explanation of the history, talking with guests, owners and habitants	Municipial WH staff office, External Experts	5.000 €	in progress	A 16 government of styria	2011-2014
In and outside audition	Explantion campaign of WH contents and needs, für municipal, departments inside, and events for interested citizens	Municipial WH staff office	municipal office hours	yes	municipal bugdet	2010
Symposium Energy Optimaziation	International Conference about monument preservation, architecture and energy optimization	ISG Stadt Graz	50.000 €	yes	ISG	6/18/2010
Comm Austrian WH Sites	Communication process between the austrian 8 world heritage sites, to define common chances and vitalization of WH discussion. Mediation process, best practice examples	Municipial WH staff office, <b>BMUKK</b> , External Experts	n.n.	in progress	Municipial budget, <b>BMUKK</b> , Austrian Städtebund	2010-2015
Historic Town Stores	Information campaign about history of building, placed in the stores of the historic town.	Municipial WH staff office	10.000 €	in progress	ppp	2011
Public Relation	Advertising campaign for WH high level tourism	WH coordination office, City marketing, Economic enterprises	50.000 €	in progress	ppp	2010-2014
Historic town conservation fond	Finanical support for improving buildings (Altstadterhaltungsfond). Strenghten aims support for WH care	City government of Graz, Government of styria	100.000 €	yes	City of Graz 55%, Government of styria 45%	existing, permanent