

Baukultur Report

City and Village

2016/17



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BUNDESSTIFTUNG

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Baukultur Report City and Village 2016/17

Core Messages of the Baukultur Report 2016/17

Vital Municipalities – Improving the Quality of Life in Rural Areas with Baukultur

A vital municipality has a vibrant town centre, in which people live and businesses are at home. The centre has a defining overall appearance of the locality and offers quality of stay in public areas for all generations. In this sense, Baukultur forms the key framework for improved quality of life and attractiveness in rural areas. Baukultur can be the impetus and result of a place's self-assurance and revitalisation and of a shared local identity. This has a positive impact on the provision of public services and on the development of business and tourism in a municipality.

Important Recommendations for Action on the Way to Vital Municipalities:

→ **Strengthen and revitalise the town centre!**

The future of rural areas – particularly shrinking municipalities – depends on concentration and densification, which create the structural preconditions for a financially affordable infrastructure and provide points of contact for local community life.

→ **Mix the village!**

Utilisation is the key to avoiding vacancy and wasteland. It is therefore important, especially in the town centre, to develop and operate new, mixed, and tailored concepts – with the active participation of private owners, initiatives, and merchants.

→ **Strengthen the townscape with Baukultur!**

Site-specific buildings strengthen identity. Contextually sensitive additions and the consideration of local/regional building styles, materials, and forms in new buildings and renovations are the preconditions for this.

Infrastructure and Landscape – Active Design of Landscape Change in the Balance of Interests

The cultivated landscape in Germany will change dramatically in coming years due to climate change, energy production, infrastructure expansion, and new uses. It offers space for agriculture as well as the structures for transport and the energy transition. It is a place of residence and recreation, a place of nature and biodiversity. Only through the active design of diverse usages of residential areas and landscape in the balance of interests and through innovative, multifunctional mobility concepts can the unique urban-rural relationship of our cultivated area be secured in the long term – also in times of climate change.

Important Recommendations for Action on the Way to Quality in the Landscape:

→ **Design and plan infrastructure and landscape according to location!**

The consequences of climate change and the energy transition, as well as the development of infrastructure, should be treated as active design tasks.

→ **Think and plan interdisciplinarily!**

Only in integrated teams with the strong involvement of engineering and design competence can technical and infrastructural interventions be creatively qualified.

→ **Create new living and recreational areas through conversion!**

The conversion of abandoned agricultural buildings, of structural or scenic brown-fields, or of mining areas, landfills, and treatment plants is a key means of regional appreciation.

Planning Culture and Process Quality – Improved Quality of the Built Living Environment through Better Planning

The added value from Baukultur for securing and strengthening local or regional identity is increasingly being recognised. Planning culture and process quality are decisive for the generation of this socially and economically relevant added value in both growing and shrinking regions. An open process and a wise and structured “Phase Zero” integrate external expertise and local experience. They reduce potential barriers – creating the basis for trusting cooperation between stakeholders – and lead to better solutions with generally less financial effort. Especially for smaller municipalities with limited resources and clear, less complex structures, interagency cooperation and the integration of all participants are already frequently used practices and in the future the only way, in every respect.

Important Recommendations for Action on the Way to Planning Culture and Process Quality:

→ **Strengthen expertise, collaborate, and learn from each other!**

Baukultur is an integral part of community development. Competent administration and policy use this potential. In smaller towns and municipalities, Baukultur also has to be a “top priority”.

→ **Pursue an active land policy!**

An active and activating land policy strengthens public accountability and empowers municipalities .

→ **Take innovative approaches to planning and participation!**

Lively formats in participation and communication strengthen the identification with the locality and improve the planning results. Formal planning should be combined with informal instruments of participation.

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Introduction

The 21st century is already considered the century of cities and of the world's largest migration, namely the move from the countryside to the city. Although this is clearly the case for fast-growing developing countries, the paradox of a shrinking overall population is noted in industrialised countries – coupled with booming cities and emptying regions. Looking closely, however, the settlement structure – and with it the Baukultur conditions – is different in Germany than in other countries. In the introduction to his book *Germany: Memories of a Nation*, published in 2015, Neil MacGregor shows with a few maps – from 1500 to 1648 and eventually to unification in 1871 – how today's Germany and Central Europe were surrounded in the past by large kingdoms, spatially fragmented into many political entities like a patchwork quilt. The infrastructural – today we would call regional planning – consequences of an urban and settlement network, localities that at the time were only two stagecoach hours apart, continue to shape our historical memory today. In fact, because of high population density and a dense infrastructure network in Germany and Central Europe, the reality of the topic is more one of different urban densities than the contrast between city and nature.

No wonder, then, that the term “city” is the most important word in the written comments of the online forum for the subject research in our population survey on the topic of Baukultur in rural areas. The people who were surveyed were from the countryside. Nevertheless, their reference point for shopping, leisure, and their broad localisation is the city. City and countryside, settlement and landscape – as mutually dependent spatial types – are part of our Baukultur identity and in Germany can well be a model and opportunity for the solution of the challenges of the future, quite in contrast to the global trend.

The flagship report of the German Advisory Council on Global Change (WBGU), published in mid-2016 under the title *Humanity on the Move: Unlocking the Transformative Power of Cities*, also recommends a reorientation in the spirit of this Baukultur Report: “Polycentric approaches could make cities more attractive, avoid the disadvantages of excessive urban concentration and densification, and, at the same time, mobilize the advantages of decentralized settlement patterns. The conventional dichotomy between migration into and away from cities, and between the concentration and dispersion of settlement structures, is overcome by an approach which, instead of clearly separating ‘city’ from ‘country’ and ‘centre’ from ‘periphery’, systematically focuses on networking between poles of settlement and on the spaces in-between which connect small and large cities and rural areas.”

From the Baukultur perspective, this approach is so important and promising because previous studies on the situation of Baukultur in Germany show how important it is also – and especially – outside large cities, and which may thus be connected with it for a positive future perspective. Particularly in smaller



or integrated locations, and complex process requirements. This is particularly important in the current economic boom for planning and building, because Baukultur quality can only emerge if all stakeholders involved in the process and in the value chain are knowledgeable about Baukultur and work together professionally. Therefore, the Federal Foundation sees its task in addressing architects and engineers, the users, the real estate industry, the housing sector, and the building industry alike, and in connecting them with each other in cooperative, results-oriented work. If we include business-related services, financial services, and educational institutions, some three million people in Germany play a part daily in planning and building, and in the Baukultur results.

This second Baukultur Report 2016/17 from the Federal Foundation builds on the findings of the previous report. In addition to a look at the current challenges of large cities shaped by immigration, small and medium-sized towns and rural areas form the focus of this report. Analogously to the last report, the discussion concentrates on three key topics: the assistance of Baukultur for maintaining or creating “Vital Municipalities”, the synergetic design potential of “Infrastructure and Landscape”, and “Planning Culture and Process Quality” as a precondition for a successful Baukultur. The 2016/17 report is thus in parts more specific and more concrete than the previous report in terms of content, because in addition to the city, it also on the less complex spatial conditions of small and medium-sized towns and rural areas, where about two-thirds of the population live on 93% of the total German area.

A municipal survey and a population survey were again carried out for the report, in order to capture the specific challenges and needs in Germany beyond the large cities. In addition to the Board of Trustees and Advisory Board, the Federal Foundation was assisted by an advisory committee, which was made up of experts from various disciplines. The Federal Foundation was also assisted in the preparation of the report by the Deutsches Institut für Urbanistik (Difu, German Institute of Urban Affairs) in collaboration with the research group Stadt & Dorf (City & Village). In addition to the regular exchange, a discussion took place specifically for the Baukultur Report 2016/17 in November 2015, with relevant associations and stakeholders.

With the aid of three major Baukultur Workshops in 2015 – “Vital Municipalities” in Kassel, “Infrastructure and Landscape” in Regensburg, and “Planning Culture and Process Quality” in Frankfurt – the needs and potentials of Baukultur in rural areas could be worked out. In addition to this, three cooperation workshops were conducted in 2016 with current topics, such as “Flight Forward” in Munich and “Housing Construction of the Future” in Iphofen. Many actively followed the workshops’ participation offers: a total of around 1,500 people, including planners from different disciplines, representatives of municipal authorities and associations, as well as the interested public. After introductory speeches, participants discussed various aspects of the case studies with the speakers at several workshop tables and made recommendations.

It soon became clear that especially in rural areas and in smaller cities, it is necessary to inspire the citizens for Baukultur and to make bold decisions. Prioritising the existing building stock, internal development rather than expansion, and involvement of the residents are important approaches here. In the comparison of infrastructure and landscape, it must be prevented that bridges, power lines, wind farms, or flood defences harm landscapes. Instead, even those

buildings can be an asset to the town and landscape, if they are understood as a design task and Baukultur is more strongly anchored in the engineering disciplines. In order to achieve greater acceptance of building projects, this has to begin in the planning culture. It is necessary to check and adapt the rules and standards and to awaken a sense of shared responsibility in politicians, architects, and engineers. The public sector and project developers need more expertise to be able to embrace the role of active project leader. The entire planning process requires a “Phase Zero” – regulated as little as possible but still qualified – to carry out preliminary investigations to clarify conditions and involve citizens.

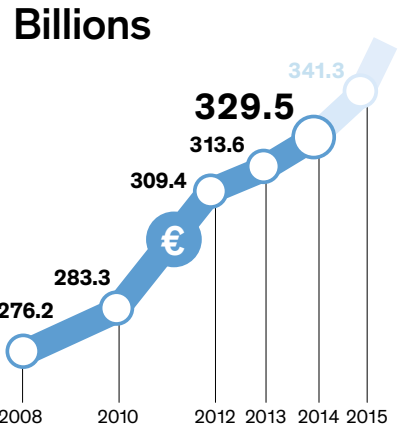
These and other findings of the workshop discussions, as well as the results of discussions with experts and organisations, have been incorporated into the Baukultur Report 2016/17 and its recommendations for action on the topic “City and Village”. Nevertheless, the Baukultur Report is not the lowest common denominator of a broad-based agreement, but the high-profile report of the independent Federal Foundation on the state of Baukultur in Germany 2016/17, which was additionally substantiated through the work process.

Economic Factor Construction

Figures to 2014 and Prognosis 2015

Source: BBSR 2015; Statista 2016

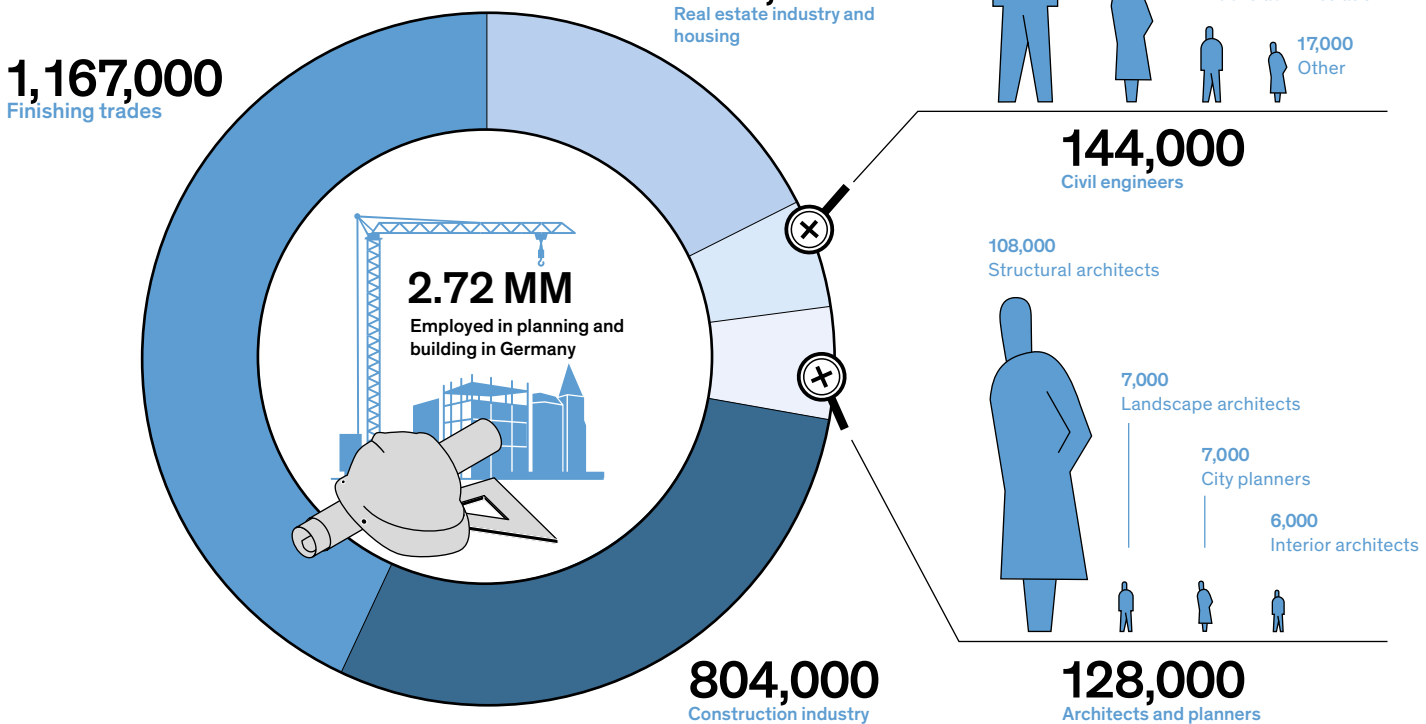
Development of building volume in Germany



Employer Construction

Total workforce of the selected profession planning and building in Germany 2015/16

Source: BINGK 2016; Destatis 2016; Destatis 2015; Bundesarchitektenkammer e.V. 2015



The Baukultur Report 2014/15

Every two years, the Federal Foundation of Baukultur submits a report on the state of Baukultur in Germany, the so-called Baukultur Report. In addition to the presentation of current references and a thematic focus, the Baukultur Reports provide support for the process to a gradual improvement in the planning culture and Baukultur in Germany. The Baukultur Report 2014/15 was the first that the Federal Foundation presented to the Federal Cabinet and the German Bundestag.

Under the title “Built Living Spaces of the Future – Focus City”, it was initially concerned with a survey of the framework conditions for Baukultur in Germany. In terms of content, the focus was on the Baukultur challenges of large cities: under the focus areas “Residential and Mixed Neighbourhoods”, “Public Space and Infrastructure”, and “Planning Culture and Process Quality”, issues were addressed that, two years later, have lost none of their relevance. On the contrary – the ongoing migration to large cities has even increased the challenges with regard to high-quality growth with the aid of integrated engineering and building processes.

Both on societal and political action levels, the debates on the Baukultur Report 2014/15 were highly differentiated and conducted widely. The Foundation presented the report for the first time to the public on the 16th and 17th of November 2014 in the course of the Baukultur Convention in Potsdam and discussed its recommendations for action with proven experts. At the political level, the Baukultur Report 2014/15 was forwarded after examination by the federal government to the German Bundestag and Federal Council in late October 2014. On 5 February 2015, the Bundestag debated in its 85th session the contents of the Baukultur Report 2014/15. Minister Barbara Hendricks launched the parliamentary debate: “If we are again building more in Germany in order to create affordable housing, or remodelling and renovating in order to save energy, then the topic of Baukultur should be our constant companion.” The Committee for the Environment, Nature Conservation, Building and Nuclear Safety then discussed the report in a public expert discussion on 25 March 2015. As a result, the committee adopted a cross-party motion for resolution to the federal government on 11 June 2015, which among other things, tasks the federal government and the Federal Foundation with dealing with the implementation of the Baukultur Report’s recommendations for action and its focus areas (Bundestagdrucksache 18/4850). In addition, the Conference of State Building Ministers issued an opinion on the Baukultur Report. Among other things, it appreciates that the present Baukultur Report 2016/17 deals with rural as well as small and medium-sized areas, because there are relevant problems and tasks here for the federal states.

Structurally, most significant is certainly that the Federal Foundation is to be appropriately included in the planning of federal building projects in the future, and meanwhile has been reinforced by Parliament with two posts. In this context, for large federal government projects – which sometimes have significant impacts on urban development structures – local public opinion

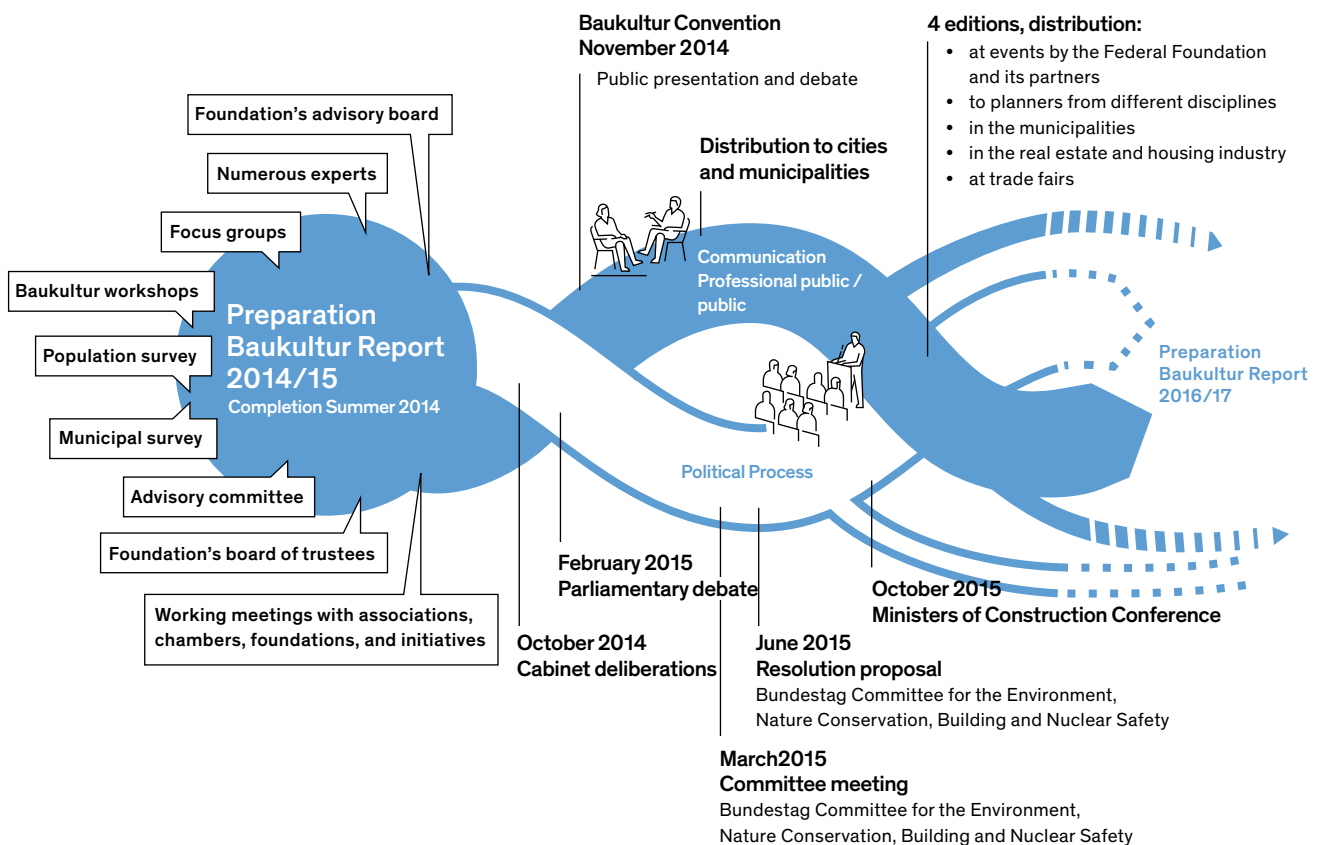
should be determined at an early stage. In addition, new focus areas – such as “Green in the City”, “Baukultur and Tourism”, “Affordable Housing”, and “Rural Areas” – will be addressed. The Federal Foundation follows these recommendations with the Baukultur Report 2016/17, entitled “City and Village”.

The Baukultur Report 2014/15 not only reached federal offices, but also municipalities, the real estate and housing industry, as well as planners from different disciplines – and has to be communicated further.

In November 2014, when the Baukultur Convention discussed and assessed the 31 recommendations for action from the Baukultur Report, a remarkable achievement occurred (through online voting). According to convention attendees in the discussion, the Federal Foundation’s most important task was the 32nd recommendation for action: the newly added point of “active public relations and communication work” (53.8%). If we want to promote good and reflective planning and building, recognising good examples, communicating, and connecting Baukultur stakeholders with each other in this context are the core tasks. In second and third places, the convention spoke in favour of “establishing the so-called Phase Zero” (43.8%) and “improving Baukultur education” (38.8%). The recommendations for “Integrated Planning” and “Think and Design Infrastructure” were also far ahead, because a significant contribution to Baukultur can be achieved in Germany with them. The Federal Foundation of Baukultur has followed these votes and has concentrated and strengthened their activities in this direction.

The political and social path of the Baukultur Report 2014/15

Source: Federal Foundation of Baukultur 2016



Baukultur in Large Cities

Currently, everyone is talking about the developments of large cities. The urban and location rivalry since the Lisbon Strategy launched in 2000 has become a collective growing pain. The creation and integration of large residential building quotas present large cities with hardly solvable tasks. The demands on the housing market due to the recent refugees can often only be covered in the short term with the special rules and acceleration opportunities for refugee accommodations stipulated in the Asylum Procedures Acceleration Act. In part, areas, processes, and concepts for a long-term, orderly urban framework plan that positively develops the city are lacking.

The recommendations for action of the Baukultur Report 2014/15 remain unabatedly valid: only integrated planning and qualification – also for infrastructure projects – and an upgrade of public space lead to liveable mixed neighbourhoods that also have a long-term future. “Phase Zero” is decisive for good Baukultur, and because of the involvement of the population in planning processes, often consensus building. Since the publication of the report, the importance of living spaces in large cities has increased for our society. Currently, discussing the future of rural areas, small towns, or villages and addressing their Baukultur deficiencies and opportunities seems to some experts to be hardly topical or, to put it positively, deliberately anti-cyclical. Yet, the polycentric potentials in smaller cities and municipalities are directly interdependent with the requirements for large cities. First and foremost, however, the focus areas of Baukultur in large cities are more topical than ever and have to be the subject of adapted action strategies.

Residential and Mixed Neighbourhoods

Meanwhile, the city has become the site of a massively increasing and further rising housing demand for all population groups – also through the immigration of refugees. More than 350,000 homes are needed annually by 2030. Actually, about 245,000 new homes were built in Germany in 2014, about 270,000 in 2015, and about 290,000 are expected in 2016. Despite considerable efforts, the necessary housing numbers are achieved only with difficulty. Nevertheless, the cascade of numbers also shows that residential construction in Germany – analogous to a heavy container ship – travels rather slowly and at some point has to be decelerated with equally long reaction times. Ships and engines are not suitable for all shallow water and, above all, not for turning manoeuvres. The required, but not yet reached, housing starts are meant to be “produced” at the highest level for more than ten years annually.

With these high annual requirement tranches for new residential construction in large cities, programmatic announcements such as “internal development before external development” are no longer sufficient. In the medium and long

terms, this approach does not lead to the necessary construction figures, because the activation of consolidation reserves that has been ongoing for years is becoming increasingly more difficult and is often approaching its limits in terms of acceptance, density, and the equally required open spaces. Therefore, many cities are working on urban development concepts for an external expansion in new housing estates. Under the title “Gartenstadt des 21. Jahrhunderts” (Garden City of the 21st Century), for example, Berlin is planning new additional districts as a contribution to the development of the metropolitan region. However, the required concepts and plans for the staying power of growth development in the coming 15 to 20 years have to be worked out at the city-regional level and, above all, on the basis of urban development. A framework developed in consensus with the population and the politicians was intended under the Baugesetzbuch (BauGB, Federal Building Code) – § 1, para. 6, no. 11: “the results of an urban development concept adopted by the municipality or other urban planning decided by the municipality” – to be the subject of the forward-looking, high-quality growth strategy in mixed neighbourhoods and districts.

Public Space and Infrastructure

Higher densities through additional construction areas in the city mean increased proximity of buildings and neighbours. This influence on the direct living and social environment can only be compensated for at the level of public space. All consolidation strategies must therefore include upgrading and equalisation concepts by improving the city green areas and the quality of open spaces. Public space, its usability, design, and ongoing maintenance will also be crucial for the integration of refugees. However, green areas and open spaces in the city are not the only, but the most perceptible urban development elements of the so-called infrastructure facilities. In public space, there have to be places for gathering, leisure, recreation, sports, as well as children’s playgrounds. In mixed neighbourhoods – apart from offers for housing, working, business, and self-sufficiency – efficient and well-designed social infrastructures, common areas, and educational facilities have to be available: schools, kindergartens, and nurseries, as well as adult education, community colleges, or language centres. A functioning public transport system and extensive development are other key tasks. All public agencies are asked to also design their investment plans with regard to the improvement of utilisation offers and the qualification of public space.

Planning Culture and Process Quality

The concentration necessary for temporally ambitious goals must not be at the expense of quality. Therefore, despite the great urgency, good planning processes are required – even for that very reason, because often a good “Planning Phase Zero” simplifies the later realisation process and leads to better, faster,

and more cost-effective results. The bottlenecks here are not the planning competence or capacity of architects, landscape architects, and engineers, but the political decision resources and the often-siloed administrative structures, from which cross-departmental, results-oriented work is still not a matter of course. However, integrated project structures to solve the housing problem should be increasingly created by the public sector. The involvement and participation of stakeholders in the planning process are required and often have an accelerating impact on the result, because Baukultur is ultimately also planning culture. For the federal government's large projects, which sometimes have significant impacts on urban development structures, local public opinion should be determined early. And here, an in-depth "Phase Zero" by the developer is strongly recommended to avoid subsequent costs due to bad planning.

Baukultur Showcases

The massive planning and building tasks anticipated in the next few decades present cities and communities with major communication and participation tasks. For years, Hamburg and Berlin have been using city models as public information and event locations. In Münster, the non-profit association Münster Modell e.V. had a large model of the city developed ten years ago at a scale of 1: 500, which has since become the nucleus of a civic discussion about the city's urban development future and is now looking for a permanent location. But World Heritage cities like Regensburg also show their Baukultur roots to the city's population and guests with a permanent exhibition. In advance of the realisation of the HafenCity, HafenCity Hamburg is showing the urban development plans in a publicly accessible project and working model in Kesselhaus. The historic wine town Iphofen in Lower Franconia established a similar showcase of Baukultur for information and communication about long-term urban renewal. In view of a changing planning culture of open participation offers and joint responsibility of citizens for the development of their city, Baukultur showcases as a location of communication and dialogue should be an increasing part of the urban culture and site infrastructure. Cities and communities are well advised to create these places or to actively support them. Here, the Federal Foundation of Baukultur could become sponsors or communication partners.

Integration – A Task for Urban and Rural Areas

A great opportunity for residential construction, which promotes integration, especially lies in sustainable housing developments in small and medium-sized towns, as well as rural areas. In some instances, the metropolitan districts of large cities are reaching the limits of their capacity. In central locations, affordable homes in mixed neighbourhoods are already highly competitive, so that more affordable housing for all sections of the population also has to be established as soon as possible, regardless of the current influx of refugees.

Currently lacking are both initial accommodations that promote integration, and affordable housing for those who remain in Germany on a long-term basis. In this context, the Bundesanstalt für Immobilienaufgaben (BImA, Institute for Federal Real Estate) allocates rent-free federal real estate. In addition, the amendment to the BauGB through the Asylum Procedures Acceleration Act offers municipalities the opportunity until 2019 to consider accommodation in vacant buildings on the outskirts of the city or in commercial areas. While in emergency accommodation it is a matter of a short-term response to the new requirements, in the medium- and long-term housing and integration of new citizens in the municipalities, it comes down to the development of sustainable structures. Many federal and state funding programmes have adapted to current building needs. Thus, since September 2015, in the KfW programme

A Digression

Baukultur at the Level of Planning and Building Law

To protect the recent findings of the Baukultur Reports, it is advisable to consider more closely the legal foundations, such as the BauGB and the regional construction ordinances. Thus, this digression is devoted to the legal level of Baukultur.

Since 2004, the term “Baukultur” has been the subject of planning law at the federal level. In § 1, para. 5, sentence 2 of the BauGB, it was anchored as a general objective of urban development planning and is on par with environmental and climate protection. In § 1, para. 6, no. 5 of the BauGB, Baukultur is mentioned in the catalogue of consideration for urban development planning. Concerns such as environmental protection, the economy, transport, and infrastructure are professionally represented in the concrete administrative practice by needs and interests stewards, so-called public agencies. So far, there have been no such institutional sponsorships for Baukultur. They could ensue through Baukultur initiatives or design advisory councils. In contrast, the deliberation process is as a rule currently carried out solely within the administration and laid down in the planning files.

Then in 2013, in the course of the so-called internal development amendment – § 11, para. 1, sentence 2 of the BauGB – urban development contracts were explicitly supplemented with Baukultur matters. This refers to urban development and architectural measures targeting quality assurance, such as the implementation of design competitions, or the involvement of design advisory councils or citizens’ forums. At the same time, in § 248 of the BauGB, the compatibility of energy conservation measures was coupled with Baukultur issues. Hence, alone at the federal level there are four legally relevant references that should be increasingly applied, so that they develop the positive effect desired by law-makers.

At the level of technical planning laws, Baukultur does not play a role – either on the federal or state level.

Since the establishment of model building code, only the building regulations of Saxony-Anhalt and Bavaria include the Baukultur concept – with the exception of the barely operative event regulations for which there is no special information. While in Saxony-Anhalt in § 85, the opportunity is opened through local design statutes “to regulate the special character or the design of the townscape and the Baukultur”, the Bavarian building regulations already prominently name the interests of Baukultur in the general clause of Article 3: “Structures are to be built in consideration of Baukultur concerns.”

Thus while environmental legislation has developed and secured a significant activity-based influence in recent decades – for demonstrable technical and social reasons – this is not the case with the social and economic dimensions of sustainability, or with the Baukultur dimension in planning and building law. In expert circles, it has been discussed for some time – analogous to environmental assessment that is reflected as part of the urban development planning in an environmental report – whether or not sustainability reports or Baukultur certificates are necessary in planning and approval procedures.

The Federal Foundation of Baukultur is not interested in additional legalisation or bureaucratisation of planning or building. Under the already existing legal basis, however, it can be expected that the procedures, content, and justifications of urban development planning or building permits – as a result of the necessary, reflected consideration – regularly and demonstrably deal with the assessment of Baukultur impacts of planning.

208 “IKK – Investitionskredit Kommunen” (IKK – Municipalities Investment Loan) funds totalling 300 million euros could be allocated for the construction, renovation, acquisition, modernisation, and equipping of accommodation for refugees. Brandenburg reclassified deconstruction funds from the programme “Stadtumbau Ost” (Urban Redevelopment East) until 2019, so that they are available for the refurbishment and redevelopment of vacant apartments.

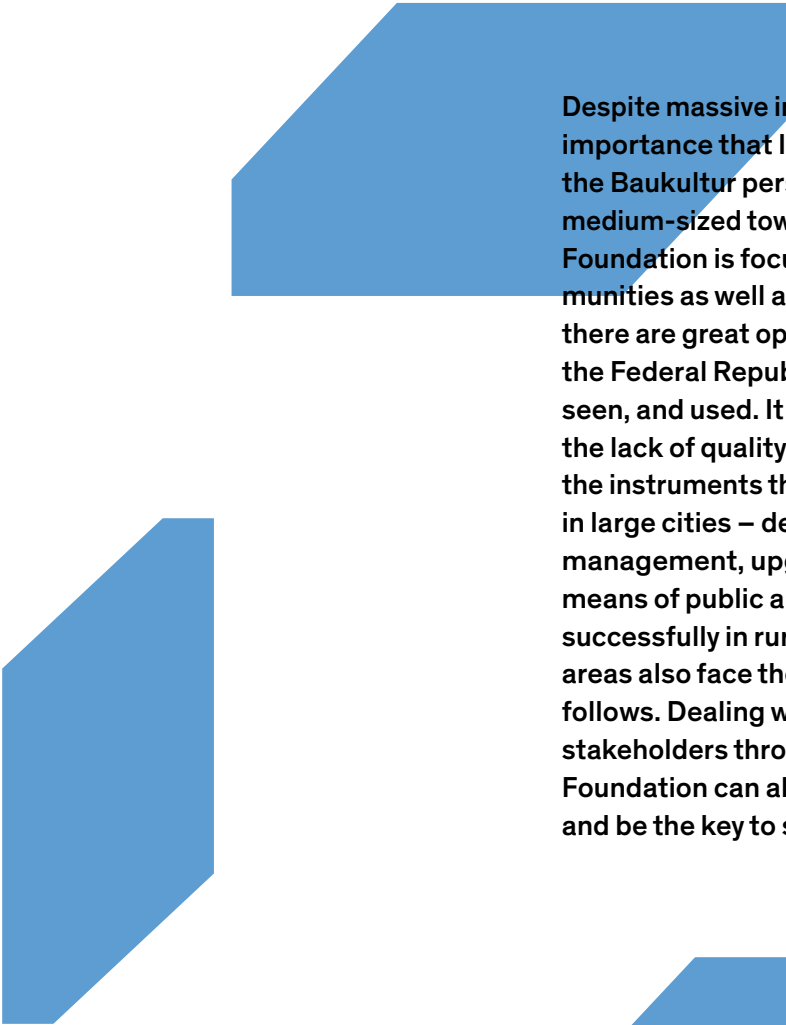
In all of the measures to activate housing, it should not be forgotten, however, that this must not be seen solely from the aspect of need, but in the awareness that integration begins with housing. Thus despite the urgency in creating initial accommodations for refugees, rush jobs have to be avoided. Provisional arrangements are initially needed that create quality on the urban development level through the skilful arrangement or allocation of modules, and thereby facilitate integration. At the same time, more permanent housing must emerge swiftly, which is required in many places regardless of user group. The federal government provides an additional 500 million euros annually for social housing. Together with recent aid and complementary resources from the states, two billion euros annually are now available for the long-term creation of appropriate housing offers in cities. Precisely because new and social housing will shape our cities for a long time, there should be no compromise on the Baukultur qualities or technical standards. The “permanent temporary solution” and the all-round hybrid building will and have to remain exceptions.

In rural areas, but also in many small and medium-sized towns, new housing developments – particularly for families – can be developed in consideration of urban development requirements, the presence or development of job prospects of new settlements, and existing architecture and in “eye contact” with the residents already there. Rural areas offer potentials that may be helpful for new citizens – manageable spaces, volunteering in associations and initiatives, close contacts, and friendly neighbourhoods can make the new beginning easier.


Above all, however, it is the inexpensive living space outside the growing metropolises that speaks for rural areas. Thus, for rural areas the influx is both a task and an opportunity. Therefore, the Federal Foundation of Baukultur seeks new definitions and Baukultur models for the spaces beyond the metropolitan areas – especially against the background of demographic and climate change. Examined in the three focus areas – “Vital Communities”, “Infrastructure and Landscape”, and “Planning Culture and Process Quality” – are the challenges that shrinking, small municipalities have to face, and how Baukultur and design considerations or regional building traditions can help to create or maintain vibrant and liveable places. The integration of large-scale infrastructure, traffic routes, facilities for flood protection, and energy paths also play an essential role, in the same manner as the final question of the appropriate planning process and local participation opportunities. According to the latest population survey by the Federal Foundation of Baukultur, 45% of people would like to live in the countryside. This represents an opportunity and Baukultur provides the perspectives for the country’s future.



A Future Perspective for the Country through Baukultur The Starting Position



Despite massive immigration and the resultant renewed increasing importance that large cities are currently experiencing, from the Baukultur perspective there is also need for action in small and medium-sized towns and in rural areas. For this reason, the Federal Foundation is focusing the Baukultur Report 2016/17 on rural communities as well as small and medium-sized towns. In these areas there are great opportunities for a social perspective of the future of the Federal Republic, which are not yet sufficiently recognised, seen, and used. It is not long ago that there were complaints about the lack of quality of life in our cities. Much has changed since then: the instruments that have been successfully practised since then in large cities – development of guiding principles, neighbourhood management, upgrading through Baukultur of public space by means of public and private buildings, etc. – are already applied successfully in rural areas; others have to be strengthened. And rural areas also face their own challenges, which are described in what follows. Dealing with the built environment and the networking of stakeholders through the integral action approaches of the Federal Foundation can also open up a new field of action for Baukultur and be the key to success.



The Spaces

Overview

93% of Germany's territory is occupied by communities beyond the major metropolitan areas. These are rural communities with up to 5,000 inhabitants, small towns with up to 20,000 inhabitants, and smaller medium-sized towns with up to 50,000 inhabitants. 60% of Germans, and thus more than half, live in such communities. 11,100 of nearly 11,300 German municipalities have a population of 50,000 residents – only 200 cities and towns in Germany have more than 50,000 residents.

This large number of smaller towns and municipalities is not homogenous: they are densely or sparsely populated, close to a metropolitan areas or on the periphery, financially stable or unstable, attractive to tourists or rather unknown; some municipalities are renowned as attractive places to live, others have a strong economy. The spatial and temporal juxtaposition of shrinkage and growth applies to the whole of Germany. Thereby, accessibility and distance to the nearest major centre play a crucial role. Nevertheless, local commitment for their own identity or the quality of life of the built environment can offer municipalities in vulnerable situations new impetus and long-term stable conditions.

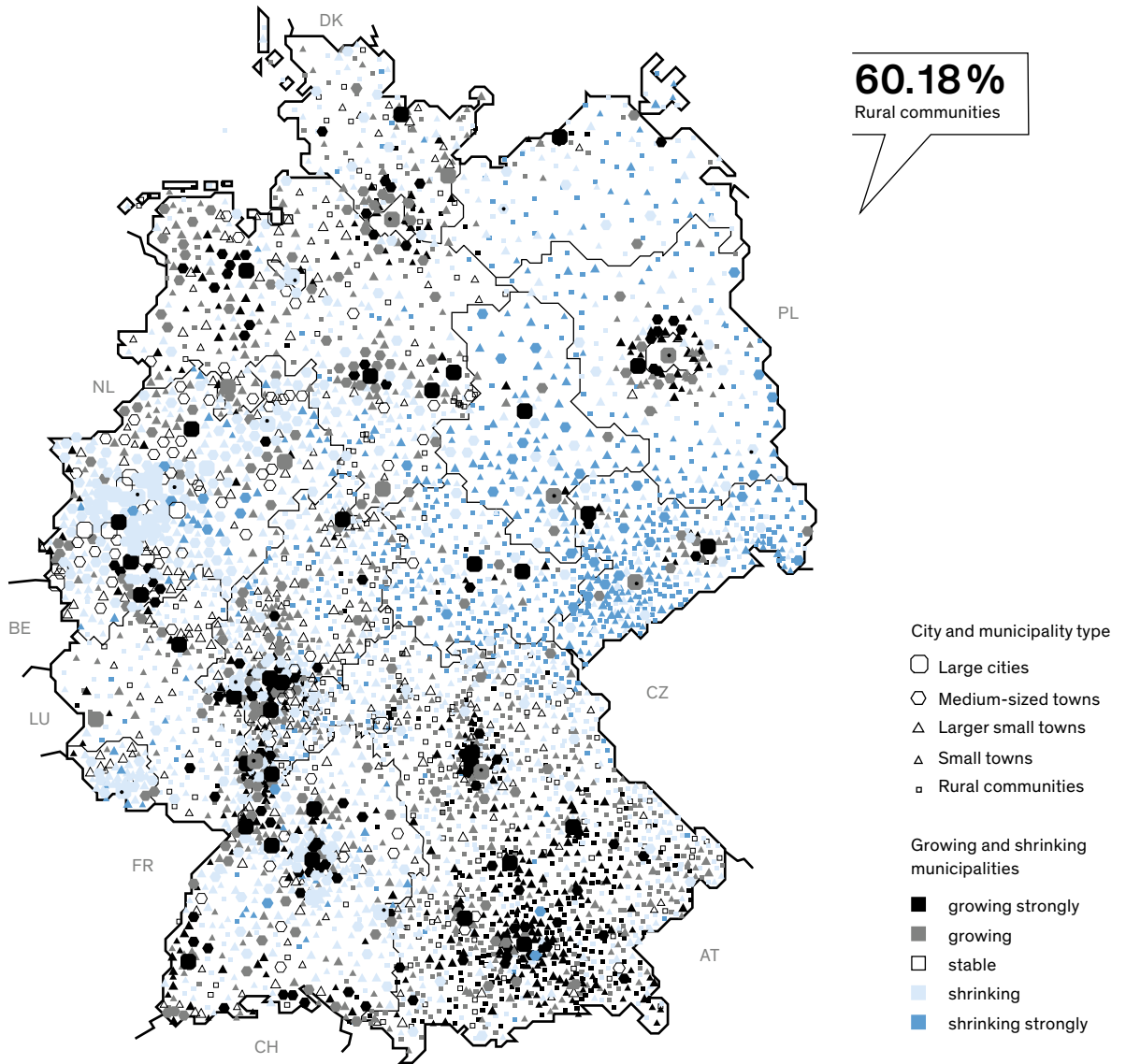
The Bundesinstitut für Bau-, Stadt-, und Raumforschung (BBSR, Federal Institute for Research on Building, Urban Affairs and Spatial Development) distinguishes predominantly between urban, partly urban, and rural territories, as well as between (very) centrally and (very) peripherally located areas. According BBSR, 78% of all medium-sized towns (up to 100,000 inhabitants) and 50% of small towns are in central metropolitan areas and thus in the densely populated area surrounding a large city. Germany is a densely populated country, which offers more than just Baukultur opportunities.

Creating equal living conditions in all parts of Germany is the aim embodied in Article 72, paragraph 2 of the Grundgesetz (GG, Basic Law). The spatial planning classification according to regional centres, medium-sized towns, and other municipalities serves for this purpose, and is oriented towards indicators such as catchment area, range of options, and facilities with public and social institutions. It provides guidance for the future desired development of the community, but cannot take all the factors into view that lead to the perceived quality of life and attractiveness of a location. Despite all of the positive objective indicators, some municipalities have no tangible quality of living spaces, while others radiate high quality despite negative figures. Therefore, the 11 metropolitan regions in Germany – designated by the Ministerkonferenz für Raumordnung (MKRO, Ministerial Conference on Regional Planning) – follow a different system. Starting from a highly urbanised metropolitan area, they

Concurrence of uneven development

Growing and shrinking cities and municipalities in Germany (2008–2013)

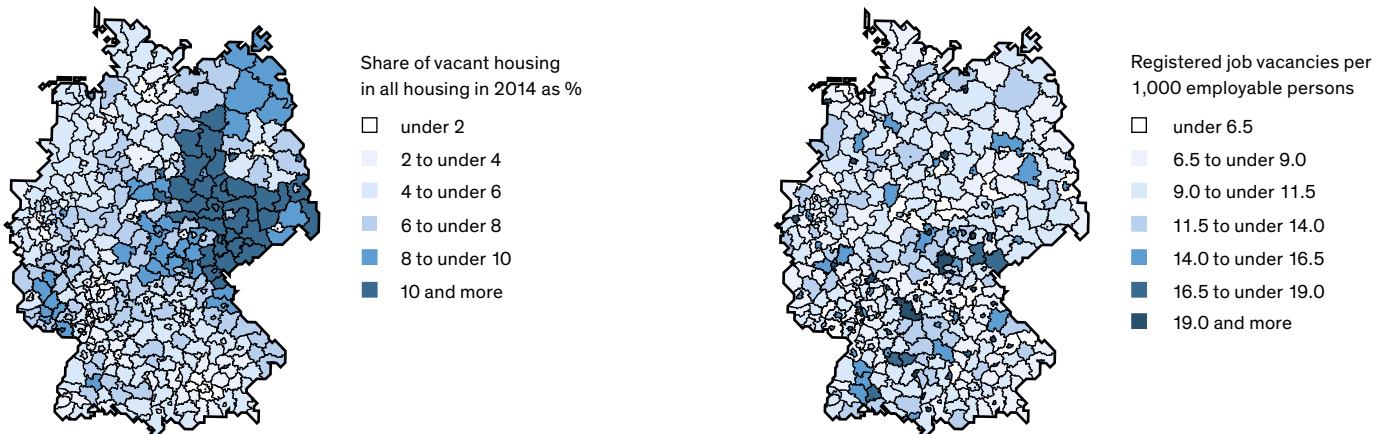
Source: BBSR 2015a



The regional comparison of job openings and housing vacancies speaks for small cities.

Inventory of housing vacancies (2014) and registered job vacancies (October 2015)

Source: BBSR 2015b; BBSR 2016



extend far into the rural areas. For example, the southern Hamburg metropolitan region extends beyond the Hamburg borough of Harburg as well as three Lower Saxon administrative districts. Here on about 4,000 square kilometres, about 800,000 people live and about 30,000 companies are located. The regional economic power leads to company formations, as well as to residential building activity beyond centrally located regional categories.

Population, economic power, and regional connections lead to different challenges in terms of Baukultur: rural communities are often strongly attached to their regional traditions, because low demand for new building activity leads to a consistent visual appearance. Many small towns, in turn, currently face disproportionate challenges – especially when shrinking processes are accelerated by the closures of industrial sites or military bases. Numerous medium-sized towns are growing, while their surrounding areas are increasingly emptied. These trends are of course not universal, but they are each representative of specific Baukultur challenges and are thus transferable.

When we “travel to the countryside”, we immediately and intuitively sense whether a small city or town is lively and radiates vitality through the attractiveness of Baukultur, or whether it seems rather dull, abandoned, and unattractive. To recognise the mechanisms of Baukultur conditions, it is worth distinguishing the specific types of settlement more generalised and independent of the location categories of spatial planning, in order to better derive the development potentials and options for action.

“In the Vastness of the Landscape” – Tradition-Conscious Villages and Rural Municipalities

Perceived as a rural community

Of the 525 municipalities that participated in the Baukultur survey, 24% have less than 5,000 inhabitants and are thus rural communities according to BBSR classification. However, according to their own perception – regardless of population figures – 41% consider themselves to be rural communities.

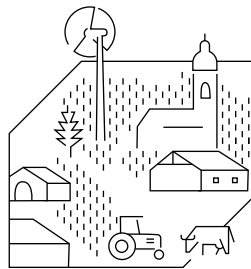
[K31](#)

Growth and shrinkage in rural areas

37% of rural communities consider their own population development to be stable, 21% see (strong) growth. 35% are faced with (strong) population declines. [K32](#)

Economy shrinks less than the number of inhabitants

By contrast, only 16% of rural communities have problems with (strongly) shrinking economic power. [K32](#)



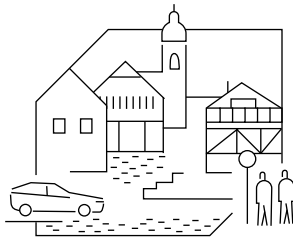
There are 3,803 rural municipalities with up to 5,000 residents in Germany. 7% of the population lives “in a village” on 25% of Germany’s land area. The proximity to landscape and nature is essential to the quality of life in a rural community. The existing building stock is straightforward, so that the state of each building shapes the overall appearance of the place. Well-maintained, extensively restored historic courtyards and buildings represent vibrant communities and upswing, while just one single abandoned, vacant building in the town/village centre can suggest despair and lack of perspective.

Because rural areas are often heavily characterised by demographic change and the migration of younger generations, major challenges include the preservation of vacant buildings within closed settlement networks, the security of supply, and the maintenance of mobility.

In their appearance, rural communities are historically strongly characterised by agriculture – even if only a small part of the population is fully employed therein. Agricultural production is increasingly breaking away from familiar economic systems by merging areas and operations. Structurally, this development is reflected in large warehouses and stables, while smaller farms lie fallow. In such dynamics of change, the awareness of traditions plays an important role –

in the design of town- and landscapes, as well as in the customs, conventions, and practices in dealing with change. The preservation of a unique local identity and the creative implementation of regional and local construction methods in new building and renovation can offer the opportunity, for those who have remained as well as newcomers, of an attractive place to live. Local identity creates an important basis for the identification of residents with their municipality and the individual communities, and thus the basis for public, private, and voluntary commitment.

“Reorientation Needed” – Small Towns at a Distance from Metropolises



About one in three Germans lives in a small town. 6,756 – and thus the most in Germany – belong to this type of municipality; together they occupy 57% of Germany’s land area. Small towns are characterised by both rural and urban settlement structures. Their often historic town centres generally feature a higher building density with care services,

while their enlargement areas are rather loosely built and serve residential purposes. Particularly in western Germany, life in small towns mainly occurs in private homes; in eastern Germany, there is a comparatively higher number of apartments.

In the course of demographic change, small towns in both the new and old federal states are struggling with population declines. Thereby, the following applies: the smaller the city and the more peripheral the location, the higher the degree of population decline. Especially when they are poorly connected to transportation, the municipalities are usually overwhelmed by medium-sized and large cities in the struggle for residents and economic growth. With the abandonment of industrial and military sites, of hospitals and spa facilities – which have enormous importance as location factors for small towns – the situation is becoming worse. The resulting population decline is leading to noticeable limitations in the quality of life, which the already limited facilities related to infrastructure and supply services will only be capable of maintaining with difficulty. Privatisation trends in state institutions are also leading to entrepreneurially narrower scope for action, and consequently to concentration processes – often at the expense of rural-peripheral areas.

Nevertheless, many small towns have managed to find reorientation in a difficult economic situation and sometimes also to “reinvent” themselves. The development of local and regional beacon develops dynamics, which can be built on in municipal development. Further potential can also emerge through intermunicipal cooperation. Designing for shrinkage and change are necessary; the development of Baukultur qualities becomes the opportunity in the definition of a unique identity.

Hope for rural areas

49% of the population of rural communities see the development in their own region as positive or hopeful. 26% look negatively or with concern at the future of their region, 24% see the future prospects as unchanging. [BB](#)

Not perceived as small town

44% of the surveyed municipalities have between 5,000 and 20,000 inhabitants and are thus counted as small towns. Regardless of the actual size, only 28% describe themselves as a small town. By their own account, almost half of them lie in peripheral areas, the rest are located near a major city. [K31](#)

Fewer residents but economically stable

With 36%, more than one-third of the surveyed small towns indicate that they are (strongly) affected by demographic shrinkage processes, however, only 11% think that their economic potential is shrinking. 26% see themselves (strongly) growing economically and 54% as stable. [K32](#)

“Relying on their Own Identity” – Stable and Growing Medium-Sized Towns

Identification as small medium-sized town

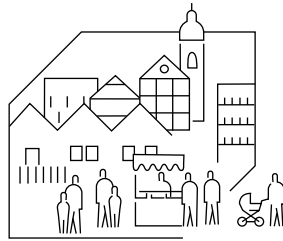
32% of the surveyed municipalities have between 20,000 and 50,000 inhabitants and are thus small medium-sized towns. This coincides with their own perception: 31% also designated themselves as smaller medium-sized towns. [K31](#)

Growth near the large city

According to their own information, 85% of medium-sized towns exhibit stable or (strongly) growing economic power. Of those medium-sized towns located near a major city, 68% characterise their overall state as stable or (strongly) growing, and only 30% as (heavily) shrinking. [K32](#)

Shrinkage on the periphery

By contrast, only 48% of medium-sized towns located on the periphery see themselves as stable or growing; 50% are faced with (heavy) shrinkage. [K32](#)



Municipalities with populations of 20,000 to 100,000 inhabitants are designated as medium-sized towns. Here, population sizes with up to 50,000 inhabitants are in the majority: 84% of medium-sized towns in Germany have between 20,000 and 50,000 inhabitants, claiming 12% of Germany's land area. Every fifth German citizen lives in such a smaller medium-sized town.

Smaller medium-sized towns usually have a multifunctional town centre, to which the districts are attached with different emphasis, but which usually have a monofunctional character as residential area or commercial location. With good regional networking, attractive landscape and recreation areas, and a dense array of services, many medium-sized towns are attractive for newcomers. In particular, they offer young families a high quality of living, due to the natural environment coupled with good provision of care. In peripheral locations, medium-sized towns take on an anchor function and form a basic framework to ensure public services. These towns are also important for the regional labour market. With their job offers, they may even become a veritable growth engine for the region.

The maintenance of supply structures and jobs is central for these towns, as well as an attractive housing market. Yet, for the various age and user groups, something different is important in each case: for families, this includes a balanced labour market and high-quality educational offerings; for the older population groups a sufficient provision of services that is accessible on foot, as well as accessibility in residential buildings and public spaces. They are all potential new citizens, especially when they feel attracted by the soft location factors of a city, such as an attractive town centre, the residential environment, and the leisure and recreational facilities.

The dynamically growing structures of many medium-sized towns also harbour Baukultur risks. Especially single-family homes and commercial areas turn out to be a core problem – with a view to land use as well as their urban development and architectural appearance – which negatively impacts the functionality and attractiveness of the centres over the long term. High-quality internal development and a concentration on centres are needed here. They keep a city attractive and pay off in the long-term for both the housing market and the economy.

The Challenges

Economy and Values

Agriculture and Alternative Energies 54% of Germany's territory is used for agriculture. Agriculture shapes the landscape and makes an important contribution to gross domestic product. With 54 billion euros in sales in 2013, agriculture achieves a production value that is of tremendous economic importance. In addition, it assumes a supply function and, in the best case, regional food production. Nevertheless, as an employer, it is becoming less important. While in 1970 8.4% of the labour force was employed in agriculture, forestry, or fishing, in 1990 the figure was only 3.5% and in 2014 around 1.5%. Nearly 640,000 people are currently employed in this field, and in Mecklenburg-Vorpommern, Brandenburg, Lower Saxony, and Schleswig-Holstein the rate is above the national average. If we add the entire food chain, there are still five million workers and thus 12% of the population dependent on this sector. Organic farming is booming, but this trend has a very small effect on the overall economic strength. Of the more than 288,000 farms in Germany, around 23,400 are organic farms. The organic share of total food sales in Germany is currently around 4%.

For individual farmers going it alone, it is hardly possible to work economically any longer. Therefore, most small businesses are organised in a cooperative or a special purpose association. The joint entrepreneurial activity in the field of agriculture enables the collective provision of feed, fertilisers, and machinery; supports struggles (e.g., for stable milk prices); and ensures added value for all participating companies in the region. In the Deutscher Genossenschafts- und Raiffeisenverband e.V. (DGRV, German Cooperative and Raiffeisen Confederation), there are 2,250 agricultural goods and services cooperatives with 1.4 million members organised; according to the association, almost all farmers, gardeners, and winegrowers are connected to one or more rural cooperatives. Increasingly, there are also alternative projects that are once again addressing common land as a legal form. Cooperatively operated cropland or common land can contribute to the diversity and revitalisation of rural character. Nevertheless, because agriculture alone often no longer suffices as livelihood, many farmers have to create supplemental income or, vice versa, agriculture is operated as a sideline to a main occupation – in 2013, this affected every third farmer. Among the alternative sources of income are mainly holiday and leisure offers on the farm, the direct marketing of agricultural products, and the production of renewable energy – with 49% this sector is currently responsible for the largest share in income combinations. Above all, bioenergy provides for new value chains. In total, there are 371,400 people directly or indirectly employed in the renewable energy sector – most of them in rural,

The energy transition is visible ...

Even now, 40% of municipalities indicate that the design of the landscape in their region has been negatively impacted by the cultivation of energy crops, around 37% believe this in relation to wind turbines. 22% of the municipalities are disturbed by new power lines and transmission lines, and 20% by solar energy fields. [K21](#)

... but is still not a big public topic.

18% of the population describe the change of scenery due to renewable energies as a large or medium-sized conflict theme. Thereby, the optical change of the landscape hardly plays a role because of network expansion: 80% of respondents currently find no change through the construction of power lines. [B7](#) + [B9](#)

economically underdeveloped regions. On- and offshore wind turbines are concentrated in the north of Germany, the production of solar energy is a focal point in the south, and power generation from biomass is distributed across the entire country. Many farmers benefit from this in particular, because in 2014 biomass was among the main renewable energy sources in Germany after wind power. In 2012, 2.1 million hectares (ha) of energy crops were cultivated in Germany; for 2020, the area requirement is estimated to be more than 3.7 million ha, which is approximately 22% of the country's total agricultural area.

The expansion of renewable energies will significantly alter the cultivated landscape through the numerous technical facilities and network expansion for power distribution and supply. By 2023, the federal government's confirmed network development plan will provide approximately 2,800 km of optimisation and enhancement measures for existing roads, and around 2,650 km of new routes. The current second draft network development plan, Energy 2025, already sees a need for expansion of new power line routes of 4,300 km in length. So that the visual impairment is kept as low as possible, the coalition has agreed to advance the network expansion preferably along existing paths and mostly with underground cables. But for the landscape, this represents a substantial intervention: at a distance of about 50 to 80 metres, accessible, over- or underground structures are needed, for which a safety distance must also be maintained. Furthermore, the soil around the cables partially warms up to 20 degrees, which changes the flora and fauna in the soil. It is an important design task, not only to plan the routes functionally, but also to consider their impact on the cultivated landscape areas. This is because the transformation pressure will continue to increase: the share of renewable energy is expected to increase from 28% in 2014 to 45% in 2025, and up to 60% in 2035. According to a study by the Bundesamt für Naturschutz (BfN, German Federal Agency for Nature Conservation) and BBSR, the volume of cultivated landscapes in Germany marked by technology could nearly double as a result. The visual impact of the energy transition is still perceived quite moderately by the municipalities and the population, which will probably change due to these massive growth rates.

Land Market Fewer and fewer farmers manage increasingly larger areas. The reasons for this are often seen in the EU's funding policy, because half of the EU's direct subsidies are paid to only 1% of the farmers, who are mostly internationally active. To promote agriculture, 4.85 billion euros from the EU Common Agricultural Policy (CAP) are earmarked annually between 2014 and 2020 as direct payments. In addition, around 1.35 billion euros per year come from the second pillar – European Agricultural Fund for Rural Development (EAFRD) – for rural areas, which is supplemented by national resources of federal, state, and municipal authorities. Thus overall, a total of around 6.2 billion euros a year alone in EU funding is available for rural areas in Germany.

In Germany, approximately 70% of all farms operate on the basis of a lease agreement. The recurring availability of land associated with this fosters speculation. The ongoing privatisation of former LPG areas in the new federal states – through the federally owned Bodenverwertungs- and -verwaltungs GmbH (BVVG, Land Utilisation and Administration) – promotes the sale to large, wealthy companies, because preferential prices for LPG successors or former owners

were only available until 2010. Large acreages are in demand internationally and sometimes speculatively valued, in order to ensure the food supply for a growing world population, as well as the promotion of renewable energies.

For Baukultur, the transformation of agriculture and the international interest in agricultural land means primarily loss: of diversity, of a varied landscape, of typical regional characteristics, and of locally operating stakeholders. That makes it difficult for municipalities to maintain their scenic and structural identity. At the same time, they are increasingly losing the opportunity to work towards sustainable development with an active land policy. With the help of available land, municipalities can most easily control settlement activity and location decisions in line with demand and in the interests of public welfare. In response to the described trends in agriculture, the Agrarministerkonferenz (AMK, Agriculture Ministers' Conference) has established a federal and state working group, "Land Market Policy", which submitted its final report in early 2015. Among other factors, the consistent and transparent application of the current land law as well as improved data basis were identified as important prerequisites for improving the situation for land markets. In addition, the municipalities have to counter more decisively the marketing pressure for single-family housing and commercial areas in the zoning plan as so-called development land.

Production and Services Generally, small and medium-sized towns near a large city are strongly oriented towards housing, while those on the periphery gain more importance as a workplace and supply centre. In rural areas, companies in the service sector and – by far – the manufacturing sector are among the most important employers, more than farms. Already in 2008, 96% of the labour force based here was employed in the service sector and manufacturing industry. Also leisure and tourism facilities are among the major employers – at least in tourist cities and scenically attractive regions.

Smaller companies, in particular, contribute to economic development in rural areas, while large companies traditionally settle more in large cities, or at least in their vicinity. The industry sectors are not necessarily derived from the local requirements or site-specific potentials. Low business tax rates and the availability of land in commercial areas of smaller municipalities frequently lead companies to location choices outside agglomeration areas. Local business development, corporate relations, and clustering may be other reasons for commercial settlement in rural areas.

Commercial locations near a motorway junction or logistically well-connected hubs often make sense for commercial trade. Therefore, large-scale operations – such as logistics or extensive retail companies – specifically look for available space in rural areas. Corresponding to the recognised needs, Bavaria plans to loosen the accessibility requirement of newly developed land in existing settlement areas, and in the future allow them on motorway junctions or as intermunicipal commercial estates on greenfield sites. Decisive, however, are the industries that settle in these areas, because the result should not be a weakening of the town centres. The privileging of commercial areas near motorways has already contributed to significant mistakes in the past, and landscape zones – which are to be kept as outdoor areas free from development according to § 35 of the BauGB – are often badly built. In integrated locations, production,

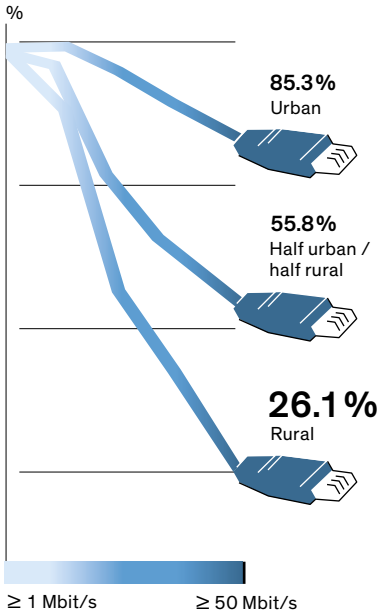
Industry as beacons of hope for small towns

For 65% of the municipalities surveyed, commercial districts belong to the most important current planning tasks; with 75%, the larger towns (10,000–20,000 inhabitants) in particular indicate this. At the same time, precisely these communities are noticing above average commercial vacancy in the town centres. [K2](#) + [K15](#)

Slow network in rural areas

Internet broadband coverage in Germany 2015

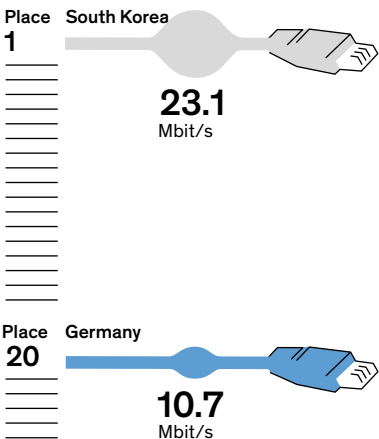
Source: TÜV Rheinland Consulting GmbH 2014



Germany lags behind

International comparison of broadband coverage (Status 2015)

Source: Statista GmbH 2015



trade, and smaller service companies can help remedy building vacancies and improve the occupancy rate in town centres. For the local population, they provide employment, training opportunities, and income. But the more land-intensive and peripherally located the settlement of facilities and businesses is, the more difficult an infrastructural connection and settlement-related integration into the community.

Adequate broadband coverage is a prerequisite for attracting businesses and start-ups in all sectors. This is also the case for new types of village shops, as a possible interface between online resources and physical retail. However, there is a significant gap between urban and rural areas, precisely in area of higher bandwidths. According to the coalition agreement, there will be nationwide provision of at least 50 Mbps by 2018 in Germany. Currently, the required broadband supply is available to only 65% of all households in Germany. Since 2015, 2.7 billion euros of federal funding has been made available for the nationwide deployment of broadband networks in Germany. According to experts, however, it will take 30 to 40 years – despite promotion, research, and rapid development of new technologies – before there is an equalisation of living areas, and thus equivalent conditions between urban and rural areas and location-independent business locations are possible.

Tourism Rural lifestyles, landscapes, customs and traditions, home-grown products, and regional dishes are attractions that are sought by tourists in the countryside. This is particularly evident in Germany’s wine regions. Here the grape harvest is not only peak season for the wineries, but also for gastronomy and hotels. The variety and quality of the landscape are the main criteria in the choice holiday destinations. 33% of German domestic tourism takes place in rural areas, with 73.4 billion euros gross revenue annually. Slightly more than half is accounted for by day-trip tourism, from which North Rhine-Westphalia and Bavaria benefit the most. Among the most popular destinations are Mecklenburg-Vorpommern and Bavaria. Tourism experts distinguish specific target groups for rural regions: nature lovers “Best Ager” (50+), sporting “performers”, rural-enthusiast families, water-oriented recreation seekers, and conservative health-oriented. Above all, the target group of older people will lead to a strengthening of rural tourism in the course of demographic change.

Structural landmarks, such as palaces, castles, churches, monasteries, historic centres –generally the townscape and the variety of uses in the town centre are essential arguments for the selection of a holiday destination and at the same time central Baukultur themes. The European Route of Brick Gothic, World Heritage cities like Goslar, Bamberg, and Regensburg, or palace and residence towns like Schwerin advertise for tourists using Baukultur attractions. For city and cultural festivals, historic backdrops – such as with the Rheinberger concerts or the Neuhardenberg Castle Night – are also essential components of success. The cityscape, individual historic sights – they are not just part of a commercial interest, but they usually also elicit feelings in the local population of allegiance, identification, and pride in their community.

However, tourism is not the sole economic mainstay for most municipalities in Germany. Nevertheless, the seasonal dependency of the tourism industry is one of the most difficult challenges – not only for the labour market. The town

centres are often affected by the interplay of revival and desolation. Especially small towns and rural municipalities find themselves in a dilemma in this respect, because guaranteeing a minimum set of infrastructure is a prerequisite for functioning tourism. Particularly in shrinking regions, there is a lack of vibrant village centres with the necessary mix of grocery stores, post offices, and bank branches, as well as gastronomic facilities, which are important for locals and tourists alike. Conflicts also occur when tourist infrastructures – often publicly funded – so strongly encroach in the land- or townscape that a deterioration in the quality of life for inhabitants occurs. Costly leisure facilities, like water parks, can also be an example of this, as well as the scenic transformation of ski areas, whose facilities lie fallow in the off season.

Also a disproportionate number of holiday rentals or second homes – with their almost always lowered shutters – as well as monofunctional holiday home areas lead to adverse local development. A Baukultur order of the day would be to strengthen the traditional accommodation sector with inns and pensions. Because most municipalities in Germany are not focused exclusively on tourism, the opportunities arising from tourism prevail. Published in 2014, the BBSR study “Regionale Baukultur und Tourismus” (Regional Baukultur and Tourism), which is based on case studies, proves that municipalities can use their Baukultur identity as a quality label for tourism. With the new project “Die Destination als Bühne: Wie macht Kulturtourismus ländliche Räume erfolgreich?” (The Destination as a Stage: How Does Cultural Tourism Make Rural Areas Successful?), the BMWi investigates the potential of cultural offerings for tourism, thereby taking up a central tourism policy task in the coalition agreement. The federal states also create important bases for successful tourism in their municipalities: Schleswig-Holstein, for example, developed a tourism strategy with Perspektive 2025 and thus created the foundations for a targeted promotion of tourism infrastructure; Bavaria offers a comprehensive support programme for commercial tourism enterprises.

Small towns need tourism

75% of the municipalities surveyed indicate that day-trip tourism plays a role for them; 55% say this in relation to overnight tourism. In both areas, tourism is particularly important for small towns with between 10,000 and 20,000 inhabitants. [K11](#)

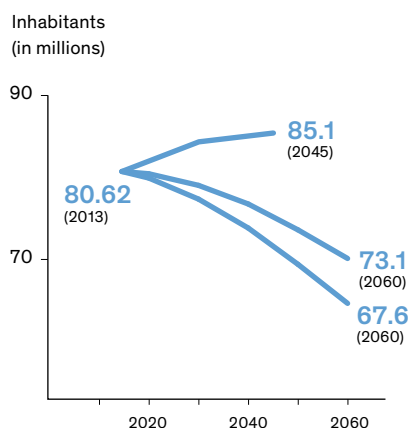
Change and Reorientation

Population Development and Immigration The population forecast is the most important basis for urban development planning and consequently for all subsequent planning stages – urban and open space planning, urban development planning, and the Baukultur focus areas. The 13th Coordinated Population Forecast 2015 from the Federal Statistical Office assumes – with regard to the current 81.4 million inhabitants in Germany – 73.1 million inhabitants in 2060 with stronger immigration, and approximately 67.6 million with weaker immigration. Meanwhile, the currently high immigration is leading to a growth phase with a peak of approximately 82 million inhabitants around 2020. But there is currently no prognosis for population development that could really estimate the impact of the most recent immigration. In February 2016, Prognos submitted its Germany Report 2040, in which the company expects nearly 85 million inhabitants in the year 2040 with continued strong immigration. It is clear that in addition to the projections, real developments along with the

Population development scenarios

13th coordinated population projection from the Federal Office of Statistics to 2060 (upper and lower limit), as well as a prognosis by Prognos for 2045

Source: Destatis 2015a; Prognos 2016



political scope for action above all have an impact on population trends. Germany, as well as the states, cities, and municipalities can therefore set targets whose attainment can be supported by means of Baukultur.

Until then, the numbers remain only orientation values: how long and to what extent immigration will continue is not predictable. While of the approximately 550,000 immigrants – the majority of which came from the EU – 202,834 requested asylum in 2014, nearly 1.1 million refugees and asylum seekers came to Germany in 2015. Almost 480,000 formal asylum applications were submitted by the end of the year. According to a report in *Tagesspiegel*, another three million refugees are expected at the EU level by 2017. The NRW.Bank has ventured a first model calculation for North Rhine-Westphalia: 400,000 immigrants are expected for 2015/16, around 245,000 with the right to stay, with their relatives possibly following. On this basis, North Rhine-Westphalia is adjusting itself to 500,000 new citizens. Certainly, the current strong immigration to Germany will mitigate the consequences of demographic change in the federal territory and, for the moment, the scenarios of a shrinking country – forecasted until recently – do not seem to be occurring.

The birth rate is responsible for the population decline still projected in the medium term. Although the rate rose in 2014 to 1.47 children per woman compared to 1.42 in 2013, this fertility rate is still far below the level of 2.05, which would be required to obtain a balanced age pyramid. What is certain is that the proportion of older generations will grow in the population – by 2030, the number of over-65s will rise by a third, and then expected to make 29% of the total population in Germany. Regional effects of demographic change are already making themselves felt today: in many rural areas, the impact of the falling birth rate is amplified by the exodus of young generations to large cities. This migration is happening despite satisfaction: among school pupils, 79% of whom are mostly or completely satisfied living in rural areas, 94% agree that opportunities are more likely to be found in a large city. After completing their education, they are accordingly drawn to cities with training or education offers. And because the number of students is increasing steadily in Germany, university cities and their labour markets are especially growing.

To deal with the consequences of demographic change, the federal government submitted a report on demography in 2011 and a comprehensive demographic strategy in 2012. In 2015, it was decided to deepen the existing approaches and to develop the demographic strategy further with the publication “Every Age Counts: Greater prosperity and better quality of life for all generations”. Particularly important for Baukultur is the issue of age-appropriate building. Resulting from this are numerous programmes, projects, publications, and activities by the various ministries – such as the KfW programme “Altersgerecht Umbauen” (Age-appropriate Conversion) or the booklet “Leitfaden Barrierefreies Bauen” (Manual for Barrier-free Building) for federal buildings. However, there can be no talk of a general rural exodus, in which “only the old” are left behind, because municipalities are also growing outside large cities. Towns and villages with a stable supply of jobs, as well as attractive and vibrant town centres and residential areas are good destinations. They ensure that since 2010, purely mathematically, more people are moving to rural areas than moving away.

Land Consumption Land use in Germany is vast; around 69 ha are newly claimed each day. The aim of the federal government's sustainability strategy is to reduce daily land consumption by 2020 to an average of 30 ha per day; in 2015, the target was actually 55 ha per day. Land consumption is mainly due to new housing estates and business parks in rural areas. They usually emerge on the edge of the settlement, not within easy walking access to the town centre; instead they require the construction of additional municipal roads.

The building activity does not align with actual state or local housing needs. Thus, according to the Institut der Deutschen Wirtschaft Köln (IW, Cologne Institute for Economic Research), around 245,000 new homes in Germany were built in 2014 – but only 66,000 of them in cities with more than 100,000 inhabitants, although there is a much higher demand in such cities. Building occurs where affordable land is available, especially in rural areas. But in their struggle for industry and residents, municipalities that offer cheap land without growth pressure increase intermunicipal competition that ultimately harms everyone. They also stress their own budgets, because it creates overcapacity and price dumping on the land market and the municipalities bear the financial losses in the long term. Too extensively designated building land usually leads to vacancies in the town, high development costs, and increasing expenditures for the maintenance and operation of roads. Thus, strengthening village centres is profitable for municipalities and much cheaper in the long run.

An early consideration of the financial impact of new (residential) building areas with respect to the mobilisation of land reserves within the settlement structure is important for the municipalities. Therefore, the BBSR and the Bundesbauministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit (BMUB, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety) – in collaboration with the Difu and Planersocietät Dortmund – developed a transport effects cost estimator, which is a planning tool for the systematic collection and analysis of transport infrastructure costs. With consistent application, such a tool can bring about a reduction in land designation; however such measures are only used hesitantly. For this reason, the Umweltbundsamt (UBA, Federal Environment Agency) has commissioned a study of municipal planning instruments that especially promote climate-friendly management of compact settlement and infrastructure areas. Additionally, in a pilot project UBA is testing the trade in area certificates. The idea is to allocate the municipalities limited zoning rights. If the land needed in the outer region is greater than the available certificates, additional certificates may be obtained from other municipalities. In turn, they forego new land use or realise their needs in the inner zone. With this and other projects, UBA is developing an important research focus for the federal government, which has already experienced important impetuses with projects like "REFINA" or the "Regio Project Check" within the framework of the BMBF focus area "Sustainable Land Management".

Such a rerouting in the municipal land policy could not only lead to a decline in land consumption, but also to an increase in Baukultur and thus also the quality of life: existing building structures are consolidated and cautiously compacted, the vacancy rate declines, and creatively conceived settlement structures with their local centres are strengthened. Indeed, with Baukultur an "intervention-compensation mechanism", as required by law in nature conservation, could ensure a concentration on the existing and gradually improving settlement areas.

Location advantage conurbation

37% of the municipalities surveyed indicate that their population development is (strongly) shrinking, 36% regard the development as stable. In contrast, 27% of the municipalities report (strong) population growth. Especially small and medium-sized towns near a large city are growing. [K32](#)

Internal Development Potential While on the edges of towns and in separate town districts, new land is reserved for building; already developed free and fallow areas remain unused in many municipalities: vacant and free space in the town centre with bustling building activities on the settlement edges are the result. This is how a so-called doughnut effect, named after the American pastries in the shape of a ring, is created: bulging at the edges and empty in the centre. In particular, disused railway areas, old industrial sites, former barracks, and abandoned farms offer enormous reserves of space within the settlement patterns. Already in 2010, UBA concluded that there were from 150,000 to 176,000 ha in unused fallow areas in the municipalities alone.

In both the old and new federal states, apart from the industrial wastelands – so-called civil wastelands – there are abandoned military sites, due to the structural reform of the Bundeswehr (Federal Armed Forces) leading to transformation spaces. According to the former Bundesministerium für Verkehr, Bau und Stadtentwicklung (BMVBS, Federal Ministry for Transport, Building and Urban Development, since 2013 BMVI and BMUB), by 2020 around 37,000 ha will have been released from military use. Without a development perspective they will quickly become problem areas – particularly if they are located in inner-city locations. They become a disturbing factor in the lively settlement

Effects of the external development of new single-family housing and commercial areas for the municipality

Exemplary municipal revenue and expenditure

Source: Preuß/Floeting 2009; Institut der deutschen Wirtschaft Köln e.V. 2015b



- (Improved) key allocations from municipal revenue sharing through influx
- Property and income taxes



- The municipality's portion of costs in the development costs
- Planning costs
- Additional investment-related and running costs of social infrastructure
- Additional investment-related and running costs of technical infrastructure
- Competition for land to usage potential in the town centre



- Business tax
- Share of VAT
- Property tax (A and B)



- Municipality's cost share in the development costs
- Planning costs
- Additional investment-related and running costs of technical infrastructure
- Commercial vacancies and loss of shops in the town centre

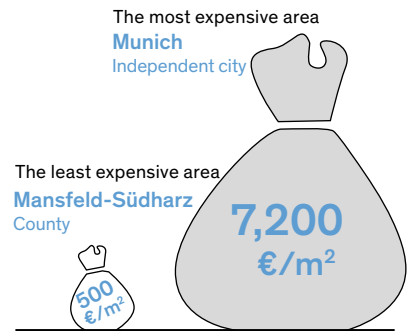
context. Indeed the release of such locations offers the opportunity to rearrange urban spaces and design them more attractively, but small towns and rural areas often lack the economic basis for viable subsequent use, because these wastelands are often accompanied by a loss of jobs and population. The unprofitability of conversion projects allows internal development potential in many areas to go unused. Most of all, however, the local and regional competitive pressure, which arises from the designation of alternative greenfield site offers, prevents targeted development of local land reserves in towns and villages – mainly to the detriment of the local quality of life.

Consequently, with a number of projects the government stresses the importance of internal development for the federal territory. Within the BMBF research project REFINA, several action guidelines have been published for an active internal development, particularly in small and medium-sized towns. The federal-state programme “Urban Redevelopment” supports numerous programme cities in coping with structural change and focuses explicitly – primarily in the new federal states – on internal development strategies. Together with the Difu, BfN has carried out a project to double internal development in municipalities, where land reserves in the settlement inventory not only developed structurally, but also with a view to urban green space. In addition, a practical guide was also developed by the BMUB especially for military conversion projects. With their

Large price gaps between urban and rural areas 2015

Average price per square metre living space for single- and two-family houses

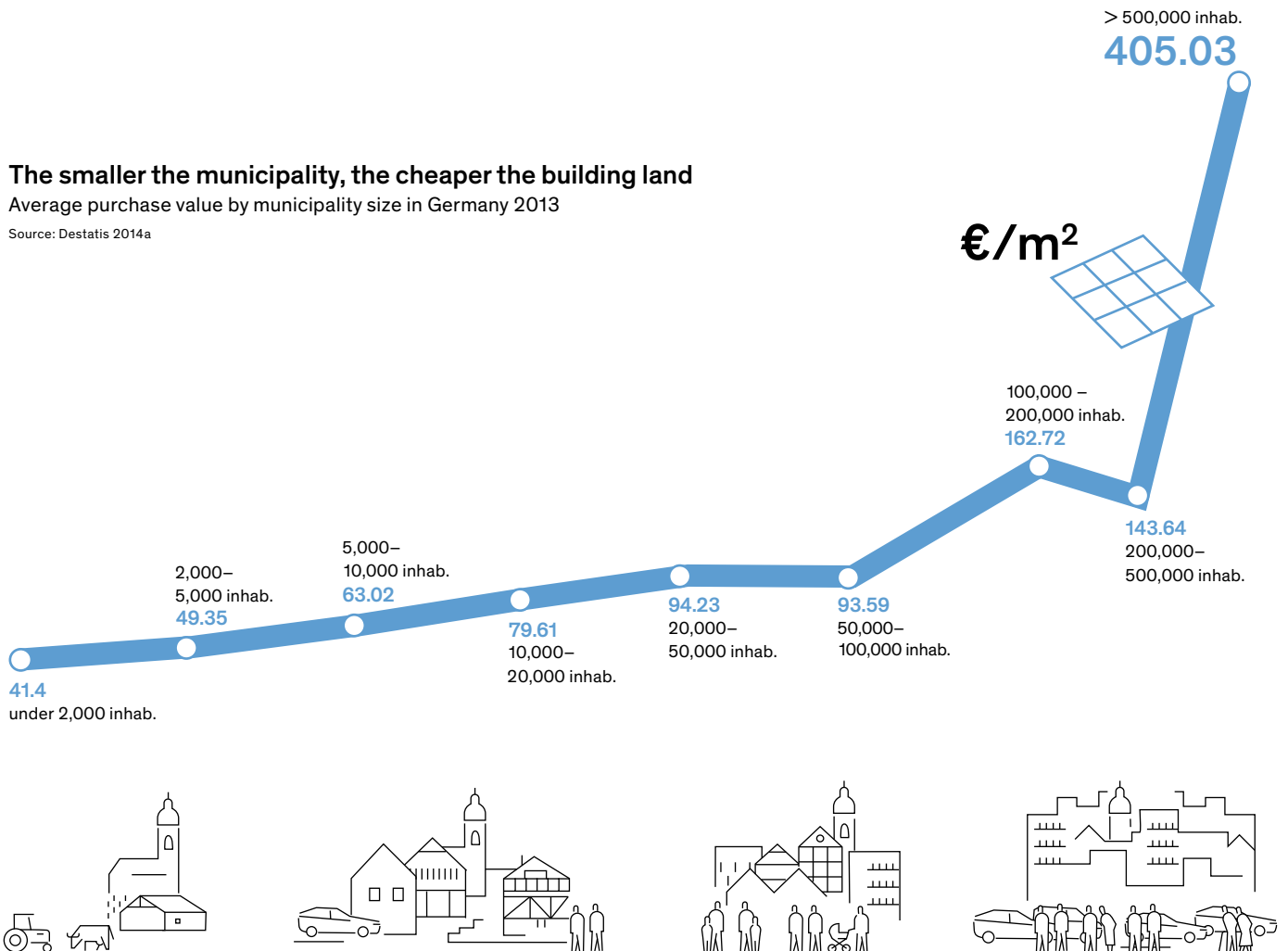
Source: Arbeitskreis der Gutachterausschüsse und Obere Gutachterausschüsse in der Bundesrepublik Deutschland 2015



The smaller the municipality, the cheaper the building land

Average purchase value by municipality size in Germany 2013

Source: Destatis 2014a

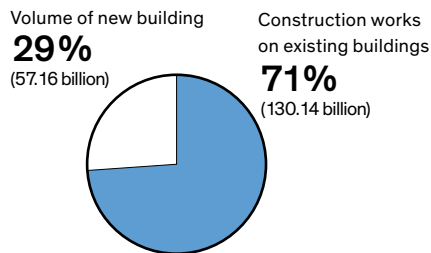


Central task Maintaining existing building stock

Proportion of new building and renovation in housing construction 2014

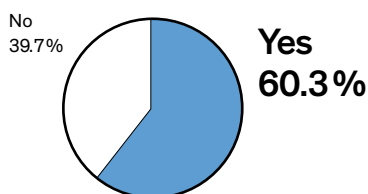
(Total volume: 183.3 billion euros)

Source: Statista GmbH 2016; ; DIW Berlin 2015; Population survey on Baukultur 2015

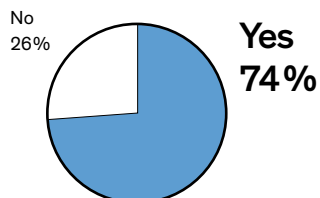


Which tasks in the area of “Planning and Building” are currently important in your municipality?

Energy renovation



Renovation of the existing building stock



Priority for the existing building stock

The municipalities consider the subject developing the existing building stock, including the debate on internal over external development, the most important aspect that Baukultur should currently be addressing. [K30](#)

“Koordinierungsstelle für Konversionsfragen” (SKtK, Coordination Centre for Conversion Issues), the Bundesministerium der Verteidigung (BMVg, Federal Ministry of Defence) and Bundesanstalt für Immobilienaufgaben (BimA, Institute for Federal Real Estate) support states and municipalities in addressing required actions arising from the restructuring of the Bundeswehr. States are also supporting the revitalisation of inner-city wastelands – such as Thuringia with the initiative “GENIAL zentral”, which was launched in 2002. Saxony has established a funding programme for Integrierte Brachflächenentwicklung (IBE, Integrated Brownfield Development) for the municipalities.

Preservation of Historic Heritage Allowing vacant buildings to remain unused or to demolish them often contradicts the management of land and the conservation of resources. In this context, the Bund Deutscher Architekten (BDA, Association of German Architects) in North Rhine-Westphalia has drawn up the position paper “Bestand braucht Haltung. “Vom Umgang mit dem baulichen Erbe” (Building Stock Needs Attitude: On Dealing with Architectural Heritage), in which they appeal for a holistic approach to buildings, economics, Baukultur, and the conservation of resources. Clear priority is given to conversion and continued building as opposed to demolition. Buildings that are listed, worthy of protection, or landmarks are particularly in focus, because from an urban design perspective, they are irreplaceable and offer anchor points for the internal development and the attractiveness of a location. The identity and character of municipalities are linked to them, and they are often the subjects of Baukultur civic pride.

This finding is important, because conservation alone is not sufficient as an instrument against decay and demolition. Only about 3% of existing buildings in Germany are listed buildings. Rights and obligations in connection with the protected buildings regulate the conservation laws of the states; there is no framework legislation by the federal government. State laws provide, inter alia, that measures to preserve a monument shall be carried out by the owner, provided this is economically reasonable. Yet the economic basis for the monument can already lapse, if it is persistently affected by vacancy and no concept for a sustainable use can be found. For public owners, however, the economic viability and the ownership requirement of the Basic Law (Art. 14, para. 2 GG) have to be interpreted very closely, because a role model effect is produced by it. Each demolition of historically formative building structures leaves behind only gaps that are difficult to fill, especially in the centres of small towns and municipalities that are strongly characterised by the built heritage – more so than large cities often destroyed in the Second World War and heavily modified over the course of time through reconstruction.

Municipalities do well to be aware of their building structures in a timely manner – both from the perspective of Baukultur as well as economic, environmental, and social aspects. Here, urban development is also needed. As part of integrated development concepts, townscape-defining and thus preservation-worthy areas in settlement networks can be determined and sustainably developed. This ranges from strategic location strengthening, to targeted vacancy management, up to contemporary modernisation, renovation, and new usage models. To balance intrusions into the existing building stock with the

historical value, an open and consensus-oriented cooperation between monument preservation and the developer or municipality is important. The interdisciplinary group of experts, Städtebaulicher Denkmalschutz (Urban Development Preservation), which is used in the same federal-state programme of the same name to advise the programme cities, looks precisely for this goal-specific common dialogue. Monument preservation and urban development wrestle with each other for viable (usage) concepts for the future viability of listed buildings or those worthy of preservation. Rural areas are a focus area here: in 2013, of the 419 programme municipalities in urban development preservation, almost 95% (398) were municipalities, rural communities, small or medium-sized towns – more than half of which (211) were outside of metropolitan areas.

The federal government supports the preservation of existing buildings with specialised publications, work aids, and support programmes. For individual monuments, financial resources are available in the programme “Nationale wertvolle Kulturdenkmäler” (National Valuable Cultural Monuments). In the federal programme “Nationale Projekte des Städtebaus” (National Urban Development Projects), primarily monument ensembles of national importance (e.g., UNESCO World Heritage Sites) and structural cultural assets of exceptional value were supported with 150 million euros in 2015. The preservation programmes of the Federal Commissioner for Culture and the Media (BKM) are also available to preserve townscape-defining Baukultur heritage in urban and rural municipalities, and are co-financed by states, municipalities, or third parties. In particular, the BKM’s preservation-specific programmes – with a funding volume approved by the German Bundestag of around 40 million euros in 2014/15 and 20 million euros in 2016 – benefit important historic cultural monuments nationwide, which are often critical for the vitality and identity of a municipality.

Many other institutions support the preservation of Baukultur heritage and are indispensable actors in the field of conservation: the Deutsche Stiftung Denkmalschutz (German Foundation for Monument Protection), The Deutsche Kulturrat e. V. (German Cultural Council), as well as Rat für Baukultur und Denkmalkultur (Council for Baukultur and Monument Culture), ECOVAST, the Bund Heimat und Umwelt e. V. (German Heritage and Environmental Foundation), and the Vereinigung der Landesdenkmalpfleger (VdL, Association of Regional Conservationists) are further indispensable actors in the field of conservation. Many municipalities support each other with a high density of monuments through community networks – such as the working group “Städte mit historischen Stadtkernen” (Cities with Historic Centres) in the state of Brandenburg or the working group “Historische Stadt- und Ortskerne in NRW” (Historic City and Town Centres in NRW). In addition, the European Year of Cultural Heritage in 2018 is supported by the EU as well as federal and state governments under the motto “Sharing Heritage”. The theme year will raise awareness across Europe about the social importance of built cultural heritage. First and foremost, the “heirs of the heritage” are meant to be confronted with their social responsibility through the aid of numerous events.

Nevertheless, there are still many valuable existing buildings that have been demolished or are threatened with demolition. Only through a sustainable usage idea can buildings be preserved in the long term. Sometimes an officially argued monument preservation stands in the way of use concepts, which would mean

Demolition easier than Baukultur

20% of municipalities indicate that the demolition of townscape-defining structures represents a serious conflict issue for them.

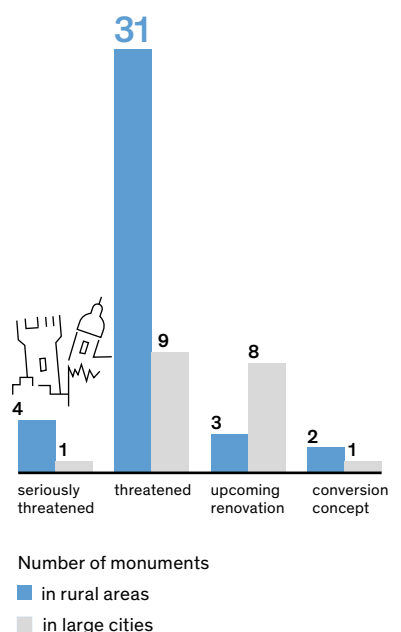
But only 10% of the population consider the demolition of historic or townscape-defining buildings to be a big or medium-sized problem.

B7 + K18

Threatened monuments in rural areas

Urban-rural comparison based on the example of Saxony

Source: Leipziger Denkmalstiftung 2016



an intervention in the existing building stock. Here, the solution-oriented exercise of discretion and building consultancy are necessary. Only by working together with all stakeholders – owners, users, architects, monument preservation, and municipality – can a reasonable, viable, and aesthetically compelling solution be found that not only preserves the valuable existing building stock, but also allows it to come alive and thus represent Baukultur – added value for the community.

Reuse of Church Buildings A church is often the social and urban development centre of a town, its silhouette in the landscape characterised by the church spire. Since time immemorial, we speak of letting the church be the centre of village life, and even today children always draw a village with a church. City- and townscapes are therefore at risk if church buildings are unused and threatened with demolition. There are 45,000 – often listed – Evangelical and Catholic church buildings in Germany. In addition, there are cemetery chapels, parish and community centres, as well as other facilities that shape the structural appearance of municipalities.

Churches as bearers of Baukultur

35% of municipalities name civil society – for example, in the form of church communities – as a key stakeholder for Baukultur topics. This is especially the case in rural communities with up to 5,000 inhabitants and in smaller medium-sized towns. [K7](#)

Of about 24,500 Catholic churches, approximately 23,000 are listed; of about 21,000 Evangelical churches, approximately 17,000 are listed. In 2013, the German Bishops' Conference stated that for the Catholic Church alone, there are 700 places of worship whose importance and use will change in the next decade. Of the approximately 6,000 church buildings of both denominations in North Rhine-Westphalia, 25% (i.e., 1,500 churches) are concerned with closure in the long term, based on findings from the state-sponsored initiative StadtBauKultur NRW. The Evangelical Church in Germany (EKD) indicates that particularly in the eastern state churches, great efforts must be made to preserve the stock of monuments in need of renovation. Stability and growth potential for church communities exist only in small and medium-sized towns with good infrastructure facilities and growing populations.

In the long term, the preservation of affected church buildings is only possible if the circle of users and the types of uses for these buildings are expanded. An early, and especially intensive, dialogue between the administration, the church community, and other local stakeholders is necessary for this. In their publication *Kirchen im Wandel – Veränderte Nutzung denkmalgeschützter Kirchen* (Churches in Transition – Changed Use of Listed Churches), StadtBauKultur NRW has rightfully pointed to the Netherlands' wealth of experience with church conversions, and in the UK there are also numerous unconventional usages such as hostels, restaurants, post offices, and bookshops in sacred buildings. In their 2015 publication *Umwandlung von Nichtwohngebäuden in Wohnimmobilien* (Conversion of Non-Residential Buildings into Residential Property), the BBSR presents inter alia the example of a planned use of a church building in Viersen for assisted living. Furthermore, in 2010 the Ministerium für Bauen und Verkehr (Ministry of Building and Transport) of North Rhine-Westphalia presented a comprehensive study – based on model projects in cities and smaller municipalities – on reuse options for church buildings to prevent several impending demolitions. The Association of Regional Conservationists developed a worksheet, "Kirchengebäuden nach 1945 – Bewertung ihrer Denkmalgemeinschaft" (Church Buildings after 1945 – Assessment of Their

Monument Quality), and together with the Deutschen Stiftung Denkmalschutz (German Foundation for Monument Protection) and the Deutsche Nationalkomitee für Denkmalschutz (German National Committee for Monument Protection) published documentation of the workshop session, “Churches as the Centre of Village Life: The Preservation and Use of Churches in Rural Areas”, with many recommendations and practical examples. Together with the Evangelical Church in Central Germany (EKM), the IBA Thuringia held a competition for innovative ideas for the reuse of church buildings. Because church buildings usually play an essential role in Baukultur identity and in the social life of a municipality, it is of enormous importance not only to preserve them, but also to continue to use them as central, vibrant public places.

Energy Upgrade With the signature of the Paris Agreement by 195 countries in 2015, which is legally binding under international law, global climate protection has a new goal in sight: the impending global warming caused by greenhouse gases is to be limited to a maximum of two degrees; furthermore, efforts are to be undertaken in order to reduce it to 1.5 degrees. In this way, it should be possible from 2050 to maintain a balance between greenhouse gas emissions and what the Earth can absorb and offset. The agreement goes into effect in five years.

To achieve this goal, Germany wants to reduce carbon dioxide (CO₂) emissions by 40% by 2020 and by 80% to 95% by 2050 compared to 1990 levels. This involves the switch from fossil fuels based on coal, oil, and gas to renewable energies. In addition, the energy upgrade rate has to be increased significantly, because the federal government is striving for a virtually climate-neutral building stock in Germany by 2050. To support the energy upgrade, the federal government has launched a CO₂ building renovation programme, which includes different KfW funding programmes, such as “Energieeffizient Bauen” (Energy-Efficient Building) and “Energieeffizient Sanieren” (Energy-Efficient Renovating). Between 2012 and 2014, a total of 1.8 billion euros were available each year for all programmes; in 2015 this was increased by a further 200 million euros.

The energy upgrade of existing buildings is increasingly changing the appearance of developed settlement structures. The insulation of roofs and façades, which is currently one of the most common actions in the field of energy upgrades, encroaches on public space. Often, the new façade not only changes the character of the building, but also essentially the surroundings – and not always for the better. The installation of photovoltaic or solar thermal systems on the roof also transforms the external appearance of the existing building stock, often as proportionally inappropriate technical constructions.

In principle, the current Energiesparverordnung (EnEV2016, Energy Saving Ordinance) is applied to new constructions as well as renovation measures and conversions. Indeed, it refers to Baukultur protection of preservation-worthy buildings and enables deviation from the requirements to comply with the ordinance. But this assumes that municipalities have identified their buildings particularly worthy of being preserved. Outside the framework of statutes in the areas of conservation, renovation, and design, such determination or ascertainment is not yet common. Moreover, these EnEV exemptions offer no

Energy upgrades are tackled ...

For 60% of the surveyed municipalities, the energy upgrade of the existing building stock is one of the most important tasks in the field of planning and building. This is especially seen as a main task in shrinking towns. [K2](#) + [K30](#)

... but not designed

Within the town centres, 28% of the municipalities are setting design specifications – for example, with regard to the installation of solar panels on roofs. For nearby locations, on the outskirts, or in separate districts, there are corresponding regulations in only 8 to 9% of the municipalities. [K22](#)

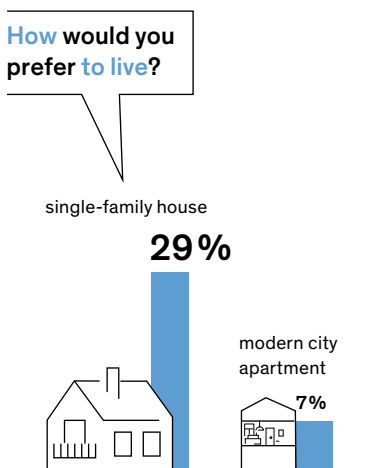
appropriate strategy for settlement networks that are not of a pronounced monument cultural value in their unified appearance, but are of Baukultur importance and should not be affected by isolated building measures due to energy upgrades. Everyday building is significantly conditioned technologically by energy law. The consequences are sometimes lifelessly designed, chunky buildings with minimised window openings. There are also foreseeable waste disposal problems in composite thermal insulation façades and operational problems caused by vents or mould formation. Despite significant additional costs for building (experts estimate building cost increases of 7–8% due to the new EnEV2016), the benefit for the residential value is not considered. Generally, a thoughtful classification from the result would be more favourable for Baukultur – that is to say, defining CO₂ emissions and energy consumption per person. From this perspective, the Swiss idea of the 2000-watt society – the goal that every inhabitant of the earth consumes no more than 2000 watts of primary energy – is closer to the everyday reality and the consciousness of the people than a technologically advanced home that can no longer be controlled by hand and sense of proportion, and is a foreign object in its neighbourhood due to its energy-saving cladding.

The KfW programmes do not attach design conditions to energy upgrades – with the exception of the “KfW-Effizienzhaus Denkmal” (KfW Efficiency Building Monument), which aims for the compatibility of energy upgrades and monument preservation. A positive approach is also in the KfW programme “Energetische Stadtsanierung” (Energy Urban Renewal), promoted in the neighbourhood concepts that seek the potential for higher energy efficiency and savings in the settlement networks, thereby also taking Baukultur aspects into account.

Living and Working

Preferred housing type

Source: Interhyp AG 2015



Housing Requirements If Germans had the choice – regardless of their financial situation – most would prefer to live in a small rural community. This is revealed in scientific studies and surveys conducted by building societies and is confirmed by the current population survey by the Federal Foundation of Baukultur. However the desire for a life in a small municipality is not connected with the idea of village life and work. Rather, the country is equated with “green living”, which includes untouched nature, peace from noise and stress, the longing for home, down-to-earth quality, and idyll. In this context, trend researchers observe – especially in city dwellers – a new appreciation of the countryside. People are looking for a counterweight to the complexity of the globalised habitats and overstimulation in their urban reality.

Nevertheless, this desire for the countryside is not leading to substantial migration flows in Germany. On the contrary – large cities are growing in the federal territory, also in the longer term, some are meanwhile referred to in the trade as “swarm cities”. They have an especially magnetic effect on those hoping to work and who think that they are more likely to do so in the big city. With urban gardening, magazines like *LandLust*, a second home in rural recreational

areas, and the purchase of regional organic products, city dwellers are retrieving a piece of nature in their urban lives. Increasingly, a connection between the city and surrounding areas emerges through the idea of “solidarity agriculture”, in which several private households bear the cost of a farm, help with the harvest, and in return claim a portion of the income for themselves. Those who usually choose – from the age of about 30 – a less urban residential location are mostly drawn to urban expansion areas in the affluent suburbs of cities. Thus they connect the hope for “a piece of green” with simultaneous accessibility to their workplace. The reality, however, is often a lot of commuting and little identity and attractiveness in the place of residence.

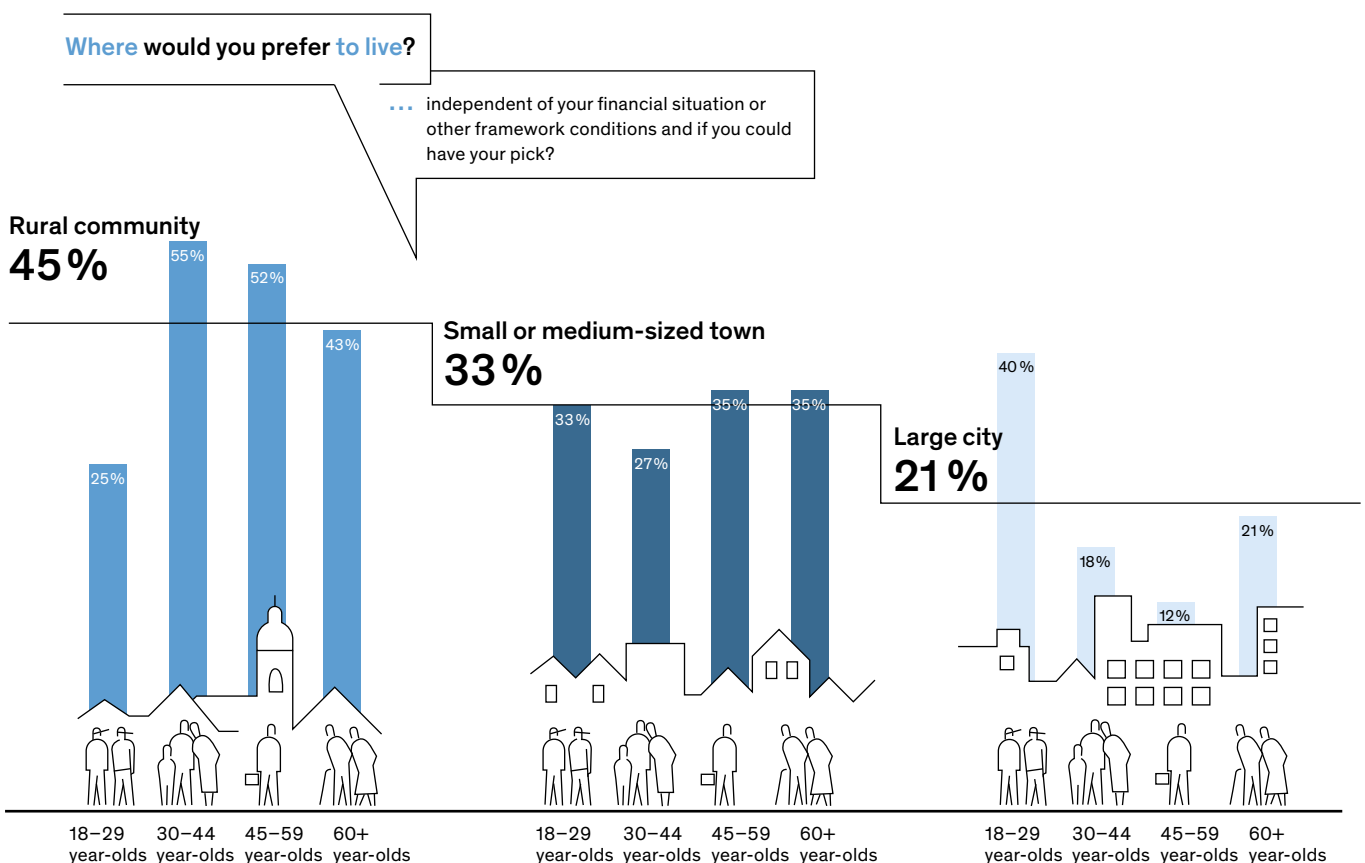
But there is also a segment of the population who consciously opts for a move to a rural community. These are mostly artists, designers, and cultural workers seeking individual living and development opportunities. The 2013 study “Raumpioniere in ländlichen Regionen” (Space Pioneers in Rural Areas) confirms that these creative professionals will be of increasing importance to the development of peripheral rural areas. The isolated newcomers are not yet causing a reversal of the current dynamics of development of generally growing cities and partially shrinking rural regions. Nevertheless, they show what development opportunities are hidden in their communities, if one looks with a new perspective. Frequently “strong people” raise the potential of these “strong places”.

Young people are drawn to the large city – old ones, too

40% of people between 18 and 29 want to live in the big city, 33% in a small or medium-sized town, and 25% in the countryside. From the age of 30, housing requirements change: 55% are attracted to the rural community, 18% to the city. From the age of 45, only 12% want to live in the city – however, this increases again from the age of 60 (21%). **B3**

Preferred residential area

Source: Population survey on Baukultur 2015



New single-family houses despite shrinkage

84% of all municipalities and even 93% of peripherally located medium-sized towns are having single-family housing areas built. 76% of shrinking and even 65% of the rapidly shrinking municipalities are also doing this. [K16](#) + [K32](#)

Decline in value on the periphery

25% of municipalities consider the decline in value of property and real estate to be a conflict issue. In particular, small municipalities see a problem here: 28% of rural communities and 32% of small towns. [K18](#)

Retirement security threatened

26% of the inhabitants of rural communities, 17% of small towns, and 23% of medium-sized towns see the decline in value of property and real estate as a large or medium-sized problem in their municipality. In an age comparison, it is 22% for people from 45 to 59 – the coming generation of pensioners. [B7](#)

Single-Family Housing Areas

The single-family house is the most requested form of housing throughout the country, even if many large cities, urban planners, and developers think only of apartment buildings in the face of increasing housing needs. The number of single-family houses is even increasing in Germany: in 2014, 15.5 million were counted compared with 14.4 million a decade earlier. Their share of the 18.6 million dwellings in Germany is 83%. But they accommodate only 43% of the residences.

According to projections, the demand for single-family houses is set to continue. With an annual demand for new construction of 272,000 homes by 2020, the BBSR saw in 2015 a focus on single-family houses with 146,000 housing units. Even in consideration of the current high level of immigration, the BMUB assumes an annual requirement of at least 350,000 new residences by 2030. This has to be increasingly covered by an affordable apartment buildings; private homes will remain an integral part of building activity—despite their negative impact on land use, transport, and existing town centres, and despite the mostly poor urban design in new development areas that have neither settlement nor neighbourhood character.

Even in shrinking regions, appropriate building land is designated and redeveloped. At the same time, in other locations single-family houses stand empty or are the subject of massive devaluation. Ten years ago, North Rhine-Westphalia predicted in a study that a serious excess of single- and two-family houses would develop in their state between 2005 and 2025 – 22%; thus more than every fifth single-family house will be empty. The oversupply arises because those born around 1940, of which a high proportion lives in single-family houses, are entering the dissolution of the household phase. In addition, the group of 30- to 40-year-old prospective family builders and homebuyers is becoming smaller because of low birth rates. Moreover, one in five buyers is only interested

How much is a house worth?

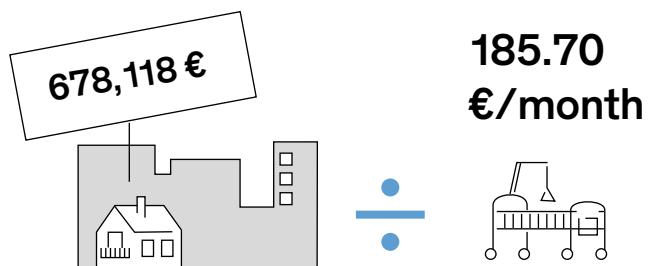
Sales value converted into average care costs

Source: Elmer, Stotz, Tack 2015

Example, Pronsfeld Rhineland-Palatinate (896 inhab.)



Example, Munich Bavaria (1.45 million inhab.)



in a new building, according to the study from North Rhine-Westphalia. This imbalance between supply and demand results in both the construction of single-family houses as well as the vacancy rate continuing to increase. The BBSR projects the housing unit surplus rising from 3.3 to 4.6 million in Germany by 2030. Particularly affected will be regions where the population numbers are declining sharply, thus especially rural areas, while in growing cities the housing shortage remains.

Commuter Traffic Commuting takes place between the residential location and the workplace – not only in rural areas, but also throughout the country. Officially, every worker who does not live and work on the same property commutes between home and work – thus around 96% of the German population commutes. However, in word usage, “commuting” usually describes the circumstance of living in one municipality and working in another. 60% of workers subject to social insurance contributions in Germany leave their municipality on the way to work. In 2012, according to the Federal Statistical Office, regardless of whether the municipality limits have been crossed, 27% of workers commuted 10 to 25 kilometres in one direction, 17% had a distance of 25 kilometres and more on the way to work, including 4% who commuted over 50 kilometres. The commutes are often from rural areas to the nearest large city, but many city dwellers also travel long distances to work in a smaller municipality. Comparatively, workers in rural areas arrive at work much quicker than workers in metropolitan areas. About one-third of employees who live in a rural village community have to cope with daily distances of less than five kilometres, with travel times of up to a maximum of ten minutes. Every third commuter describes commuting as a “survival strategy”, as a necessity in order to have to work. Around every second worker is willing to relocate; but according to market research, in fact it is only 14% of the annual 4.8 million moving households that indicate their job as a reason for the move.

Work-related commuting burdens transport infrastructure in Germany economically and environmentally. Moreover, it has a social impact, because long distances mean stress and health burdens. Commuting in private transport also promotes urban sprawl and land use outside the settlement network, which prevents a functional mixture – thereby especially reducing the identity and vitality in the town centres of municipalities. Therefore, it is necessary to create jobs as part of positive local living conditions, in order to reduce the need for commuting.

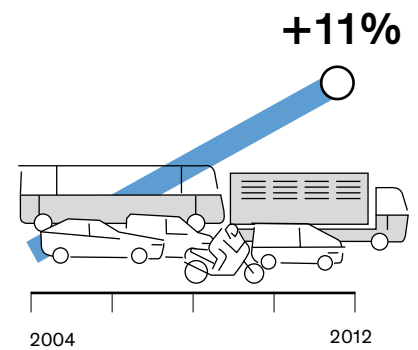
Supply and Trade

Roads and Public Transport Transport infrastructures ensure the nationwide supply of goods, as well as access to workplaces, residences, and leisure opportunities. Above all, the lack of alternative road and private transport is dominant in rural areas. The maintenance and expansion of the road network require extensive investments annually. The current need for rehabilitation in Germany

Commuterland Germany

Rise in intermunicipal commuters
2004–2012

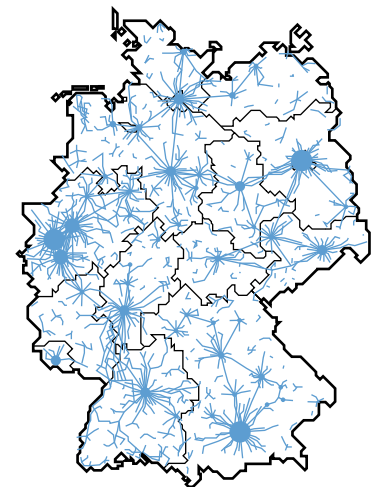
Source: BBSR 2016



Commuter integration in Germany

Status 2009

Source: Destatis 2014



Short Commutes

31% to 36% of the inhabitants of rural communities, small, and medium-sized towns report a commute of less than 10 minutes. Particularly long commutes are made pro rata by fewer and fewer people. One exception: 21% of the residents of small towns (5,000–10,000 EW) need between 41 and 50 minutes to get to work. [B14](#)

By car in small municipalities ...

75% of the population in rural communities and small towns use cars to get to work. In the medium-sized towns (up to 50,000 inhabitants) the figure is 68%. The only alternative in rural communities is walking – 20% get to work this way. B15

... by bicycle in large ones

The bigger the municipality, the more the bicycle becomes the option. 22% or 23% of the population use this means of transport in larger towns and smaller medium-sized towns. B15

Infrastructure is not in good shape

Rural communities, in particular, see in the maintenance deficit a clear conflict theme and designate it third place behind wind turbines and transport infrastructure planning. Especially in Mecklenburg-Vorpommern, the renovation backlog is considered a major challenge, while the subject is mentioned far less frequently in Bavaria. K23

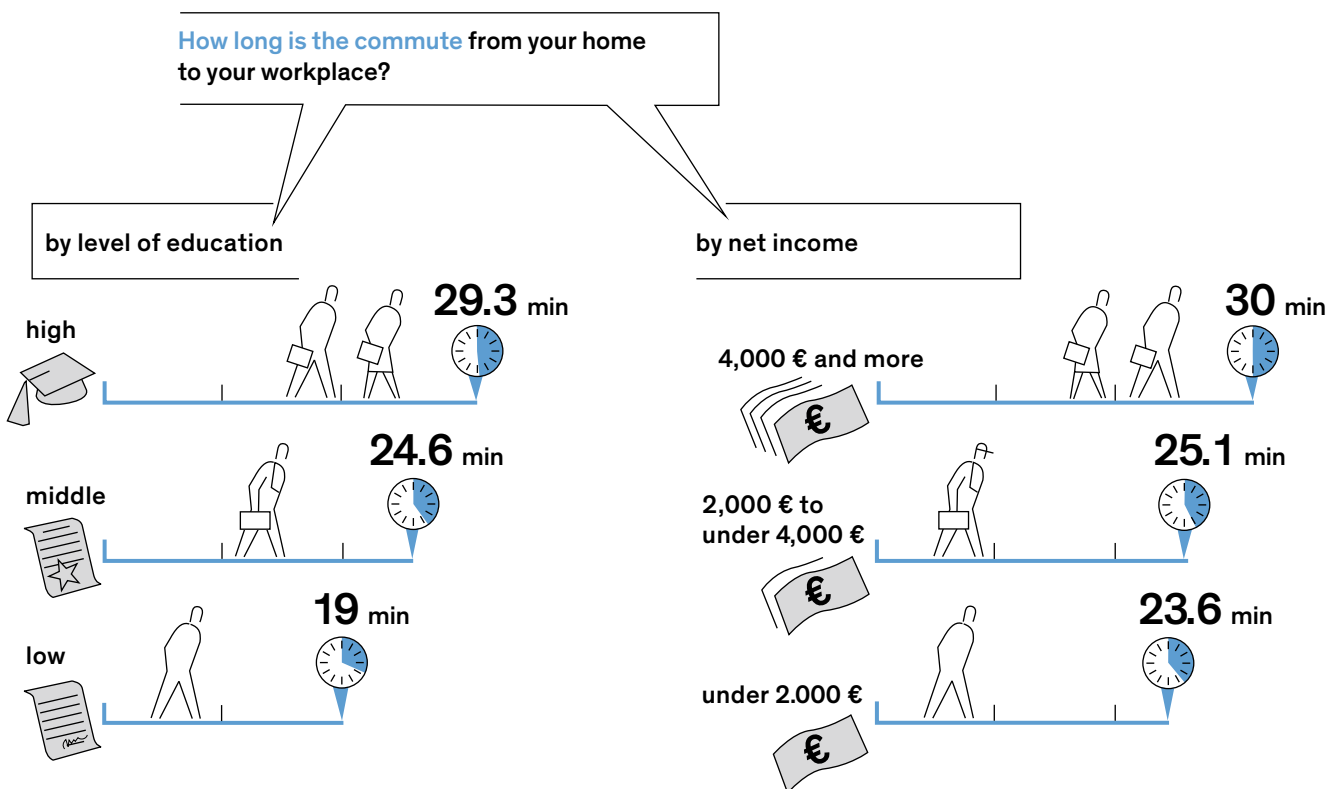
is considerable: of an investment backlog in the cities, municipalities, and counties in the amount of 132 billion euros in 2014, the road and transport infrastructure continues to be in first place with a share of 26%. Even if the largest item in investment budgets of the municipalities is held for transport infrastructure, the investment will not meet the actual requirements in coming years, according to local government assessments.

There is also a backlog of required road repairs on the part of federal and state governments. The Federal Transport Infrastructure Plan 2016 provides for a total investment of about 264.5 billion euros by 2030; about 141.6 billion euros will be for the maintenance of the existing networks, while about 94.7 billion euros are earmarked for expansion and construction projects. In parallel, a 12.2% increase in passenger transport is expected by 2030, when compared to 2010; the transport performance in freight transport will increase by as much as 38%. This also attracts investment in transport infrastructure. Regardless of transport policy considerations, all investment measures in technical infrastructures offer a chance – through integrated planning and building – to attain Baukultur and design-added value for public spaces, landscape, and environment that satisfies the local needs of the inhabitants.

Compared to cars, public transport plays a rather small role in rural areas, thus only 2–3% of commuters nationwide use public transport services here. For the providers of these services, the small user figures represent an economic problem and lead to thinned-out services, which in turn causes user figures to decline further. Smaller municipalities often have no rail connection and only inadequate bus services. For people who do not have access to a car, however, these services are extremely important in order to have a chance at equal

Who commutes how much?

Source: Population survey on Baukultur 2015



participation in public life. Already in the Baukultur Report 2014/15, the survey by the polling institute Forsa – on behalf of the Federal Foundation for Baukultur – shows that with 96%, citizens' most important criterion for their residential location is the accessibility of infrastructure facilities. Therefore, in our traditionally polycentric settlement structure, these infrastructure issues are of great spatial planning relevance. They are important for the future of cities, municipalities, and villages; and it remains an important public task, even in peripheral areas, to offer alternatives to cars and to anchor them in the settlement structure through attractive mobility stations.

With rail reform and the enactment of the Regional Restructuring Act (RegG) in the 1990s, the federal states have decided autonomously about the regional route network and the timing of local trains. Funds are proportionately available from federal fuel tax revenue, as so-called regionalisation funds. In the past, budget cuts and the increase in station and track access charges, as well as energy and labour costs, had an appreciable effect on the public transport system. Due to unprofitability, almost all states decommissioned railway lines – around 110 passenger stations were separated from the long-distance network between 1999 and 2012.

Meanwhile, however, a rethinking is taking place. To strengthen public rail transport, the federal government increased regionalisation funds in 2015. Beginning in 2016, an audit of the RegG is planned, in order to secure funds for the states in the long term. With this, a reactivation of numerous railway lines in Germany is under consideration: the Deutsche Bahn is planning a nationwide station offensive in regional traffic, with up to 350 new stations in primarily small and medium-sized towns and in the countryside. At the same time, many states are checking the possibility of reactivating existing lines. Thus, Lower Saxony has currently opted for the resumption of the service on three rail lines. The state is predominantly accepting the corresponding investment costs, but also the counties and the affected municipalities are also taking a share. A rail connection is the crucial engine for the vitality and attractiveness of a municipality; the station building is the gateway to the world. Once shut down, this has a negative effect on the atmosphere of the entire place, especially if a reuse does not succeed.

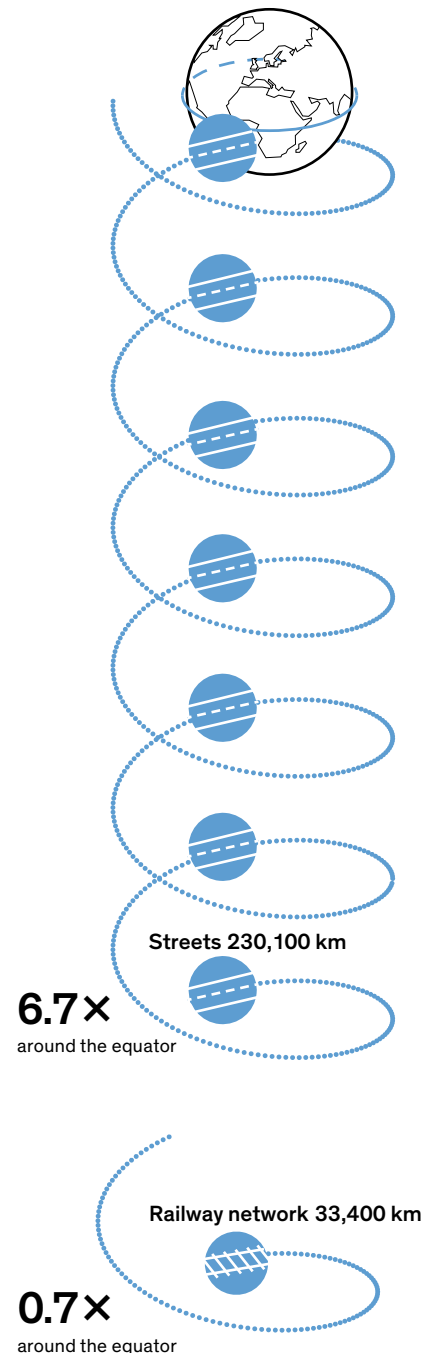
Most rural communities are accessible with public transport exclusively by bus a few times a day. Thus, bus service does not present a viable alternative to the car. Because the bus clock is primarily based on transporting school pupils, decreasing numbers of pupils results in a further thinning of the service. Nevertheless, several case studies have concluded that people in peripherally located areas consider the transport links and the local public transport services to be good. It is highly probable that the deficit in public transport services is not initially perceived due to the high level of car use. This is likely to shift in the course of demographic change.

At least the municipal administrations are already aware of the supply gap. Existing and recognised deficits in mobility services have been offset in many places by voluntary commitment. Citizens' buses, which have existed since the 1980s, are becoming more widespread: there are 250 citizens' buses services nationwide. Municipal buses, senior citizens' shuttle services, and village cars are being increasingly established. In addition, new communication and information technologies enable the use of car-sharing services. According to the

Seven times around the earth

German traffic routes laid end to end

Source: Statista GmbH 2015a



One-fourth of all municipalities without rail connections

As long as they have a train station, 41% of municipalities claim that they are easily accessible by train. However, 26% do not have a rail connection: 55% of rural communities, 27% of small towns, 16% of the larger towns, and even 10% of medium-sized towns with up to 50,000 residents. [K19](#)

Car-Sharing Association, the service is also gaining importance in rural areas. Although there are far fewer users here that share a car – for the city, an economic efficiency from 20 users is spoken of – the service pays off due to the longer distances that are covered, on average. These services help to make peripheral locations more accessible and promote independence from private transport.

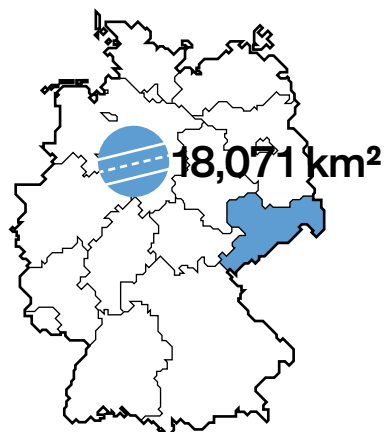
Among the means of transport that are used as an alternative to the car, the bicycle plays a major role. In rural areas, bicycle traffic accounts for around 11%, which is even higher than in metropolitan areas with 9%. However, the bicycle is typically not used daily, but rather used several times in the week or the month. Pedelecs offer an opportunity to increase the use of bicycle transport in rural areas. In contrast to the electric car, the electric motor in the bicycle leads to a considerable extension of the range and to a significant gain in comfort – not least in mountainous regions. A survey by the Verkehrsclub Deutschland (VCD, Traffic Club Germany) among pedelec users – who up to 65% live in municipalities with maximum 50,000 inhabitants – revealed that it is mainly used for regular journeys over 20 km and it usually replaces the car.

The bicycle can only be used for daily trips, when safe and good bicycle paths are available, which also promote cycling tourism. To strengthen bicycle traffic, the federal government provided around 94.5 million euros in 2015. In particular, this money funded the construction and maintenance of bicycle paths on main roads and along federal waterways as well as the realisation of the project “Radweg Deutsche Einheit” (Cycle Path German Unity). Additional resources are available for implementation of the Nationaler Radverkehrsplan (NRVP, National Cycling Plan). The increase of bicycle traffic in Germany is quite realistic: according to “Fahrrad-Monitor Deutschland 2015” (Bicycle Monitor Germany 2015), a third of the population – with a focus on 20- to 39-year-olds – would like to use the bicycle more frequently; in this context, 82% advocate a stronger interest in local politics on the issue.

Almost as big as Saxony

German traffic areas consolidated

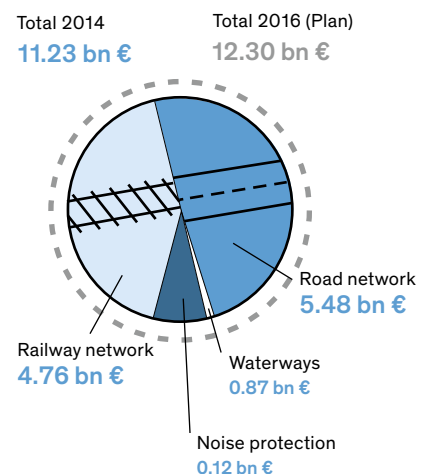
Source: Destatis 2014c



So much money

Annual federal investment in traffic infrastructure

Source: Statista 2015a



Foot traffic has a special relevance for a vital municipality. In rural areas, an average of only 9% of all trips are made on foot. Against the background of demographic change, the creation of barrier-free spaces and paths is urgently needed. Due to their proximity to the countryside, municipalities in rural areas offer many opportunities to get around on foot and to recuperate in nature. On the other hand, for going shopping or to work, other types of mobility have to be relied on. This is because local footpath connections are inadequate or central services and facilities are no longer present in the town centre. For revitalisation of town centres, however, all of these are essential: accessible public services, attractive paths that make it possible for all road users to reach the town centre, and high-quality recreation areas for everyone.

Public Services The larger a municipality is, the more local care services it has. With decreasing populations, the residential function is increasing instead, especially in metropolitan areas. According to BBSR, smaller cities are usually residential locations. However, a minimum set of care provisions is also indispensable in smaller communities, so that they remain attractive places to live. To begin with, the state is responsible for the provision of public services. These include economic, social, and cultural services – waste management and sanitation, water supply, energy supply, public transport, educational offers, hospitals, and savings banks – whose viability depends, however, on population and catchment areas. Thus, in many rural communities and small towns questions remain of which public services can still be offered by municipal authorities and which are to be transferred – for example, to private companies and civil society – or eliminated completely.

While regional strategies have long since been found in the area of energy supply and water supply and sanitation in order to ensure nationwide coverage, the population decline in other fields have had a noticeably negative effect. Thus health care is no longer geographically ensured everywhere, although the growing number of elderly people and the increasing life expectancy will lead to a strong increase in demand. For example, Mecklenburg-Vorpommern and Saxony-Anhalt – as well as Brandenburg, Saxony, and Thuringia – have recorded an increasing shortage of general practitioners, which has to be absorbed by hospitals. According to the current hospital rating report, however, every eighth hospital in Germany will have to close by 2020; the risk of insolvency is faced mainly by hospitals in rural areas, which are also major employers there. If hospitals and doctors are missing, pharmacists and physiotherapists are also usually difficult to hold on to; consequently, further health care gaps emerge. Yet for the quality of life in the municipalities, the mix of complementary health care and service offerings is crucial.

Similarly difficult conditions are emerging in educational offers, especially in the area of primary schools. Declining enrolments in rural areas lead to increasingly more school closures, while in large cities – such as Hamburg, Munich, or Cologne – special school construction programmes are enacted. In Lower Saxony alone, the closure of 65 schools was recommended in 2014. For young people in rural areas, long trips by bus to secondary schools has always been a part of school life, but for families with children of primary school age, the local school is an important criterion for the choice of residential location and therefore the attractiveness of a municipality.

Public transportation in rural areas is insufficient

Nearly all municipalities have bus connections, but only 36% consider the service good, 46% adequate, and 17% insufficient. Especially unhappy are 32% of the rural communities and 20% of small cities, which often rely on the bus because they do not have a rail connection. [K19](#)

More bicycle paths planned

44% of municipalities indicate that the expansion of bicycle paths is one of the most important tasks in the field of planning and building. With increasing populations, the relevance of the bicycle increases: while 34% of rural communities designate the expansion of bicycle paths as an important task, the figure for medium-sized towns is 57%. [K2](#)

Bicycles in the countryside, still no means for daily mobility

Only 2% of respondents from rural communities and 8% from smaller towns use bicycles to get to work. However, in larger towns the figure is 23% and medium-sized towns 22%. [B16](#)

Medical care in rural areas

On average, 10% of municipalities believe that medical services are (rather) bad; for rural communities the figure is 19%. 26% of the inhabitants in rural communities and 25% of small towns (up to 10,000 inhabitants) are dissatisfied with the medical care. [B4](#) + [K13](#)

Adequate educational offers?

29% of rural communities describe the offer in the municipality as (rather) poor; 6% of rural communities have no educational institutions. [K13](#)

Especially young people are dissatisfied

Particularly unsatisfied with local educational offers are primarily young people aged between 18 and 24. [B4](#)

Banks are also increasingly withdrawing from rural areas. Thus, for example, the Volks- and Raiffeisenbanks – which like the Sparkasse operate over a third of the nationwide 35,000 bank branches – want to close up to 2,500 branches in the next few years. Even if private banks increasingly shift to online banking, relocating, and card payments, the impending closures mean an additional cut into public municipal life. The Internet is becoming a beacon of hope for many facing looming deficits in the area of supply. New information and communication technologies can overcome spatial distances and compensate for the shortages. Nevertheless, Internet-based services do not replace social exchange and public municipal life.

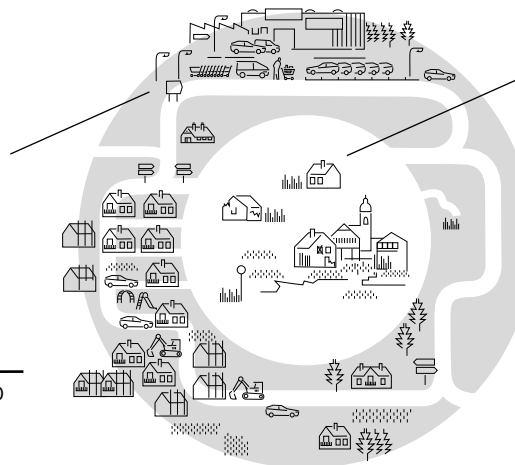
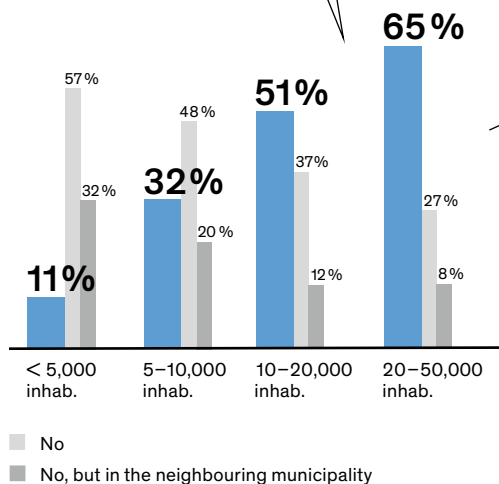
At the federal level, there are a number of activities to safeguard or improve public services in rural areas. In the area of health care, the federal government is working on incentives for doctors to settle in underserved areas. With its demography strategy, it also is dedicated to securing public services and opportunities in rural areas. Many different federal agencies are working on the implementation of this strategy: the Bundesanstalt für Landwirtschaft und Ernährung (BLE, Federal Office for Agriculture and Food) deals with the subjects broadband supply, mobility, intermunicipal cooperation, rural tourism, and funding policies for business and infrastructure, and develops recommendations for action. Within the demography strategy, the Bundesministerium für Ernährung und Landwirtschaft (BMEL, Federal Ministry of Food and Agriculture) addresses the topics of “Strengthening regions in demographic change – Promoting quality of life in urban and rural areas” and “Youth shaping the future”. And until 2015, the BMUB sponsored model regions where basic services – schools,

Shopping in rural areas

Retail is migrating to town peripheries

Source: Municipal survey on Baukultur 2015;
Bavarian SPD caucus 2014

Yes, there is a large-scale retailer **outside of the town** that affects the offers in the town centre.



The food markets are dying out in the town centre.

Change in the last five years

- 28.1%** Small town
e.g. Wunsiedel
9,301 inhabitants
- 9.5%** Larger small town
e.g. Traunstein
19,365 inhabitants
- +4.5%** Large city
e.g. Ingoldstadt
131,002 inhabitants

kindergartens, health and counselling services, public transport, roads, and technical supply and disposal – are threatened. To this end, a guide with recommendations, tips, and good examples was compiled, which was aimed at municipalities with supply shortfalls. At the same time, all of the funds also offer an opportunity to create new locations and meeting points for a vital municipality, through the improvement of services.

Food and Gastronomy In addition to medical and educational services, everyday shopping is crucial for the quality of life in a community. The way to the food market vitalises the town centre on a daily basis, creating social contacts and meeting places. Particularly the elderly, less-mobile population groups rely on short walks. However, the average distance to the nearest market reveals a strong urban-rural divide. While in densely populated areas markets are accessible – and in some cases there is even a surplus – the distances in sparsely populated areas increase greatly, so that accessibility on foot is rather an exception.

According to a BBSR study, almost one-third of the inhabitants of rural communities cannot reach the food market or public services – the family doctor, the pharmacy, primary school, or public transport stops – in a maximum distance of one kilometre, thus a 10- to 15-minute walk. With decreasing size and centrality of cities and municipalities, the distances are growing, whereby clear differences between “east” and “west” are also apparent. On average, residents of rural communities in eastern Germany have longer distances to cover with 3.3 km, than their counterparts in western Germany with 2.4 km.

In fact, especially in rural communities, the “death of food markets” has greatly increased – a trend that will continue further unless there are countermeasures. The reason is the massive decline of small businesses in food retailing. Between 1990 and 2010, the number of small grocery stores with less than 400 m² sales area declined from 66,451 in 1990 to 11,200 in 2010 – thus, only one-sixth of the markets remain after 20 years – while the number of discount stores has more than doubled over the same period. In addition, the food retail sector is dominated by a shrinking number of supermarket chains whose stores only pay off above a certain size, which is determined by concept and market. With Edeka – one of the leaders in the industry – the average sales area in their supermarkets has increased between 2009 and 2011 by 19% – from 760 m² to 905 m². The forecasts for Germany see no reversal of the trend: in all of the federal states – except the city-states – an increase in sales area in food retailing is expected until 2025.

Properties in small towns and rural communities near the town centre are often too small for today’s food retailing formats. In terms of planning law, the increasingly large-scale operations are in any case only permitted in certain areas – above a sales area of 800 m² or floor area of 1,200 m², only in core areas or special areas established for them. The effects on the central supply areas and the local supply structures are examined as part of land use planning. In fact, the unregulated market for residential development would be even more problematic, as is apparent in Spain, France, and Russia. In a study on the urban development effect of § 11, para. 3 of the Baunutzungsverordnung (BauNVO, Federal Land Utilisation Ordinance) – the rules for special areas for shopping

Many shopping opportunities – but supply gaps in rural areas

92% of municipalities claim to be (very) satisfied with the local supply – but 19% of rural communities evaluate the local supply as (rather) poor, and 4% have no appropriate services. [K13](#)

Many rural residents unhappy with local supply

88% of the population surveyed are (very) satisfied with the offer of shopping opportunities for daily needs. However, 24% of the inhabitants of rural communities are (very) dissatisfied. [B4](#)

Businesses in the countryside are bad for the town centres

In almost 60% of municipalities, the impacts of large-scale retail are viewed negatively: 42% see adverse effects for the town centre through large retail stores in the municipal district, 17% say that the drawbacks originate in the neighbouring municipality. [K14](#)

Interesting offers are missing in the town centres

36% of people surveyed aged 18 to 29, and 46% of people between 45 and 59 complain that the town centres do not have enough interesting shops. [B5](#)

Gastronomy criticised only in rural areas

33% of rural communities and 30% of small towns up to 10,000 residents bemoan the local offering. Furthermore, 31% of the inhabitants of rural communities and small towns are (very) unhappy with the local gastronomy. [B4](#) + [K13](#)

centres, large retail stores, and other large commercial enterprises – Difu has determined that the current system makes an important contribution to both the protection and preservation of central supply areas, as well as for the protection of consumer-oriented supply, as long as the municipalities apply the paragraphs.

A need for change or supplementation of the current legal environment exists in relation to the development of “retail agglomerations”, in which individual discount and grocery stores are concentrated spatially in a large market location. A catchment area of about 10,000 customers, located conveniently for cars on the bypass road, is required as economic basis outside or on the periphery of towns. Supermarket, discount store, drugstore, and pharmacy act in combination as a local shopping centre – according to a recommendation by the Cologne trade research organization EHI Retail Institute, these are the ideal conditions for retailers. The mixture corresponds to the successful concept of the original town centre, but as an artificial “centre” for the surrounding single-family housing areas. Since all shops have to be accessible by cars and shopping carts, the areas between the single-storey, simple structures are usually extensive and smoothly sealed with moulded bricks. Increasingly, even existing retail parks in the countryside, particularly as they emerged in the 1990s, have developed into so-called hybrids centres with a wide range of offers. Approval authorities and municipalities can further prevent – by restrictive planning law or at least product line segmentation – the damaging effect on the town centres. To be feared, however, is that through increasing European market liberalisation, the expansion requests (e.g., from furniture markets to shopping centres offering a complete range of products) will be complied with. In many places in Russia, IKEA is developing furniture markets in tandem with mega malls. Above all, policymakers should consistently counter these undesirable developments.

Like the local supply, local gastronomy is fundamental for a lively town centre. Not only the municipal life, but also the connection “to the world” and the tourism potential depend on the local gastronomic offerings. But even here, it is apparent that many establishments are abandoned because they can no longer be operated economically. As a result of demographic change, the industry association DEHOGA fears a massive closure of restaurants and taverns in Hessen alone: from currently 1,800 mostly family-run guest houses, around 40% are expected to close by 2020 – with significant negative consequences for community life.

In rural communities, where neither the daily supply is secured with foodstuffs nor is there a gastronomic offer, the deficit – as in the field of mobility – is increasingly covered through volunteer work. Concepts emerge for rolling supermarkets or village shops, which are organised as cooperatives or limited companies. Nationwide, a network on the topic of local supply has been established, and provides information on citizens’ initiatives and advises interested municipalities in supporting such initiatives. About 40 village shops – “by citizens for citizens” – in eight federal states are listed in the network; nationwide, the number is estimated at more than 200. In many villages, cafés and meeting places are operated by volunteers. An initiative that is also increasingly spreading is the “DORV” concept – a multifunctional local supply establishment in which the supply of foodstuffs for daily needs is coupled with social or medical

services, so that not only is basic care for residents managed, but a lively place in the centre of a municipality also emerges once again, which often brings positive developments.

Other Goods and Online Trading In rural areas, there have always been gaps in the supply of goods for occasional needs, such as clothing, books, or household goods. An increase in retail chain stores intensifies the deficit and leads to a focus on locations with large catchment areas. In rural areas, favourable local conditions for respective branches are found at most in medium-sized cities and some towns. Elsewhere, economically viable conditions no longer exist, especially if the competition is homemade through the above-described strip malls outside of town centres.

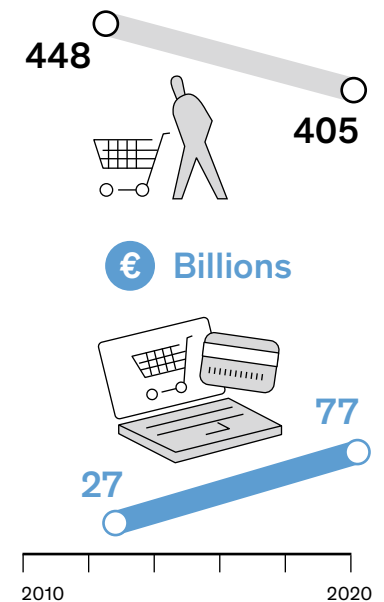
The Internet can partially offset the existing supply deficit: all products in rural areas are already available online in a short period of time. In 2015, sales the figure for online trading was nearly 53 billion euros, for 2016 and 2017 an increase of 62.5 billion and 73 billion euros respectively is expected. In 2014 two-thirds of online customers were urbanites, but the population in rural areas is estimated to become online shoppers in the long term as a result of the incomplete supply structure. Local supply structures come increasingly under pressure primarily with small populations, and a negative interaction between the gaps in the local supply and online offers can be the result.

But the more diverse the range of different establishments and goods in the town centre, the more it takes over the function of a social meeting point. In addition to the mix of offers, an intact townscape and the amenity value of public spaces also constitute Baukultur quality. Close cooperation with the local merchants, investing in public space and transport planning – which mediates between the need for residential quality and good accessibility – are the essential building blocks with which the administration can ensure an increase in the quality of life in the municipalities. Thereby, every single store, every tavern, school, or doctor's office – especially in small communities – has a meaning for the whole town.

Sales increasing in online retail

... and decreasing for over-the-counter trade

Source: IFH Institut für Handelsforschung GmbH 2014; Statista GmbH 2016c



Great dissatisfaction with shopping opportunities for occasional needs

59% of rural communities and 55% of small towns (up to 10,000 inhabitants) see the local offer for occasional needs as (rather) poor. Regardless of the size of the community, about one-third of the population is dissatisfied with local shopping opportunities for occasional needs.

B4 + K13

How do people live?

Housing Census 2011
broken down by building type

83%
of residential buildings
in Germany are
single-family houses



only 46%
of the housing units are
found in them

Are there newly emerging single-family housing areas in your municipality?

Yes
84%

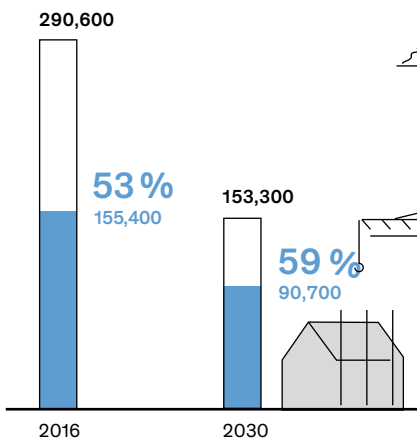
all municipalities

Yes
64.7%

in strongly shrinking areas

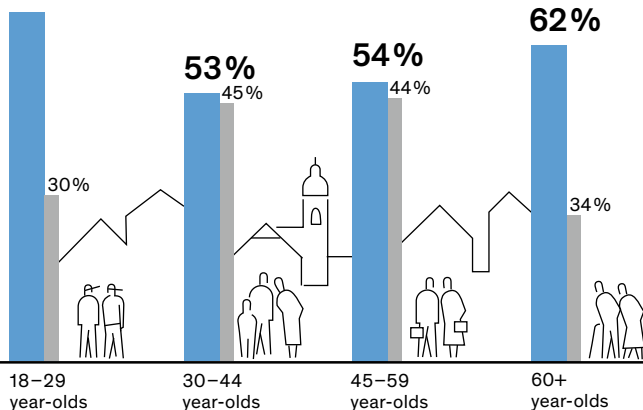
Prognosis for new construction demand

Share of single- and two-family houses (BBSR)



Meeting point town centre – The social importance of the centre

70%



Our town centre is a **central meeting point** for young and old

Yes
No

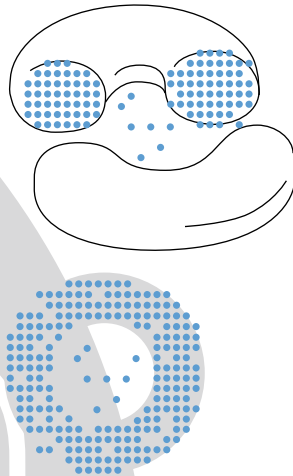
The Doughnut Effect

Increasing single-family housing areas and commercial sites on the edges of town lead to vacancies in the town centre.

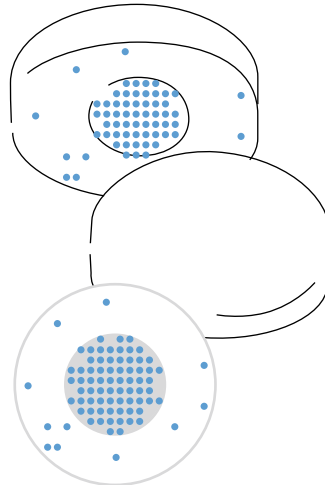
Source: BBSR 2015; BBSR 2016; Destatis 2014b; Destatis 2013; municipal survey on Baukultur 2015; population survey on Baukultur 2015



**Dying municipalities
(doughnut effect)**



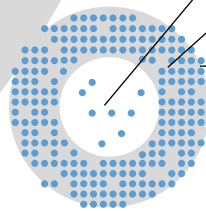
**Vital municipalities
(filled doughnut effect)**



Is there a significant **vacancy rate** in your municipality?

**Yes
33%**

If so, where are the vacancies spatially concentrated?



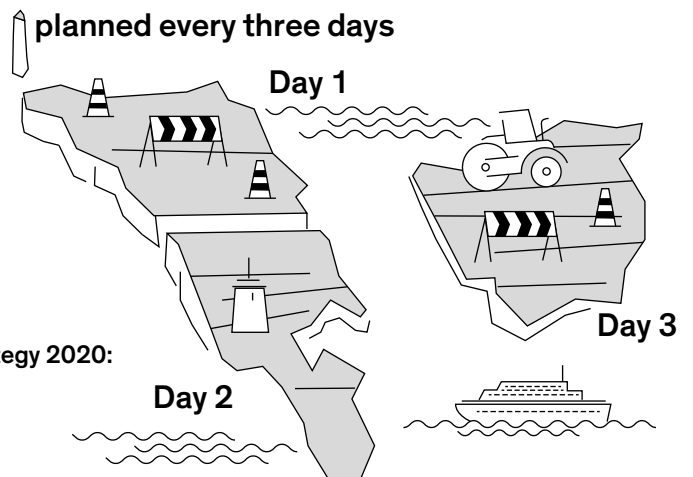
Town centre	60%
Locations near town centre	39%
Periphery	20%
Separate district	32%

Heligoland completely planned every three days

Land used for planning each day in Germany (Average between 2011–2014)

**Area increase / day:
69 ha**

**Goal of the sustainability strategy 2020:
30 ha**



The Structures and Stakeholders

Local Politics – Volunteering and Proximity to Citizens

Most municipalities in Germany are run by volunteers. Of the 11,475 mayors recorded in 2012, 8,035 of them acted in a voluntary capacity and 3,440 on a full-time basis. Volunteering requires commitment, because the honorary mayor works for the municipality in addition to his/her actual main occupation. The majority of them work 10 to 30 hours per week: municipal council meetings, citizens' consultations – all of this usually takes place in the evenings. With such a considerable time burden on the responsible parties, open communication with the citizens and strong commitment are essential.

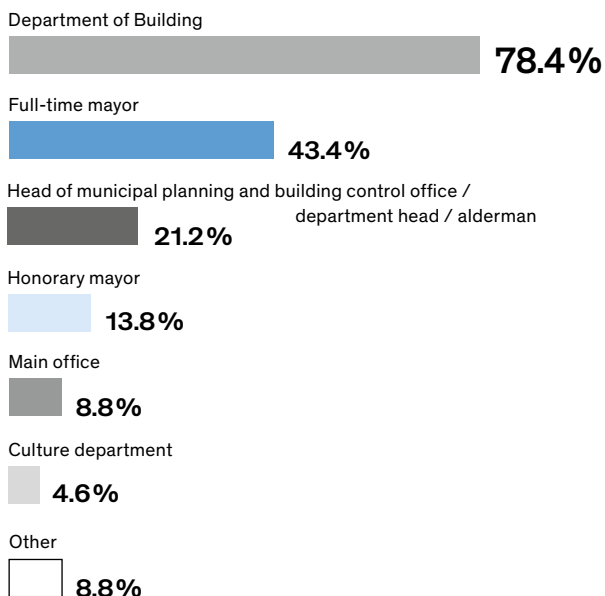
In small towns, but especially in rural communities, a particular closeness to the population distinguishes the mayor. People know each other from the local clubs, from the neighbourhood, or other areas of life. The close personal contacts between administrative personnel and political leaders to the population lead to different procedures and decision-making structures than in major cities. Personal conversations play an important role in reference to planning

Baukultur is not always a management issue. And there is a lot of support.

Source: Municipal survey on Baukultur 2015; Gehne 2012

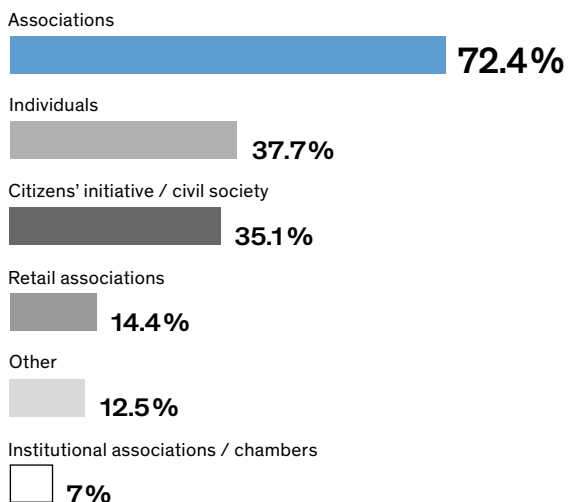
In your municipality, which jurisdiction is concerned with Baukultur duties?

Multiple responses sorted by frequency



Who else is committed to Baukultur issues in your municipality?

Multiple responses sorted by frequency



and construction projects, especially in the traditional rural communities – this was already shown in the population survey for the Baukultur Report 2014/15. In the course of the year, 35% of residents had turned to the municipal administration with questions about planning and construction projects; in the city the figure was only 11%.

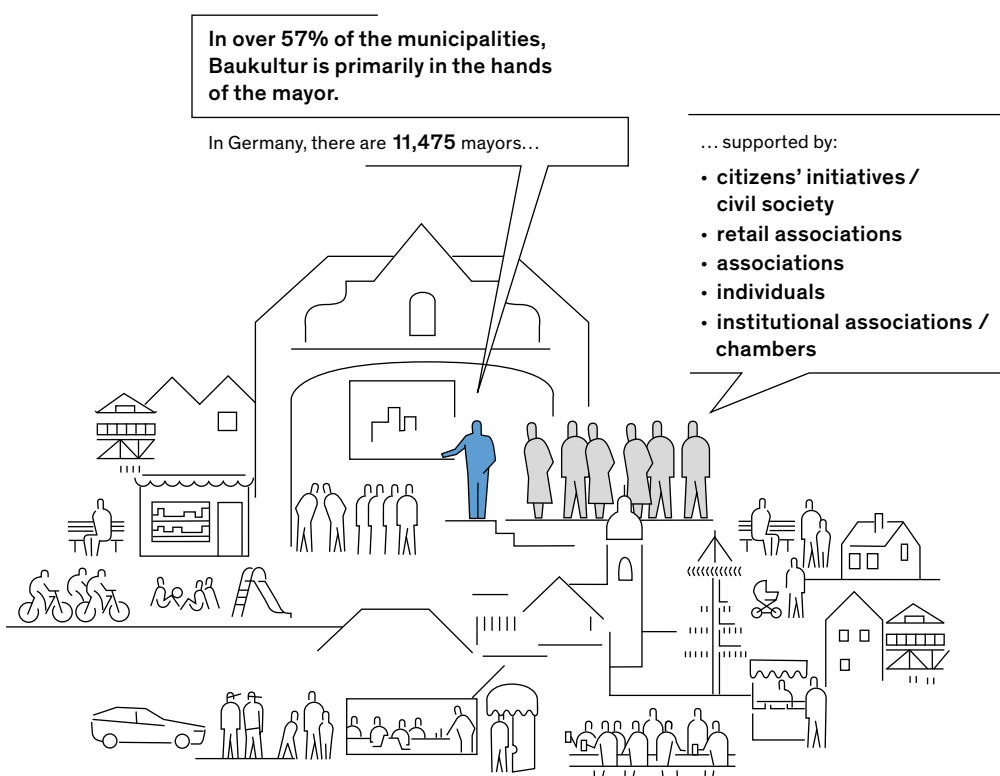
Direct contact can contribute much to transparency and clarity in planning processes. Personal contacts can also quickly expand the circle of influential allies for an issue. In this manner, innovative concepts and self-organised projects find non-bureaucratic support and stronger commitment beyond the usual, lengthy official channels. In return, the attitude of individuals carries enormous weight. In small municipalities, Baukultur quality processes are typically omitted or initiated by strong individual personalities. Only if Baukultur becomes a “top priority” can projects be implemented sustainably. If the head of administration is not concerned with high-quality planning and building or the project idea attracts little interest, it is even more difficult to win support for a corresponding project.

More citizen participation in small municipalities

21% of respondents in a rural community and 23% in a small town claimed to have played a part in planning and construction processes in the last 12 months. Nonetheless, in a medium-sized town this figure was 17% compared with 9% of residents in a large city. [Bit](#)

Responsibilities in the Administration

The Baukultur tasks in rural areas are diverse; likewise there are many responsible parties for building projects. Municipalities initially have the status of a regional authority, so that they possess planning authority in the context of local



Planning authority not on-site

21% of municipalities cede land use planning to an administration cooperative, the district, or a regional association. 67% report that the district takes over the preservation of historical monuments. However, there are regional differences here: in the old federal states 34% of the municipalities look after historical monuments themselves, in the new federal states only 5% do so. K3

Criticism of the infrastructure appearance

20% of the inhabitants in rural communities, 35% in small towns, and 48% in medium-sized towns criticise the appearance of the rail station in their location. A comparably high percentage applies to the assessment of railway lines, roads, and highways, as well as technical infrastructure. B10

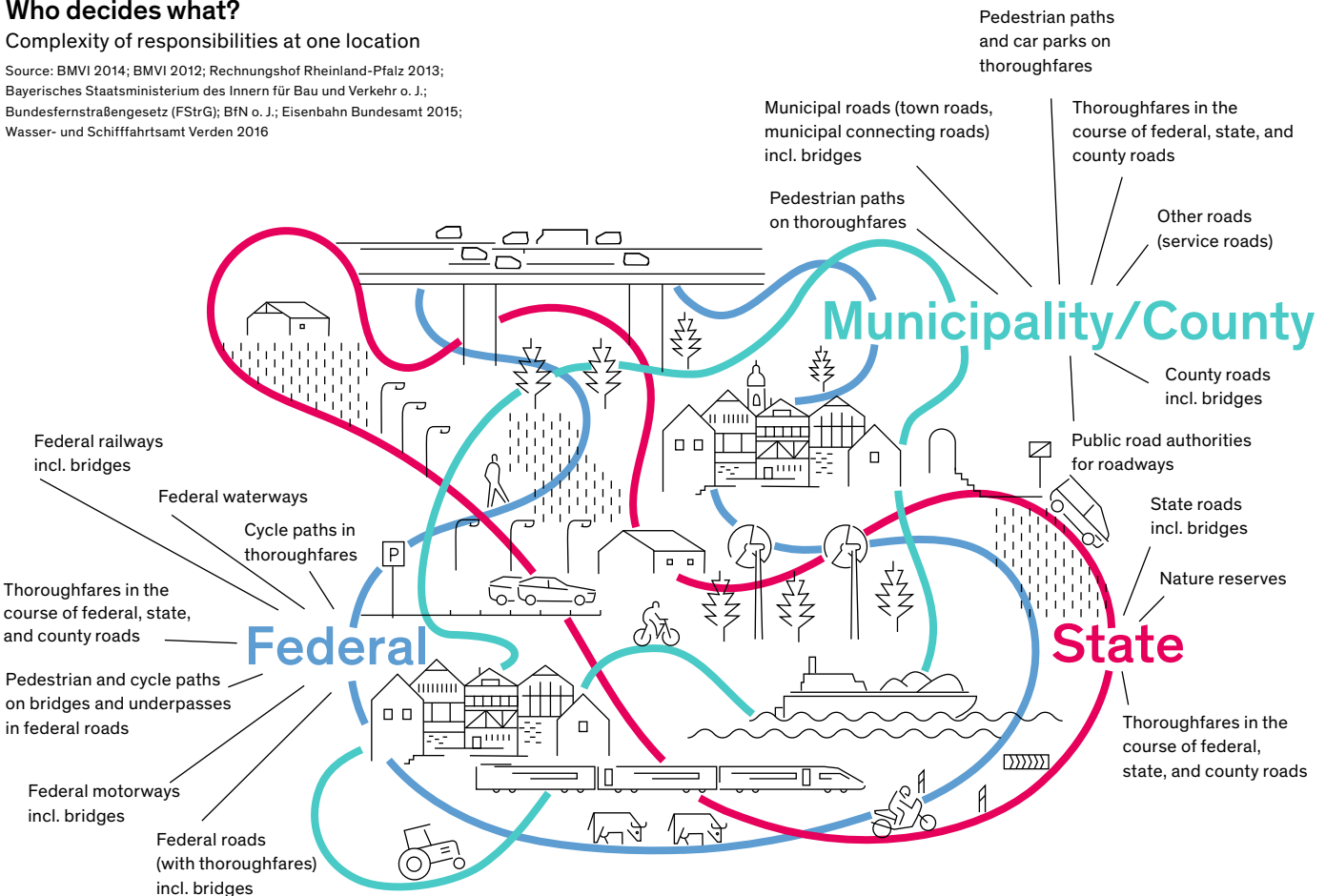
self-government. However, due to staff shortages – but also because the membership of a district or an administrative community brings with it corresponding regulation – individual task areas are transferred to other institutions. While this relieves human resources quantitatively, local knowledge and competence are often missing.

In principle, building projects by the states or the federal government do not fall within the territorial jurisdiction of the municipalities. For route planning for network development, planning, construction, and maintenance of federal and regional roads (or in the case of the districts, county roads), the federal government, the state, or the district are accordingly responsible. The municipality whose territory is affected is indeed involved in the context of planning procedures, however its opinion is taken only as one concern among many in the considerations. Thus, in terms of design, municipalities have little effect on building projects, which in their territory another regional authority takes responsibility for. Often the participation is focused on the layout of the routes or lines, nature conservation issues, or ownership questions. The result is often unsatisfactory with regard to design, and the assessment of the structures accordingly critical – at least from the view of the affected communities.

Who decides what?

Complexity of responsibilities at one location

Source: BMVI 2014; BMVI 2012; Rechnungshof Rheinland-Pfalz 2013; Bayerisches Staatsministerium des Innern für Bau und Verkehr o. J.; Bundesfernstraßengesetz (FStrG); BfN o. J.; Eisenbahn Bundesamt 2015; Wasser- und Schifffahrtsamt Verden 2016



For design issues, the planning bodies of the different public agencies and regional authorities are well advised to also look to open-ended exchange with the affected municipalities. Alternatively, consultation with an external body can be conducive to the quality of building projects. Though there are no pre-determined structures for the convening of advisory bodies at the federal or state level, good examples such as the Deutsche Bahn's former Bridge Advisory Board or the Dümmer Advisory Council of Lower Saxony, whose support enhanced the quality of building projects, can serve as a model.

Deutsche Bahn's structures inadequately designed

Only 36% of the surveyed municipalities, in which a Deutsche Bahn project was realised, found the results adequate in terms of design, 32% found the results unsatisfactory. [K20](#)

Regional Cooperation

Intermunicipal cooperation regularly takes place in planning administrations. A planning analysis, with developments and needs in the regional context, is already carried out by the state and regional planning authorities. In addition, legal regulations at the national level – such as the law on local community work in Brandenburg (GKG) – plan that municipalities are combined to form a special purpose association, for example for water supply and sanitation. Moreover, there are numerous topic areas in which panels of experts, working groups, or round tables are conducted. Especially in the fields of tourism and culture, but also in other joint structural tasks, regional groupings have proved successful. The Route der Backsteingotik (European Route of Brick Gothic), the working group "Städte mit historischen Stadtkernen" (Cities with Historic Centres) in Brandenburg and North Rhine-Westphalia, or the "Lausitzer Seenland" (Lusatian Lake District) are associations that have become concepts independent of the individual municipalities and strengthen regional Baukultur to the benefit of all participants.

But as fruitful as the cooperation is in some areas, so great is the competition among the municipalities in other topic areas. For municipalities, the closure or merger of schools is usually an effort that is preceded by hard inter-municipal competition, and at the latest – with the allocation of building land – the mutual poaching of residents, purchasing power, and business stands in the foreground. Also with the establishment of large-scale retail, there is more competition than voluntary cooperation. In this regard, a step in the right direction is the persuading done by Bavarian Spatial Development and State and Regional Planning, to promote the possibilities and opportunities of inter-municipal industrial estates. The Zweckverband Interkommunales Gewerbegebiet (Intermunicipal Industrial Park Administration Union) has already been successfully established itself in the Günzburg district.

In its 2012 study "Intermunicipal Cooperation in Rural Areas", the BMEL concluded that, above all, concerns among the responsible parties prevent the targeted collaboration of the municipalities. Especially in small, rural communities, the potential that exists through intermunicipal cooperation in the field of human resources, real estate, and material costs is not expended in around 40% of the municipalities. According to BMEL, an average cost savings of 10 to 20% remains unused in the respective subject areas.

Thereby, the BauGB calls for intermunicipal cooperation or consultation in many places. According to § 2, para. 2 of the BauGB, development plans of

Cooperation across municipal borders

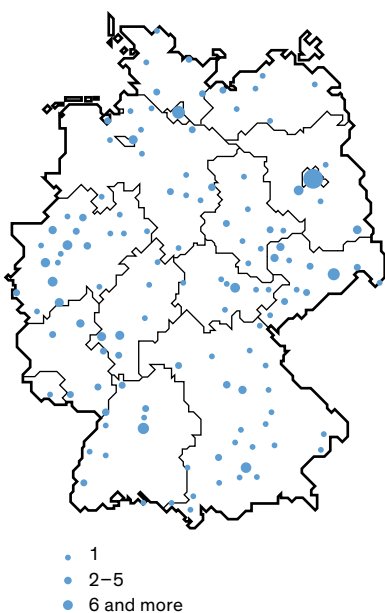
Around 43% of municipalities indicate that they cooperate with other municipalities in their region on building and planning tasks.

[K5]

Civic engagement for Baukultur is high

Baukultur associations, initiatives, calendars, and excursions in Germany

Source: Federal Foundation of Baukultur Friends Association e.V. 2016



neighbouring municipalities are to be coordinated; and according to § 34 of the BauGB projects within built-up districts, should not adversely affect key supply areas in their own or the neighbouring municipality. Moreover, large-scale retail – in terms of § 11 BauNVO – is only authorised if it causes no harmful effects on the developing central supply areas in their own or in other municipalities. In addition, in § 205 of the BauGB, it is mentioned that “adjacent municipalities should establish a common land use plan if their urban development is essentially determined by common conditions and needs, or a common land use plan enables a fair balance of different interests”. Especially in rural areas, cooperation between local authorities decisively safeguards public services. Here, the need exists not only among municipalities of the same hierarchy: urban-rural partnerships are also an important, insufficiently perceived instrument for forward-looking public services and an increase in Baukultur.

One possibility for policy to mobilise untapped potential and get rid of reservations among the responsible parties is the targeted promotion of intermunicipal cooperation, as seen predominately in the programmes of the Integrierte Ländlichen Entwicklung (ILE, Integrated Rural Development) and in the EU’s LEADER programmes. In other federal programmes, cooperation is also promoted or explicitly desired, such as in all funding modules of municipal guidelines. The urban development programme “Kleinere Städte und Gemeinden – überörtliche Zusammenarbeit und Netzwerke” (Smaller towns and municipalities – Regional cooperation and networking) explicitly makes intermunicipal cooperation the subject of the funding. More than 890 cities and municipalities are currently working together intermunicipally in the programme or implementing measures at the community level. In 2015 they had 70 million euros in federal funds at their disposal – a figure that was supplemented in equal parts by resources from the federal government and the participating municipalities.

In addition, the Deutsche Städte- und Gemeindebund (DStGB, German Federation of Municipal Authorities) recommends to the federal and state governments an expansion of bonus schemes for intermunicipal cooperation, the preference for such projects in existing funding programmes, as well as other financial resources. In the area of Baukultur, it is primarily the “lighthouse projects” – such as community and cultural centres or the design of public squares – which are promoted by intermunicipal cooperation and can strengthen the entire region. Here, the municipalities are asked to actively approach their neighbouring municipalities and to explore opportunities for jointly supported ideas.

Private Engagement – Associations and Initiatives

There are around 580,000 associations in Germany, including numerous initiatives for Baukultur. Locally, these associations are sustained by a variety of individuals who express their interest and attachment to their homeland. For example, the federal association “Bund Heimat und Umwelt in Deutschland” (BHU, German Heritage and Environmental Foundation) lists about half a million members in its national associations in Germany. In small towns and rural areas,

the density of associations is particularly high. Apart from the heritage associations, there are especially sports and shooting clubs and volunteer fire departments, which bind many members.

New impulses for community life emerge through volunteer work, often precisely when the psychological strain grows and familiar contact points and services are lost. In many regions that are sparsely populated, far from large cities, and affected by exodus, residents join forces to form initiatives and take on public tasks on a voluntary basis. Common examples of such initiatives are dial-a-bus or citizens' buses, but also the production of green power for the benefit of energy self-sufficiency, social support groups, and the content and organisational preparation for founding a school. Often the preservation and new use of existing facilities and buildings are the focus of initiatives, such as culture barns or village cafés. The competition sponsored by BMUB since 2011, "Menschen und Erfolge" (People and Accomplishments), gathered many impressive examples.

Some interest groups also operate at the regional level. For example, under the motto "Dorf macht Oper" (Village Does Opera), the association FestLand e. V. organises an annual opera festival in a former piggery in Klein Leppin, Brandenburg, in which about 200 residents of the village and neighbouring villages are actively involved. In this way, the cultural life in the region is considerably increased by an annual highlight, at the same time the vernacular building is included and preserved through use. In 2011, the project was the winner in the contest "365 Landmarks in the Land of Ideas", which was embedded in the initiative "Germany: Land of Ideas".

Especially for smaller municipalities, association activities harbour enormous potential. Commitment, whether private or organised in an association, is important to relieving the administrative, so that projects can be initiated, implemented, and kept alive permanently. Precisely with declining populations, an active association life is immensely important: associations are often the only things still keeping small towns and rural communities alive. Last but not least, the commitment of many mayors in association life emphasises its social relevance – according to a survey by the Bertelsmann Foundation, over 80% of mayors additionally take on an honorary or voluntary activity, 62% of them in associations.

Once associations, initiatives, or other idea providers want to be involved in a municipality, it mainly comes down to non-bureaucratic support. In the past, conflicts with state regulations, too narrowly focused programmes, and shortcomings in the consultation have turned out to be major obstacles in many places for innovative ideas. According to a survey of people who work in a voluntary capacity, it is primarily the provision of sufficient project resources – that is, spatial and technical resources – that promotes private commitment. Networking and a municipality's active vacancy management can also create an important basis for creative ideas from individuals, associations, or initiatives to strengthen private commitment for Baukultur. Sparsely populated and shrinking regions, in particular, cannot survive without volunteering.

Associations support Baukultur

On average 72% of the surveyed municipalities state that associations like heritage associations, in particular, take care of Baukultur tasks. Thus, they are the strongest partners for local Baukultur. [K7](#)

Municipalities praise the commitment of the associations

The communities surveyed especially appreciate the cultural activities as well as the sports and leisure activities that are strongly shaped by associations in more rural areas. 97% of the municipalities rate the sports and leisure facilities and 77% the cultural offerings as (very) good. [K13](#)

Little counselling for funding in rural areas

65% of municipalities offer counselling for funding applications. However, the offer is dependent on the size of the community: while only 38% of rural communities offer this service, the offer grows with an increasing population, and in cities with up to 50,000 residents is around 83%. [K3](#)

Other Baukultur Stakeholders

In addition to associations and local initiatives, association life experiences in many regions receive impulses through the targeted commitment of foundations, such as the Robert Bosch Stiftung with their project “Engagierte Stadt” (Committed City), the Herbert Quandt Foundation with the topic “Bürger und Gesellschaft” (Citizens and Society), or the Federal Foundation of Baukultur with their technical on-site discussions and network initiatives. For the formation of opinion on Baukultur topics, the press is also an important actor. The daily newspaper serves public interest with regard to building activity – in communities of all sizes, it is the most frequently used source of information. For high-quality reporting on Baukultur issues, an understanding by the press of building and planning tasks is required. If this is the case, it can contribute much to raising awareness of high-quality design and the acceptance of construction projects.

In addition, local planners often develop a special commitment to their community and region. They are important partners for Baukultur, because they have good local knowledge, knowledge of local or regional building traditions, direct contact with authorities, and possibly also a sense of resistance and acceptance of projects among the population. In regions that have a special architectural tradition, there are also local workshops that often maintain special knowledge and skills on the use of local materials, and thus strongly affect the quality of building and renovation services. The architects’ associations of the states support the locally engaged, key players and their initiatives that specifically focus on rural areas. Thus, with their “Arbeitsgruppe Ländlicher Raum” (Working Group for Rural Areas) – to which both specialist planners from Bavaria as well as administrative staff of the state authorities belong – the Bavarian Chamber of Architects strengthens, in particular, regional and local aspects of building projects.

Expand range of chambers and associations

7% of municipalities indicate that chambers or associations are involved with Baukultur tasks in their community. With 11%, medium-sized towns most likely perceive the corresponding initiatives. 44% of all municipalities want more information offers from chambers or associations on Baukultur topics. [K27](#)

Public Funding and Baukultur

Also at the federal level, a number of institutions are campaigning for an increase in Baukultur in rural areas. This is done through research projects that assess special problems in rural areas, along with their Baukultur potentials – for example, the BBSR projects “Regionale Baukultur und Tourismus” (Regional Baukultur and Tourism) or “Infrastruktur in der Landschaft. Eine baukulturelle Herausforderung” (Infrastructure in the Countryside. A Baukultur Challenge). In this context, the BMUB study “Baukultur in ländlichen Räumen” (Baukultur in Rural Areas) has delivered important insights. The model project “Land(auf) Schwung” (Rural Upswing), the federal competition “Unser Dorf hat Zukunft” (Our Village Has a Future), the working groups “Regionen im demografischen Wandel stärken – Lebensqualität in Stadt und Land fördern” (Strengthening Regions in Demographic Change – Promoting Quality of Life in Urban and Rural Areas) from the BmEL, BMUB and BMVI, or “Jugend gestaltet Zukunft” (Youth Shaping the Future) are examples of the thematic priorities that the BMEL sets in rural areas. In the programme “Nachhaltiges Landmanagement” (Sustainable

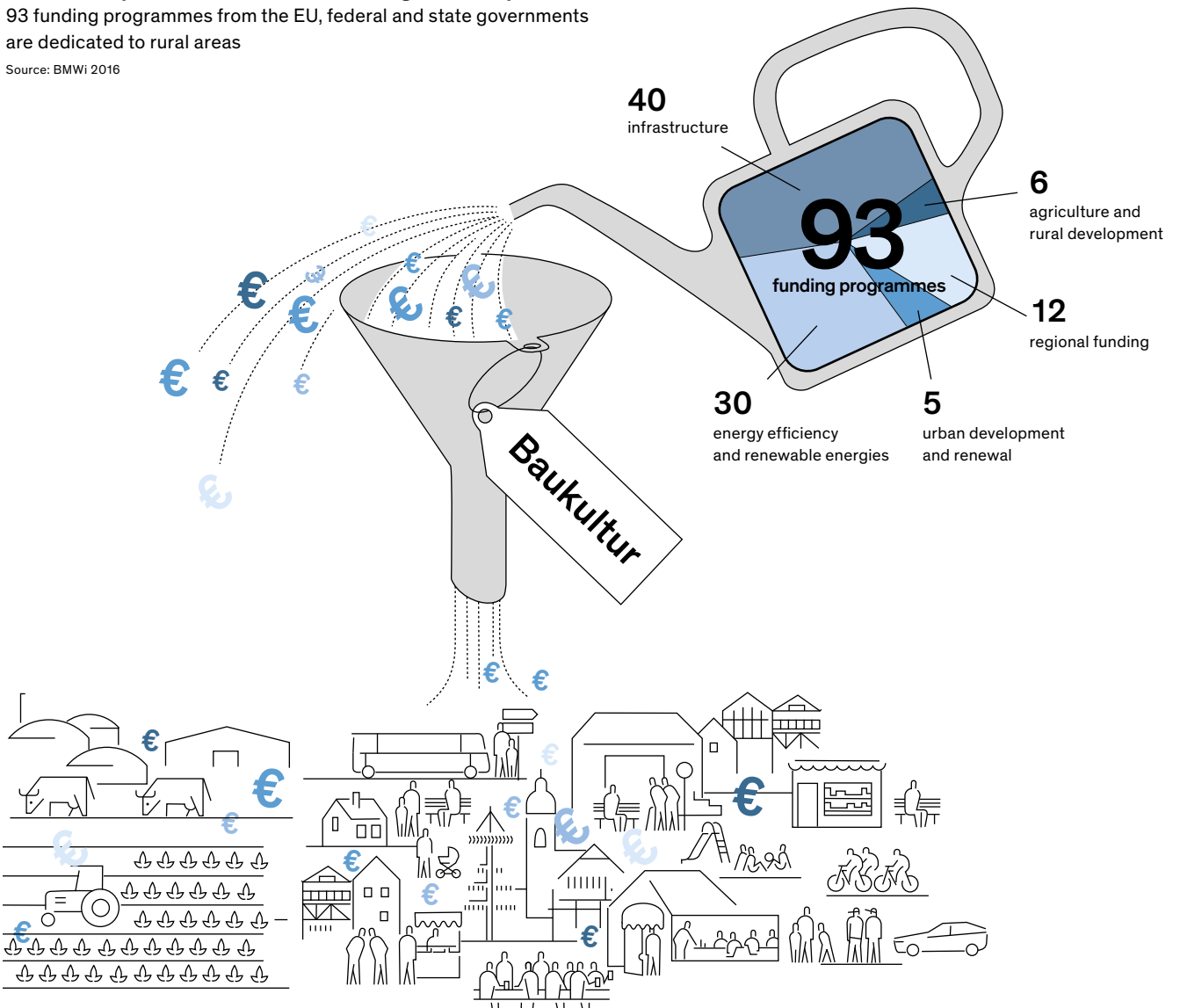
Land Management) from the BMBF, research projects are supported in and with local authorities, whose results should be transferable to other municipalities. Here, for example, researchers are examining the adjustment of technical infrastructure systems to changing demand, resource-efficient and low-emission settlement development, decentralised supply created with renewable energy, and the integrated use of land and water resources.

By means of funding policy, political decision-makers can exercise strong influence on Baukultur in rural areas. At the EU and national levels alone, there is a wide range of funding programmes for rural areas: 93 programmes relating to planning and construction can be found for local authorities in the federal government’s funding database. Funds are allocated in particular for rural development, regional aid, infrastructure, agriculture, as well as energy efficiency and renewable energy, urban development, and urban renewal. Belonging to the field of “urban development and urban renewal”, among others, is

Baukultur potential from the funding landscape

93 funding programmes from the EU, federal and state governments are dedicated to rural areas

Source: BMWi 2016



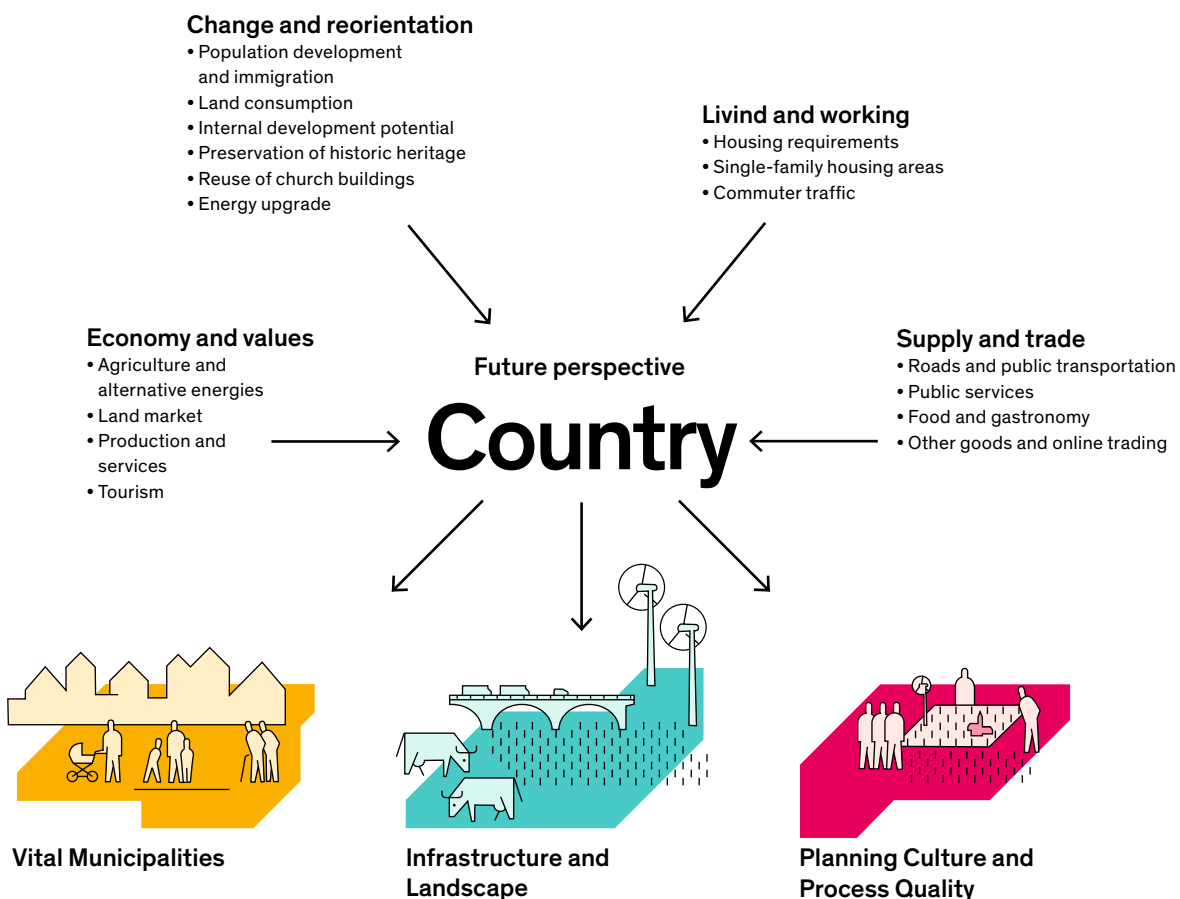
urban development funding, which both with its thematic focus and with the eligibility condition of integrated planning basis (INSEK – Integriertes städtebauliches Entwicklungskonzept [Integrated Urban Development Concept]) ensures Baukultur quality on-site. Sometimes, however, the implementation on the ground does not appear in this sense, and a follow-up inspection of the required integrated planning and Baukultur quality should be strengthened. A total of 650 million euros are currently available each year for individual programme components within urban development funding; these include “Soziale Stadt” (Social City), “Stadtumbau (Ost und West)” (Urban Redevelopment [East and West]), “Aktive Stadt- und Ortsteilzentren” (Active City and District Centres), “Städtebaulicher Denkmalschutz (Ost und West)” (Urban Development Monument Protection [East and West]), as well as “Kleinere Städte und Gemeinden – überörtliche Zusammenarbeit und Netzwerke” (Smaller Towns and Municipalities – Regional Cooperation and Networks).

Also at the state level, there are various programmes that focus on Baukultur tasks. Initiatives like the programme “Ab in die Mitte” (Off to the City) in North Rhine-Westphalia, Hesse, Lower Saxony and Saxony; the competition

A future perspective for the country through Baukultur

Starting position and focus areas

Source: Federal Foundation of Baukultur 2016



“Mehr Mitte bitte!” (More City Centre Please!) in Rhineland-Palatinate; and the action programme “Innenentwicklung in der Dorfvernerung” (Inner Development in Village Renewal) from the Bavarian Ministry of Agriculture and Forestry specifically promotes the strengthening of village centres and thus the local identity and attractiveness. There are also municipal support programmes, such as the premium model “Jung kauft Alt – kommunales Förderprogramm gegen Leerstand” (Young Buys Old – Municipal Funding Programme to Combat Vacancy) from the municipality Hiddenhausen (NRW), which financially supports families in the purchase of old buildings in the town centre and has become a model for many other municipalities.

However, the quantitative focus is on the field of infrastructure projects, as well as on the topics of energy efficiency and renewable energies. The funding is primarily for measures to strengthen local functionality. Yet, in most programmes hardly any Baukultur aspects or design qualities are discussed or even made a condition for the allocation of funds. Thus, a big pot of funding is available for architectural and structural change in Germany, without standards for design quality and Baukultur as a social, environmental, and economic value being taken as a basis. On the one hand, this suggests the lack of awareness of the problem by those responsible with regard to Baukultur aspects; on the other hand, it clearly shows the technical, sectoral perspective of the respective funding authorities.

Here, funding programmes for municipalities have considerable potential to develop Baukultur effects, because the financial situation in many municipalities makes the use of development funds essential. Currently, however, this is a double-edged sword, mainly for small administrations: without financial support projects are difficult to initiate, but the variety of funding quickly leads to an overload. Elaborate and bureaucratic application and implementation procedures discourage municipalities with few staff members, and hardly anyone is aware of the full range of possibilities. It is due to the special commitment of the municipalities or individual participants when quality, in the sense of Baukultur, is realised in the projects. The city of Regensburg, together with the state of Bavaria, has achieved this by progressively linking a comprehensive flood protection programme with the qualification of free space by the riverside.

Rural, small, and medium-sized areas in Germany are in a profound restructuring process. In large measure, these are issues such as the energy transition and demographic change, or on the local level the establishment of a new company or new use of a vacant building. All of these issues present opportunities for more Baukultur and thus for enhancing the quality of built living spaces.

Lack of finances and personnel

With 74% and 73%, the majority of municipalities indicate that both financial as well as human resources represent a conflict issue in planning and building. Especially the larger small towns complain about the deficit in the staffing. The financial situation is particularly a problem in the new federal states. [K28](#)



A Future Perspective for the Country through Baukultur

The Focus Topics

The concrete possibilities to create a resilient future perspective for the country are presented in the following, and are derived from the major social challenges based on the three focus areas of the Federal Foundation of Baukultur. They are presented under the headings “Vital Municipalities”, “Infrastructure and Landscape”, and “Planning Culture and Process Quality”.

Vital Municipalities – Improved Quality of Life in Rural Areas

A vital municipality has a vibrant town centre, in which people live and businesses are at home. The centre has a defining overall appearance of the locality and offers quality of stay in public areas for all generations. In this sense, Baukultur forms the key framework for improved quality of life and attractiveness in rural areas. Baukultur can be the impetus and result of a place's self-assurance and revitalisation and of a shared local identity. This has a positive impact on the provision of public services and on the development of business and tourism in a municipality.

Baukultur during Growth and Shrinkage Rural areas are often generally associated with tradition and tranquillity and understood as a contrast to the hectic, restless city. But the general social and socio-economic trends, as well as structural changes, do not spare the smaller towns and rural communities. Living conditions have converged; the “urbanisation” of rural areas has been carried out on many levels. Agriculture no longer characterises the town centres with their building structures. Instead, large, new agricultural structures are found on the periphery of towns – similar to outlying commercial areas. Agriculture has developed into an industrial, almost portable production method. In reality, the desire in the population for “life in the countryside” is based on the housing options in rural areas. This leads to an increasing demand not only in infrastructure, but also in attractive and vital spaces of encounter.

In particular, small, well-connected municipalities in the surrounding areas of the metropolises have population growth; it is necessary to design the corresponding new building projects. Influx and thus growing population figures offer an opportunity reflected in a higher diversity of residents and usages. But even with stagnant or declining population numbers, a specific Baukultur identity can evolve locally through the perception and use of potentials. Here, it is not just the hard location factors – such as centrality, the land market, and public transport – on which the attractiveness of a municipality is dependent. Soft factors – such as the appearance of the area, the variety of services, and active neighbourliness – also play a major role.

Vitality through Baukultur It is the vitality of a municipality that decides – in addition to the structural characteristics – on its future viability and competitiveness. The degree of vitality is influenced by the infrastructure facilities and public institutions, but it is especially determined by local people. Here, the structural and spatial context can offer favourable or also inhibiting conditions.

with the integration into the surrounding cultural landscape also forms – if applicable – the tourism potential for guests and visitors.

Loss of Importance and Reinvention In the entire federal territory, development areas have been attached to population centres in recent decades. In many places, the consequence has been the displacement and fragmentation of the former centre: families move to single-family houses on the edge of town; retail migrates to peripherally located neighbourhood centres, work to commercial areas, and the administration to office buildings outside the centre. The thinning of the central usages in the town centre does not leave the structural arrangement unmolested. Increased vacancies on the ground floors or even entire buildings lead to the spread of dreariness in the centre and often heralds the collapse of the building structure. Falling rental rates attract uses that also negatively impact the urban environment. A town centre reduced solely to its architecturally historic representation may preserve its identity-defining role for a while, but cannot maintain its vitality and functionality over time. Thus, the restructuring of the town centre through rehabilitation, demolition, new building, and remodelling of public spaces takes on a key function. An inward-looking settlement development is essential for the vitality of the town centre and the entire municipality. In this context, it is necessary both to eliminate the existing vacancy and to utilise the land reserves in the settlement network.

Above all, the municipalities of the federal and state urban development funding programmes are meanwhile filling the principle of internal development with life. The Bavarian municipality of Güntersleben has incorporated its town centre redevelopment in the programme Städtebaulicher Denkmalschutz (Urban Development Preservation) – an integrated planning process with public participation – and defined action areas, such as “vibrant town centre” and “townscape”, which are taken into account in the further work. With 15,000 inhabitants, Wittstock/Dosse in Brandenburg was able to reduce the vacancy in the historic downtown area from 22% in 2003 to 9% in 2012, by being able to win municipal housing companies for the activation of vacant, old buildings. Many municipalities in the Bavarian district Rhön-Grabfeld have established an intermunicipal real estate portal that advertises for both the old buildings of the entire administrative district as well as for the building gaps in the respective town centres. “Gotha lebt” (Gotha lives) is the strategy of the town of Gotha in Thuringia, in which model designs are developed for inner-city plots, which are available for building by planners in the region. They form the basis for sound advice and targeted communication to interested developers. Also, all the municipalities of the Baukulturgemeindepreis (Baukultur Municipality Prize) Allgäu 2015/16 have maintained or created vital town centres, and as a consequence are once again becoming municipalities that attract new residents. The examples stand for many other municipalities in Germany that – through appropriate funding programmes or their own initiative – put the town centre in the focus of their activities. The overall objective is always to create interest, curiosity, and enthusiasm in the population for life and living in the town centre and for the “inner life” of the towns.

Refurbishment of existing building stock and commercial estate as main tasks

73% of municipalities indicate that the rehabilitation of the existing building stock is currently one of the most important tasks. In particular, small towns, rural communities, and (strongly) shrinking towns see a main task here, while in medium-sized towns and economically prosperous municipalities, commercial estates gain in importance. [K2]

Townscape as location factor and identity promoter

96% of municipalities consider the townscape as (very) important for local and regional identity. 95% of municipalities consider it to also be a major location factor for living/housing, 69% say this in view of the economy. [K8]

Town centre no longer central meeting point everywhere

For 23% of the population, the town centre has already discernibly lost its original meaning, and for only 59% it is still a central meeting place for young and old. This function is most clearly seen in the medium-sized towns. [B5]

Accessibility versus Traffic Calming Many central functions are also outside the town centres, because they are better accessible for motor traffic, thus car-friendly. Because in addition to residents' changing demands, traffic burdens such as noise and exhaust fumes have always been perceived in the town centre as disturbing – a stalemate has emerged over time. On the one hand, the residential function in the town centre can only stabilise when through traffic and access traffic do not lead to excessive strains and disruptions; on the other hand, an attractive living environment requires a certain mix of uses with simultaneously good accessibility of infrastructure services. Only good site planning with a view to resident-friendly uses, and good traffic routing that enriches the location can remedy the situation. The relevance of public transport indeed diminishes with decreasing populations in the municipalities, but given the short distances within the rural communities and small and medium-sized towns, pedestrians and cyclists have great potential for improving the traffic situation.

For their historic town centres, many municipalities pursue the appropriate objective of reducing pollution from motorised individual traffic and increasing the quality of stay and ease of walking and cycling. Thus the town of Landsberg am Lech received a prize in the Bavarian State Competition 2014 "Modellhafte Stadt- und Ortssanierung. Lebensräume für Bürger" (Exemplary Urban and Local Redevelopment. Living Spaces for Citizens) for the relocation of a busy road at the main city square and the reduction of parking spaces. The new square design designates mixed areas for cars, cyclists, and pedestrians and thereby provides greater quality of stay. Also in the Hessian town of Eschwege, a shared space concept for the marketplace has succeeded in satisfying all road users and at the same time providing an attractive central city square.

A building project that can contribute to increasing the attractiveness of the town centre is the shift of through traffic with the help of a bypass. In the requirement plan for federal trunk roads, the construction of 850 bypasses was decided in 2004. In 2013 alone, 302 of them were built as federal roads. A bypass should noticeably improve the quality of life and living in the affected municipality, by removing through traffic from the location. But the use of a bypass is not always positive. By shifting the vocational and business traffic, potential buyers no longer come "by chance" into the centres, which speaks against a ring road not only from the perspective of business people. Bypass roads often entail the establishment of retail parks outside the town centres. The construction of a bypass should therefore be considered carefully and always associated with measures to upgrade the town centre.

Mixed Use as Anchor The death of a town centre usually takes place subtly: the businesses close sporadically, the baker is retiring, the physician and the pharmacist follow, post office and banks restructure their branch network, and a shopping centre opens in the nearest large town. Hence, it is difficult to determine the point at which it tilts, at which point the feeling spreads of living in a city that has lost its quality of life and diversity. Every job loss and any deficit in the supply of everyday goods, services, or recreational facilities force residents to resort to nearest larger cities. In consequence, the workplace is reached by car and other activities are taken care of elsewhere – and increasingly online – so that the local reference is gradually lost. If the loss of public

Removal of traffic spaces as task

For 19% of municipalities, the conversion or removal of traffic spaces is one of the important tasks in the area of planning and building. It is primarily the larger small towns and medium-sized towns that are dealing with the corresponding projects. [K2](#)

Walk to work

An average of about 12% of the population walks to work; the figure of 20% in rural communities is remarkably high. Above all, there are age-related differences: 19% of 18- to 29-year-olds walk to work, compared with 10% to 12% in the other age groups.

[B15](#)

Baukultur Creates a Centre

Neue Ortsmitte Wettstetten – Return to a Lively Village Centre



Through the proximity to the business location Ingolstadt, the Upper Bavarian municipality of Wettstetten developed from a predominantly agrarian village to a steadily growing residential town: in 1970 about 1,800 people lived in Wettstetten, today it has nearly 5,000 inhabitants. With the emergence of new, homogeneous residential areas, the desire for identification became greater. “What holds us together? Contacts. In the kindergarten, at school, in the local administration, in a sports club. That is how one grows in the place,” explains Hans Mödl, former mayor of the municipality. While growth occurred at the edges of Wettstetten, unused land and buildings were located in the village-like centre. The mayor saw the solution in the development of open spaces in the vicinity of the old town hall. It was a sophisticated and extremely far-sighted project, with which the municipality devoted itself for many years: they took advantage of their first right of purchase and began to acquire land in the 1990s. Together with the architecture office Eberhard

von Angerer, the municipal council deliberated its needs for the location and citizens, and developed a sophisticated utilisation concept with concrete space requirements. In addition to an administration building, a meeting room with a citizens’ hall for cultural and recreational events, as well as a third building with an elderly care ward and a day-care centre were to be built. To create the greatest possible identification of the population with its new village centre, while at the same time achieving a high quality of design, the municipality sponsored a competition in 2009, which made the analysis of the regional design and the fragmented structure of the village a requirement.

First prize went to Bembé Dellinger Architekten und Stadtplaner GmbH. “Small buildings that create small spaces” represents the essence of the new village centre for the architect Sebastian Dellinger. On the basis of the restrained and simultaneously modern and self-confident design, three separate buildings were built, which take into account the

spatial alignment of the village and become integrated into the urban plan. In the style of the Jura design typical to the region, the buildings feature façades with whitewashed bricks. While the plastered buildings reflect the rural, barren landscape, the flat, asymmetrical saddle roofs refer to the traditional houses of the area. The town hall achieves a particularly high quality of stay, around which the foyers of the buildings are aligned: here diverse encounters between the different visitors instead take place. “It’s like before with the courtyards: something is happening, you look inside, exchange a few words,” according to Hans Mödl. Through the municipality’s far-sighted planning and a high-quality realisation, the buildings were successfully anchored in their surroundings and identification of the citizens with the new buildings was created. The Neue Ortsmitte, with its ultra-modern design, is frequently visited for cultural events, is well-received, and breathes fresh air into the village centre – not only aesthetically, but also on a social level. The incumbent mayor, Gerd Risch, is enthusiastic: “The mix is good, the interfaces create life. We wanted old people, children, parents, visitors to the offices and halls in our new centre, a lively town centre and thus a lively place.” In 2014, Neue Ortsmitte Wettstetten received an award from the Deutscher Städtebaupreis (German Urban Development Prize), in 2015 an award from the Deutscher Architekturpreis (German Architecture Prize), and in 2016 the Nike for community involvement as well as the Großer Nike.

Facts

Planning and Construction: 2010–2013
 Developer: Municipality of Wettstetten
 Planners: Bembé Dellinger Architekten und Stadtplaner, Greifenberg; Eberhard von Angerer, Büro für Architektur und Stadtplanung, Munich; Dietmar Lülting, Architekt und Stadtplaner, Munich; Grad Ingenieurplanungen, Gaimersheim

Size: 2,110 m² (gross floor area)
 Cost: 6.4 million euros

More information in the project description in the appendix



BAUKULTUR AT A GLANCE

- Revitalisation of the village centre with new functions and meeting places
- Careful planning by the municipality
- Formulation of quality features already in the competition announcement
- Identity-defining design through building methods typical of the region

Growth from within

47% of municipalities surveyed attribute a special role to the realisation of new buildings in the town centre. The following applies: the larger the municipality, the higher the relevance of new building projects in the centre.

[K2](#)

Empty shops in the town centre

39% of municipalities indicate that they have a significant commercial vacancy rate. Most affected is the centre: 59% of municipalities with significant commercial vacancy see this in the town centre. [K315](#)

life then accompanies declines in population and exodus, the town centres are weakened in the long run – living and public life shift to the periphery or to the nearest centre. An important lever to reverse this downward spiral is the spatial concentration of various services in the town centre. The rehabilitation and (re) use of existing buildings, increasing the density with new buildings, targeted recruitment of businesses in the town centre, housing offers, and a careful design of public spaces are important structural measures to strengthen the centre. Municipalities can actively ensure this, by focusing their public facilities in the town centre in combination with other infrastructure services.

For the design of their town centre, the municipality Lietzendorf in Bavaria has combined a model renovation and conversion of a vacant building as a community centre with a new library, including assembly hall, and complemented the building measures through the redesign of the surrounding central square. Citizens were heavily involved, both during the planning phase as well as during operation of the library – thus, not only did a high-quality, new town centre emerge, but also a place of identification. The Lower Franconian town of Iphofen guided the Baukultur development of the historic old town, through the application of a design statute – which was applied over the long term and was not only consistent and accurate in the implementation, but also flexibly applied on a long term – and financially supported it with urban development funds. In the process, the building permit process was shortened on the one hand, and on the other hand with the renovation, new buildings, and open space designs a craftsman culture developed that is of regional importance. The Bavarian community of Wettstetten has also awarded its centre a completely new identity, through the concentration of new and central facilities. Moreover if it works, as in these examples, to combine typical regional building materials with modern architectural language, then Baukultur qualities contribute decisively to the development of an identity-defining town centre.

Living in Vital Municipalities

The migration, especially of young people from rural areas is currently leading to the growth of metropolises. Yet even if demographic change is strengthening this trend even more, opportunities arise from this for small towns and municipalities in rural areas: they can and will be attractive living and job locations in the future, if they adapt to the needs of different age groups. With consistent settlement and economic development, a differentiated housing supply, and Baukultur qualities, municipalities directly influence their future viability.

Wish and Reality Many people like living in rural communities, and many city dwellers dream of village life – this was revealed in a population survey by the Federal Foundation of Baukultur. In addition to the need for peace and nature, it is primarily living in a single-family house that makes life in rural areas seem attractive. This is an important argument for many, because for almost 30% of Germans the single-family house represents the dream home. And according to a study commissioned by the mortgage lender Interhyp, an attractive home

is in second place – behind health – of the most important things in the life of Germans. Hence, small municipalities in rural areas come into focus for broad sections of the population in search of a suitable residential location. For many, it seems to be more desirable to build a new, personal dream home, than to accept a compromise with used property – the dream home of a previous owner. Yet only prefabricated houses seem to be financeable for most people. In Germany, there are around 90 manufacturers of prefabricated houses and 2,000 models offered. The leaders in approving single- and two-family houses made with prefabricated construction are Baden-Württemberg, Rhineland-Palatinate, and Hessen, where the share of prefabricated houses in the total construction in Germany in 2014 was between 22% and 27%. But even those who do not resort to offers of prefabricated house manufacturers, often save on the planning and thus on design quality: because master craftsmen in the construction industry, building technicians, and building engineers may also submit planning applications for smaller residential buildings – the authorisation to present building documents is regulated in detail by the respective state building codes – architects in rural areas are only rarely draughtspersons.

However, the design of the individual prefabricated house is not the problem, but their design diversity style within the development area and the lack of regional references. Often, the municipalities set hardly any limits on the developers' housing ideas. Although they could control the design and building location of single-family houses through development plans and design statutes, these options are not usually applied in municipal practice. This is surprising because most municipalities claim that they are dissatisfied with the design quality of single-family houses. In this context, the town of Lauffen am Neckar in Baden-Württemberg (10,000 inhabitants) has developed a model approach and published a design manual for a planned development area, which suggests both idealised floor plans, design tips, and already built examples – among others, from manufacturers of prefabricated houses. The strategy of Bavarian village Pfaffenhofen a.d. Roth (7,000 inhabitants) should serve as an example: it has produced a design manual for existing neighbourhoods and shows possibilities of location-oriented qualification of the existing buildings. Suggestions are also given for the transformation of private open spaces. Their own municipal funding programme creates financial incentives for homeowners to actually implement private measures.

The desire for the single-family house is strongly linked to the idea of ownership. According to the German Institute for Economic Research, 75% of renters in Germany want to live in their own homes. Home ownership is much more common in rural areas than in urban areas: according to the data from the Gebäude- und Wohnungszählung (GWZ, Building and Housing Census) of the Federal Statistical Office, the share of privately owned, owner-occupiers, and single-family houses is rising in each case in proportion to the declining population size of the municipalities. Accordingly, the importance of large housing associations in rural areas is relatively low, though distinctions have to be made between east and west. In the eastern German states, 25% of residences are found in municipal or cooperative residential buildings; in some regions of western German states, the maximum is only 12%, but usually only up to 6%. Thus, the already negligible rental market in rural communities and small and medium-sized towns is mainly dominated by small private landlords whose

Municipalities unhappy with their single-family houses

57% of all municipalities and even 73% of medium-sized towns assess the Baukultur quality of their single-family and terraced houses as (rather) low. [K17](#)

Hardly any design requirements for single-family housing areas

While 95% of the surveyed communities give guidelines in the development plans for new single-family housing areas for building height, 93% for construction, and 86% for building position, only 26% regulate the design framework of single-family housing areas using urban land use planning. [K16](#)

scope for strategic investment decisions or user-specific conversions are significantly lower than that of institutional owners. For example, the evaluation of the KfW programme “Altersgerecht Umbauen” (Age-Appropriate Conversion) revealed that the funding – as measured by the housing stock in Germany – in the period 2009 to 2013 was disproportionately used by professional or commercial landlords, who are hardly represented in rural areas.

The consequence of all of this is that the housing market in small municipalities is insufficiently differentiated. Especially older generations and young people with temporary or specific housing requirements do not come upon an adequate supply of smaller or appropriately equipped apartments. Increasingly, municipalities are asked to advise private clients in planning and building issues and to initiate municipal land projects that complement the local housing market demand. In the Lower Saxon municipality of Dötlingen, this has been achieved with a multigenerational project jointly planned by the population, politicians, local government, businesses, and churches. In the integrated location, five different building types were developed close to the centre, which satisfy different needs: floor plans for family, flat-sharing for senior citizens, couples, and singles are complemented by communal facilities. Retreats and spaces for neighbours and communication are balanced. The Bavarian municipality of Weyarn buys properties in the municipality for double the agricultural price and pledges to give them to young families and businesses under leasehold, or to use for infrastructure.

Lively Residential Quarters Vital communities and vibrant neighbourhoods do not have a significant vacancy rate. However, both the population decline in many rural areas as well as the designation of development areas beyond actual needs cause vacancies. The “doughnut effect”, with vacancies and gaps in the centre with growing settlement on the periphery, is a reality in many places. Still, most communities beyond the large cities offer more new building land for single-family houses, which initially seems attractive for the demand side. Because private builders usually calculate in the short term, lower land prices, lower taxes, and lower rents or monthly charges than in the big city make small municipalities a real alternative location. The second car or the time that must be used for commuting or familial organisation is usually not taken into account; the full cost of housing and mobility in a municipality that is hard to reach on public transport is not calculated.

Each new building on the outskirts increases pressure on the older building areas, affects their functionality, and thins out their neighbourhoods. Accordingly, the surplus of houses and apartments is now not only felt in the centres; single-family houses are generally difficult to market in the course of generation change. According to a study on the challenges of single-family housing areas in the post-war era, potential subsequent users attach importance to an intact residential area, the appropriate size of an object, and the proximity to the nearest city centre. However, it is the responsibility of the municipalities to plan new building areas as settlements that are as mixed as possible, so that they remain attractive for future generations. Building land designation should not lead to sustained sprawl through faceless building areas that gobble up one growth ring after the other in the countryside, while the centres of the municipalities die off.

Nationwide there is increasing awareness of the looming problems in the existing single-family housing areas. Against this backdrop, the Wüstenrot Stiftung has extensively studied the use and adaptability of housing stock from the 1950s, 1960s, and 1970s. Based on case studies, specific urban development and infrastructural adaptation options are identified and evaluated, which enable the sensible conversion and continued use of the existing stock. As part of the Regional NRW 2016, among other things municipalities were encouraged – under the motto “ZukunftsLAND” (Future State) – to address the qualification of single-family housing areas of post-war modernism. Also Josef district in Ahaus in North Rhine-Westphalia, an inner-city settlement from the 1950s, is involved in Regional 2016. Using modifications in the buildings and in the public space, the development of new forms of housing for the elderly (such as assisted living and multigenerational living), and by adapting infrastructure in residential areas, a stable development of single-family housing area should be achieved. Yet municipalities can also strengthen their existing neighbourhoods by promoting initiatives and associations or establishing contact points for the population. Thus the municipality of Hünxe in North Rhine-Westphalia (14,000 inhabitants) initiated the model project “Nachbarschaftsberatung” (Neighbourhood Consultation) in 2013, which offers counselling on need for care, living wills, or barrier-free conversion measures.

Living in the Town Centre For municipalities, it is important to promote attractive living in the town centre. The Baukultur quality of the town centre is an important argument for living in the centre. In order to counteract vacancy and dilapidation here, first the causes have to be specified. For example, a high vacancy risk exists in buildings on busy roads and land without open spaces in the village centres. But the characteristics of old building structures – such as restricted brightness, low room height, or poor energy balance – as well as the plot size and the lack of a garden also reduce the attractiveness of buildings in the town centre.

Some of these restrictions can be reduced – for example, by changes in traffic management, enhancement of public spaces, or reorganisation of rear areas. The old buildings can and should be carefully adapted – respecting their character – to the new living requirements. The municipality of Irsee in Bavaria has also had the experience that with minimal engineering interventions in existing buildings, an 80% success rate in the subsequent use could be achieved. Municipalities are faced with the task of developing alternative concepts, with which synergies between the use of existing buildings and the revitalisation of housing can be created through a new, demand-oriented supply. Particularly in outlying rural areas, the need for living space suitable for senior citizens is growing. In many small and medium-sized towns, buildings in the town centre are being transformed into senior housing or brownfields are being used for new buildings. Such projects offer older people the chance to live in the town centre. In Luckau in Brandenburg, part of the city fortification and former city school was converted into housing for senior citizens and people with disabilities. Converting a building to make it accessible is often expensive and cannot always be realised. In the centre of Barlachstadt Güstrow in Mecklenburg-Vorpommern, a senior citizens' home was constructed as a new building,

Residential vacancies mostly in the town centres

61% of communities that have significant residential vacancies see this in the town centre, in 39% of the municipalities a concentration is apparent in the areas near the centre, for 32% in the separate districts, and 19% on the settlement edges. [KI5](#)

Vacancies more in rural communities and small cities

18% of the population in rural communities, small towns, and medium-sized towns have determined that there are noticeable residential and building vacancies in their neighbourhoods. [B5](#)

so that users could benefit from the functional facilities and the short distances to the surrounding service and supply offerings in the surrounding area. Also exemplary is the project “Häusertausch” (House Exchange) by four Thuringian communities and Stiftung Landleben, in which senior-oriented bungalows are built in vacant lots in the city centre, while their properties that have become vacant are made available – for example, to young families. The rent for the new building is financed from the value of the original property.

In this way, attractive offers for different generations develop within a municipality. The creation of differentiated rental offers – such as (single-family) houses for rent or apartments for young people for whom home ownership is not (yet) an issue – strengthens living in the town centre. It usually takes a successful local example, before private investors are also convinced of the viability of such a concept. It is generally recommended to smaller municipalities to reproduce the development that many major cities have passed through in the past 20 years. There, active strategies for design upgrade and mixed use in the inner cities have often heralded the “return” to the city.

More than Basic Services

Increasingly, municipalities can no longer fill their intended supply functions. This is much more than a matter of just ensuring basic services: the supply of retail industry, services, education infrastructure, elderly care, culture and leisure facilities have an anchor function for the resident population and offer important jobs. A broad, diverse business life is a sign of vitality in the town. Even mundane shopping in the marketplace represents, in addition to the supply of essential goods, a potential opportunity to meet and exchange. From the perspective of Baukultur, services – in all aspects – play a key role in the (re) vitalisation of a town centre. Above all, combining innovative, mixed-use ideas, trade, services, or gastronomy, health, educational, and cultural institutions with public functions provides an opportunity for a lively town centre, which can be the village meeting place once again – even in shrinking municipalities.

Local Supply All municipalities are feeling the effects of structural change in the retail industry. New food markets only pay off at a certain size and with good accessibility by car. For small and medium-sized towns, the impact of relocation and concentration of local shops on the edges of town are rather indirect: while the supply situation is described as good in many places – due to the offers of car-friendly locations – in the town centres, a gradual loss of function starts, which is expressed in shop vacancies and poor quality of stay. However, small towns and rural communities also feel the impact directly: grocery stores are no longer economically viable in many places, so that people have to accept long distances for daily shopping. For older people with increasingly limited mobility or non-existent cars, this becomes a veritable supply problem.

In recent years a series of pioneering concepts has emerged, based predominantly on civic engagement. In Jülich-Barmen in North Rhine-Westphalia a “DorV-Zentrum” in a former Sparkasse building has arisen, in which different

services – including groceries, parcel counter, dry cleaning, car registrations, repair services, and insurance counselling – are housed. In Lower Saxony, a village store network was established and a handbook on ensuring the local supply in rural areas (original title: “Sicherung der Nahversorgung im ländlichen Raum”) was developed, which supports citizens’ initiatives for the concept development and operation of a small food retailer. Local supply is therefore also a focus of communication in the municipalities. Nevertheless, the retail structure of the former owner-operated specialty stores, such as the clothing sector or electronics retailers, continues to thin out in town centres. In this area, in particular, it is a matter of creating fresh wind and opening spaces of possibility for experimentation. This is achieved, for example, by pop-up retail concepts in which minimal starting risks – through manageable rental costs, short rental periods, and no loss of reputation in closure – invite others to give it a try. In Altena, a small town in Sauerland, 7 of 13 participants have decided – after two pop-up test phases, each lasting six weeks – on a long-term location in the city centre. Thus a crucial contribution to the revitalisation of the town centre and the qualification of the supply structure has been carried out in the municipality.

Health With each additional year of life, adults in Germany use more medical services. According to surveys by the Federal Statistical Office, in 2013 18% of people aged from 65 to 69 described themselves as a sick or injured in accident, with those between 70 and 74 the figure was 21%, and in the age group 75 and older it was 28%. Thus in the course of demographic change, the demands on health care services are rising – especially in rural areas, where the proportion of the older generation is expected to increase more than in large cities. In rurally situated areas, medium-sized towns are where medical care is still most likely assured – one reason living in larger cities appears more attractive to the ageing population. With a decreasing population, in contrast, it is difficult to ensure adequate local services.

Many states respond to existing or perceived gaps in the health sector and work in close cooperation with medical associations on sustainable and affordable solutions. The state of North Rhine-Westphalia, for example, promotes the establishment of practitioners and the recruitment in a municipality in which primary care is threatened in the short or medium term. In Schleswig-Holstein in recent years, models were developed in small municipalities – such as Büsum, St. Michaelisdonn, and Lunden – that can protect medical services. Büsum was supported in their plan to invest in an existing medical centre and continue it under public ownership, so that a municipal doctor now takes care of local residents. In Saxony doctors who want to settle there receive subsidies for constructions measures on practice buildings, for investment in practice facilities, and to support their housing. Innovative concepts are also being developed at the local level: in the office Am Stettiner Haff in Mecklenburg-Western Pomerania, as well as in the municipality Ummendorf in Saxony-Anhalt, multiple buildings were set up, which are used repeatedly. Each day, the service offers change – general practitioner, physiotherapy, dentistry, as well as Sparkasse and salon share the premises over the week. About six corresponding models are currently being developed or realised across the country. They are usually designed across

Shopping in rural areas – just the essentials

23% of rural communities indicate having no or (very) poor supply offers, 7% of very small towns as well as 1% of the larger small towns and medium-sized towns complain about this. [K13](#)

Only half go shopping in the town centre

34% of the population of rural communities, 48% of the residents of small towns, and 57% in the medium-sized towns go shopping in the town centre. [B5](#)

municipal boundaries in order to be economically viable for the providers. If successfully implemented, much more emerges than well-organised health care: in their municipality, the population gains a newly built contact point as well as a meeting place for communication and social interaction.

Education, Culture, and Leisure Leisure facilities are constitutive for the attractiveness of communities – both for the population and visitors. But population declines and scarce municipal funds in rural areas, time and again lead to periodically necessary adjustment or thinning of offers of museums, theatres, libraries, swimming pools, sports grounds, and other facilities. The supply situation is highly dependent on the size of the municipality, but even in medium-sized towns, where there is usually still a mix of different facilities, they do not automatically pay for themselves. In small towns and rural communities, it is rather the exception whether or not economically viable services exist.

If services are available, special volunteer commitment is often required to keep them alive. As a result, new ideas increasingly emerge to make life in the municipalities more attractive. They usually develop out of an actual or perceived deficit, and it is almost exclusively the citizens themselves who fill the cultural or gastronomic supply gaps on their own initiative. Sometimes a saved service will be resurrected by a new constellation of actors – but sometimes the organisation of a longer approach helps to secure an element of quality of life in the municipalities. But there are always specific local framework conditions and ideas that can serve other municipalities as a model, but not as a panacea.

In the medium-sized town of Schwerte, for example, a citizens' cinema was founded with the help of several partners, which organised alternating screenings at four different sites or locations in the city. In the district of Sigmaringen in Baden-Württemberg, the citizens' bus club could be won over for school transport and is now bringing students to secondary school with the municipal bus on behalf of the municipal administration Ostrach. In the Bavarian municipality of Berg, the citizens' association "Dorfmitte" Berg e.V. is responsible for movie nights, concerts, and information sessions on current topics. In Lichtenfels, a community centre was established with assistance from LEADER funds, which is operated successfully by a citizens' cooperative.

These and other examples decisively enrich community life. Especially start-up financing from the funding programme LEADER of the European Union, with which innovative actions in rural areas have been supported since 1991, has set the ball rolling for many projects. Thus if local people find an appropriate contact, good ideas do not have to fail due to financing. The benefits of civic involvement are also immense for the municipal administration: with a realised idea, vacancies can often be corrected so that the townscape is enhanced; residents as well as potential visitors benefit from location-specific offers, giving the community a special local identity. And even more: such projects and initiatives often have charisma, with whose help a positive development of the region in general can be transported.

Municipalities and citizens work together

Associations, individuals, and citizens' initiatives or civil society are the most important cooperation partners for municipalities when it comes to Baukultur topics. [K7](#)

Baukultur and Tourism

The Baukultur potential of a municipality has a high relevance for tourism. Conversely, tourism can support the revitalisation of municipalities, when it is understood as an integral part of local development. Thus, in the attraction of regional and local culture (including Baukultur), there is valuable potential for vibrant communities: guests request services, accommodations, retail, and gastronomy, and in the process secure jobs as well as quality of service for the local population. It is important to maintain a balance between the demands of the “temporary population” and the resident population.

Appeal An attractive landscape, historic old towns, individual monuments, typical building materials, and building traditions make regions attractive for tourists. The potential a municipality can fall back on and the type of tourism it evokes thus depends on the regional context and the size of the location. Basically, however, the opportunities for sustainable, soft tourism have improved. The identification and development of unique features in the municipalities are important for developing appeal. Thatched roofs on the coast, castles along the Rhine, slate roofs in wine and mining areas, Black Forest houses, and historic farmhouses in the foothills of the Alps only work in their respective regional context and are only flagships for tourism there. Depending on the size, location,

Modern architecture especially interests younger people

While historic old towns and monuments, such as castles and palaces, are considered worth seeing for people aged 30 and above, modern architecture is mentioned above all by young people aged 18 to 29 with 35%. [B6](#)

Baukultur as tourism factor

The historic old town is considered a tourist attraction by only 10% of rural communities, but considered to be important for 55% of small and medium-sized towns. For that reason, 42% of the rural communities rely on other regional characteristics, such as gastronomy. [K11b](#)

Baukultur Creates Social Functions Overmeyer Rural Baukultur – A Successful Symbiosis of Biodynamic Farming and Good Design

For the Overmeyer family’s farm shop in Seevetal, Lower Saxony, a new farmstead for contemporary organic farming and the marketing of products was to be developed; at the same time, the operators wanted to establish a home and centre of life. Uncommon for farmers, the Overmeyers commissioned a strategy consultant; moreover, they had a landscape architect draft an urban development concept for the farm. Six architectural firms were invited to submit concept sketches.

Through the exceptional and successful interaction of agriculture and design, a four-sided farm was created, in which there are visual relationships between all buildings and open spaces with different functions. What is otherwise deliberately separated from each other comes back together: work and housing, production and sales, service and leisure. There are about 40 employees on the holistically designed farmstead. The farm is a meeting place, which for visitors to the farm, the farm shop, the factory, as well as through the cultural offerings makes the diversity and function of the cycles in which agricultural products are produced experienceable and understandable.



BAUKULTUR AT A GLANCE

- Holistic design concept through the cooperation between farmers, strategy consultants, and architects
- Unity of production, distribution, and residence on one site
- Insight for visitors into the agricultural production and processing of products

Facts

Planning and Construction: 2010–2013
Developers: Kerstin und Ulrich Overmeyer GbR
Planners: BeL Associates, Köln; Scaven Hütz, Hamburg;
Urban Catalyst Studio, Berlin; M. Oberhokamp
Ingenieurbüro für Bauwesen, Lemgo; Anja Herold,
architekturpraxis, Berlin; Günther van Ravenzwaay,
Hamburg
Size: 3.5 ha
Cost: 3.5 million euros

More information in the project description in the appendix

Baukultur Strengthens Regional Identity and Promotes Tourism **Wine + Architecture in Rhineland-Palatinate – Wine Baukultur as Badge of Quality**



Following models in Spain, Austria, and the United States, where internationally renowned architects designed sensational wineries, the idea emerged from the Weinbauverband Pfalz together with the state ministry responsible for viticulture to strengthen the regional identity of the production-rich “Wine Region” Rhineland-Palatinate, by combining Baukultur and wine culture. Thus, the Chamber of Architects Rhineland-Palatinate – in cooperation with the Weinbauverband Pfalz, the Dienstleistungszentrum Ländlicher Raum (DLR, Service Centre for Rural Areas), and the Ministerium für Wirtschaft, Verkehr, Landwirtschaft und Weinbau (Ministry of Economics, Transport, Agriculture and Viticulture) – organised four symposia on “Wine and Architecture” from 2005 to 2008. The exchange with the Austrian winemakers and architects on a study visit also generated momentum for a corresponding wave of investment among many wine producers: younger winemakers, in particular, recognised the opportunities architecturally high-quality wineries provided for the

marketing of their wines and the promotion of tourism in the wine regions.

Since 2007, the ministry responsible for viticulture in Rhineland-Palatinate together with the Deutscher Weinbauverband (German Winegrowers’ Association) and the Chamber of Architects Rhineland-Palatinate has awarded the “Architekturpreis Wein” (Wine Architecture Prize) nationwide. “Here, the Wine Architecture Prize wants to distinguish, in particular, projects that have emerged as holistic solutions from the close cooperation with winemakers and architects from different disciplines,” as was described in the 2013 competition brief. The prize is awarded at the international wine and beverage technology trade fair Intervitis Interfructa in Stuttgart, then the winners are presented in a travelling exhibition. The organisers are not limited to viticulture in Rhineland-Palatinate, but look across Germany because they have realised that regional identity is strengthened in the interregional context. In 2013, the vintner cottages from

WeinKulturgut Longen-Schlöder in Rhineland-Palatinate were awarded an architecture prize: vintner cottages, which are used as guest rooms, are loosely distributed in an orchard. The construction of the vintner cottages, which transform a building type from the wine industry into a new function, was carried out by the processing of local wood and slate from the region reminiscent of the terraced vineyards of the Moselle Valley. Another winner from Rhineland-Palatinate was Weingut Neef-Emmich in Bermersheim, which was praised for its restrained design concept. The property was renovated and redesigned in two phases. To preserve the existing building, the Rhine-Hessian quarry stone walls and vaulted ceilings were completely renovated into wine cellars and warehouses. In the second phase, the cross-vaulted stall and the utility room were transformed into a new wine tasting room.

The newly defined wine Baukultur in turn attracts new buyers' perspectives. In addition, it promotes wine tourism: the interstate wine region can record increasing numbers of visitors due to the new and high-quality guest accommodations, tasting rooms, and shops. Modelled on the Chamber of Architects Rhineland-Palatinate, and architectural associations in Bavaria and Baden-Württemberg have recognised the opportunities here – presenting themselves, for example, with their own stands at Intervitis Interfructa.



Facts

Regular cycle: 2007, 2010, 2013, 2016
Participants: Architects, interior designers, landscape architects, and urban planners from all over Germany together with the respective developers

Awarding Authority: Chamber of Architects Rhineland-Palatinate; the ministry responsible for wine-growing in Rhineland-Palatinate; Deutscher Weinbauverband (German Winegrowers' Association)

More information in the project description in the appendix

BAUKULTUR AT A GLANCE

- Strengthening regional identity through interregional or interstate networking of institutions
- Added value for wineries by combining the product with high-quality architecture
- Strengthening of regional tourism through a new, stylishly designed hotel and catering industry
- Inspiring initiative for institutions in other states



Modern architecture especially interests younger people

While historic old towns and monuments, such as castles and palaces, are considered worth seeing for people aged 30 and above, modern architecture is mentioned above all by young people aged 18 to 29 with 35%. B6

and traditional roots, different potentials arise for each municipality, both in terms of the type of tourism – whether day or overnight tourism – and the offered attractions.

Modern holiday architecture can also be a flagship in the tourism industry. For example, for its municipalities Rhineland-Palatinate has recognised the link between wine and architecture as potential, and together with the Deutscher Weinbauverband (German Winegrowers' Association) and the Chamber of Architects Rhineland-Palatinate has awarded the "Architekturpreis Wein" (Architecture Prize Wine) nationwide since 2007. The contemporary connection to historical roots makes a community or region attractive for tourism. Thus the Jurahaus is currently being rediscovered in the Bavarian Altmühltal as a unique feature, and also the historic town centres in Brandenburg and North Rhine-Westphalia are intensively occupied in their work groups with their tourist potential. In turn, the municipality of Baiersbronn in the Black Forest is deliberately banking on the combination of history and modernity and, in the brochure *Baukultur Baiersbronn*, advertising both its historic buildings and modern architecture, which innovatively continues the regional building traditions. In cooperation with the Chamber of Architects Rhineland-Palatinate, Eifelkreis Bitburg-Prüm in Rhineland-Palatinate also sees an important basis for tourism in the regional *Baukultur*, which consists of historic buildings and contemporary architecture. Projects like the tree houses in Bad Zwischenahn, near Zwischenahner Meer (lake) in Lower Saxony, rely solely on contemporary, modern architecture – they are exceptional holiday accommodations that emerge in the lofty heights on a forest clearing and live from the interaction between contemporary architecture and nature.

Beacons In order to enhance their appeal to tourists and to increase the inter-regional, regional, or local importance of municipalities, special places are required: the landmark, the monument, the historic old town, which as a resident of a city one shows guests first. Those who do not have such an address because of history, often try to create something new. This doesn't always work – in large cities, the equivalent "Bilbao Effect" is meanwhile seen rather critically, for good reason. Existing examples show that one thing is important: the "beacon" has to develop a relationship with the place. What this connection looks like – whether by picking up locally specific traditions or functions, the use of regional materials, or solely by the involvement of large parts of the population in the planning of a project – remains reserved for individual approaches. If the risk succeeds to create a new location, it is irrelevant whether it was externally initiated, newly formed, or rediscovered. It becomes part of the place's identity, but should not replace it. If the new offer is inserted effectively into the existing structures, synergy effects appear through affiliated establishments, such as gastronomy or retail. They are triggers for further investments or ideas, so that the entire location benefits from the initial spark of the "beacon".

The museum in Ahrenshoop in Mecklenburg-Vorpommern is a successful example of the enrichment of a resort with modern architecture that simultaneously seeks bonds to the historic character of the thatched roofs. The Municipality Blaibach in the Bavarian Forest has succeeded with the help of sensational architecture and many committed people, not only to redesign the town centre,

but also to trigger numerous synergy effects and follow-on investments that revitalise the place. Nevertheless, the efforts to create something special are still too often confined to cultural structures. In that respect, there is a challenge in also increasing the quality of everyday structures and to qualify supermarkets, farms, or businesses. There are few examples of stakeholders who invest in everyday architecture, and thus create architectural beacons. The Austrian grocery chain MPreis, for example, has declared its outstanding, sustainable architecture as its trademark and has already won numerous prizes and awards with it.

Guests and Hospitality The aim of municipalities should be to create framework conditions for locally sustainable tourism, which preserves typical regional and local features and does not exceed their own financial and operational capacity. Tourism should be enrichment for the population and not lead to restrictions in their quality of life. In the area of day-trip tourism this sometimes succeeds easier than in overnight tourism, for which more infrastructure has to be maintained and which accordingly manifests itself more strongly. Tourism makes itself more noticeable negatively, when affordable housing can barely be found in tourist centres and the price level leads to marginalisation from everyday uses. The Baukultur, often high-quality townscape, then becomes an empty backdrop. Municipalities can spatially determine, with a tourist statute according to § 22 BauGB, areas in which the function of the location is to be secured as a tourist area, without the population's local housing supply being affected.

In any case, the goal should be that the local population draws value from tourism – not only through jobs but also through the upgrading of their built environment. Hotels, inns, and guesthouses can assume important functions for the municipality and the population. Gastronomic packages, including the provision of a banquet hall for family celebrations, enrich the local service offerings and would often not be profitable without tourism. Housed in buildings that characterise the townscape, good preservation of the building structure not only serves business interests, but also affects the municipality's representative nature and attractiveness.

Far from the typical holiday regions, tourist demand can become a lifeline for local Baukultur. In regions that are characterised by strong population declines, but at the same time have historically valuable building structures, the marketing of vacancies as second and holiday residences is a common municipal strategy. Thus, although there is a risk that Potemkin villages arise, the use of vacant space as a holiday residence at least offers the chance to preserve structures that are listed or worthy of protection from decay or demolition. For example, the Hessian Municipality of Wanfried was able to save some of their half-timbered structures through the involvement of private investors from the Netherlands. The increasingly multisite lifestyle of some population groups may be an opportunity for municipalities, especially in the wider surroundings of metropolises – but only if the appeal is also given in a Baukultur sense. Tourists and weekenders are looking for vibrant municipalities, into whose locally specific life they can dip temporarily. Gastronomic specialties of a region are particularly in demand and also suitable for binding visitors to places. The regional

Modern buildings important for the townscape

On average, 65% of municipalities consider modern buildings to be (very) important in their townscape. The importance grows with the increasing size of the location: 48% of rural communities, 61% of very small towns, 70% of small towns, and 76% of medium-sized towns consider modern building to be an important element in the townscape. [K9](#)

Tourists rarely stay overnight

Day-trip tourism has significantly more weight than overnight tourism: on average, around 75% of the municipalities benefit from same-day visitors, around 55% from overnight visitors. Only in rural communities is the ratio balanced: 58% of rural communities have day-trip visitors, 53% reported overnight guests. [K11a](#)

Second and holiday residences in small towns

In 22% of rural communities, 27% of small towns, and 20% of medium-sized towns, second and holiday residences have an appreciable share in the town. With 43%, it is mainly small towns on the periphery, whose housing market is strongly influenced by second and holiday residences. [K12](#)

Baukultur Needs Visionaries

Blaibach – Modern Town Centre through Civic Engagement



Although the municipality of Blaibach in the Bavarian Forest (2,000 inhabitants) earlier recorded a lot of tourism, visitor numbers have declined since the turn of the millennium. The decline in tourism – which is very important for Blaibach – created vacancies in the town centre and thus deterioration in the historic building stock. The first approach by Blaibachers to contribute to the establishment of a broad-based participation process for developing the centre could not be realised for economic reasons. Only at the initiative of architect Peter Haimerl, who comes from the Bavarian Forest, did the municipality apply for the funding programme “Ort schafft Mitte” (Town Creates Centre) – a programme from the Bayerische Staatsministerium des Innern, für Bau und Verkehr (Bavarian Ministry of the Interior, for Construction and Transport) to effectively strengthen town centres in rural areas. Blaibach was selected from 85 candidates as one of ten municipalities. Citizens’ visible willingness to participate as well as the innovative project designs were decisive for the award.

The architect, as idea provider and planner, developed the concept for a vibrant town centre: the establishment of a new community centre as architectural showpiece that achieves prominence beyond Blaibach. “Don’t be afraid of strong people!” – in this spirit Haimerl brought together council and citizens, regional entrepreneurs, state politicians, and well-known sponsors, who saw potential for the town, despite the initial controversies. The municipality bought vacant land in the town centre and the planning phases were implemented quickly. In addition to the programme funds, the town’s inhabitants collected around half a million euros in donations and sponsorship money and provided building material. Not only did regional construction companies participate in the construction, but citizens also lent a hand as helpers on the construction site. Haimerl counted on a rapid implementation: “Processes always last far too long. You have to start immediately, so that people can act very quickly.”

The result is a new community centre, which was realised within two years through the expansion of an existing historic building. The building received a shell of glass concrete, which was developed especially for the project with the help of local companies. The thermal insulation is made from recycled glass and references the tradition of glass craftsmanship in the Bavarian Forest. During the construction phase, the idea arose for a concert hall, which was eventually placed in front of the community centre. The inclined concrete monolith responds to the slope of the site; this complies with its function as a concert hall. With the granite façade, the building takes up Blaibach's stone carver tradition. The project was opened by the internationally renowned baritone Thomas Bauer, who wants to contribute to the infrastructural development of the region and as a tenant pays for the maintenance costs of the building. In addition, with his "gGmbH Kulturwald" he guarantees the town a long-term and sophisticated music programme, which to date has enticed many – including interregional – tourists to Blaibach. In addition, the municipality uses the concert hall for its own events.

Through the rapidly visible building results and the involvement of citizens and sponsors, the residents were able to get enthusiastic about the new centre very quickly. The project also triggered further investments in Blaibach: meanwhile, the renovated and expanded castle guest house and the handicraft museum supplement the centre as buildings that characterise the townscape. The upgrading of public space in conjunction with the architecturally, unique selling feature of the concert hall promises something positive and enriches the city on structural, cultural, and economic levels. The project received an award in 2015 from the German Architecture Prize.

Facts

Planning and Construction: 2010–2014 Developer: Municipality of Blaibach, private owners Planner: Peter Haimerl Architektur, Munich; Karl Landgraf; Thomas Beck, a.k.a. Ingenieure, Munich; Planning team Schmid, Blaibach; Müller-BBM, Planegg; Cirtec, Michael Hopf, Landshut	Size: 0.5 ha (redevelopment area) Cost: Community centre 1.1 million euros; concert hall 2.6 million euros More information in the project description in the appendix
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- BAUKULTUR AT A GLANCE**
- Beacon project for awakening the town centre, activating cultural tourism, and triggering follow-on investments
 - Fast implementation of the process and thus quickly visible results for citizens
 - New sense of community through active involvement and strong commitment from citizens
 - Preservation of traditional buildings through solution-oriented monument conservation



self-marketing by farms, honey from local beekeepers, the fresh milk and cheese from the cheese factory, and the entire Bavarian cuisine attract numerous visitors to tourist destinations in Bavaria. Furthermore, in addition to their Baukultur qualities, wine regions also rely on their culinary potential.

No matter what tourism is suitable for a municipality or a region, a structurally discernible attraction is usually a prerequisite. That is what one shows to guests and what forms the identity of their town for residents. Hence, Baukultur is also civic pride in one's town and an important prerequisite for civic engagement.

Conclusion: Baukultur as Key to a Vibrant Municipality

Germany's different regions have significant economic, social, and cultural distinctions. Moreover, local identity is manifested often beyond statistically detectable quantities. Local colour is fed by scenic atmospheres, regional cuisines, spoken dialects – and also and especially from architectural traditions. In an increasingly globalised world, such regional heritage is becoming more important. The population's appreciation of the local in response to a perceived "Entheimung" (loss of homeland) is a special opportunity for small and medium-sized towns, as well as rural areas. A (re)vitalised town centre forms the core of this strategy; urban sprawl leads to the "doughnut effect" and works against the chance of a future.

Strengthen and Revitalise the Town Centre The town centre is the starting point for strategies for the development of a Baukultur identity. Through the possibility to combine here building density, use density, and interaction density, it is with its vitality the linchpin for a municipality's sustainability. The (re)consideration of the centre – as a place of history, as commonly shared space, and as a starting point for structural development – creates a sound basis for sustainable urban development independent of growth and shrinkage. For this purpose, a mix of uses adapted to local circumstances is required. The guideline for the utilisation concept is the orientation to current needs (and opportunities) and not the restoration of an ideal condition. The buildings and open spaces form the "vessel" of usages, but on their own equally ensure a high quality of stay and accessibility.

Mix the Village The concentration of public facilities, services, and retail offerings, housing – as well as a careful design of public spaces – ultimately form the conditions that allow encounters to take place in the town centre, that allow community life to develop. The quality and possible use of public spaces have to equally satisfy all generations and groups of users. A successful revitalisation process essentially depends on close cooperation with local stakeholders. The broad involvement of property owners, investors, associations, professionals, and the population incorporates the diversity of ideas and critical considerations. By means of intensive methods, such as a discussion of

guiding principles, it is possible to strengthen identification with the centre and to preserve its identity-defining character with everyone's assistance. Especially in shrinking regions, a municipality can only keep a place alive or revive it together with its citizens. Baukultur offers many possibilities for this.

Strengthen the Townscape with Baukultur Local positioning and identity, pride and identification attach themselves to existing settlement structures and their appearance. Therefore, with a view to a municipality's future viability, Baukultur quality is a factor not to be underestimated. With recognition of the central role of the townscape in local identity, an important condition for strengthening the town centre is satisfied: because the revitalisation of the city and village centres requires an awareness of potentials and strengths. The Baukultur heritage and location-specific building play a special role. In some places, however, it is advisable to develop a new identity from scratch, because there is no positively perceived tradition on which to build. Even if one links to a tradition, this is not about a return to the past. Instead, based on the appreciation of the historic building stock, standards should be developed with regard

Baukultur Recognises Current Challenges

HausAufgaben in Dorsten-Barkenberg – Approach to the Future of a Town and its Inhabitants

A large number of single-family housing areas emerged in western Münsterland between the 1950s and 1970s. Today, they have to face demographic change and changing living and life models. Together with the commissioned office partnership Imorde/Modulorbeat, the cooperation project HausAufgaben of Regionale 2016 and StadtBauKultur NRW developed the future development of the settlements in a series of workshops. The ten-day kick-off workshop took place in June 2015 in Dorsten-Barkenberg with the city of Dorsten. The series is meant to be held in up to 15 additional locations in Münsterland by the end of 2016, and the dialogue also continued beyond Münsterland. Based on creative forms of communication, homeowners and residents have held discussions with students, as well as planning and financial experts about future housing needs – for example, in a workshop, where the residents of the district Barkenberg examined their “favourite places” to emphasise the special qualities of the residential areas. With the innovative format, a participatory exchange with residents and municipal representatives could thus be initiated for the further development of single-family housing areas, which can also be encouraging for initiatives in other regions.



BAUKULTUR AT A GLANCE

- Sensitisation of the population and local authorities for change requirements
- Promotion of communication between residents and with local authorities
- Participation of homeowners and residents through creative dialogue with planners
- Innovative initiative for the further development of single-family housing areas as encouragement for other regions

Facts

Event: June 2015
Contracting Authorities: Stadt Dorsten, Regionale 2016 Agentur GmbH, StadtBauKultur NRW
Curators: Andreas Brüning, IMORDE Projekt- und Kulturberatung, Münster, Berlin; Jan Kampshoff, modulorbeat – ambitious urbanists & planners, Münster
Project Coordination: Andreas Brüning, Jan Kampshoff, Ulrich Pappenberger

More information in the project description in the appendix

to new buildings, which blend harmoniously in the townscape and landscape with their proportions and cubature. Precisely because building intensity in many municipalities is not very high, every new development is a sign that towns have a future – and also what this could look like in conjunction with their own history.

Each municipality has to find the right way to revitalise internal development and development of a local building tradition. Also, the dynamics of “psychological strain” builds differently in the different municipalities. Nevertheless, generalisable guiding principles can be derived from revitalisation processes that have already been successfully implemented. In this context, administration and politics play a central role as driving forces, because the process requires the definition of clear objectives, and needs strategies and positioning. These have to be actively managed, monitored, and supported. Only in dialogue does Baukultur emerge for vital communities with future prospects.

Infrastructure and Landscape – Active Design of Landscape Change in the Balance of Interests

The cultivated landscape in Germany will change dramatically in coming years due to climate change, energy production, infrastructure expansion, and new uses. It offers space for agriculture as well as the structures for transport and the energy transition. It is a place of residence and recreation, a place of nature and biodiversity. Only through the active design of diverse usages of residential areas and landscape in the balance of interests and through innovative, multifunctional mobility concepts can the unique urban-rural relationship of our cultivated area be secured in the long term – also in times of climate change.

Multifunctional Infrastructures A variety of technical and transportation infrastructures, which are necessary for our mobile society, shape the landscapes in Germany. These include regional routes – such as highways and bridges, federal and regional roads – as well as municipal roads and their service areas, noise barriers, traffic signs, or traffic lights. Added to this is the German Bahn's infrastructure – with bridges, tunnels, railway tracks, and stations – which affect both the landscape and townscape of municipalities. The influence of the infrastructure is not always positive – while historic buildings such as an old station building or old viaducts are often used as flagships of a municipality, in many places modern infrastructures dissect the related cultural landscapes. At best, they are seen as a necessary evil, but rarely as an added value. Given the large investments that are associated with the construction and rehabilitation of infrastructure, it would be easy to invest in the creative qualification of technical solutions and explore their synergies to enhance public space. The potential of Baukultur-added value, which engineering structures carry within them, is rarely exhausted.

Design of the Energy Transition In its appearance, the landscape is strongly influenced by facilities for the recovery of raw materials and energy as well as for power distribution. Overhead power lines, power plants, and mining areas lead to massive interventions in nature and landscapes. The withdrawal from nuclear power and the gradual farewell to fossil fuels in favour of renewable energies will lead to further significant change in landscape areas. In the past, historically grown settlement networks were partially destroyed as well as

Public spaces increasingly important

37% of municipalities consider the design of public spaces to be one of the important tasks in planning and building. The bigger the municipality, the more significant: 22% of rural communities, 26% of very small towns, 39% of the small towns, and 54% of medium-sized towns see public space as a task. [K2](#)

related cultural landscapes. This comprehensive landscape change must therefore be seen more strongly than before as a design task, which should not be solved by compensation areas alone. Location planning must consider design and thus also social, environmental and economic consequences of the technical equipment for the landscape.

Opportunities through Climate Adaptation In the course of climate change, weather extremes – such as heavy rain with flooding, storms, heat waves, and droughts – will increase. A careful handling of natural resources, economical land management, and consideration of environmental functions that take care of the landscape are indispensable components on the way to sustainable and durable settlement and open space structures. It is not just about preserving undeveloped areas, but equipping and adapting outdoor and landscape areas with a view to climate change. This directly concerns municipalities in the organisation of their land use as well as in the design of green spaces. However, other regional authorities and stakeholders are in demand – for example, those who are responsible for coastal and flood protection or for forest management. Thus, climate-friendly adaptation is the responsibility of many and can only be achieved through interdisciplinary cooperation and multifunctional thinking. This brings a new impetus for resource-efficient, climate- and landscape-friendly building, as well as for qualified outdoor spaces and recreational areas.

Active Landscape Design through Conversion and Reclamation

Some landscape areas are subject to special interventions and transformation processes – for example, extraction of mineral resources results in considerable interventions in the natural environment, which can lead to the disappearance of entire settlements in some regions. Although the Bundesnaturschutzgesetz (BnatSchG, Federal Nature Conservation Act) stipulates, among other things, a reclamation within a certain time frame, the original state of the landscape is usually not recoverable – sometimes also not recommended, for example, because sand and gravel mining can promote new valuable wetlands. However, if the reclamation is taken, an opportunity for a good (and at the same time awareness-raising) landscape design, valuable synergies can be created. This applies similarly to landscape parks and garden shows that are prepared long in advance, which transform landscapes into specially cultivated landscapes and have a positive effect on regional economies and tourism.

Garden Shows On the federal and state levels, garden shows are organised in two-year cycles as Bundesgartenschau (BUGA, German National Garden Show) and alternately in the individual states as Landesgartenschau (LAGA, State Garden Show). Usually every ten years, the BUGA is conceived as the Internationale Gartenbauausstellung (IGA, International Garden Exhibition);

the next one is in Berlin in 2017. BUGAs are traditionally held in larger cities, however in 2015 the “BUGA 2015 Havel Region” was held for the first time in rather small cities across local and state boundaries. In contrast, LAGAs are traditionally organised by smaller municipalities. Hence, in 2019 the small town Wittstock/Dosse is holding the LAGA “Grüne Bürgerstadt” (Green Civil Town) in Brandenburg. A garden show can be an engine of urban development, because not only are temporary investments usually made in green infrastructure, but numerous other measures are also realised, from which the city benefits on a lasting basis. On all levels of urban and regional development, neighbourhood development and improvement of the living environment, in sports, games, and recreational infrastructures, and transport, qualifying projects are carried out with a view to visitors. Moreover, the unique opportunity arises for municipalities to improve problem areas or urban design defects, to carry out city repairs, and to revitalise fallow urban spaces. Thus, BUGA 2019 in Heilbronn has set the aim to develop the Neckarinsel, both in terms of open space planning and the newly integrated urban quarter “Neckarbogen”.

The LAGA 2010 in Rosenheim, which attracted more than one million visitors, was titled Flusslandschaft (River Landscape). Based on a concept that meshes the city with its river landscape, previously inaccessible areas by and on the water were not only experienced for the period of LAGA, but also permanently secured for the population. Also in Prenzlau, in Brandenburg, LAGA 2013 was used for a qualification of urban space by extending the terrain from Unteruckersee to the historic centre. Recently, garden shows have also been used to address overarching tasks – such as the restoration of large-format landscapes, the development and profiling of (metropolitan) regions, or the adaptation to climate change. The LAGA 2014 in Schwabisch Gmund, in Baden-Württemberg, with the motto “Zwischen Himmel und Erde” (Between Heaven and Earth) was devoted, among other issues, to climate protection and sustainability.

Garden shows are associated with a long preparation phase, which involves all relevant stakeholders in the municipality. Already at the start of planning, the population is also asked for ideas in the planning of the garden show through various participation formats. The financial budget is defined in the municipal budget, and can therefore be planned in other administrative events. All participants are working toward a clear goal with a definite date. This releases special dynamics and energy. In this way – especially in small, rural municipalities – the garden show can become the potential for the entire region and mobilise extensive commitment. For their LAGA in 2020, the city of Überlingen in Baden-Württemberg already offered three community workshops in 2011 and 2012, in order to discuss publicly, among other issues, the exhibition sites and the contents of the announcement for the ideas and realisation competition conducted in 2012.

Developer and applicant for the garden show is always the organising municipality. As such, it is responsible for funding and always has to bring its own contribution, which ranges from 10% to 50%. Moreover, the projects related to the garden shows are well suited to be financially supported by the current programmes and to enable investment. The planned funds from the municipality in the implementation budget for hosting the event are refinanced around 70% to 90% through admission fees, advertising revenue, and sponsorship. Numerous synergies and follow-on investments make the extra investment

Baukultur is Sustainable

:metabolon – A Landfill Becomes a Competence Centre and Leisure Park



Since 1982, in the waste disposal centre Leppe in Bergisches Land, not only is waste stored, but also sorted, composted, recycled, and used to produce energy in an exemplary manner. But that's not all: now the landfill is also an amusement park, information centre, and modern business location at the same time. “:metabolon” is the name of the project, in which a closed part of the landfill became the starting point for the further development of the location.

With a three-year lead time until the date of the partial closure, the Bergische Abfallwirtschaftsverband (Waste Management Association) – in cooperation with the Regional 2010 – held an urban development and landscape planning competition. The motto of the competition, hence the directive for all entries: Transformation, also known as Metabolism. “Metabolon will continue to represent a steadily changing location. Thus, it is not only a matter of defining an attractive final state, but also designing a process that is of high content and spatial quality at each point in time,” according to the

specification in the competition text. The interdisciplinary Düsseldorf planning team FSWLA Landschaftsarchitektur and pier7architekten emerged as the winners. Their task was to transform the closed landfill section and to spatialise or connect the four predefined modules with each other: “Research and Development”, “Sustainable Industrial Estate”, “Leisure and Recreation”, and “An Extracurricular Place of Learning”. For the general public, the area for leisure and learning opportunities is of particular importance; the commercial units and research centres are reserved for staff. Even from a distance, the black tip of the former landfill is recognisable. However, it is not the plastic sealing sheets typical for closed facilities that cover it, which make the mountain a landmark, but the inert materials – rock-like materials that have been processed to concrete granulate. From the dark summit, an axial path leads to the foot of the slope. Designed as so-called succession band, the barren ground is interspersed piece by piece with natural vegetation,

so that a gradual succession of rock to flora takes place. The idea of change and natural circulation is also taken up at the ground level: "Small trees grow into large specimens, die, and are transformed by nature into humus, from which new trees once again emerge", as the winner of the competition explains about the design around the foot of the mountain. The axial path leads further to an information and competence centre. The buildings are the starting point for guided tours of the grounds; exhibitions on the environment and environmental technologies, free energy consultations, and cultural events also take place here.

There are other highlights that transform a section of the waste disposal centre into an attractive, public amusement park. At the top of the redesigned landfill, there is a red rubberised, hilly observation deck, trampoline-like jumping areas, and the longest double slide of Germany – 110 meters – which leads steeply downward. Additional visitor attractions are paragliding from the landfill tip, a 3.5 km long cross-country route for mountain bikers, and a planned urban golf course extending across the area.

Facts

Planning and Construction: 2007–2011	Size: 31.5 ha
Developer: Bergischer Abfallwirtschaftsverband, Engelskirchen	Cost: 10.3 million euros
Planners: FSW Landschaftsarchitekten, Düsseldorf; pier7 architekten, Düsseldorf; Kunkel + Partner GmbH & Co KG, Düsseldorf	More information in the project description in the appendix



BAUKULTUR AT A GLANCE

- Reclamation as an opportunity for investment in the site
- Added value through meaningful use/conversion of an industrial site
- Open site, accessible to everyone as a learning and leisure location
- Communication of knowledge through playful and creative elements



viable for most organising municipalities, because experience has shown that the garden shows trigger investments by local companies, from which municipalities benefit even after the end of the show. The upgrading of public green spaces and private investment – such as in the areas of gastronomy and hotels – go hand in hand and lead to a sustained increase in attractiveness of the municipality, comparable to the effects caused by landscape parks and international garden shows for a region.

Landscape Parks Landscape parks build on the existing regional or local potential and develop the natural environment with minimal structural interventions for recreation and tourism. The interconnection of green and open spaces, the creation of coherent habitats for improved ecological efficiency, the development of an intermunicipal cycling and hiking network, and the public's ability to experience the landscape by means of information and facilities are typical offers of a landscape park. Hence, tracts of land that were not previously perceived as specific and coherent landscape spaces are experienced as attractive. Among the best-known landscape parks in Germany is the Landscape Park Emscher, which was created in 1999 as part of the IBA Emscher Park and linked with – initially 17, now 20 large – small and medium-sized municipalities. For this, already existing regional green corridors have been connected on an area of 300 m², expanded, and connected with a new green space into a coherent park system. New hiking and cycling trails open up the park and make it attractive for recreation and day-tourism. In doing so, landscape parks increase the local population's quality of life and offer visitors a special regional identity. They can precisely develop the attraction needed to maintain or introduce additional services – such as a village shop, a café, or a venue. Therefore depending on the regional context, rural communities, small towns, and even medium-sized towns benefit from integration into a designed landscape, on the way to becoming a vital community.

Regional parks are a special form of the landscape park. They connect urban centres with the surrounding areas, while strongly targeting the agricultural potential of the involved municipalities and a varied landscape. Around Berlin and Brandenburg associations – such as Regionalpark Barnimer Feldmark e. V. (Regional Park Barnimer Feldmark Association) in Brandenburg and the Förderverein Landschaftspark Nord-Ost e. V. (Landscape Park North-East Association) in Berlin – look after seven regional parks on an interstate basis, which makes the rural appearance of the neighbouring municipalities and their agricultural products into a showcase. The seven parks have joined together to form an umbrella organisation to jointly promote project content and marketing. Thus, a network of paths was created for cycling, which links the individual regional parks. For the corresponding projects to succeed, not only is intense intermunicipal cooperation needed, but cooperation with companies and local partners is also part of the path to success. In terms of planning, the parks are anchored in the landscape plan and the (regional) development plan, so that they are taken into account in in-depth concepts and projects. They receive important financial support through sponsorship, funding from the EU, and the implementation of landscape conservation measures as part of the nature conservation law compensation scheme. These carefully developed

and landscaped spaces also help to generate positive synergies for the adjacent rural communities and village settlements.

Reclamation of Mining Areas In Germany there are numerous mining areas, where raw materials are produced for different industries. According to the Umweltbundesamt (UBA, Federal Environment Agency), through the mining of raw materials 7.3 ha of land was used each day in 2011, 2 ha of which just for lignite. Lignite mining thus causes a massive encroachment in nature and the landscape. The mining and “electrification” of lignite also have a serious impact on the local population. Since the 1960s, about 100 villages have given way to lignite mining in the Lusatian coalfield, and there are currently plans for further resettlements. Because mineral deposits – and thus the useful life of mining areas – are limited, the heavily used areas are eventually introduced to reclamation. This process will probably be accelerated now, because of the government’s plans to withdraw from lignite and black coal energy by 2040.

The associated extensive redesign of spaces and natural areas is a task of large-scale landscape design: areas formerly inaccessible for a long time can be reopened to the public and adapted to the needs of the population. This is only possible with a lot of creativity and substantial investment. Exemplary in dealing with such a task is, among others, the International Building Exhibition (IBA) Fürst-Pückler-Land, which from 2000 to 2010 was exclusively devoted to the structural change in the lignite mining region south of Brandenburg. For the transformation of the landscape, 30 projects have been promoted, some of which – such as the development of the Lusatian Lakeland – continue at the present time. By 2018, nearly 14,000 ha of mining areas are to be flooded to transform the currently destroyed landscape region into an artificial water landscape for leisure and tourism purposes.

Smaller mining areas, landfills, sewage treatment plants, and other industrial facilities are also to be decommissioned after a certain service life and reclaimed or rehabilitated. These measures can contribute significantly to making formerly used, inaccessible areas attractive for the population through the new functional development and design upgrade. Through the targeted support of local municipalities or on the initiative of operators, these areas and facilities have enormous potential for Baukultur. For example, the cement manufacturer Holcim has turned a former slate mining area into an adventure landscape, which has given the Baden-Württemberg municipality of Dormettingen and the region a new appeal. Because job aids and instructions from federal and state governments on such development projects are often limited to the consideration of technical standards and nature protection regulations, good innovative examples are especially needed in order to provide incentive to stakeholders in comparable starting points. Operators, potential investors, and a committed local government are required to exploit the Baukultur opportunities of such tasks.

New Energy Landscapes

The impact of the energy transition and climate change on the landscape and settlement areas have to be perceived as a design task. Not all of the responsible stakeholders perceive them as such. Indeed, new technologies generally encroach less in the land and thus the ecosystem compared with the traditional energy supply infrastructure, and they are also reversible and easier to dismantle than nuclear and coal energy infrastructures. Nevertheless, they permanently change the landscape through the increasingly new sites that are being developed. Despite the need to control this development in terms of design, hardly any informal guidelines or concepts are being created, in contrast to other territorial planning. As privileged outdoor projects, environmental framework conditions, economic potential, and the availability of land primarily determine the location and arrangement of wind turbines, solar panels, and power lines. However, the fact that they simultaneously display an enormous spatial effect in the cultivated landscape, with consequences for the surrounding settlements, is addressed too infrequently in planning.

Baukultur Creates Innovative Places

BernePark Bottrop – From Clarifying Tanks to a Location for Art and Culture

From treatment plant to cultural and touristic highlight – what seems inconceivable in theory has succeeded in practice with a team of designers and artists. The technical facility was in operation for over 40 years before it was shut down in 1997. With the initiative “Kunstprojekt 2010” (Art Project 2010) as part of European Capital of Culture RUHR, the wasteland was revived: where once wastewater was cleaned, there is now a planted and walkable terrace complex and goldfish swim in a second former clarifying tank. The so-called scraper bridges, which pushed the original sludge to the centre of the tank, span the new design as crossings. Restaurants, offices, and conference and meeting rooms are located in the former turbine building and the adjoining rooms. Lined up under a clump of trees, surprising accommodations are offered by five former sewage pipes, which are equipped with fold-out beds. Located directly on the Emscher bike path, BernePark is still – years after the Capital of Culture event – a place for cultural events in Bottrop. It is also a local recreation area, which impresses through its symbiosis of landscape, art, and architecture.



Facts

Planning and Construction: 2009–2011
 Developer: Emschergenossenschaft
 Planners: Planungsbüro DTP Landschaftsarchitekten
 GmbH, Essen; Ahlbrecht Baukunst, Essen
 Size: 2.9 ha
 Cost: 2.86 million euros

More information in the project description in the appendix

BAUKULTUR AT A GLANCE

- Innovative conversion concept for closed infrastructures
- Sophisticated design with references to the original use
- Successful collaboration between landscape planners, architects, and artists
- Mix of services for work, leisure, culture, and recreation for the local population as well as tourists

Conversion Areas as Potential In contrast to wind turbines, which function vertically, biomass systems, biogas plants, energy plants, and solar energy fields are primarily land-intensive; they co-opt landscapes that were formerly available for agriculture or recreation. So that they can provide added value for municipal development, it is advisable to use conversion areas and expedite their restructuring for the benefit of the energy transition. For example, the municipality of Saerbeck near Münster in North Rhine-Westphalia (7,000 inhabitants) has converted a former military site into a bioenergy park. The systems for solar energy and photovoltaics were installed on its former bunkers, so that a further intrusion in the land was prevented, and at the same time the structures that were unable to be dismantled could be used.

Particularly in shrinking communities, there are many dismantling and conversion areas that can be used as experimentation and innovation fields for the energy transition. They are thus gladly identified by experts as “hot spots of the energy transition”. In the research project “Energieavantgarde Anhalt” (Energy Avant-Garde Anhalt), Stiftung Bauhaus Dessau is currently occupied with the potentials that arise within settlement networks for renewable energy production. In “Reallabor Anhalt” (Real Laboratory Anhalt), new supply and service models are being tested and developed. The Ministerium für Wirtschaft, Klimaschutz, Energie und Landesplanung Rheinland-Pfalz (Ministry of Economy, Climate Protection, Energy and Regional Planning Rhineland-Palatinate) – together with the Städte und Gemeindebund (Association of Cities and Municipalities) and the BImA – have launched the statewide initiative “Regenerative Energien und Konversion” (Regenerative Energies and Conversion). Here, communities are supported in the use of existing conversion areas for the development of renewable energy, thus providing impetus for further site development. Ten funded model projects have been realised under the initiative since 2012. Wind, solar, and biomass farms – including green industrial parks – are also being implemented, including the testing of storage technologies and the cultivation of energy crops.

Good Site Planning As privileged outdoor building projects, wind turbines are permitted as long as they comply with certain distance requirements – for example, from the edge of the residential area. In order to be able to identify suitable locations in the municipalities, wind-suitable areas are identified already at the level of national planning, which take into account the overarching exclusion criteria. Municipalities can in turn present concentration areas for wind energy in the land-use plan. If this occurs, corresponding facilities are only permitted within this area. Often such land is located in still non-fragmented landscape areas – building takes place where no other concerns argue against it. It is clear that Baukultur goals have to be involved from the outset in balanced territorial development programmes and meaningful regional plans.

With this form of “negative planning”, in which only suitable leftover areas are identified, a creative arbitrariness remains with regard to the landscape. A regulatory structure and active, purposeful design demands more than just minimising interference from noise and shadows. It is important that not only the available land area and their respective prices or particular interests – by chance and unplanned – decide the establishment of a facility. Rather, the

So far solar fields disturb neither municipalities ...

69% of surveyed municipalities do not see a change in the landscape in their municipality through the construction of solar fields. 20% see a visual impairment in the installations and 10% an improvement of the landscape.

[K21](#)

... nor the population

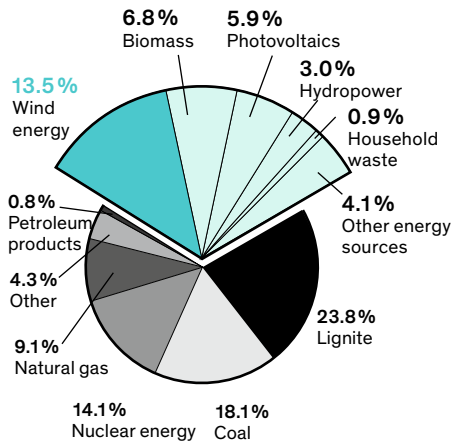
71% of respondents in the population survey do not perceive a change in the landscape through the construction of solar fields. However, if changes are identified, the respondents are more inclined to judge the changes as positive. [B9](#)

Gross energy production in Germany 2015

Source: Destatis 2016

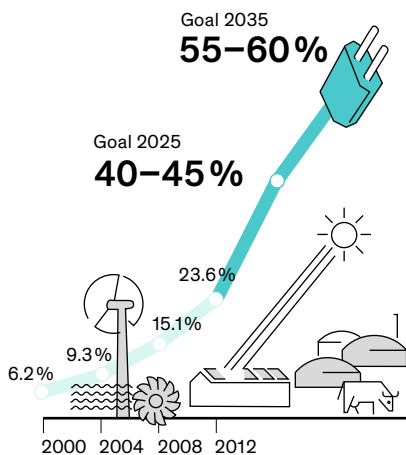
30.1%

Renewable energy sources



Planned share of renewable energies in gross electricity consumption in Germany

Source: BMWi 2016



existing topography and the landscape should be taken into account in the designation of sites. Because with an emphasis of ridges in the geest, sequences in marshlands, or other natural conditions, wind turbines are more harmoniously inserted into their natural surroundings than is usually the case currently. Also picking up routes of existing infrastructure – such as power lines or road courses – are useful starting points for a design. Above all, the concentration of facilities in disadvantaged or polluted areas is a conceivable strategy to ensure the unspoiled state and uniqueness of landscape areas especially worthy of preservation or historically valuable. A simple compartmentation in conservation areas, clearance areas, and remaining purely functional “leftover areas” is unacceptable – because these “leftover areas” are people’s everyday spaces and need to be designed.

France and Belgium have already dealt with the effects and potential of wind turbines at the highest level. Thus, in a manual for planning of wind turbines, government recommendations were prepared for site investigations. Therein design analyses and variant representations illustrate how the morphology of landscapes can be analysed and taken into account. Addressed as important design elements, among others, are sightlines – which can lead both to a conscious exclusion of systems as well as to a targeted installation. With the publication, “Windenergie und Landschaftsästhetik. Zur landschaftsgerechten Anordnung von Windfarmen” (Wind Energy and Landscape Aesthetics: On the Landscape-Suitable Positioning of Wind Farms), the Technical University of Munich has prepared concrete proposals for solutions to the placement and configuration of masts from the perspective of landscape architecture.

In planning practice, however, the design criteria are hardly taken into consideration. For example, the municipal manual “Windenergie und Kommunen” (Wind Energy and Municipalities) from Rhineland-Palatinate focuses on value optimisation and intermunicipal cooperation, and the “Gebietskulisse Windkraft als Umweltplanungshilfe für Kommune” (Territorial Context of Wind Power as an Environmental Planning Aid for Municipalities) in the Energie-Atlas Bayern (Energy Atlas Bavaria) has more than 40 criteria, which primarily identify suitable locations by exclusion criteria such as clearances and protected areas. These substantive priorities are right and important for the entire country, but they have to be supplemented with design aspects. Although in the survey from the Federal Foundation of Baukultur most municipalities in Germany do not yet assess the effect that emanates from technical installations as particularly serious, this will conceivably change in the course of further expansion. Hardly a municipality now perceives the facilities as enrichment. Therefore an examination regarding design of planning and construction tasks is necessary now more than ever.

New Energy Cycles Without the use of agricultural land in competition with food production, the energy transition cannot be implemented. Thereby, agriculture is the cause, interested party, and key stakeholder in one. According to UBA, it contributes to total greenhouse gas emissions by up to 13%. At the same time, agriculture is also affected by crop failures due to extreme rainfall or drought related to climate change – in Brandenburg alone, crop losses in oilseed

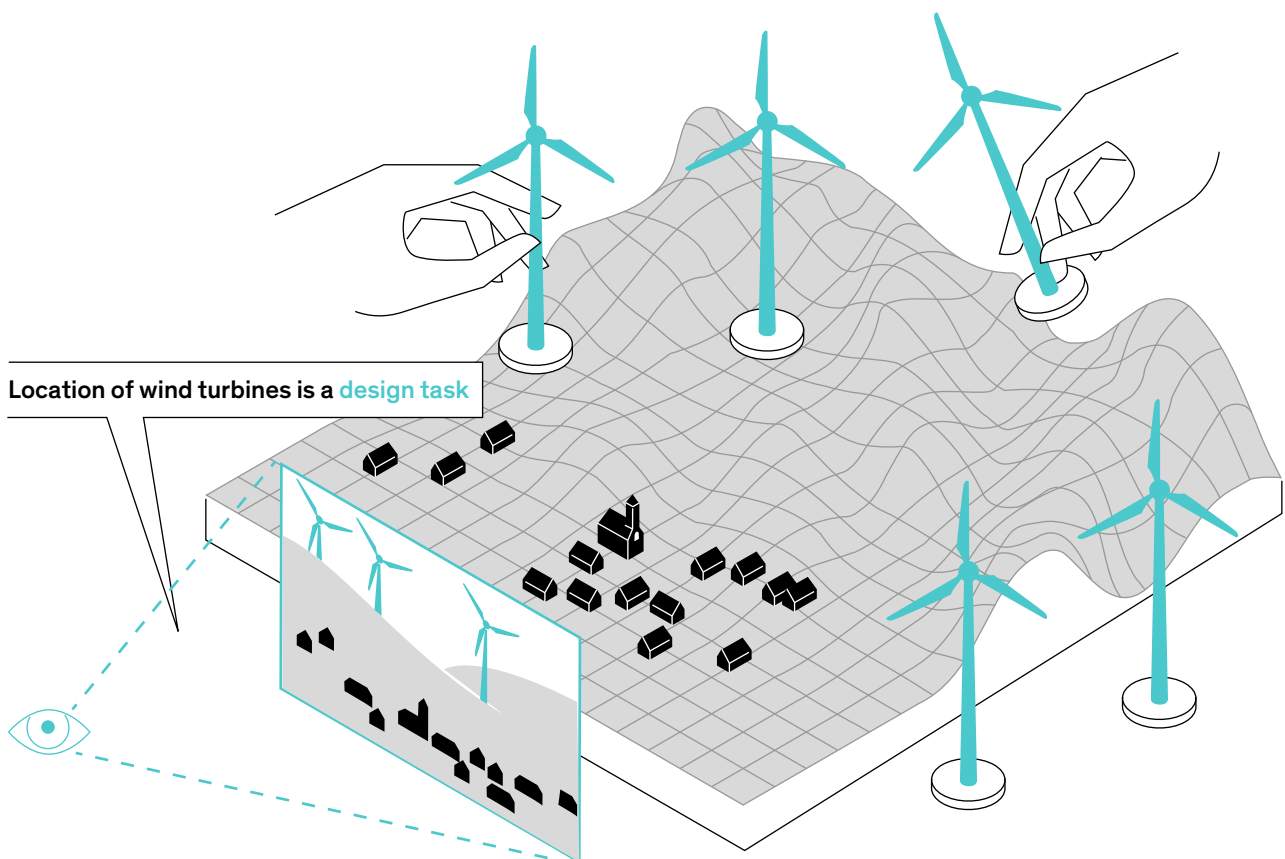
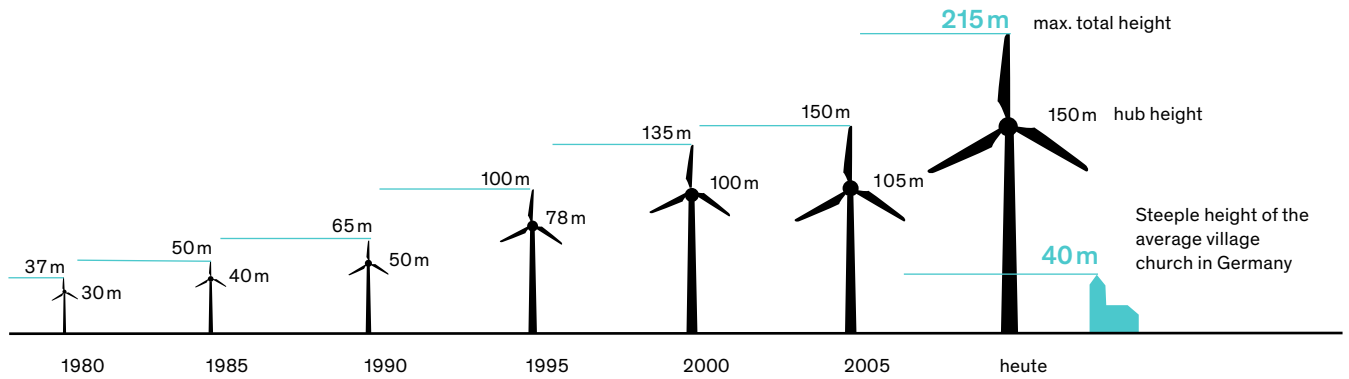
rape and wheat by up to 20% was calculated in 2015 compared to 2014. Finally, agriculture is a major stakeholder in climate protection, because it helps to extract bioenergy from biomass. In the energy recovery from biomass, wood plays the biggest role – already in 2011 68% of the heat supply from renewable energy occurred by burning wood chips or pellets. Because the demand for wood for energy cannot be met solely by local forests, fast-growing species – such as poplar and willow – are increasingly being grown on agricultural land. The so-called short-rotation plantations are cut every three to ten years and are eligible for funding under certain conditions. With 1,620 ha of corresponding plantations, Brandenburg took top position among the federal states in 2011. The plantations as well as the cultivation of energy crops, such as corn and

Wind turbines encroach on the landscape

5% of municipalities connect a positive change in the landscape image to the installations, but for 37%, the scenery has declined with the construction. Especially in small towns (between 10,000 and 20,000 inhabitants), and in Brandenburg and Saxony criticism is strongest. [K21](#)

Renewable energy sources are a design task

Source: Bundesverband WindEnergie 2016



Municipalities criticise the cultivation of energy plants

Even so, 40% of municipalities think that the cultivation has a negative impact on the landscape. 65% of municipalities see no impact on the landscape through the construction of biomass facilities, but 30% criticise such facilities. [K21](#)

oilseed rape, already change the landscape significantly even if this is not perceived by most of the population and the municipalities.

The economic potential offered by the energy transition is recognised by many municipalities in rural areas, and by their populations. In many places, community wind turbines are operated in the form of a cooperative or as a GmbH (private limited company). The sale of shares in the wind farms usually attracts great interest in the population, so that – as in the Bavarian village of Fuchstal – within a short time the participation possibilities are exhausted even before the construction is completed. Municipalities can support appropriate civic engagement through the provision of land or an interest in the operating company, as in the municipality of Markt Taschendorf. Many states support the establishment of community wind farms with publication aids such as “Leitfaden Bürgerwindpark” (Community Wind Park Manual), which was supported by the government of Schleswig-Holstein, among others.

Some small towns and rural communities also strive for energy self-sufficiency or the status of bioenergy village, by means of their own resources. The aim of energy self-sufficient municipalities is to be independent, at least to be financially independent of fossil energy and instead to fully meet the needs from renewable sources. Bioenergy villages produce at least 50% of their electricity and heating needs from regionally produced biomass. It is usually a mix of energy generation and production of the different energy sources – wind, solar, and biomass – that are developed for this purpose in the municipality. This creates special local perspectives: jobs, long-term affordable energy prices, and a common goal, which strengthens the sense of community among residents. The Bayerische Staatsministerium für Ernährung, Landwirtschaft und Forsten (Bavarian State Ministry of Food, Agriculture, and Forestry) supports and accompanies – together with the Bavarian Offices for Rural Development – concepts for 100 future largely energy-neutral municipalities. Until 2014 in Baden-Württemberg, projects were supported for bioenergy villages with the help of European Regional Development Funds (ERDF). In the district of Feldheim in the Brandenburg town of Treuenbrietzen, energy self-sufficiency was achieved in 2010 through the cooperation of private households, the project developer, and the municipality. For the successful undertaking, Feldheim was the winner in 2010 of the first national competition “Bionergiedörfer” (Bioenergy Village); since then the BmEL has held the competition every two years. The examples act as role models: by 2020 around 420 bioenergy villages and energy self-sufficient municipalities are forecast for Germany. The transformation of a municipality to a bioenergy village can have positive effects socially and economically; but here it is also important to think in a multifunctional and interdisciplinary manner, in order to create Baukultur-added value beyond the creative integration of energy infrastructure.

Infrastructure as Landscape Design Element

Similar to wind turbines, traffic infrastructures characterise the surrounding countryside and adjacent settlements. In particular, bridges are visual and orientation points and may have landmark character. This requires a high-quality

design of the structure and a creatively appropriate integration into the landscape. Too often, however, traffic infrastructures seem to be a disturbance, separating element, or impairment for adjacent uses. They seem especially out of place when they encounter small-scale structures and settlement networks in rural areas. So that the landscape does not lose its value despite engineering measures, the geographical reference should always be considered for infrastructure projects instead of merely standard plans.

Landmarks Infrastructures are unavoidable; we need them for society's mobility and economic cycles. But only if they are conceived and designed as creative added value can they really enrich the landscape and the adjacent settlements. Because the benefit of a good design is difficult to measure monetarily, little is invested in Baukultur quality, despite the high total cost of infrastructure projects. Instead, the "design" – i.e., the appearance of bridges, roads, and noise barriers – results from the logic of the respective functional and technical concerns. In order to develop engineering structures into outstanding examples of design, they should fit harmoniously into the landscape or accentuate it consciously. In the positive case, they may be landmarks, eye-catchers, and aesthetically pleasing structures. There is no magic formula for the design that could be applied serially; the existing topography should be the basis. The revisiting of historic structures or the use of regionally specific materials, colours, and shapes should serve as leitmotif.

To appreciate innovative as well as special design achievements in bridge construction, and simultaneously to promote awareness of design in the professional world, the Bundesingenieurkammer (BingK, Federal Chamber of Engineers) and the Verband Beratender Ingenieure (VBI, Association of Consulting Engineers) award a Brückenbaupreis (Bridge Construction Prize) each year. The Gänsebachtalbrücke near Buttstädt (Thuringia), built for the Deutsche Bahn's high-speed trains, received the Brückenbaupreis in 2014 for its aesthetic and restrained appearance in the landscape, as well as for its innovative statics. With the repair and strengthening of Kochertalbrücke in Geislingen (Baden-Württemberg), a bridge modernisation was honoured for the first time in 2016. Pedestrian and bicycling bridges that often not only shape the landscape in terms of design, but are also connected to settlement network are also awarded. In this category, the Donausteg in the Bavarian town of Deggendorf also won the Brückenbaupreis in 2016.

However, other infrastructures and traffic structures can also enrich and even shape the landscape. Therefore, the BingK also recognises "Historische Wahrzeichen der Ingenieurbaukunst" (Historic Landmarks of the Art of Engineering). Thus far, 17 structures in Germany have been honoured – for example, the ship canal lift in Niederfinow, which has become a very popular tourist destination in Brandenburg. A successful example of current transport infrastructure is the design of the landscape park Rudow-Altglienicke on the outskirts of Berlin. The timber-cladded noise barrier along the adjacent highway does not detract from the recreational value, instead it enriches the appearance of the park. The park motorway A42 in the Ruhr region impresses with design elements – such as park-like plantings, striking columns, and info stations – where in other places rest areas and arbitrary plantings more likely accompany

Roads and especially railway lines inadequately designed

Only 24% of municipalities surveyed believe that the railway lines in their municipality are sufficiently well designed, 21% find them insufficient. 38% consider the design of major roads adequate and 10% inadequate. Nevertheless, 51% of the communities are satisfied with state roads, and only 14% dissatisfied. [K20](#)

Baukultur Requires Qualified Engineering Structures

The Bridge Advisory Board – Design Demands for Technical Structures



Typically, public infrastructure projects are only planned from economic and functional points of view, while creative, aesthetic, and site-specific aspects play a subordinate role. To win the support of Deutsche Bahn AG decision-makers for the aesthetic design of railway bridges, the Bridge Advisory Board was established in 2007 after many years of commitment by the civil engineer Jörg Schlaich. The aim of the advisory board – composed of directors and managers of Deutsche Bahn and its subsidiaries, as well as external engineers – was to optimise the design quality of bridge structures in Germany and to integrate them thoughtfully into their respective location. “The most important criterion for a bridge is the location,” notes Prof. Dr. Steffen Marx, a former member of the Bridge Advisory Board. Firstly, the panel aims for the development of design requirements for bridge construction, which should in principle be used as the basis for planning and evaluation. To this end, a guide was drafted that demonstrates methods for good

solutions. The most important element of the guide: a variant analysis, in which not only technical variables, but also location-based, design alternatives are examined. Secondly, the panel’s task included concrete advice for projects: from 2007 to 2011, the Bridge Advisory Board provided support for a total of 28 projects, for which solutions were found – also with the involvement of local politicians and citizens’ initiatives – that not only satisfied the economic and technical concerns, but also exhibited high artistic quality. Good examples are the Grubentalbrücke, which was nominated for the Deutscher Brückenbaupreis 2016; the Gänsebachtalbrücke, which received the Deutscher Brückenbaupreis in 2014; and the Scherkondetalbrücke, which won the Deutscher Brückenbaupreis in 2012. The projects show that aesthetic added value can be achieved with costs at the same level, through simple commitment – some structures were realised even more cheaply through the recommendations by the advisory board. At the present time, a systematic evaluation of the

work of the Bridge Advisory Board between 2007 and 2011 regarding the specified and achieved goals would be useful. The federal government, which as the owner of Deutsche Bahn AG is the developer for bridge construction and at the same time has the responsibility to serve as a model for the construction of public buildings in the infrastructure sector, could be persuaded by the Bridge Advisory Board to consider the Baukultur aspects. At present, the work of the Bridge Advisory Board in connection with the conclusion of the new rail construction programmes has come to a standstill. Nevertheless, in both in the area of the Deutsche Bahn's new construction projects as well as major rehabilitation or renewal measures, there is still a great need for design optimisation. Particularly in the case of bridges that characterise town- or landscapes, the Federal Foundation of Baukultur sees the necessity for reactivating the Bridge Advisory Board, or establishing a project-related design phase as a competition, workshop, or design consultancy regularly during the course of the project.

Facts

Activity: 2007–2011

Contracting Authority: DB AG and Subsidiaries

Results: 28 bridges optimised technically and with regard to design

Publication: "Leitfaden Gestalten von Eisenbahnbrücken" (Guidelines for the Design of Railway Bridges, 2008)

More information in the project description in the appendix



BAUKULTUR AT A GLANCE

- Perception of the design task in infrastructure construction projects
- Advisory board with high design requirements
- Guidelines with design rules and methods for realisation
- Development of site-specific, individual solutions



the view of motorways. The BBSR study “Infrastructure und Landschaft” (Infrastructure and Landscape) examines the interplay of infrastructure planning and landscaping and takes into account success factors of neighbouring countries. Norway, in particular, takes on a pioneering role with its “Landscape Routes” programme, which raises awareness and appreciation of contemporary design in the landscape. Along routes often used by tourists, architecturally designed functional buildings and lay-bys are specifically realised to draw attention to interesting and staged landscapes and to increase the tourist value of the route itself. Thereby, they simultaneously enhance the experience and their own Baukultur. The creative upgrading of infrastructures used by tourists can therefore strengthen or even trigger tourism.

Teamwork Good results are promoted through the interdisciplinary cooperation of architects, engineers, and landscape designers. An interdisciplinary understanding of infrastructure projects brings technical and creative innovation forward considerably. Besides, good teamwork begins already in the internal management procedures of a municipality, but ultimately runs through all levels of planning. A co-thinking of different topics and their interests is relatively easy for small administrations, due to the lower number of employees and flatter hierarchies; the more complex the structures and building projects are, the more difficult it is to develop an interdepartmental, interdisciplinary approach and to consider creative qualities.

Associations and chambers strengthen the design quality of transport infrastructure through the publication of manuals, like the Verband Deutscher Verkehrsunternehmen (VDV, Association of German Transport Companies) with its manual for the design of urban tramway infrastructure, which was published in June 2016. Municipalities as well as higher-level planning authorities can significantly strengthen interdisciplinary work by promoting as principal or awarding authority of competitions, interdisciplinary planning team. In the limited open architectural and landscape design realisation competition for the Senftenberg town harbour in Brandenburg, the city and IBA Fürst-Pückler-Land 2000–2010 have made corresponding cooperative associations a participation requirement. The leadership was thereby transferred to landscape planning, so that the design effect of structural interventions on the landscape was a key focus in the work. In the competition for the service station Lange Berge near Coburg, the North Bavaria motorway directorate also made the collaboration between landscape architects and traffic planners a condition. As a result, plans for motorway services have emerged that blend into the landscape and provide an urban impulse for the adjacent municipality of Meeder. Residents can also benefit from the planned pedestrian- and bicycle-friendly connection between the service station and the settlement. Both projects are evidence of the added value that can result from the cooperation of different disciplines. In order for the approach to set a precedent throughout the country, however, the more widespread use of competitions is an important prerequisite. Yet the organisation of competitions is highly dependent on the size of a community – the larger the community, the more likely they are used for open space planning and the design of public spaces.

Location-Appropriate Building

The climate is changing around the world, including in Germany. It is predicted that extreme weather events will increase and heat waves, droughts, storms, and heavy rainfall in summer will occur more frequently. Contiguous natural and open spaces are thus not only of immense importance for the quality of life in rural areas, but they also make a significant contribution to protecting the environment. Because fields, pastures, forests, and areas with dense trees are vital to a good microclimate, simultaneously they are the balance spaces for highly urbanised agglomerations. It is equally important to protect these spaces and adapt to expected extreme weather events, as well as to design structural intervention and necessary settlement expansion as location-appropriate as possible.

Building with Local Materials Opencast mines for the extraction of metals, clay, gravel, sand, as well as stone quarries are found in all regions of Germany. There are 200 to 250 active quarries nationwide, according to estimates from the Deutscher Naturwerkstein-Verband (DNV, German Natural Stone Association). They are particularly important for the domestic construction industry and building using regional materials. Their origin often dates back to the Middle Ages and gives the settlement history its own, locally specific character. Many of Germany's design statutes set guidelines for the use of building materials, in order to continue regionally specific building traditions. Hence, the municipality of Utersum on the island of Föhr specifies in their local design regulations that the outer walls of all buildings must be equipped with red facing brickwork in order to preserve the Baukultur appearance. In its design regulations for maintaining the townscape, the municipality of Frauenstein stipulates, among others, the use of local natural stone, small-format natural slate, or local quarry stone for façades. The use of domestic resources has a Baukultur value, which is crucial for local identity.

Using the forest as a sustainable resource and employing deforestation for building also promotes local building activities and identity. Because wooden buildings have been erected in almost all regions of Germany for many centuries, they dominate the appearance of mainly rural communities. In Bavaria, the use of wood as a building material is still a tradition, and many administrations – such as the municipality of Ursberg – have established by statute that the design of exterior façades is permitted only with plaster or wood. For the promotion and appreciation of wood construction, the “Deutscher Holzbaupreis” (German Wood Construction Prize) has been awarded biennially since 2003, with the support of the Deutsche Bundesstiftung Umwelt (DBU, German Environmental Foundation). In 2015 the new culture and congress forum in the Bavarian town of Altötting (13,000 inhabitants) was among the winners; the building pursues new paths in wood construction, in terms of design and structural planning. Similarly, conversions in existing buildings are also recognised. In the conversion of a farmhouse in the Bavarian village of Philippsreut (700 inhabitants), the building material is not only used to effectively integrate into the townscape, but also to clearly accentuate modern breakthroughs in design. However, wooden construction is not only reserved for rural areas: the publications

Building as a mirror of regional identity

48% of municipalities consider the use of typical regional materials (very) important to their townscape. The importance decreases slightly, the larger the municipality: 50% of rural communities, 49% of small towns, and 45% of medium-sized towns see an important element in building materials. [KG](#)

Growth needs open spaces

37% of municipalities consider the design of public spaces to be an important task in the field of planning and building. The importance of the issue increases with the population figures: thus 54% of medium-sized towns, and primarily fast-growing cities, ascribe particular importance to this task. [K2](#)

Dissatisfaction with open spaces among young people

With 73%, the majority of respondents are satisfied with the green spaces and recreational opportunities in their own municipality. Criticism comes primarily from the younger generation aged between 18 and 29, with 36% dissatisfaction. [B7](#)

accompanying the competition show that the prize winners are spread across the entire country and reveal no focus in terms of municipality sizes. Climate-appropriate building is essentially characterised by the use of local building materials. Other important aspects for the adaptation of the settlement structure to climate change include façade and roof greening, the compactness of the building structure, and shading elements on the façades.

Climate-Friendly Land Management Trees and green spaces make an important contribution to a healthy microclimate in the settlement structure. In the course of climate change, it is expected that the demand for shade trees for cooling will continue to rise. Greenery adjacent to roads, new parks on conversion areas, the targeted expansion or connection of existing green and open spaces with the surrounding landscape, and the designation of biotope network areas (also beyond municipal boundaries) are important adaptation measures by cities and municipalities to climate change, which at the same time serve Baukultur enhancement. From a climate perspective, what is required in any case brings with it important synergies for the design of public space and social interaction in the municipality. Accordingly, the municipality of Hartmannsdorf in Saxony (5,000 inhabitants) indicates on its website that the use of local and location-appropriate trees, the preservation and care of old fruit varieties, and the structural complement through fences, walls, and stairs typical to the region are of particular importance – not least for the townscape.

The robustness and resilience of a municipality's structures are also highly dependent on land consumption and the degree of sealing in the municipality. Thus, focusing on the structural centre in the municipality benefits not only the revitalisation of town centres, but avoids unnecessary interventions in nature and landscape. Many municipalities already pursue the goal of internal development before external. In this context, Baden-Württemberg acted in a particularly exemplary manner: during the five-year term of the pilot project MELAP to "curb landscape consumption by activating potential in the local area", the forgoing of external development was imposed on the 13 participating municipalities – all of them with significantly less than 5,000 inhabitants. This requirement was successfully fulfilled. A critical review in the municipalities of the actual need for building land has meant that a total of 38.8 ha of new land consumption – and thus 3 ha per model location – could be relinquished. Instead, a number of local residential services were newly valued and land reserves were used. The city Schmallerberg in North Rhine-Westphalia (25,000 inhabitants) has also set the protection of valuable rural open spaces as a concrete measure in the framework of its integrated urban development. And the municipality of Gersdorf in Saxony targets its urban development funds, among others, to the design of public parks and open spaces.

Flood Protection Following the devastating floods along the Elbe and Danube in 2013, the federal government – in cooperation with the states – has developed a national flood protection programme, which was adopted in 2014. The federal government alone has made 300 million euros available in the coming years, enabling the implementation of many flood protection measures. Investments

are urgently needed because increasing floods are expected due to climate change. In the heavy rainfalls of May 2016, flash floods in southern Germany caused fatalities and losses amounting to billions – the homemade causes of which are easily discernible: it was not just that rivers (restricted in their natural floodplain) that came out of their beds, but also the watersheds in parallel streets created by surface water becoming receiving waters.

Special efforts for flood protection are in store for coastal areas. Here, necessary measures include dike elevations and relocations, as well as projects for the controlled flood retention with assistance from, among others, flood polders. Along the course of rivers and canals, surfaces for retention and support must be provided to avoid new building plots and houses in shore areas, and existing buildings in vulnerable locations have to be retrofitted. At the same time, the aim is to design shore areas more attractively.

In particular, technical flood protection outside settlement networks bring with them a unique opportunity to open up the landscape for recreation at the same time. For example, if retention areas and flood plains are connected with public spaces as well as cycle and pedestrian paths along the water, the investment in flood control does not just benefit the population in case of disaster. To increase the acceptance and support of appropriate protective measures in the population, the municipality of Günding in Bavaria has published a flyer for its citizens, which clearly locates all of the building measures in the municipality and vividly explains the planning steps. Examples, such as flood protection along the Danube, demonstrate how important the participation of the population, the interdisciplinary work between landscape planning, urban planning and construction, and the interdepartmental coordination between the municipality and the state are in order to qualify the design of shore areas in line with needs. What is also required is patience, because along the course of a river there are usually many responsibilities and municipalities affected simultaneously by the building measures; successful implementation only occurs as an interdisciplinary joint task over a long planning period.

Well-integrated waterways and flood protection

Two-thirds of the surveyed municipalities indicate that they have waterways, including protective measures and retention areas, in the municipal territory. Just over half of them rated the visual design good or very good.

[K20](#)

Conclusion: Landscape Change and Infrastructure with Baukultur Quality

Given the extensive structural and design interventions that are in store for landscape space through investments in the transport infrastructure, the energy transition, and expected climate change, it is even more valid that each new construction and conversion must bring about an improvement. A qualified design is needed to ensure that landscape spaces are not affected, but will be further developed into sustainable, cultivated landscapes that have positive impacts on the attractiveness of municipalities.

Design and Plan Infrastructure and Landscape according to Location

Functional necessities are the catalysts for investment in the rehabilitation, reconstruction, and expansion of infrastructures – but only with an explicit design does added value emerge for nature, landscape, and recreation areas, and thus

Baukultur Opens New Perspectives

Senftenberg Town Harbour – Catalyst for a New Awareness



For a long time the city of Senftenberg turned away from the area, which was dominated by Niemsch opencast mine until 1966. To reclaim what remained from the overexploitation, the opencast pit was flooded between 1967 and 1972, based on plans by the landscape architect Otto Rindt. Thus emerged Senftenberg Lake, a recreational area for water enthusiasts, where the first beach section opened shortly afterwards in 1973. However, contact to the lake could not be established: in the GDR era, large new housing estates were built, which lay transversely between the city centre and the lake and distorted the view of the water. Only after German reunification did their partial dismantling begin in the course of urban development.

LSB, a special purpose association, whose aim is the tourist development of the Lusatian Lakeland in Brandenburg, held a competition in 2009 with the objective to give the city a reference point to the water with a harbour: “an urban intervention and a link between the city and the recreational

landscape”, as it was described in the objectives. The planning guidelines included – alongside purely functional facilities such as moorings, pier, and the harbour master’s office – the creation of a catalysing location for urban and regional development, with which Senftenberg could identify.

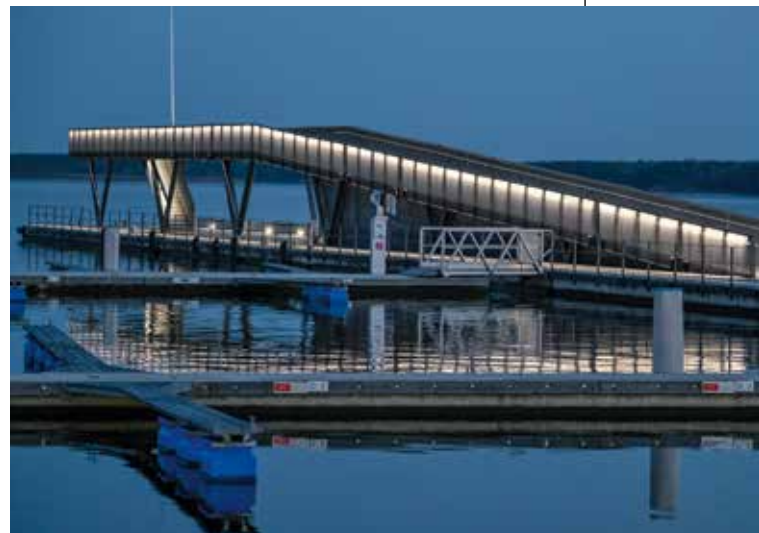
The winning design for the development of the town harbour came from an interdisciplinary team of landscape architects, architects, and engineers. The landscape architects were in charge of the project, on which nevertheless all parties worked together on an equal footing. This structural feature is largely responsible for ensuring that from the outset the “technical structure” port was understood as a Baukultur task. A harbour emerged that links the town centre with the lake: the harbour area, city park, castle, and historic centre were related to each other and received a uniformly high quality. With its significant bridge, the port represents the “destination” for residents and visitors and at the same is the “starting point to the Lusatian Lakeland”, according to

landscape architect Carlo W. Becker. A uniform material and colour concept of wood, steel, and stone, as well as increased attention to blue areas give the town harbour an urban-maritime aesthetic. The illumination supports this and therefore the project's tourism function. "We wanted to give a traffic system a 'soul'. An aspiration that we often miss in infrastructure projects," said Becker.

The town harbour symbolises Senftenberg's new self-image as a town by the water and opened its views of the lake. The construction inspired investors to pursue further developments and thus contributes to Senftenberg's expansion: hotels, restaurants, and playgrounds emerged in the immediate vicinity. "Good architecture, clean engineering structures, and witty urban development are interwoven here into a work of art", commented the jury of the Brandenburg Chamber of Architects on the project and awarded it a special prize in the framework of the Baukultur Prize in 2013.

Facts

Planning and Construction: 2010–2013	Size: 18 ha
Developer: Special purpose association Lausitzer Seenland Brandenburg	Cost: 12.5 million euros
Planners: bgmr Landschaftsarchitekten GmbH, Berlin; ASTOC Architects and Planners, Köln; Ecosystem Saxonia, Dresden	More information in the project description in the appendix



BAUKULTUR AT A GLANCE

- Holistic conceptual approach by an interdisciplinary planning team
- Project management by landscape architects supported the emergence of Baukultur quality
- Identity-defining infrastructure
- Usable building materials: suitable for use, robust for the technical requirements



for the people who live in these spaces. Similarly, the energy transition – with the corresponding structures that support renewable energies – is a design task that is not to be underestimated in terms of the fundamental interventions in the cultivated landscape. If the topography of the landscape, vistas, and paths are included with location considerations in the installation of wind turbines, an essential contribution to the qualification of landscape is reached, which in the best case also opens potentials for local quality of life. Also in local building projects in the settlement network, consideration of local vegetation and natural resources increases the quality. The planting of native species and the use of local building materials give a community a special Baukultur identity that connects them firmly with the region.

This creates not only identification for the local residents, but also sticks in the mind of visitors as a unique appearance. While not every region has similarly formed a unique style or has specific building materials, sometimes however they are just not sufficiently perceived or emphasised. Often the local building tradition is linked to specific climatic conditions. These are good reasons for certain roof types, base areas, façade materials, and foundation walls to be considered.

Think and Plan Interdisciplinarily Different regional authorities and project supporters are responsible for the conversion of the landscape and the preservation, dismantling, and expansion of transport infrastructure. So that design is not lost from view in the realisation of building projects, an interdisciplinary and interdepartmental discussion of the parties is needed at all planning levels. Already at the stage of project evaluation, “Phase Zero”, a qualified design of engineering interventions can be considered when architects, landscape architects, and engineers cooperate. Functional processes and technical framework conditions have to be connected to a design standard. If project and planning teams get together for a limited period for special building projects work relationships ensue, which release special, creative potential.

The break-up of sectoral thinking, planning, and implementation is indispensable in today’s administrative practice. For this, adequate instruments are available that should be exploited in new contexts. The introduction of a competition culture – also for infrastructure projects – with interdisciplinary planning teams as a participation requirement results in added value in terms of design. It is essential, here, to hire the successful team as a whole and to secure it in terms of procurement law. The establishment of informal planning guides – such as design manuals for landscapes – also helps to qualify infrastructure projects and engineering structures. The extent to which design quality is expected and encouraged is heavily dependent on the public sector’s Baukultur awareness. The various regional authorities can even set a good example and provide high artistic standards for their own building projects, by means of advisory boards and expert panels. Likewise, it is their responsibility to make design a topic in the funding and approval of building projects and to anchor it in formal planning processes.

Create New Living and Recreational Areas through Conversion Both on small and large scales, areas are regularly available in municipalities for conversion. Within the town, there are often brownfields created through abandoned usages that can be used for densification and strengthening of town centres or converted into permanent green and recreational spaces. In this context, the spacious and regionally important flood protection projects and the restoration of mining areas are of particular importance. They offer a unique opportunity to transform landscapes into unusual experience spaces, which give the region a new drawing power, through high-quality design and innovative use of ideas. When the flood plains and formerly inaccessible mining areas are reopened and redesigned for recreational purposes and for the population, much is done for the future of a region.

Garden shows, regionals fairs, building exhibitions, and other special events can trigger a positive dynamic. Initially conceived for a temporary event, the enhanced areas and open spaces typically contribute in the long term to improved quality of life in the municipalities. In addition, green and open spaces usually embody special potential for multifunctional uses. On the one hand, green spaces in settlement areas have a positive effect on the microclimate and the increase in quality of stay; on the other hand, if necessary they serve as flooding or retention areas in the case of heavy rain or flood events. The production of renewable energies not only helps the energy transition to succeed, it can also give a municipality a forward-looking vision, develop new value chains, and promote ambitious projects both in the administration and in the population. Taking these interactions and synergies into account, as well as recognising and producing the relationships between the structural interventions and the quality of life in a municipality, are essential to the success of Baukultur.

Baukultur through Integrated Planning with All Stakeholders **Flood Protection in Regensburg – Long-Term River Basin Concept for More Safety and Quality of Life**



Regensburg is regularly threatened by floods, due to rain and its location on the Danube, as well as its close proximity to the Naab. Since the mid-1990s, a comprehensive flood protection concept for the city has been developed, which is to protect both inner-city and peripheral areas from flooding. Bavaria, represented by the Regensburg water authority, and the city of Regensburg are working together as equal partners on the project, whereby Bavaria – as project sponsor – is responsible for flood protection. In addition, several offices of the city of Regensburg are involved interdepartmentally, such as the town planning office and the environmental agency. To connect the implementation of protective measures with an upgrade of the riparian zones, the builders developed a transparent process in which all plans and assessments take place in cooperation. Many of the city's residents were already included in the planning process during the preparations and could thus be won over for the project.

In order to achieve the best results – both on technical and the design levels – the expansion of flood protection was tendered in a Europe-wide, interdisciplinary competition in two stages, which was directed to project teams of landscape planners, architects, and building engineers. It was an unusual procedure, but it ensured the design quality of the riparian zones – primarily through the inclusion of landscape planners. The overall concept required the study and development of 18 river sections for the implementation of effective flood protection in the entire city. In addition to the functional buildings, the concrete planning guidelines foresaw preserving the existing qualities of the riparian zones, regaining lost ones, and creating new ones. The result of the competition phase was that two equivalent winning designs emerged. After the revision of the design, the project team was awarded the contract for the individual sections, which addressed the best result from both winning designs.

In addition to the protective measures, the city developed a river basin concept, which aims to ensure and establish the contact of Regensburg's inhabitants to the water. The establishment of sunbathing lawns, bathing bays, and step installations to the Danube in the already completed section Schwabelweis attracts people to the river and contributes to an increased quality of the living environment. Simultaneously, the Danube cycle path was expanded, which assures not only accessibility to the shoreline, but is also appreciated as a destination. "The focus areas are continually altered, depending on whether we are in a more urban area or in a more scenic area. With all of the stakeholders, we are trying to achieve not only a good compromise, but a real added value," said Christine Schimpfermann, planning and building advisor for the city of Regensburg. The initially controversial protective wall at the Reinhausen site presents itself today as a low-key structure that adapts to the natural colour of the shore with its sand-coloured design. The height of the wall and the use of mobile elements were planned in sections, and always in dialogue with the residents and the city. According to estimates made by the city's water management office, the upgrading of all 18 sections of the river will not be completed by 2025. Such a project requires continuity and perseverance of all those involved in the planning. However, if a good planning foundation is laid, a process culture is established. And because the flood protection – achieved through the selection of an interdisciplinary planning team – succeeds not only in terms of design, but also provides added value for the citizens, the acceptance of the necessary infrastructure within the population is very high.

Facts

Construction: 2008 until (expected) 2025
 Developer: Free State of Bavaria, represented by the Water Authority of Regensburg, and the city of Regensburg
 Planners: including, TEAM 4 Landschaftsarchitekten und Stadtplaner, Nuremberg; Björnßen Beratende Ingenieure, Koblenz; Wolfgang Weinzierl Landschaftsarchitekten, Ingolstadt; Studio di Architettura Vittorio M. Lampugnani, Mailand; Goldbrunner + Grad Ingenieurplanungen, Gaimersheim; Rose Fisch Landschafts-

architektur, Berlin; Mathias Rottmann, DeZwarteHond Architektur, Köln; Ingenieurbüro Obermeyer, Potsdam; Dr. Blasy / Dr. Øverland, Beratende Ingenieure, Eching
 Length: 37-kilometre river landscape in 18 construction phases, five of which have been completed
 Cost: ca. 100 million euros
 More information in the project description in the appendix



BAUKULTUR AT A GLANCE

- Cooperative and transparent planning process
- Consideration of all aspects through interdisciplinary planning teams
- Achievement of social and creative added value with the necessary infrastructure
- Integration of infrastructure into the existing city structure
- Continuity and readiness for a long-term development process
- Population's willingness to participate

Planning Culture and Process Quality – Improved Quality of the Built Living Environment through Better Planning

The added value from Baukultur for securing and strengthening local or regional identity is increasingly being recognised. Planning culture and process quality are decisive for the generation of this socially and economically relevant added value in both growing and shrinking regions. An open process and a wise and structured “Phase Zero” integrate external expertise and local experience. They reduce potential barriers – creating the basis for trusting cooperation between stakeholders – and lead to better solutions with generally less financial effort. Especially for smaller municipalities with limited resources and clear, less complex structures, interdepartmental cooperation and the integration of all participants are already frequently used practices and in the future the only way, in every respect.

Future Prospects Many rural communities as well as small and medium-sized towns currently have to “design their future” – i.e., carry out planning and processes that keep an eye on the adaptation of existing supply structures for actual needs and the securing of quality of life for the population. Against the background of varying regional population developments and the simultaneously essential integration of immigrants, other priority tasks include the preservation of townscapes and building traditions, interior development, as well as the maintenance, adjustment, (re)activation, and energy rehabilitation of existing buildings and the historic heritage. In addition, it is important to ensure the sustainability of existing single-family housing areas and their better integration into town, the preservation or dismantling of infrastructure, the development of industrial estates, job creation, and local supply needs. The quality of life in a municipality always means quality design – no one wants to live in a barren, callous, or drab environment. The structural response that is the right one for a municipality only results from the local situation. Hence, the objective of all planning and development processes in rural areas is the strengthening of local identity and of the population's identification with the place where they live. The direct involvement of citizens is therefore always necessary, when discussing the future of a municipality. A planning culture tailored to the location, which takes into account proven forms of communication such as direct talks, as well as new, innovative, and creative participation formats helps to intensify the exchange between the local government and the population.

Responsibilities Often the specific administrative structure in rural areas sets limits on the strengthening of Baukultur. Basically, the municipalities are entitled to the right of self-government and the related organisational, personnel, financial, planning, and statute sovereignty. But due to legal requirements of the federal states or resource reasons, many tasks in the construction field are delegated to other levels such as administrative communities, regional organisations, or districts, where knowledge of local conditions is often lacking. Particularly in rural communities and small towns – especially in the new federal states – decisions are taken that affect Baukultur, such as the issuance of building permits and the responsibility for the preservation of monuments of the counties. In the municipalities, the “enabling” of projects through basic evaluation, urban development framework planning, preliminary designs, and mandatory land use planning remains. Additionally, building and infrastructure projects from other authorities are administered through the municipal district, in which the municipal administration is involved only as a representative of public interests. Here, limits are also set for participation in the local appearance.

Facilities Financial and staffing shortfalls makes good planning culture and process quality difficult for administrations in many places. In particular, municipalities subject to budgetary supervision are affected by this situation, because the supply of new or unusual formats for participation, the opening of procedures, and the joint creation of Baukultur do not belong to compulsory municipal duties. But precisely against this background, it is even more important to use the population’s participation and their involvement through civil engagement as well as external experts as constructive support and relief.

Different from Large Cities

In smaller municipalities, positive and negative developments often immediately affect the townscape and are perceived directly by the population in everyday life. For example, vacancies in individual buildings or the loss of uses in the centres can lead relatively quickly to further negative tendencies. Conversely, successful interventions, structural or otherwise, can also quickly contribute to a positive image makeover. Therefore, sometimes other or adapted instruments are required or more relevant than in the big city.

Conversion and Vacancy Management Many municipalities in rural areas are facing the problem of the “doughnut effect” – increasing vacancy rates and loss of function in the centre. The vacancies could provide opportunities, because the individual construction tasks in existing buildings often lead to innovative solutions and attractive architectures. If such offers are made in municipalities, an increase in interest from very different demand groups is clear – away from the prefabricated solution in the suburbs towards the realisation of a customised, individual life and living model in the centre. Especially in small municipalities, such as Duchroth (“Our Development Area is the Village

Many municipalities without approval rights

In almost 70% of all municipalities “approval” activities, such as the issuance of building permits, are under the jurisdiction of the respective districts. The municipalities are responsible for “planning” activities: 96% for the development plan, 91% for urban development preliminary drafts, and 88% for framework planning. [K3](#)

External planners take over

In around 90% of municipalities, external third parties, such as planning offices, are commissioned with planning activities regularly or in individual cases – an indication of human and technical bottlenecks in many smaller municipalities. [K4](#)

Renovation and conversion before new construction

73% of municipalities indicate that the reorganisation of the existing building stock is currently one of the most important tasks in the field of planning and building. 45% say this with respect to the change of use and vacancy management. [K2](#)

Identifying vacancy

39% of municipalities report significant commercial vacancy and 33% note housing vacancy. Both are concentrated mainly in town centres and in areas close to the centres. From around 46% of the affected municipalities, the commercial vacancy rate is recorded in a register, 67% document the housing vacancy. [K15](#)

Centre!) or Wallmerod (“Life in the Village – Life in the Thick of It!”) in Rhineland-Palatinate, it is apparent that reuses of inner-city buildings, vacant lots, and wastelands can be exemplary. And the chance – with measures such as the construction of single-family houses and the multigenerational meeting place in the centre of Wallmerod – to trigger a knock-on effect for the reactivation of the town centre is much greater here than in a large city.

Because in many regions, the demand for inner-city real estate is no longer regulated by the market alone, vacancy management represents an important task: how can we succeed in not losing developers, house hunters, and business people to new development areas and the “open fields”, but in luring them to suitable vacant land located in existing built areas? There are nationwide examples that show how landscape consumption can be curbed by activating potentials within the town. Thus, the pilot projects “MELAP” and “MELAP Plus” in Baden-Württemberg, the initiative “Ort schafft Mitte” (Town Creates Centre) in ten Bavarian municipalities, and the “LeerstandsOFFENSIVE Brückenland Bayern-Böhmen” (Vacancy Offensive Bridge Bavaria-Bohemia) study, support, and promote appropriate management strategies. The central element is usually municipal land management, which identifies, assesses, and places the vacancies and vacant lots in an area or vacancy status register.

Successful vacancy management includes actively approaching owners to encourage them to invest in their property. Through advisory services, it can be possible to overcome the lack of willingness to sell, misconceptions about the market value, the hope of a transfer within the family, or disagreement among heirs. Under the motto, “Innen schonen, außen wohnen” (Live on the inside, preserve the outside), for example, the municipality of Burbach Siegerland attempts to mediate between owners and prospective buyers. Similar support services are offered by the municipal volunteer project “vacancy pilot”, a model that has been tested in three Rhineland-Palatinate districts since 2012. In the context of an intermunicipal town centre revitalisation, seven municipalities in Hofheim Land (Bavaria) are supplementing the activation of their vacancies with free planning advice and financial assistance. The nine municipalities of the Obere Vils-Ehenbach (Bavaria) working group are proceeding similarly, by operating an Internet-based building and property market across municipal boundaries. In turn, the 12 organised municipalities in Ilzer Land e.V. link the themes internal development and revitalisation of the centre with marketing and public relations, and have set up central coordination for this.

Other models, which are known from large cities, are also proving themselves increasingly in rural areas. For example, the establishment of (contingency) funds, with which objects can be (temporarily) purchased or owners supported in terms of initial funding has been successful. Other approaches involve external support agencies – e.g., temporary use agencies – for example, art actions that “play on” the vacancy, “mark it”, or raise awareness about it once again. Nevertheless, in some places dismantling cannot be avoided – but this also requires the appropriate concepts. How this can be done successfully is shown, for example, in the Heckfeld district in the city of Lauda-Koenigshofen in Baden-Württemberg, where the funded decommissioning has contributed to the improvement of the open space design and thus the strengthening of local identity. Illingen in Saarland has also systematically carried out – through the programme “Modellvorhaben zur Eindämmung des Landschaftsverbrauchs

durch innerörtliche Entwicklung” (MELanIE, Model Projects for Curbing the Landscape Consumption through Intralocal Development) – dismantling measures in the course of a local vacancy concept.

Mobile Design Advisory Councils Design advisory councils have proven themselves as an instrument in many larger medium-sized towns and big cities. They consist of a group of independent, non-resident consulting experts from different design disciplines, who conduct interdisciplinary inspections of building projects that are relevant to the formation of the cityscape and then make recommendations. Design advisory councils see themselves as intermediaries between the interests of owners and the general public. Smaller municipalities, however, are often overwhelmed by the establishment of a design advisory council, due to the high organisational and financial burdens and the relatively low volume of projects. Thus, rural areas require customised solutions.

A promising model is the use of mobile or temporary design advisory councils, which are requested for particular projects by interested municipalities and generally newly formed depending on the assignment. Moreover, the work does not differ from the work of the institutionalised design advisory councils

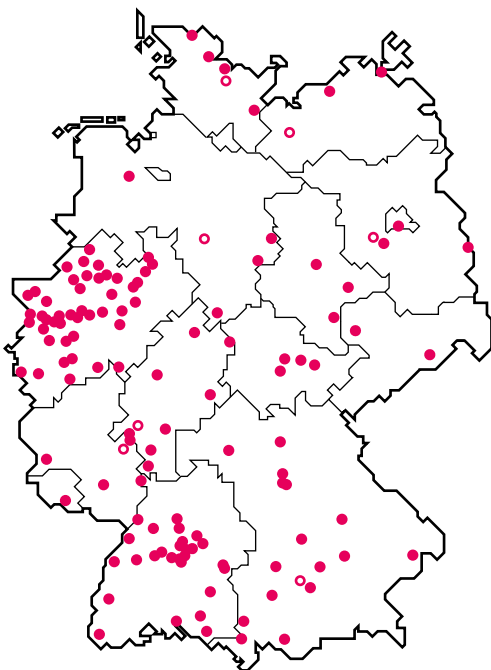
Design advisory councils rarely used

In 6% of the surveyed municipalities there is already a design advisory council, two-thirds of them are found in medium-sized towns. A further 4% of cities and towns indicate that the establishment of such a council is planned. 26% of all communities express interest in a mobile design council – a potential that is worth realising. K25

Number of design advisory councils is growing

Design advisory councils in Germany 2016 and their potentials

Source: Federal Foundation of Baukultur Friends Association e.V. 2016



- Design and architecture advisory councils
- Mobile, regional, or other temporary design advisory councils

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Potential Design Advisory Council

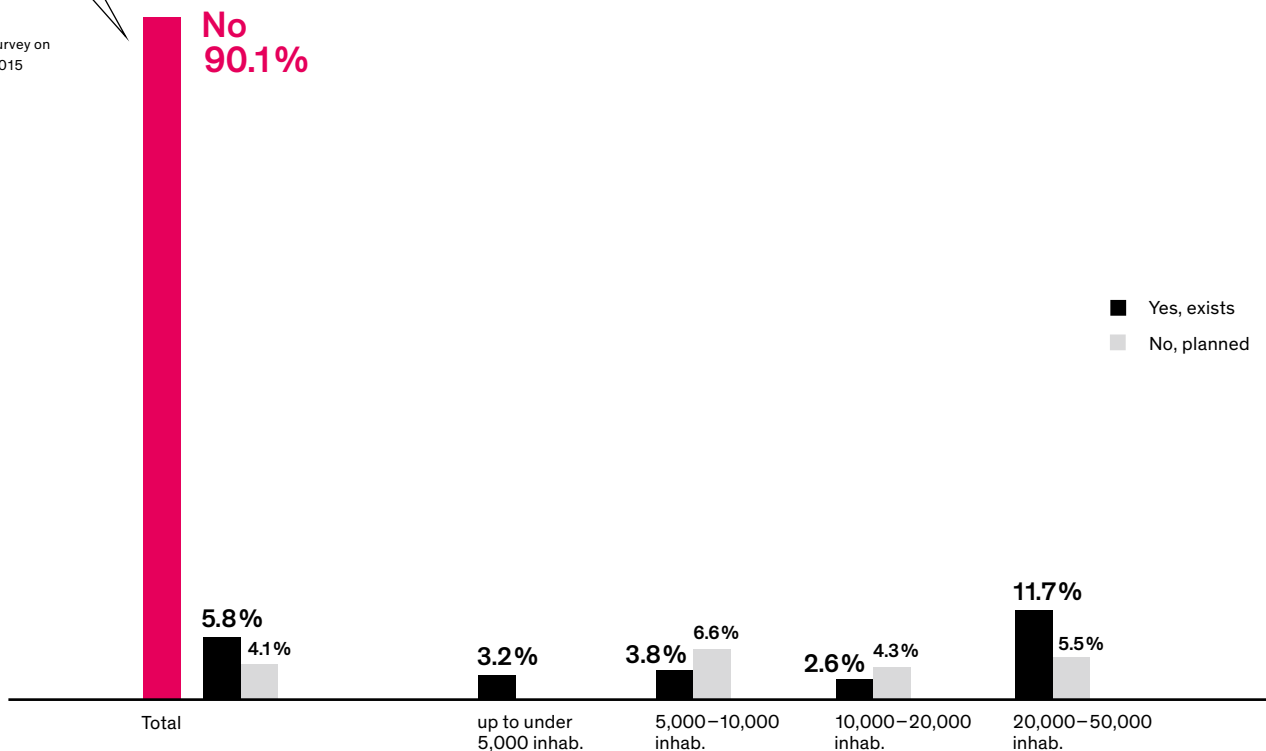
-  **Function**
independent advisory body for building projects (dialogue partner)
-  **Work method**
 - interdisciplinary
 - credible
 - transparent and open
-  **Activities/skills**
 - Examinations and recommendations with regard to the characteristic city identity
 - Holistic consulting in consideration of economic, environmental, and urban development aspects
 - Mediation between groups involved in the construction (developer, architect, building authority)
 - Continuous information about the building process and communication with citizens (conflict prevention)
 - Prevention of planning and design "blunders"
 - Supplemental to policy and municipal councils as building authorities
-  **Establishment and range of services**
 - Political institutions decide on the establishment of a design advisory council as well as on the selection of its members and rules of procedure
 - In the short term, additional time expenditure for the city administration; in the long term, the design advisory council takes on time-consuming activities for each building project

in major cities. Mobile design advisory councils have been successfully implemented for some years in Austria, with the “(Regional) Design Advisory Council Tirol”, as well as in Südsteiermark and in Italy with the “Landesbeirat für Baukultur und Landkultur der Autonomen Provinz Bozen” (Provincial Advisory Council for Baukultur and Landscape of the Autonomous Province of Bolzano). In Germany, the Chambers of Architects of Bavaria, Baden-Württemberg, Hesse, Mecklenburg-Vorpommern and Schleswig-Holstein have set up mobile or temporary design advisory councils. At the end of 2015, the Chamber of Architects Lower Saxony launched a mobile council for the rural areas in the Elbe-Weser triangle as a pilot project. In Brandenburg, a fixed, regional council began with a pilot phase. However, the first experiences in many places show that they do not experience the same acceptance as their counterparts in the big cities. The Chamber of Architects of Baden-Wuerttemberg, which introduced the first model, has thus far recorded only a few assignments for the mobile advisory. Although Hesse and Mecklenburg-Vorpommern register interest, the design advisory councils have not yet been established.

Apparently there still exists in smaller municipalities – usually with the heads of the municipality – significant barriers with respect to specialist recommendations and advice from outside. The mobile design advisory council is perceived as interference from “know-it-alls” in municipal and regional political decision-making power as well as local approaches to life. Rhineland-Palatinate is currently testing how it could be possible to dismantle these barriers. Here an attempt is being made to link the use of mobile design advisory councils with funding. In addition, it should be examined, for example, whether the model can be developed on a project basis by individual consultants rather than teams, or by a change of name to relieve reservations.

Do you have a design advisory council in your municipality or do you plan to establish one?

Source: Municipal survey on Baukultur 2015



Customised Competition One of the most important and best-known instruments for strengthening Baukultur qualities is the use of competitions in the building industry. They contribute to achieving the best possible solution for urban development, architectural, structural, or artistic tasks, according to the guidelines for the planning competitions (RPW). Planning competitions are also a means of communication between all stakeholders: owners, builders, population, and future users. They point to alternatives and enable discussions about the most appropriate solution. For smaller cities and towns, competitions (or comparable procedures) offer excellent opportunities and potential for successful local development. They guarantee an intensive examination of the task by all stakeholders, generally ensure broad support for a municipal project, create clear and optimised framework conditions, demand quality from the participating planners, and secure them with the (jury) decision. At the same time, smaller municipalities in particular are rather inexperienced in dealing with competitions or review processes. Although between 250 and 350 planning competitions are annually awarded in Germany, an evaluation of the years from 1989 to 2008 from the journal “Wettbewerbe aktuell” (Current Competitions) identified a total of 150 projects in rural communities and small towns in rural areas.

Hence, in rural areas, customised, low-threshold procedures are required – experiences from large cities are not easily transferable and must be complemented with simpler instruments or partially replaced. To strengthen competitions in rural areas, the population can take part in the process – for example, with citizens involved as experts in the process and the jury session, or integrating the competition into a multilevel concept of citizen participation. In this way, the increase in acceptance of the jury’s decision and award winners will be ensured simultaneously. The Austrian municipality of Fließ (Tyrol) carried out the successful addition of a competitive process and the participation of citizens. Here, the population was sensitised in advance of the intended process for the forthcoming planning task: after selecting an (interdisciplinary) planning team, a joint discussion with planners and residents on the task took place as part of a three-day workshop, on whose basis the framework conditions were defined. After submission of competition entries, the jury discussion, and the lifting of anonymity, public jury meetings also were carried out – ideal places for the “Baukultur education” of the public – and enabled questions to the planning team in the form of experts integrated in the population. Experiences like these have important mediation and role model functions for other municipalities: thus the municipality of Baiersbronn has developed – as part of an ideas competition with three interdisciplinary expert teams of architects, urban, landscape, and traffic planners – an urban model for the town centre, which was supported by regular citizens’ round tables. Also in the Bavarian municipality of Wolfertschwenden – awarded in 2016 with the Allgäu Baukultur Municipality Prize – competitions are not only used to obtain high-quality Baukultur, but also serve the transparency of reaching the verdicts and as a “training programme” for the municipal council and the public.

Competitions only for special structures

43% of municipalities, in which building or conversion projects for public buildings or churches have been implemented in the last decade, have held competitions. 41% confirm this for centrally located construction projects, 37% for projects that shape the townscape. [K24](#)

Rarely competitions in residential or commercial construction

Yet in the vast majority of the actual construction volume, competitions do not play a role: in residential construction the figure is 14%, 8% for commercial or office uses. [K24](#)

Baukultur as the Action Level of Public Planning

Especially typical of small cities and towns is the great “closeness” within the municipal government and between the administration and the population – “everyone knows each other”. Votes can be cast directly and take into account local commitment. Depending on the personal interests of decision-makers, however, a lack of understanding of Baukultur can make the process and the implementation of a project difficult. The smaller the municipality, usually the greater are at least the opportunities that result from the local structures. In particular, mayors – full-time or volunteer – as key actors for Baukultur processes have the ability to influence local Baukultur. Although the terms of office vary according to local government in the federal states, in many places the mayor’s term of office is still longer than that of the municipal council – in Saarland it ranges up to ten years. This creates a great opportunity for the continuity and permanence of Baukultur processes in the municipalities. It is vital that the municipality fills its role actively and not only takes its planning authority as well as the rules and opportunities of building law seriously, but above all implements them responsibly – local self-government is not only law but, in the sense of the common good and general interest, also an obligation for the design of a desirable place to live.

Planning culture not yet anchored in politics

27% of respondents state a lack of interest in “planning culture and process quality” in local politics. This perception of the lack of interest on the part of local politics is marked lower in rural communities than in other community sizes. [K28](#)

Together with neighbours

Nearly 43% of all municipalities confirm intermunicipal cooperation with neighbouring municipalities with building and planning tasks. Here, there is cooperation in 48% of the rural communities, in 37% of small towns, and in 46% of medium-sized towns. [K5](#)

Municipal Policy and Top-Level Administration as Drivers Major stakeholders in the implementation of public planning are local politicians – the local municipal councillors or representatives – and the respective heads of administration. Ideally, municipal development or village renewal processes are triggered by policy and also declared a “top priority”. Such processes form the “roof” for all other action approaches. Baukultur thus becomes an integral part of municipal development, with the aim to create an awareness of the added value of site-specific design. Achieving this goal requires intermunicipal cooperation, the balanced consideration of all districts, and transparent participatory processes for the public. Yet, the experiences of municipal reality demonstrate that, in particular, intermunicipal cooperation – in the context of “territorial thinking” – represents a challenge in many places: cooperation usually takes place without problem in more “soft” areas such as tourism development or a common network of cycle paths, but less often with more specific structural issues. Intermunicipal action often requires first a certain “psychological strain” – for example, when problems cannot be handled at the local level, or the boundaries of municipal acting are reached. Examples like the “Interkommunale Allianz Oberes Werntal” (Intermunicipal Alliance Upper Werntal) – a coalition of ten Bavarian municipalities – show that an intermunicipal consideration of land and building potentials can also successfully tackle the difficult goal “internal development before external development”.

Furthermore, open communication structures and a balance of interests between districts are necessary within the municipality. In rural areas, the administrative units usually encompass several spatially separated locations, but the municipal development, together with the investments in the building sector, often focus on the main place. As a result, different “micro tunings” can be determined between the districts. An approach – such as preserving the

identity of districts while simultaneously strengthening the community – is demonstrated by the example Burbach in North Rhine-Westphalia: the village renewal measures, set annually in the budget, will be awarded in a competition between the districts.

The conscious use of shrinkage processes can also be a springboard for an open community development process. In the context of demographic change, for example, the municipality of Altena (North Rhine-Westphalia) has developed a clear strategy for dealing with shrinkage, by actively addressing the closure of infrastructure facilities and simultaneously considering the Baukultur qualification of the cityscape. Thus, if necessary the “negatives” of the local situation can be reversed and used as an identity-building “mark”. At the same time, the municipality has positioned itself well for potential immigration. It can also be helpful to show new approaches in administrative action for the population, as the municipality of Weyarn (Bavaria) demonstrates with its “Mitmachamt” (Participation Office).

Inspiration can also come from outside. Particularly in rural communities in very peripheral areas or where only limited experience with process development is present at the local level, the districts play an important role in municipal development and village renewal processes. Not only because of their technical and thematic competence, for example, the county level can be the initiator in networking (interdepartmental) actors.

Municipal Land Policy Among the outstanding possibilities for municipalities to anchor Baukultur in the public planning is one of an active land policy. If cities and municipalities take their responsibilities for land policy seriously, they can create scope for controlling municipal development, embrace their role model function, and more easily convey Baukultur standards to third parties. However, property policy of the past decades was considered in many municipalities more in the context of fiscal consolidation efforts. Many places hardly have their own land reserves, and even the external development of new development areas is usually on land owned by third parties. Hence, in many places the possibility to control municipal development is limited or wasted. The strengthening of the city centre through internal development, the creation of affordable housing, attention to specific groups of users (for example, by favouring locally based residents through local models), the desired small-scale mix of living and working, the protection of socially differentiated inhabitants’ structures – all of these fade easily from view. If the land to be built is owned by the municipality, this can much more effectively influence the process quality and ensure design quality, for example, in the course of the sale. The private law instruments of property contracts provide many more and finer opportunities for quality assurance than the comparatively coarse instruments of urban development contracts or building permits under public law.

Therefore, elements of an active land policy are – apart from an inventory and classification of municipal real estate property – the active acquisition and urban-development-targeted, bound allocation of land. This succeeds, among others, through concept award procedures, the use of building law instruments, and the agreement of leaseholds. The concept award is a kind of competition in which the property will not be awarded for the highest price, but for the offer

Baukultur Arises through Anticipatory Land Policy and Comprehensive Citizen Participation

Weyarn – Active Land Management in Rural Areas



“We want to remain a rural area” and “we plan for the future with the citizens” – these are the guiding principles agreed on with citizens in the Bavarian village of Weyarn (3,400 inhabitants). The former mayor Michael Pelzer explains how this succeeds when Munich is only 35 km away, the motorway is close by, and the pressure or temptation of suburbanisation is great: “With the help of a consistent land policy, broad-based participation, and sensitisation for location-oriented urban development.”

In order to implement the guiding principles, the municipality developed its own building land model. Agricultural land is only made ready for building if two-thirds of the land is sold to the municipality for double the agricultural price; one-third of the land remains with the owner for his/her own use or sold for the market price. In turn, the municipality commits to selling the acquired land only to young families or businesses under leasehold – or to be used for infrastructure facilities. Only with this pool of land can the municipality

selectively control land use or swap land to acquire suitable locations. And they are significant, explains Frank Pelzer: “The right school in the wrong place is a wrong school, the right shop in the wrong place is a wrong shop. Public infrastructure depends solely on the correct choice of location.” Participation is the second essential element of successful planning and Baukultur in Weyarn. About one-sixth of the citizens are active in municipal development – many of them in the 12 working groups that deal with issues such as traffic and townscape, senior citizen planning, history, youth and culture, as well as energy and environment. The working groups are each equipped with a budget set by the municipality and receive funding for professional assistance from experts. Since 1996, a position established in the *Mitmachamt* (Participation Office) – which serves transparency among all stakeholders and gives continuity to the civic commitment – has taken care of the cooperation between the working groups, the administration, and the municipal

council. According to coordinating officer Katja Klee, “Unless someone is always approachable, the operation does not run smoothly, then citizen participation is less effective.” In this manner, a school has emerged that the children, teachers, and parents helped build equally. So-called children’s council meetings and periodic regular meetings with staff, parents, and planners were on the agenda in the planning process. A village shop, the library, and the design of the town thoroughfare were realised according to this principle. With a targeted approach to the population, trust, acceptance, and a willingness to try new things grow. With building projects today in Weyarn, it is a matter of course to seek timely dialogue with stakeholders, experts, and policymakers. The municipality will continue to pursue this path, because planning and Baukultur require continuity in particular. Weyarn has received various awards for its building land model, including the Bavarian State Prize in 2005 for the competition “Ländliche Entwicklung” (Rural Development), in 2006 with the OGUT Environmental Award in the category “Innovative und nachhaltige Projekte im Bereich Partizipation” (Innovative and Sustainable Projects in the Field of Participation), and in 2011 with the quality seal “Nachhaltige Bürgerkommune” (Sustainable Municipality).

Facts

Local model under leasehold: since 1983
 Mitmachamt (Participation Office): since 1997
 Participation statute: since 2008

Involved parties: municipal council, working groups, citizens, associations and village communities, external moderators, Office of Rural Development, local nature conservation authority, monument preservation authority, Department of Agriculture, district architect

More information in the project description in the appendix



- BAUKULTUR AT A GLANCE**
- Active land management
 - Dialogue-oriented citizens' participation model
 - Anchoring in the administration as Mitmachamt
 - Regular children’s council meetings



with the best concept for a fixed price. Such methods can be made transparent and linked to open participation processes.

In addition, building law instruments – such as the apportionment method according to § 45 BauGB, parcel exchange models, or the purchase of abandoned property that trigger urban development need for action due to negative spillover effects – can be part of an active and forward-looking property policy. Such a property policy creates security for the users, maintains Baukultur control for the municipality, and dampens local land prices. The example of the Bavarian municipality of Blaibach shows how it is possible, precisely through such purchases of vacant and unused properties, to lay the foundations for the reactivation of the town centre. Municipal land policy also has special significance in municipalities that want to take action against the “doughnut effect”, focus on internal development, and therefore consciously not carry out any new area designations on the edge of the municipality (or even withdraw designations), as the Hessian county seat Eschwege and the two Bavarian towns Euerbach and Weyarn do. Obligations, such as in the model project MELAP in Baden-Württemberg, to develop no new building land (for example, also in Hessen) are accepted when a municipality receives funding for village renewal.

Baukultur Role Model Function and Consulting In addition to land policy, municipalities and counties play an important Baukultur role model function with their own buildings and public spaces. If architecture and design qualities are realised in the design of public buildings – town halls, schools, infrastructure, public spaces – this influences private projects in the area. In addition, it contributes to the local identity. Thus Hochsauerlandkreis and the city of Arnsberg have housed new uses in municipal buildings – for example, the conversion of a smithy into an event location, a former hotel into a county music school, a residential building into a county media centre, and parts of a monastery into an archive, library, and learning location – and thus, by way of example, showed inhabitants how the existing building stock can be brought to life. In contrast, the Bavarian municipality of Wettstetten demonstrates possibilities in the interplay between the existing historic buildings, modern architecture, and functional focus within the local areas, through the new construction of its administrative facilities.

The municipality takes on a role model function in dialogue with the public, by giving expert advice, informing, and setting design specifications. Among the more “soft” instruments is the establishment of local (or regional) Baukultur guidelines that provide information on local building traditions and methods, as well as design elements typical for the location. In this sense, the Bavarian municipality of Weyarn has taken a unanimous decision to realise public buildings only in wood construction and is an example for the use of local building materials. Such guidelines do not have to be initiated by the municipality, but can also occur with public participation or through community initiatives, as shown by the example of “Leitlinien von Bürgern für Bürger” (Guidelines by Citizens for Citizens) in the municipality of Bernau/Menzenschwand in Baden-Württemberg. Colour handbooks – like the brochure “Regionale Farbstrukturen” (Regional Colour Structures) from the Mainfranken region – and design manuals also provide inspiration. There are also “hard” instruments

whose design specifications are backed up by statutes. The city Kornal-Münchingen tries to pursue the middle path with their preservation and design statutes, which on the one hand preserves the typical and the identity-defining in the townscape, and on the other hand is meant to enable sufficient scope for individual design preferences, modern housing needs, and diverse forms of use.

Both soft formats and the hard instrument of statutes enable municipalities to establish a minimum consensus regarding design rules in the town and in construction areas. Here it is a matter of regionally harmonising the townscape and preventing the worst “style inconsistencies”. Well-designed architecture is not hindered by this framework, but positively supported. Also very important, however, are the building consulting offers by building agencies or commissioned third parties, often saved in administrations in the past due to the building regulations’ default approval times. They often appear as a process and mediation deficit in urban development funding. As shown by the success of the municipality of Iphofen – through targeted, decades-long urban development with the accompanying, long-standing commitment of the mayor and advice from an external city planner – this would be an effective approach to increase the efficiency of urban development funding. Important, however, is also the participation of the population in the context of integrated urban development concepts (INSEK), which are and can be promoted in the eligibility requirements of urban development funding.

Communication and Sensitisation

The daily appropriation and shaping of space through renovation, new construction, renovation, and development of the existing building stock offer the opportunity to regularly reconsider and develop the local culture of planning and building. Creating Baukultur and carrying out high-quality Baukultur processes is an ongoing learning process – Baukultur does not emerge by itself. To be able to recognise and adapt built qualities and good approaches, stakeholders at all levels must first be enabled to do so. Such a sensitisation for the importance of design is required in both professional actors as well as among the population. This includes decision-makers from government, administration, planning and building, as well as representatives of the local economy, business people, project sponsors, investors, and developers.

Prizes and Awards Prizes and awards are particularly suited to raise awareness of Baukultur. They are usually assigned by supramunicipal authorities and institutions and recognise high-quality projects after their completion. Rewarding outstanding examples increases the motivation of investors and clients to pursue architecturally sophisticated solutions. Moreover, they illustrate the opportunities of good planning and building for all stakeholders and the public – they are exemplary in the best sense. According to municipalities, awards and honours are well suited to express recognition and exert a positive influence on the townscape.

New developments arise without design specifications

Design specifications are widely used for town centres: 66% of municipalities have design guidelines here, but only 29% for locations near the town and 28% for separate districts. For the edges of the town, the figure is only 19%. In general, medium-sized towns use the instrument significantly more than small towns and rural communities. [K10](#)

Building consultation with the help of third parties

50% of municipalities regularly, or in individual cases, seek support for building consultation. Up to 16% of rural communities regularly use external parties for this, while only about 5% of medium-sized towns do so. In individual cases, it is even 60% of the rural communities compared to 23% of medium-sized towns. [K4](#)

Good Baukultur has to be commended

78% of all municipalities emphasise that awards and honours for particularly successful buildings positively influence local Baukultur. The agreement increases with the size of the community – in towns with 20,000 inhabitants or more, the role model function is most strongly rated. [K29](#)

There are numerous competitions and awards that are explicitly aimed at private builders – for example, the KfW Award “Bauen und Leben” (Building and Living) which awards exemplary residences. “The National German Sustainability Award” – awarded by the Stiftung Deutscher Nachhaltigkeitspreis e. V. in cooperation with the German Sustainable Building Council (DGNB) – recognises sustainable architecture with aesthetic appeal and is proposed by developers and architects as well users. Professional stakeholders like to use awards for marketing purposes and achieve economic surplus value with them. The “Handbuch der Baukultur” (Baukultur Handbook) from the Federal Foundation of Baukultur lists 107 regularly awarded prizes, awards, and honours in the building and planning industries – yet few of them are directed explicitly to projects in rural areas.

What applies to the individual owner also applies to municipalities and counties as project sponsors of individual projects or local developments: prizes and awards promote the implementation of Baukultur in daily municipal life, inspire as examples to be imitated, can contribute to improving the public perception of the municipality, and strengthen the residents’ identification with the places where they live. Prizes, awards, and competitions on the federal or state level – with which awareness of the quality of rural construction should be promoted – play an important role. Examples include the Saxon state competition “Landliches Bauen” (Rural Construction) 2015 or the predecessor competition “Unser Dorf hat Zukunft” (Our Village Has a Future), which was held from 1994 to 2012. Another example is the “Landluft Baukulturgemeinde-Preis” (Country Air Baukultur Municipality Award), which has been given every three years since 2006 to engaged municipalities in Austria that use innovative structural design concepts as an important strategy for future municipal development. In 2016, it was also awarded for the first time to the Allgäu in Germany, in cooperation with architekturforum allgäu e. V.

Learning From Each Other Beyond competitions, prizes, and awards, learning from good practice is also important – it contributes significantly to the sensitisation of the pending challenges and inspires commitment. How do municipalities or entire regions succeed in implementing Baukultur and creating qualitative, sophisticated structural solutions? And thereby stopping negative trends or even reversing them? The visit from successful municipalities in the context of excursions – both by municipal representatives and citizens – opens the horizon of experience and strengthens the exchange at eye level. Assistance is given by (local) Baukultur initiatives or associations, which offer appropriate activities and make local building history and tradition the focus. In Austria, the “Baukulturgemeinde-Akademie – Weiterbildungsangebot für Planung und Bauen in Gemeinden” (Baukultur Municipal Academy – Training Programmes for Planning and Building in Municipalities) is targeted at professional actors from politics, administration, and planning. Under the motto, “Lernen von den besten Gemeinden” (Learn from the Best Municipalities), their aim is knowledge transfer in the context of training courses. In Germany, there is as yet no comparable format, but federal and state governments, chambers, and other institutions encourage the dissemination of good examples with their numerous research projects, events, and publications. The applicability and

transferability of case studies is illustrated in publications such as the research project “Baukultur konkret” (Baukultur Concrete) by the BBSR with participation from the Federal Foundation of Baukultur; the BBSR instrument set “Kommunale Kompetenz Baukultur” (Municipal Competence Baukultur); as well as documentations in the pilot projects from states, such as “Ort schafft Mitte” (Town Creates Centre) in Bavaria or “MELAP Plus” in Baden-Württemberg.

The dissemination of good examples is necessary, because small municipalities and counties often lack specialist knowledge on current approaches for integrated city and rural development, on dealing with demographic change, on innovative citizen participation, or on competition procedures. The administrations often lack human resources and know-how for the acquisition and use of funds. This conflict situation represents a particular challenge for implementing Baukultur aspects in administrative actions. External support and counselling services can help navigate through the “funding jungle” and show how funds can be harnessed in the Baukultur sense. Training and advanced training offers for Baukultur topics strengthen local expertise; web-based seminars facilitate access and save time and resources. In Austria, the state government of Tyrol (with their village renewal office) and the state government of Styria (with the Local Agenda 21 control centre and the Baukultur expert team) pursue just such a consulting approach. In Germany, the competence centre Stadtumbau, which is supervised by the Saxony-Anhalt Landesentwicklungsgesellschaft mbH (SALEG, state development corporation) is exemplary. The current BBSR research project “Baukultur konkret”, which is supported by the Federal Foundation of Baukultur, is meant to take on a pioneering role. In the project, local municipalities are practically supported and advised on Baukultur issues in order to identify and overcome local obstacles and difficulties. A central objective of the project is to test various formats for incentives, consulting, mediation, communication, and participation to implement Baukultur quality requirements in concrete case constellations, and thus – in the best case – to provide the impetus for the development of a municipal Baukultur strategy.

Baukultur Education The (school) education sector plays a key role in the sensitisation of Baukultur and the strengthening of Baukultur competence. The earlier the perception of the built environment is sensitised, the greater the later interest in shaping the housing and living environment. In Brandenburg, funded school projects – under the title “Die Stadtentdecker” (The Town Explorers) – are carried out under the guidance of professional architects and supported by the Brandenburg Chamber of Architects. Examples from Austria also serve as role models. Attempts are being made to bring young people closer to Baukultur, with a sticker book “Geistreich planen und bauen in der Südweststeiermark” (Witty Planning and Building in South-Western Styria) or the children’s book “Archi & Turi – Eine architektonische Entdeckungsreise für Kinder” (Archi & Turi – An Architectural Journey of Discovery for Children). At the same time, school pupils are excellent multipliers – this, for example, is known from projects of the urban development funding program “Soziale Stadt” (Social City) and from Austrian experiences in the context of Baukultur processes. Through them, their parents and grandparents can also be reached and encouraged to become interested and active in municipal development processes.

Support desired from chambers and associations

44% of the municipalities surveyed want support from other stakeholders – such as chambers, associations, or the state or federal government – on Baukultur topics. The interest increases with the population size: 33% of rural communities, 44% of small towns, and 52% of medium-sized towns see the need for support. [K27](#)

Municipalities perceive citizens as uninterested

For nearly 40% of the surveyed communities – regardless of whether rural community, small or medium-sized town – the disinterest of the population is one of the most important conflict issues in the area of “planning culture and process quality.” [K28](#)

Baukultur Pursues Common Objectives

Eschwege – Future-Oriented Design of a Historic Old Town



About 20,000 inhabitants live in the thousand-year-old town of Eschwege, with its over 1,000 half-timbered buildings. However, as attractive as the appearance of the North Hessian city is, residential space in particular was not in demand in the past and the town centre increasingly lost its function and quality of stay. In 2005, the city – with the involvement of the population – initiated a structural-qualitative reconstruction process aimed at strengthening the historic centre. In 2010, inhabitants, homeowners, local merchants, city marketing, and the active senior citizens' forum in Eschwege were requested to develop ideas and requirements for the transformation of public space, together with the city government, a design advisory council, and building control. After evaluating all of the suggestions, the concentration of trade on the traditional main axes, housing in the historic centre, and the transformation of public spaces emerged as the most urgent areas of activity. The idea for the new design was the preservation of all of the functional areas of

the market square: transport requirements, local retail, outdoor gastronomy, market days, and events. In addition, the entire town centre should be barrier-free. In a “test run”, the residents had the opportunity to try out the planned conversion measures: “We have built a marketplace with the intended materials and invited our senior citizens' forum to test its walkability and the comfort of the seating arrangements. The assessments of the test subjects have led to changes and significant improvements”, said Alexander Heppe, mayor of the city. On a city walk, the visual axes, traffic planning around the market square, as well as a redesign of the pedestrian zones were discussed with local residents.

The result is a traffic-calmed and lively marketplace: the traffic can be used equally by all participants in a shared-space concept and the reduced parking spaces were arranged under a row of trees. The marketplace is characterised by its accessibility, which facilitates access for all

users. In addition, the surrounding pedestrian zones were upgraded and arranged to create places and visual axes. Some of the half-timbered buildings in the city centre could be supplemented with contemporary new buildings or additions. With the conversion of three half-timbered houses into a barrier-free townhouse, new forms of housing for physically impaired people were created in the middle of the town. In addition, the owners and users of the half-timbered buildings were asked to revive the inner courtyard as a space relevant to the spatial potential of the town centre. Last but not least, the town was able to embed a new railway station into the existing town centre structure. For its high-quality connection to long-distance travel, Eschwege was awarded the European Railway Award in 2013 as well as the Deutscher Verkehrsplanungspreis (German Transport Planning Award) in 2014.

Due to the intensive involvement of the citizens before the start of the project, Eschwege succeeded in revitalising and stabilising the town centre, through a process-oriented and structural-qualitative development. The historic centre is once again strongly in demand as a modern place to visit and to live. In 2012 Eschwege was awarded the national prize for integrated urban development and Baukultur – “Neues Wohnen in der Altstadt” (New Living in the Old Town).

Facts

Marketplace	Magistrat der Kreisstadt Eschwege;
Planning and Construction: 2009–2013	BIG-ST.DTEBAU GmbH, Kronshagen
Developer: Municipal administration of the district town of Eschwege	Size: 3,100 m ²
Planners: GTL Gnüchtel Triebswetter, Landschaftsarchitekten GbR, Kassel;	Cost: 685,000 euros
Fachbereich 4 Planen und Bauen,	More information in the project description in the appendix



BAUKULTUR AT A GLANCE

- Early involvement of citizens and activating forms of participation
- Future-oriented, barrier-free urban redevelopment in public space
- New cross-generational usage concepts for centrally located buildings
- Upgrading of public spaces and the town centre as a residential location through an integrated planning approach and participatory development of common objectives



More participation when it is a matter of the townscape

For building projects that impact the townscape, 46% of all municipalities offer information and participation opportunities, which goes beyond what is required in planning law – however, with 35%, rural communities do this significantly less than medium-sized towns, with 53%. [K26](#)

For “learning Baukultur” and the sensitisation of the populations, low-threshold offers are important. This ranges from target groups or thematic building and location walks to visits and excursions to (participatory) exhibitions, workshops, and training. The spectrum is very diverse, but should adapt communication structures, forms, and materials to local conditions and mentalities. If citizens are accepted by the administration as experts for their housing and living environment and fully involved in planning processes, both sides learn. For example, with on-site visits the administration can learn planning-relevant details that would otherwise have remained hidden. Conversely, the acceptance of and the identification of the residents with municipal development processes can be strengthened. As shown in the Baukultur Report example of Eschwege in Hessen, particularly prominent places of identification are suitable for the activation of the population – such as the public space in the centre, the marketplace, or even central shopping streets. Thus, with a temporary installation in the marketplace, the city of Biberach an der Riß simulated the original development of the “Alte Schuehaus” (a 15th-century emporium) in order to sensitise the population for the development of urban design.

The poll for Baukultur Report 2014/15 already showed that the importance of personal conversations between the administration and the population in small municipalities with less than 5,000 inhabitants is particularly large, and decreases greatly with increasing municipality size. With larger populations, other formats are better accepted, such as neighbourhood assemblies. However, the greatest importance in terms of meeting the information needs of the population regarding construction activities in a municipality is attributed to daily newspapers – regardless of the city's size.

Innovative and Active Participation of Residents

Small municipalities have great potential to interest the population in local structural development, because with fewer inhabitants a building project has a greater impact on each individual. The range of information and participation formats is also different: 150 participants in a local meeting in a village with 1,500 inhabitants have a higher degree of representativeness than in a large city. Nevertheless, locally adapted formats with individual communication strategies are needed, if this involvement and participation are to succeed and ultimately lead to an improved planning result. Among the important factors for success is a careful conception beforehand in the “Phase Zero”, in which the objectives, scope, and conditions of participation of relevant stakeholders are defined. The early involvement of all of those concerned in the measures is required, but with a clear formulation and communication of the horizon of targets and expectations. In addition, transparency and openness about the results are crucial aspects for successful participation.

Regional Differences For the local introduction of planning culture and process quality by means of participation, not only the size of the community plays a role, but also the local traditions and mentalities. In Germany, a very different

regional willingness to participate in community development processes can be observed. While some instruments and procedures in some states “function” rather well, elsewhere they are not accepted to the same extent. According to figures from the association Mehr Demokratie e. V. (More Democracy), for example, referendums and public petitions are used most frequently in Bavaria, Baden-Württemberg, and North Rhine-Westphalia, and significantly less in the new federal states. Regional differences are also reflected in the results of a municipal survey conducted by Difu in 2012 on current forms of citizen participation: both the importance of the theme “citizen participation” in administration and municipal politics as well as citizens’ interest in participation were estimated to be significantly lower in medium-sized towns with a maximum of 50,000 inhabitants than in larger cities. The most positive assessments were given by respondents in Baden-Württemberg.

The reasons for the regional differences in the willingness to participate vary greatly. Presumably, they are due to a mixture of historical “tradition”, local experiences, current conditions, and the inhabitants’ personal priorities. Especially in the new federal states, for example, the low property bond and the many regional reforms, incorporations, and mergers have led to identity loss. In the districts resulting from these administrative constructs, a sense of belonging and identification with the regional and local development are difficult to develop. Perhaps it is symptomatic that, especially in the new federal states, the so-called “Deutsche Grundkarte” (DGK, German Basic Map) does not exist. This ordinance survey map (at a scale of 1:5,000) contains all of the buildings, property lines, and contour lines; and for decades has proven itself, for example, as a basis for municipal land use planning in the old federal states. In the new states, there are only half as detailed topographic maps in the scale of 1:10,000. Meaningful maps for building projects – often derived from the DGK – are much harder to develop there or are completely missing as a result. Ultimately, however, comprehensible designs and illustrations of what is planned are needed, so that participation can succeed. In general, participation formats are needed that provide new inspiration for community development. The opening of the administration to the outside and the activation of the population will pay off because – as shown by the population survey – the vast majority is quite interested in the building activities in their own living environment.

Creative Communication Participation processes need content and relevant issues, which are handled in an open-ended but goal-oriented manner. Innovative formats are helpful to arouse interest and willingness to participate. Active citizen participation is therefore a key for Baukultur. Thereby, “classic” elements – such as events, community meetings, workshops, or future workshops – can be used as well as creative participation and “hands-on” formats. Good examples are the workshops as part of the event series “HausAufgaben” (Homework) in Münsterland or “Mitmach-BUGA” (Participate-BUGA) in Brandenburg an der Havel as part of the German National Garden Show 2015 Havel Region. Formats in unusual places are “instigating”, in the best sense of the word; an example here would be a “communication table” that invites discussion and generates a round-table atmosphere at large dinners in public space. One of the best ways to come together in a targeted exchange of experiences and enter into

Positive motivation in citizen participation

17% of respondents have observed participation offers in the recent past, 32% have future interest in participating. As a motive, 89% indicate that involvement triggers positive personal feelings. 62% of respondents believe that they can make a difference with participation, and only 27% want to prevent projects. **B11 + B12**

discussion is a joint excursion with councillors, administrators, planners, and interested citizens to other cities. Comparable projects, which could be a model for their own community planning, are the best examples and will support the project as a reference throughout the planning process. All of these approaches have the aim of switching from the predetermined, everyday context to another, and using the “openness” resulting from this break with each other to reflect and discuss the specific Baukultur change in the municipality. A look at the technical and administrative world – and the discussion process held there – can also sensitise inhabitants for Baukultur. Thus, the cities of Eckernförde, Garmisch-Partenkirchen, and Ravensburg hold the meetings of its design advisory councils publicly.

That participation can also bring unexpected results is shown by the example of Arnsberg, where a citizens’ workshop to upgrade the historic centre beyond the central shopping area led to the launch of citizen-supported WLAN. As a result, this urban space is now used mainly by young people – and has been revived. Residents’ participation and civic engagement are not only “obligation”; they can support and advise administration and municipal political decision-making. Hence, in the municipality of Weyarn, citizen participation led to the model “Wir wollen ländlicher Raum bleiben!” (We want to remain a rural area!). Today this goal governs action for the municipal government. The widest possible activation in advance is required for success in participation, as well as a variety of different methods and forms of communication, which enable a low-threshold access – both part of a “Phase Zero” in planning and building projects. In participatory processes it is a matter, not least, of breaking down barriers between the levels of stakeholders – thus appreciation and “equal footing” among the participants.

Together with Administration and Civil Society In many places it is civic engagement, volunteer associations, and local institutions that are committed to the development of their communities or specific individual topics. They have an important role to play in participatory processes and they are actors and contact partners – both for residents and for the administration. For the administration, this means integrating the associations in procedural processes and trusting them. Examples here include the Bavarian Baukultur initiative “Baustelle Sonthofen” (Building Site Sonthofen), in which dedicated planners and architects advise the administration, as well as Stadtverein Weißwasser e. V. (Weißwasser City Association) in Saxony, which participates in urban development and urban renewal issues as a partner of the municipality. In Witzenhausen (Hessen), the Bürgerverein zur Förderung der Bau- und Wohnkultur (Citizens’ Association for the Promotion of Building and Living Culture) deals with the challenges of demographic change for civil society, while the project “Potemkinsches Dorf Gottsbüren” (Potemkin Village Gottsbüren), also in Hessen, attempts to promote new ideas for the shrinking village using artistic means.

Federal and state governments also play a responsible role in anchoring participation formats in the municipalities. Thus the state of Baden-Württemberg has made public participation a condition for granting funds: in order to reach population groups that are often difficult to activate, the establishment of “citizens’ councils” as a policy instrument advice was promoted here at the munic-

ipal level until 2014. The municipality of Steinach in Kinzigtal has used such a citizens' council as an accompanying instrument in a workshop-based municipal development process. To enlist the council, every 20th person from the population register is contacted, so that it is composed of a random sample of citizens over 16 years of age, and thus forms a cross-section. The citizens' council develops ideas and suggestions for upcoming planning tasks and may be convened annually on various topics. The Austrian state of Vorarlberg follows a similar model, but with an even higher obligation because participatory democracy was incorporated into the state constitution in 2013 and civic participation has therefore gained importance.

Conclusion: Joint Planning as an Opportunity

In small and medium-sized municipalities, it is often a matter of (re)activation and revitalisation of community life, and Baukultur can be a good engine for this. Municipalities face the task of being Baukultur role models themselves, and of persuading as many jurisdictions, disciplines, and population groups as possible to participate in a qualification of the built environment. It is a sign of Baukultur and of planning and process quality, when all the instruments available for this purpose are used together.

Strengthen Expertise, Collaborate, and Learn from Each Other In the municipalities – but especially in municipalities that are affected by shrinkage, deindustrialisation, or comparable drastic developments – the aggressive and transparent handling of problems offers opportunities to reactivate the community. It is therefore important for the stabilisation of municipalities, to deal with and communicate conceptual considerations for handling the upcoming challenges and tasks in a “Phase Zero”. This can be supported in the framework of preparing development concepts at the neighbourhood, district, citywide, or intermunicipal level, but also in the context of funding programmes or (large) events, such as Regionals and building exhibitions. Thereby, the municipal goal should always be to reach a position of “acting”, rather than just “reacting” to developments. An active role is also important for cooperation with different authorities, with project sponsors (federal, state, local) or with neighbouring municipalities. Intermunicipal cooperation is a learning process. Further cooperation can emerge from “necessary” projects, so that synergies in Baukultur, infrastructure, and public services are created. Interdepartmental collaboration and cooperation within the administration – depending on the division of responsibilities and also across levels (administrative community, county, regional association) – play a central role in strengthening Baukultur aspirations.

Pursue an Active Land Policy Cities and municipalities can control their urban development by integrating the objective of high Baukultur quality in all local development processes. To seize these opportunities, first and foremost the municipalities have to actively accept responsibility and actively perceive

Baukultur Needs Patient Planners

Neues Bauen am Horn – High-Quality Design through Far-Sighted Procedures



An area planned for a Bauhaus settlement in the 1920s was used between 1945 and 1993 by the Soviet army as barracks and as a restricted military zone. After the withdrawal of troops, a vast area for new uses opened up for the city of Weimar close to the centre. A residential estate for contemporary living with high-quality design was meant to emerge there; at the same time, the intent was to integrate the area that had been isolated for many years into the urban fabric. On the initiative of Bauhaus University Weimar, the first plans for the 11-ha area were taken up. In cooperation with the State Development Corporation of Thuringia (the owner of the site) and the city of Weimar (which was to drive and promote the project), a place for living in the countryside in the middle of the town was conceived.

At the beginning of the collaborative process, 11 European architectural and urban planning agencies were invited to an urban planning workshop to develop creative solutions for an integrated urban district. Three essential project

objectives were pursued: thriftiness in handling energy, materials, and land in order to create sustainable building; openness for changing needs, even during the long planning and construction period; as well as respect for the Ilmpark, the exclusive residential area Am Horn, and the small-scale residential structure that surrounds the project area and should not be disturbed by the new city district. Three planning offices were commissioned to come up with a concept for the use and development. According to the concept, the barracks were to be converted to a campus of the music academy, student residences, and a nursing home; next to the public buildings is a residential area with about 80 plots of different sizes and shapes, designated for private houses. The houses were designed individually based on the plans from the developers and their architects, who were obligated to follow predetermined design guidelines: building density in terms of plot size, resource-saving design, as well as compact construction volumes and flat roofs. A building council,

consisting of representatives of all project participants, guaranteed compliance with the guidelines: “All projects were reviewed by the project building council and all plans were examined for compliance with the development plans. In addition, extensive consultations took place. And only with the approved planning application could a purchase agreement be concluded – thus it could be ensured that only what the council had worked with could be implemented,” according to Lars-Christian Uhlig, former project staff at Bauhaus University. Thus between 1999 and 2014, 83 different houses were realised in high-quality and cost-saving design, which meet the individual desires of their inhabitants and fit creatively in the neighbourhood. The flat roofs of the houses ensure that the view over the hillside is not disturbed. The economical development – with only a few roads and hidden paths – allows a dense and yet transparent, built-up area. With the residential estate Am Horn, a convincing neighbourhood has been created that presents itself as a unit, but whose individual buildings are personalised by the different plots of land and stand on their own. It is characterised by public spaces with lots of greenery, which were already completed prior to construction and conveyed to the builders a natural image. In addition, new links ensure the connectedness of the area with the city, which has developed into a natural component of Weimar. The successful integration of municipal buildings is reflected in the functioning coexistence of all inhabitants and users. Even looking back after almost 20 years, Neues Bauen am Horn is the successful result of patient and far-sighted teamwork. The project’s participants have worked together successfully for many years, in the knowledge that urban development takes time and clear objectives.



Facts

Planning and Construction: 1996–2014
 Developers: City of Weimar, Bauhaus University Weimar, Landesentwicklungsgesellschaft Thüringen, over 80 private developers
 Planners: Diener & Diener Architekten, Basel; Luigi Snozzi, Locarno; Adolf Krischanitz, Vienna; over 40 other architects
 Size: 11.4 ha
 Cost: ca. 47 million euros

More information in the project description in the appendix

BAUKULTUR AT A GLANCE

- Long-term cooperation between stakeholders in an open process
- Clear guidelines through transparent planning processes
- Balance of individual and community interests through a building council
- Diverse types of appearance through multiple commissioning with simultaneous design framework specifications
- Economising land through urban densification

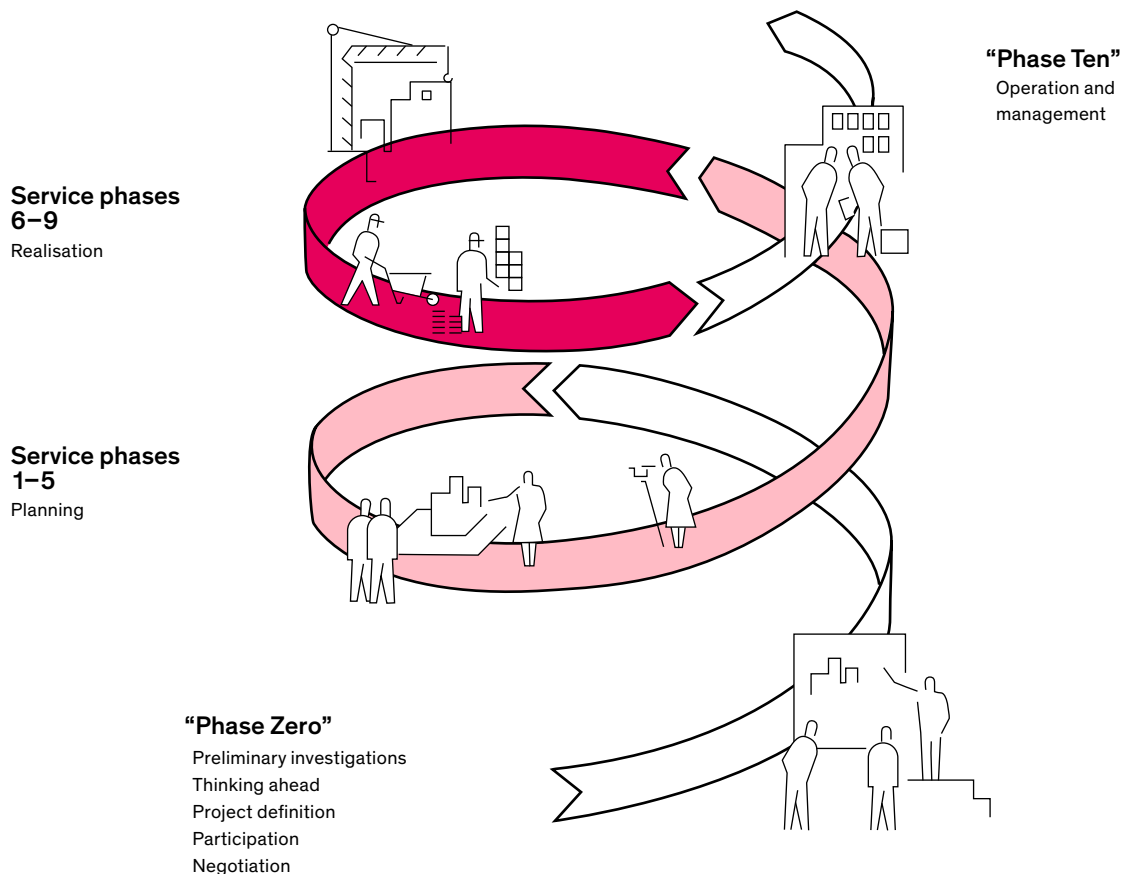


their right to self-government – also understood in the sense of “obligation”. This includes, for example, clarifying questions of how to deal with local challenges like demographic change, which guiding principle is to be pursued, how the municipality is to develop based on the common view of all stakeholders and the general public, and which potential influence in municipality can be identified to reach this objective. It is a matter of developing an “attitude” starting from and adapted to the local situation. Here, a central role at the municipal and intermunicipal levels is a consistent and anticipatory land policy that takes advantage of all available means. It is an important element of the municipal self-government law, of “acting”, and of concentration on internal before external development.

Take Innovative Approaches to Planning and Participation Municipalities can stand up for Baukultur, when they “think outside the box” in the use of funds – even if Baukultur is hardly designated as an objective in any programme. Thus, through the local configuration of the programme implementation, strong Baukultur impulses can be indirectly generated. It is a matter of not only meeting the minimum funding requirements, but also understanding the provision of subsidies as an opportunity to achieve Baukultur-added value for the municipality.

Project states “Phase Zero” and “Phase Ten” and the service phases of the HOAI (the schedule of fees for architects and engineers)

Source: Federal Foundation of Baukultur 2016



To achieve good quality in planning processes – and thus good planning and Baukultur – it is important to build trust between local government and citizens. This requires engaging in something new and, under certain circumstances, something “unusual”. It is about “allowing” and the courage to break out of old patterns. A criterion for success is the creation of publicity and transparency – in processes as well as in municipal action. This is the only way Baukultur has a chance to enter into and emerge from everyday actions. The core of a good planning culture is the use of innovative and locally adapted activation and participation methods, which are integrated into an open, trusting, and transparent process. The aim is to sensitise all of the different groups of stakeholders – citizens, developers, planners, architects, administrators, and politicians – to Baukultur aspects and the design of their housing and living environments. Learning from good examples, Baukultur education for all ages, the production of multipliers, and the use of creative communication and communication formats are helpful. Moreover, the awareness of external support and counselling can sustainably strengthen municipalities. This includes the support from a design advisory council, the use of a mobile design advisory council, and the appointment of experts in a competition jury. Part of good planning culture is also an openness on the part of municipalities for suggestions from outside, and external counselling services as a welcome support – irrespective of whether and what type of support is involved.

Good planning culture and process quality can only be achieved with the aid of strong people and strong places. In general, hardly a process can be started and led to success without the initiative of individuals in- or outside of the administration. Especially in rural communities, this role often falls to the mayors, but other actors can also provide a boost and stimulate development. It is important that their commitment is supported, radiates in a network, and perpetuates the energy of new beginnings. The “driver” of a Baukultur development has to work on establishing “strong structures”, which can continue to have effects beyond their commitment, so that a municipality becomes a strong and vital place, whose vibrant Baukultur extends far beyond its borders.

A Future Perspective for the Country through Baukultur

Recommendations for Action from the Baukultur Report 2016/17

Vital Municipalities – Creating Improved Quality of Life in Rural Areas through Baukultur

A vital municipality has a vibrant town centre, in which people live and businesses are at home. The centre has a defining overall appearance of the locality and offers quality of stay in public areas for all generations. In this sense, Baukultur forms the key framework for improved quality of life and attractiveness in rural areas. Baukultur can be the impetus and result of a place's self-assurance and revitalisation and of a shared local identity. This has a positive impact on the provision of public services and on the development of business and tourism in a municipality.

Important Recommendations for Action on the Way to Vital Municipalities:

Strengthen and revitalise the town centre!

The future of rural areas – particularly shrinking municipalities – depends on concentration and densification, which create the structural preconditions for a financially affordable infrastructure and provide points of contact for local community life.

- Municipalities should therefore stop land consumption, activate brownfields in urban areas, and record vacancies in land registers.
- Federal and state governments can make an important contribution to strengthening town centres through partnerships, funding programmes, prizes, and awards.
- Beacon projects can trigger follow-up projects and investments, if they are supported by good investment and communication processes with high acceptance and identification.

Mix the village!

Utilisation is the key to avoiding vacancy and wasteland. It is therefore important, especially in the town centre, to develop and operate new, mixed, and tailored concepts – with the active participation of private owners, initiatives, and merchants.

- To be economically and socially stable in the long term, do not plan new development areas but urban development settlements with appropriate design rules. New single-family housing areas on town peripheries should only be planned in rapidly growing municipalities as qualified urban development settlements, otherwise they undermine the town centre.
- Trade locations for everyday needs outside the town weaken the centres and should thus be avoided.
- The federal and state governments should actively promote new types of residential arrangements, such as intergenerational housing, commercial, retail, and mixed housing in the town centre.

Strengthen the townscape with Baukultur!

Site-specific buildings strengthen identity. Contextually sensitive additions and the consideration of local/regional building styles, materials, and forms in new buildings and renovations are the preconditions for this.

- Baukultur has to be made a top priority and developed together with citizens as a forward-looking guiding principle. Design statutes or handbooks, manuals or guidelines, building consulting or general mediation, competitions or design advisory councils – all are important supportive instruments.
- For successful monument preservation, sensible use is the key to maintaining cultural heritage. The exchange of good practices can support public and private building projects. Only active and solution-oriented monument preservation can make a significant contribution to the development of the existing building stock.
- Baukultur initiatives, associations, and chambers should extend their offers of Baukultur mediation, training, and promotion in rural communities.
- The upgrading of public space in the municipality is formative for the townscape and can trigger positive follow-up activities.

Infrastructure and Landscape – Active Design of Landscape Change in the Balance of Interests

The cultivated landscape in Germany will change dramatically in coming years due to climate change, energy production, infrastructure expansion, and new uses. It offers space for agriculture as well as the structures for transport and the energy transition. It is a place of residence and recreation, a place of nature and biodiversity. Only through the active design of diverse usages of residential areas and landscape in the balance of interests and through innovative, multifunctional mobility concepts can the unique urban-rural relationship of our cultivated area be secured in the long term – also in times of climate change.

Important Recommendations for Action on the Way to Quality in the Landscape:

Design and plan infrastructure and landscape according to location!

The consequences of climate change and the energy transformation, as well as the development of infrastructure, should be treated as active design tasks.

- Solar fields, wind turbines, power lines, and flood protection systems will shape and change our landscapes. They have to be qualified in terms of design and to create added value for the built environment.
- For infrastructure projects by federal, state, and municipal governments, the local reference has to be considered rather than just applying standard plans. Infrastructure and transport projects can be creatively qualified through planning competitions, manuals, design advisory councils, or the integration of formal design skills. The publication and promotion of good examples through prizes and awards also help.
- Climate-adapted building is also location-adapted building. Local construction methods are based on an intergenerational wealth of experience and should set the standards.

Think and plan interdisciplinarily!

Only in integrated teams with the strong involvement of engineering and design competence can technical and infrastructural interventions be creatively qualified.

- Especially for technical and infrastructural measures, careful project preparation by the client at the beginning (“Phase Zero”) is essential.
- Projects that affect the landscape have to be developed interdisciplinarily and on different planning levels (state, region, municipality) in order to achieve sustainable results.
- Technical and infrastructural measures should always be reviewed in terms of multi-functionality, synergies to Baukultur and public services, and their benefits to the upgrading of open space.

Create new living and recreational areas through conversion!

The conversion of abandoned agricultural buildings, of structural or scenic brown-fields, or of mining areas, landfills, and treatment plants is a key means of regional appreciation.

- The target for public and private landowners should be geared towards a land use management that reduces land consumption, avoids the “doughnut effect”, protects the environment, and preserves or develops the quality of the landscape.
- Regional cooperation is an important prerequisite for the establishment of regional parks or experience areas.
- Special formats – such as horticultural shows, Regionals, international building exhibitions, etc. – should be used actively in view of their potential for long-term upgrading.

Planning Culture and Process Quality – Improved Quality of the Built Living Environment through Better Planning

The added value from Baukultur for securing and strengthening local or regional identity is increasingly being recognised. Planning culture and process quality are decisive for the generation of this socially and economically relevant added value in both growing and shrinking regions. An open process and a wise and structured “Phase Zero” integrate external expertise and local experience. They reduce potential barriers – creating the basis for trusting cooperation between stakeholders – and lead to better solutions with generally less financial effort. Especially for smaller municipalities with limited resources and clear, less complex structures, interagency cooperation and the integration of all participants are already frequently used practices and in the future the only way, in every respect.

Important Recommendations for Action on the Way to Planning Culture and Process Quality:

Strengthen expertise, collaborate, and learn from each other!

Baukultur is an integral part of community development. Competent administration and policy use this potential. In smaller towns and municipalities, Baukultur also has to be a “top priority”.

- The municipal level should carry out its planning authority, as well as the rules, opportunities, and chances of building law responsibly. Information about the related design options should be disseminated broadly – for example, through interregional service offers from federal and state governments.
- Synergies in the areas of Baukultur, infrastructure, and public services are possible through regional or intermunicipal cooperation and urban-rural cooperation. Cooperation increases the identification with each municipality and helps to reduce contention. Joint skills and cooperation can be strengthened in planning networks through mobile building consultancies and design advisory councils.
- Formats – such as activating planning workshops, intensive workshops, trips to reference projects, etc. – show design options for the municipality and other developers. Baukultur initiatives as well as professional associations and chambers are important multipliers.

Pursue an active land policy!

An active and activating land policy strengthens public accountability and empowers municipalities.

- A land register system is an important prerequisite for active development or vacancy management.
- The revival of vacancies, through active bid and procurement practices and innovative participatory processes, is a key means for strengthening a municipality's social life.
- Federal and state governments should open up the possibility of revolving land funds for municipalities, where prefinancing through their own budgets is not yet feasible.

Take innovative approaches to planning and participation!

Lively formats in participation and communication strengthen the identification with the locality and improve the planning results. Formal planning should be combined with informal instruments of participation.

- Small municipalities, in particular, need the active involvement of its citizens, initiatives, and associations in planning processes. The municipality should develop locally adapted tools to support civic engagement.
- One of the most important tools for strengthening Baukultur is competitions. In smaller municipalities, this requires – depending on the situation – adapted, low-threshold processes. The involvement of citizens as experts in juries should be considered on a case-by-case basis.
- Initiative planning is a good basis for the development of future prospects and the raising of funds, and long-term strategic planning should specifically use existing funding – not vice versa.

Appendix

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New Town Centre Wettstetten (p. 66)

Location: 85139 Wettstetten

Objectives and measures: Creation of a new vibrant centre for the rapidly growing community through conversion and new construction; acquisition and development of unused land and buildings; preserve regional traditions through small-scale construction, building materials and roof shapes

Uses: A building each for a city hall and a community centre, and a building for elderly day care and nursery

Planning and construction: 2010–2013

Size: 2,110 m² (total gross floor area)

Process:

- Until 2008: Acquisition of vacant property in the centre, through the right of first refusal
- 2008: Town planning analysis
- 2009: Closed meeting of the municipal council with the determination of the utilisation concept of the city hall, community centre, and building for the elderly day care and nursery, as well as the decision to reference the regional Altmühl Jura construction
- 2009: Urban development ideas and realisation competition
- 2010: Construction start
- 2013: Completion

Cost: 4.4 million euros gross (cost groups 300 and 400 incl. interior alterations)

Financing: Without borrowing

Developer: Municipality of Wettstetten

Architecture: Bembé Dellinger Architekten und Stadtplaner, Greifenberg

Town planning analysis, competition management, and landscape architecture: Eberhard von Angerer, Büro für Architektur und Stadtplanung, Munich

Urban land use planning: Dietmar Lüling, Architekt und Stadtplaner, Munich

Structural planning: Grad Ingenieurplanungen, Gaimersheim

Awards: Deutscher Städtebaupreis 2014, Auszeichnung; Deutscher Architekturpreis 2015, Auszeichnung; Fritz Höger Preis 2014, Special Mention; Gestaltungspreis der Wüstenrot Stiftung 2015, Anerkennung; Deutscher Ziegelbaupreis 2015, Hauptpreis; Preis des BDA Bayern 2016, Kategorie Städtebau; Nike für Komposition des BDA 2016

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Overmeyer Land Baukultur (p. 75)

Location: 21218 Seevetal, Emmelndorf District

Objectives and measures: Products grown on the farm marketed by owners; production, distribution, and residence on a site; organic exhibition garden for

guests; exemplary and innovative wooden frame design

Uses: Organic vegetable production, factory for further processing, producers' market hall, housing for operators and staff, barn, warehouse, cold storage rooms, stables

Planning and construction: 2010–2013

Size of the overall facility: 3.5 ha

Process:

- 2010 and 2011: Several workshops on the concept of garden estates
- 2011: Small architecture competition
- 2011 and 2012: Presentation of the project in the municipality, subsequent change of the land use plan and creation of a new development plan
- 2012: Workshops on the concept of the farm shop, on the materials in the farm shop and in the buildings
- April 2013: Construction start
- February 2014: Opening of the farm shop

Cost: 3.5 million euros gross

Developer: Kerstin and Ulrich Overmeyer GbR

Architecture: BeL Associates, Köln (LP 1–4); Scaven Hütz, Hamburg (LP 5–9)

Project support and landscape architecture: Urban Catalyst Studio, Berlin

Structural planning: M. Oberhokamp Ingenieurbüro für Bauwesen, Lemgo

Interior architecture: Anja Herold, architekturpraxis, Berlin

Strategy consulting: Günther van Ravenzwaay, Hamburg

Awards: Umweltpreis 2014, Bundesarbeitskreis für umweltbewusstes Management

Sources:

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- Tauer, Christiane (2014): Die Overmeyers erfinden ihren Biohof in Emmelndorf neu. In: Hamburger Abendblatt. 14.2.2014. URL: <http://www.abendblatt.de/hamburg/harburg/article124826168/Die-Overmeyers-erfinden-ihren-Biohof-in-Emmelndorf-neu.html>

Wine + Architecture in Rhineland Palatinate (p. 76)

Objectives: Provide incentives for investment; recommend projects as models; promote tourism; establish Baukultur and wine as marketing concept; develop and design the wine-growing areas as a cultural landscape

Projects sought: Germany-wide renovations; new constructions and renovations for entire facilities for wineries and winegrowers; buildings for cellar management and wine production; wine shops; gastronomy and accommodation buildings; outdoor installations for winegrowers

Regular cycle: 2007, 2010, 2013, 2016

Participants: Architects, interior designers, landscape architects, and urban planners from across Germany, together with the respective developers

Awarding authority: Chamber of Architects Rhineland-Palatinate; the respective ministry for winegrowing in Rhineland-Palatinate; Deutscher Weinbauverband

Accompanying programme: Awards ceremony at the trade fair INTERVITIS in Stuttgart, travelling exhibitions

Award winner 2013: Weingut Neef-Emmich, Bernersheim (Architekt Winfried Klein, Budenheim);

Weingut Markus Molitor, Bernkastel-Wehlen (Architekt Lukas Baumewerd, Köln); Weingut Leiss, Gellmersbach (Architekten Michael Egger und Benjamin Miatto, Bregenz); Winzerhäuser des WeinKulturgutes Longen-Schlöder, Longuich (Architekt Matteo Thun, Mailand; Stein Hemmes Wirtz Architekten, Kassel; Landschaftsarchitekt Johannes Cox, Sulzbach). Special prize: Versuchs- und Forschungsgebäude Weinberghaus, Wörrstadt (Universität Kaiserslautern: Prof. Dirk Bayer, Dipl.-Ing. Christian Perka u. a.)

Sources:

- Architektenkammer Rheinland-Pfalz (2016): Wein + Architektur. URL: <http://www.diearchitekten.org/?id=Seite2350>
- Das deutsche Weinmagazin (2014): Pfalz: Architekturpreis Wein. URL: <http://www.dwm-aktuell.de/pfalz-architekturpreis-wein>
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Blaibach (p. 80)

Location: 93476 Blaibach

Objectives and measures: Reactivate completely vacant town centre and use it to reposition the municipality as a cultural and music location; become a destination for cultural tourism; implement dismantlings, conversions, renovations, and the new construction of a concert hall

Uses: Citizens' office, concert hall, museum

Planning and construction: 2010–2014

Size of the redevelopment area: 0.5 ha

Process:

- 2010: Inclusion in the pilot project "Ort schafft Mitte" by the Bavarian Ministry of the Interior, for Construction and Transport; analysis of the vacancies and development of strategies for tackling them
- 2011: Start of implementation; purchase of land in the town centre by the municipality; expansion of existing buildings
- 2013: City hall is relocated in the renovated "Blaues Haus" and thus in the town centre
- 2014: Opening of the concert hall
- 2015–2016: Second model phase "Networking and Internal Development"

Citizen participation: Workshops and surveys of citizens and property owners, participation in the construction and in the solicitation of funds

Cost: "Blaues Haus" (City Hall): 1.1 million euros, concert hall: 2.6 million euros

Funding: Concert hall (1.7 million euros): Städtebauförderung Bayern. City hall (600,000 euros) and village square (143,000 euros): Federal-State programme "Stadtumbau West"

Developers: "Blaues Haus" (now city hall) and concert hall: Municipality of Blaibach; Kramerhaus (now museum), Walderhaus (now holiday accommodation), Schurmannhaus, Wieserhaus: private owners

Initiators: Peter Haimerl, Thomas E. Bauer, Uta Hielscher

Overall planning and architecture: Peter Haimerl Architektur, München

Construction management concert hall: Karl Landgraf

Specialist planners: Thomas Beck, a.k.a. Ingenieure, Munich; Planungsteam Schmid, Blaibach; Müller-BBM, Planegg; Cirtec, Michael Hopf, Landshut

Accompanying scientific research: On-site visits,

reports, and events to exchange experiences by Klaus-Martin Hesse and Martin Karsten, FORUM Huebner, Karsten & Partner, Bremen

Other process participants: HAUS.PATEN.BAYER. WALD

Concert hall operator: Kulturwald gGmbH

Awards: Materialpreis 2015, Kategorie Beton und Stein; Deutscher Architekturpreis 2015, Auszeichnung; Preis des BDA Bayern 2016, Kategorie Kulturbauten und Preis der Jury; Kulturpreis der Bayerischen Landesstiftung 2015; Bayerischer Tourismus Architekturpreis artouro 2016, Nike für soziales Engagement as well as Große Nike des BDA 2016

Sources:

- Baunetz (2014): Meteorit der Hochkultur. Konzerthaus in Blaibach von Peter Haimerl. 29.10.2014. URL: http://www.baunetz.de/meldungen/Meldungen-Konzerthaus_in_Blaibach_von_Peter_Haimerl_4099123.html
- Bayerisches Landesamt für Statistik (2015): Gemeinde Blaibach. Eine Auswahl wichtiger statistischer Daten. URL: <https://www.statistik.bayern.de/statistikkommunal/09372115.pdf>
- Haimerl, Peter (2015): Vortrag auf der Baukulturwerkstatt "Vitale Gemeinden" on 24 April 2015 in Kassel. URL: <http://www.bundesstiftung-baukultur.de/veranstaltungen/referenten/peter-haimerl-0>
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HausAufgaben in Dorsten-Barkenberg (p. 83)

Location: 46286 Dorsten, Barkenberg District, and entire western Münsterland

Objectives and measures: Discuss future of single-family housing areas from the 1950s to 1970s; find answers to demographic and structural changes as well as changes in demand; secure value retention; strengthen identification with the place of residence and social cohesion of neighbourhoods; discover qualities of residential areas

Formats: Local think tank with homeowners, residents, craftspeople, financial experts, representatives from planning authorities and universities; workshop for residents on favourite places in Dorsten-Barkenberg; walks, mapping, photographing, documenting (June 2015); open day in Dorsten-Barkenberg; exhibition in a former supermarket

Other steps: More workshops are to be held during Regional 2016.

Funding: Städtebauförderung with the programme "Stadtumbau West" by the BMUB and the Ministerium für Bauen, Wohnen, Stadtentwicklung und Verkehr from North Rhine-Westphalia; funding as part of Regional 2016

Supported by: Wüstenrot Stiftung, Ludwigsburg; Sparkasse Vest Recklinghausen; Handwerkskammer Münster; Regionalverband Ruhr, Essen; LEG Immobilien AG, Düsseldorf; RWW Rheinisch-Westfälische Wasserwerksgesellschaft mbH, Mülheim/Ruhr; Münster School of Architecture, Münster

Contracting authority: Stadt Dorsten, Regionale 2016 Agentur GmbH, StadtBauKultur NRW

Curators: Andreas Brüning, IMORDE Projekt- und Kulturberatung, Münster, Berlin; Jan Kampshoff, modulorbeat – ambitious urbanists & planners, Münster

Project coordination: Andreas Brüning, Jan Kampshoff, Ulrich Pappenberger

Project partners: Wulfen-Konferenz, Dorsten Wulfen-Barkenberg; Projekt Nachbarschaftshilfe, Dorsten Wulfen-Barkenberg; Die StadtDenkerei (Turit Fröbe), Berlin; einsateam, (Jeannette Merker, Franziska Eidner), Berlin; Stiftung Freizeit (Ines Aubert, Markus Blösl, Ruben Jodar), Berlin; Prof. Joachim Schulz-Granberg (Münster School of Architecture), Münster; Studierende der Hochschulen Münster School of Architecture, Universität Kassel, Universität Innsbruck

Sources:

- Führs, Michael, Sebastian Niekamp, Uta Schneider (2015): HausAufgaben im Münsterland. Ein Praxisbericht aus der Regionale 2016. In: vhw Bundesverband für Wohnen und Stadtentwicklung e. V. (ed.): Forum Wohnen und Stadtentwicklung 4/2015, pp. 211–215. URL: http://www.vhw.de/fileadmin/user_upload/08_publicationen/verbandszeitschrift/FWS/2015/4_2015/FWS_4_15_Fuehrs_et_al.pdf
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- Regionale 2016 Agentur (ed.) (2015): HausAufgaben in Barkenberg. Dokumentation der Auftaktwerkstatt zur Zukunft von Einfamilienhausgebieten der 1950er bis 1970er Jahre. 10.–20. Juni 2015. Velen.
- Stadt Dorsten, Regionale 2016 Agentur, StadtBauKultur NRW (2015): HausAufgaben. Eine Werkstattreihe zur Zukunft von Einfamilienhausgebieten der 1950er bis 1970er Jahre. URL: <http://hausaufgaben.ms>

:metabolon (p. 88)

Location: 51789 Lindlar

Objectives and measures: Conversion of a former landfill site to a location for learning and research, energy production and trade; leisure uses, such as a 110-metre-long double slide, facilities for mountain biking, cross golf, paragliding

Siez: 31.5 ha

Process:

- 2005: Interdisciplinary expert workshop
 - 2006: International student design workshop
 - 2007: European-wide competition
 - 2010: Opening of the first "junior garden"
 - 2010: Laying of the foundation stone for the transfer centre
 - 2011: Project day for the opening of :metabolon
- Citizen participation:** Citizens' consultations and public project days with politicians and population in the context of Regionale 2010
- Cost:** 10.3 million euros

Financing: As part of Regionale 2010 with funds from the European Union, North Rhine-Westphalia, and the Bergischer Abfallwirtschaftsverband

Developer: Bergischer Abfallwirtschaftsverband, Engelskirchen

Project partner: Oberbergischer Kreis, Rheinisch-Bergischer Kreis, TH Köln

Cooperation partner: Regionale 2010 Agentur, Köln

Research partner: TH Köln, research on energy

production from waste

Support: A steering group and a scientific advisory committee ensured compliance with the quality requirements of individual projects.

Architecture, landscape architecture, and overall planning: FSW Landschaftsarchitekten, Düsseldorf; pier7 architekten, Düsseldorf

Structural planning: Kunkel + Partner GmbH & Co KG, Düsseldorf

Other process participants: Municipality of Engelskirchen, municipality of Lindlar, district government of Köln, Klaus Brandhuber, Ferdinand Ortman, Christian Schäfer, Karsten Suckau

Other university partners: Fachhochschule Hildesheim/Holzwinden/Göttingen HAWK; Fachhochschule Trier; RWTH Aachen, TU Hamburg-Harburg, Universität Bonn; Universität Siegen; TU Graz; TH Köln/Sporthochschule Köln; Transfertechnik für Rationelle und Regenerative Energien Bingen (TSB)

Award: Deutscher Landschaftsarchitekturpreis 2015

Sources:

- Baulinks (2012): metabolon. Freizeitspaß mit Fallschutzboden auf 'ner Mülldeponie. URL: <http://www.baulinks.de/webplugin/2012/1310.php4>
- Bergischer Abfallwirtschaftsverband (2016): metabolon. gärten der technik. URL: <http://www.metabolon.de>
- Expo Fortschrittsmotor Klimaschutz GmbH (o. J.): metabolon: Deponie im Schaufenster. URL: <http://www.klimaexpo.nrw/mitmachen/projekte-vorreiter/vorreitergefunden/metabolon/>

BernePark Bottrop (p. 92)

Location: 46242 Bottrop

Objectives and measures: Revitalisation, restoration, and conversion of a listed former wastewater treatment plant for leisure and gastronomy

Uses: District park, hotel in former sewage pipes, restaurant, seminar spaces

Planning and construction: 2009–2011

Size: 2.9 ha

Process:

- 1952: Opening of the treatment plant
- 1997: Closure
- 2008: Monument preservation comes into effect
- 2009: Decision to expand
- 2010: Opening of park and restaurant
- 2011: Opening of the park hotel

Citizen participation: As part of the project area Bottrop-Ebel in the programme "Soziale Stadt NRW", intercultural planning workshops, among other activities, were conducted in the neighbourhood.

Cost: 2.4 million euros net

Conversion costs operations building: 1.5 million euros net

Funding: Through the EU and North Rhine-Westphalia

Developer: Emschergenossenschaft

Operator: GAFÖG Arbeitsförderungsgesellschaft gGmbH

Landscape architecture: Planungsbüro DTP Landschaftsarchitekten GmbH, Essen

Conversion planning operations building: Ahlbrecht Baukunst, Essen

Participating artists: Theater der Pflanzen: Piet Oudolf, Eelco Hooftman as part of emscher-KUNST2010; Künstlerische Lichtgestaltung: Mischa Kuball; Leuchtreklame: Lawrence Weiner; Parkhotel: Andreas Strauß

Awards: Award as contribution to the UN Decade of Education for Sustainable Development; Deutscher Städtebaupreis 2012, Commendation; Landschaftsarchitekturpreis Nordrhein-Westfalen 2012, Acknowledgement; Nationaler Preis für integrierte Stadtentwicklung und Baukultur 2012

Sources:

- GAFÖG Arbeitsförderungsgesellschaft gGmbH (2016): BernePark. Industriedenkmal. Ein Ort der besonderen Art. URL: <http://www.bernepark.de/>
- Hellmann, Sebastian (2016): Ruhrgebiet-Industriekultur. Der BernePark in Bottrop. URL: <https://www.ruhrgebiet-industriekultur.de/bernepark.html>

The Bridge Advisory Board (S. 98)

Objectives and measures: Monitor and improve design quality and integration of bridges in the intended budget; achieve optimum balance of efficiency, design, and functionality; formulate general design guidelines; advise on concrete bridge projects; discourse; create the planning guide "Leitfaden Gestalten von Eisenbahnbrücken" (2008)

Projects: Projects with building costs of more than 2 million euros have to be submitted to the advisory board.

Active: 2007–2011

Results: 28 projects were reviewed and improved in terms of design and technology

Contracting authority: Deutsche Bahn AG and subsidiaries

Chairs: Hartmut Mehdorn, Stefan Garber

Deputy chairman: Axel-Björn Hüper

Other representatives from DB AG: Wolfgang Feldwisch, Eckart Koch, Prof. Dr. Steffen Marx

Appointed members: Karl Ganser, Jörg Schlaich, Wilhelm Zellner

Board: Staff from the Deutsche Bahn AG, external experts from architecture and structural engineering

Other participants: Local politics, citizens' initiatives

Awards: Deutscher Brückenbaupreis 2016, nomination for the Grubentalbrücke; Deutscher Brückenbaupreis 2014, Prize for the Gänsebachtalbrücke; Deutscher Brückenbaupreis 2012, Prize for the Scherkondetalbrücke

Sources:

- DB Netze (ed.) (2008): Leitfaden Gestalten von Eisenbahnbrücken. URL: http://www.marxkronal.com/tl_files/pdf/LeitfadenGestaltenvonEisenbahnbruecken.pdf
- Marx, Steffen (2015): Vortrag auf der Baukulturwerkstatt "Planungskultur und Prozessqualität" on 11 September 2015 in Frankfurt am Main. URL: <http://www.bundessstiftung-baukultur.de/veranstaltungen/referenten/steffen-marx>

Senftenberg Town Harbour (p. 104)

Location: 01968 Senftenberg

Objectives and measures: New construction of a harbour facility with pier, promenade, and buildings for tourism; expansion of the bridge landscape and infrastructure, for example, as floating structures

Planning and construction: 2010–2013

Overall size: 18 ha

Process:

- 2008: Limited open architectural, landscape planning, and hydraulic engineering design competition with participation of IBA Fürst Pückler Land GmbH
- 2010: Opening of an information point

- 2011–2012: Construction of the outdoor facilities
- 2011–2013: Realisation of the engineering structures

The construction process could be followed at an "observation point". In addition, a model and visualisations were exhibited.

Cost: 12.5 million euros gross

Financing: The state of Brandenburg and the city of Senftenberg, no other funding

Developer: Zweckverband Lausitzer Seenland Brandenburg

Overall planning: ARGE Stadthafen Senftenberg: bgmr Landschaftsarchitekten (Federführung) / ASTOC Architects and Planners / Ecosystem Saxonia

Project Management: Torsten Nitsch, Zweckverband Lausitzer Seenland Brandenburg

Architecture and engineering planning: ASTOC Architects and Planners, Köln; Ecosystem Saxonia, Dresden; IPRO Lausitz, Senftenberg; Sauerzapfe Architekten, Berlin

Landscape architecture: bgmr Landschaftsarchitekten GmbH, Berlin

Structural planning: ifb frohloff staffa kühl ecker, Berlin (pier); Ingenieurbüro AbTiWa, Grünheide (floating gangplank); Planungsbüro Meiger, Köln (port buildings)

Awards: Baukulturpreis 2013 from the Brandenburg Chamber of Architects, Special Prize; Construction of the Year 2014 from german-architects.com

Sources:

- Architektenkammer Brandenburg (2013): Stadthafen Senftenberg. Sonderpreis im Rahmen der Auszeichnung mit dem Brandenburgischen Baukulturpreis 2013. URL: <http://ak-brandenburg.de/baukulturpreis2013/preis02>
- Becker, Carlo W. and Oliver Hall (2015): Vortrag auf der Baukulturwerkstatt "Infrastruktur und Landschaft" am 10. Juli 2015 in Regensburg. URL: <http://www.bundessstiftung-baukultur.de/veranstaltungen/referenten/carlo-w-becker-oliver-hall>
- Corts, Katinka (2015): Bau des Jahres 2014 gekürt. *german-architects e-Magazin* 4.2.2015. URL: http://www.german-architects.com/de/pages/1506_Bau_des_Jahres_2014
- Verband Deutscher Architekten und Ingenieurvereine e. V. (2015): DAI Zeitschrift Baukultur. Heft 3/2015 SchiffsBaukultur. Berlin.
- Zweckverband Lausitzer Seenland Brandenburg (2016): Projekt Stadthafen Senftenberg. URL: <http://www.zweckverband-lsb.de/de/bauprojekte/stadthafen-senftenberg.html>

Flood Protection in Regensburg (p. 108)

Location: Regensburg, banks of the Donau and Regen

Objectives and measures: Simultaneously provide flood control and recreational areas, for example through the construction of dikes and protective walls with gradations for visual contact and path connections or the design of floodplains as parks; implement different building elements (mobile elements, bridges, dams); waterway construction for shipping; settlement of animals and plants; achieve public acceptance

Size of planning area: 37-kilometre river landscape throughout the city, divided into 18 construction phases

Process:

- 2000–2001: Round table with citizens and experts
- 2003: Study on technical and design solutions for the integration of flood control in different urban and rural areas
- 2004: European-wide, two-step technical and urban landscape planning competition
- 2005/06: Optimisation phase
- from 2006: Planning of the 18 construction phases
- 2008: Construction start
- 2010: Homepage launched for Flood Protection Regensburg

Citizen participation: The planning phase took place as "round tables", in which citizens could exchange ideas, goals, and concerns with experts and politicians. The results served as a basis for the technical-urban landscape planning competition. The individual phases of construction will continue to be accompanied by information events.

Cost: ca. 100 million euros until 2025

Financing: Free State of Bavaria and the city of Regensburg (each paying half), co-financed by the EFRE

Project sponsor: Free State of Bavaria

Developer: Free State of Bavaria, represented by the water authority of Regensburg, and the city of Regensburg

Project coordinators: Jörg Ernsberger (until 2005) and Günter Schobert, government of Upper Palatinate, Regensburg

Planning river basin concept: TEAM 4 Landschaftsarchitekten und Stadtplaner, Nürnberg

Groundwater model: Björnsen Beratende Ingenieure, Koblenz

Finished section Schwabelweis

- Planning and construction: 2006–2011
 - Planner: Planungsgruppe Hochwasserschutz Regensburg; Wolfgang Weinzierl Landschaftsarchitekten, Ingolstadt; Studio di Architettura Vittorio M. Lampugnani, Mailand; Goldbrunner + Grad Ingenieurplanungen, Gaimersheim/Ingolstadt
 - Cost: 4.3 million euros gross
- Finished section Reinhausen**
- Planning and construction: 2009–2015
 - Planner: Rose Fisch Landschaftsarchitektur, Berlin; Matthias Rottmann, DeZwarteHond Architektur, Köln; Ingenieurbüro Obermeyer, Potsdam; Dr. Blasy / Dr. Øverland, Beratende Ingenieure, Eching a. A.
 - Cost: 9.6 million euros gross

Sources:

- Schimpfermann, Christine und Wolfgang Weinzierl (2015): Vortrag auf der Baukulturwerkstatt "Infrastruktur und Landschaft" on 10 Juli 2015 in Regensburg. URL: <http://www.bundessstiftung-baukultur.de/veranstaltungen/referenten/wolfgang-weinzierl-christine-schimpfermann>
- Stadt Regensburg und Wasserwirtschaftsamt Regensburg (2016): Hochwasserschutz Regensburg. URL: <http://www.hochwasserschutz-regensburg.bayern.de>
- Wasserwirtschaftsamt Regensburg (2016): URL: <http://www.wwa-r.bayern.de>

Weyarn (p. 118)

Location: 83629 Weyarn

Objectives and measures: Development of a guiding principle under the motto "We want to remain a rural area!" and "We plan for the future with the citizens";

subordination of all new and renovated buildings and development activities; development of a system based on the leasehold land model; active land management; free energy advice and building consultancy; construction of public buildings as wood structures

Citizen participation: Children are actively involved in the design process of schools and kindergartens; regular children's council meetings; community workshops and working groups with experts in all important planning steps; "Participation Statute" that regulates the participation process, rights, and obligations (e.g., budgets and funding for professional support of the working groups) of all stakeholders (2008); a "Participation Office" coordinates the work of the individual committees and working groups as mediator. Civic engagement is thereby anchored in the administration (since 1997).

Stakeholders: Municipal council, working groups, citizens, associations, and village communities, external moderators, Office of Rural Development, local nature conservation authority, monument preservation authority, Department of Agriculture, district architect

Funding: ca. 2.5 million euros from village renewal funds

Awards: Inclusion in the project CIVITAS (1998–2003) from the Bertelsmann Stiftung in the competition "Bürgerorientierte Gemeinde" (Citizen-Oriented Municipality) 1998; Bavarian State Prize in the competition "Ländliche Entwicklung" (Rural Development) 2005; Europäischer Dorferneuerungspreis (European Village Renewal Prize) 2004; OGUT Environmental Prize in the category "Innovative und nachhaltige Projekte im Bereich Partizipation" (Innovative and Sustainable Projects in the Area of Participation) 2006; quality seal "Nachhaltige Bürgerkommune" (Sustainable Municipality) 2011

Sources:

- Gemeinde Weyarn (o. J.): Bodenmanagement. URL: <http://www.weyarn.de/Gemeinde/Entwicklung/bodenmanagement.htm>
- Gemeinde Weyarn (2015): Bürgerbeteiligung wird zum Weyarner Grundgesetz. URL: <http://www.weyarn.de/MenschenAktiv/Buergerbeteiligung.htm>
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- Pelzer, Michael (2012): Die Bürgerkommune Weyarn. In: Gerald Beck und Cordula Kropp (ed.): Gesellschaft innovativ. Wer sind die Akteure? Wiesbaden. pp. 119–132.
- Pelzer, Michael (2015): Vortrag auf der Baukulturwerkstatt "Planungskultur und Prozessqualität" am 11. September 2015 in Frankfurt am Main. URL: <http://www.bundesstiftung-baukultur.de/veranstaltungen/referenten/michael-pelzer>

Eschwege (p. 124)

Location: 37269 Eschwege

Objectives and measures: Remodelling and enlargement of the marketplace; reorganisation of traffic; barrier-free conversion of downtown; construction of a new railway station, linking with the city centre; strengthening the historic city centre as a retail location; conversion of two half-timbered buildings to barrier-free housing; revival of courtyards

Planning and construction: 2009–2013

Size of marketplace: 3,100 m²

Conversion costs for the marketplace: 685,000 euros gross

Process:

- 2009: Invitation from the city to develop a design concept
- 2010: Orientation workshop for the transformation of public space with three selected offices; discussion of submitted ideas; commissioning of the winning agencies; town meeting
- 2011: Decision for the redesign of the marketplace
- 2011–2013: Construction work
- 2013: Publication of information flyers on the redesign

Citizen participation: City tours and discussions with citizens in the pre-planning phase; representatives from senior citizens' forums tested marketplace surfaces and seating for age-appropriateness; consultations with residents and citizens accompanying the construction work

Funding: For the marketplace and public space: funds from the federal-state programme "Stadtumbau West / Stadtumbau in Hessen". For other projects in the town centre: among others, EU funds to promote rural areas through the LEADER programme from the BMEL and the Bundesfamilienministeriums (Federal Ministry of Family Affairs)

Developers: Municipality of the County Town Eschwege, private owners

Urban development concept and architecture: GTL Gnüchtel Triebswetter Landschaftsarchitekten GbR, Kassel

Planning partners: Fachbereich 4 Planen und Bauen, Magistrat der Kreisstadt Eschwege; BIG-STÄDTEBAU GmbH, Kronshagen

Other participants: Residents and homeowners, local merchants, city marketing, senior citizens' forum

Awards: National Prize for Integrated Urban Development and Baukultur 2012 (for barrier-free housing and accessibility); European Railway Award 2013, and German Transport Planning Prize 2014 for the new city railway station and its accessibility

Sources:

- BBSR – Bundesinstitut für Bau-, Stadt- und Raumforschung (2011): Werkstatt-Stadt. Eschwege Innenstadt-Karrees. URL: <http://www.werkstatt-stadt.de/de/projekte/205>
- Heppe, Alexander (2015): Vortrag auf der Baukulturwerkstatt "Planungskultur und Prozessqualität" on 11 September 2015 in Frankfurt am Main. URL: <http://www.bundesstiftung-baukultur.de/veranstaltungen/referenten/alexander-heppe>

Neues Bauen am Horn (p. 130)

Location: 99425 Weimar

Objectives and measures: Conversion of military property: rehabilitation, demolition, new construction in line with monument protected building stock and with the cultural and historical surroundings; formation of a development plan in accordance with the results of a collaborative planning workshop; division into different-sized building zones with individual plots; open planning and implementation process that can respond to changing demands. Formulation of architectural rules: dense development; resource-efficient, area-saving, and compact construction; minimum sealing in the exterior space; and green roofs

Uses: Private homes, student dormitories, nursing home, university centre

Planning and construction: 1996–2014

Size of the planning area: 11.4 ha

Process:

- 1996–1997: Urban development planning workshop
- 1997: Contract for development planning and start of the demolition work
- 1999: Resolution approval for the development plan
- 2000: Start of development activities and construction of the first residential buildings
- 2001: Music college and university centre move in
- 2003: Total development is ended
- 2004: 45 of 73 plots are built. A model plan is made for the rest.
- 2004: "Neues Bauen am Horn" symposium
- 2014: Completion. The old building stock is renovated; 83 houses have been built.

Citizen participation: Information events for citizens throughout the development and construction process; exhibitions as part of the Thuringian EXPO projects; information sessions for interested builders with public presentations of already realised projects

Cost: Public investments (ca. 27 million euros), private investments (ca. 20 million euros)

Funding: Demolition and soil decontamination: conversion funds from the Free State of Thuringia, EU programme Konver II, Funds from Bundesanstalt für Arbeit (ABM, Federal Labour Office). Urban development planning: ExWoSt

Developers: City of Weimar, Bauhaus University Weimar, State Development Corporation Thuringia, over 80 private developers

Urban planning and architecture: Diener & Diener Architekten, Basel; Luigi Snozzi, Locarno; Adolf Krischanitz, Vienna (urban development planning); over 40 other architects contracted by public and private developers

Development planning and landscape architecture: Ingenieurbüro Lopp, Weimar

Building council: Representatives of all stakeholders monitored the compliance of all specifications and had additional advisory functions.

Awards: Several awards and recognitions, including Deutscher Bauherrenpreis "Hohe Qualität – Tragbare Kosten", Thüringer Architekturpreis für Wohnbauten, Europäischer Kalksandsteinpreis, Thüringer Preis zur Förderung der Baukultur

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Focus City

The Baukultur Report 2014/15

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A Future Perspective for the Country through Baukultur

The Starting Position

The Spaces

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Innovative and Active Participation of Residents

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A Future Perspective for the Country through Baukultur

The Focus Topics

Vital Municipalities – Improved Quality of Life in Rural Areas

(Re)Vitalisation of the Town Centre

- Bernau (Baden-Württemberg) – Flächenpotenzialkataster – URL: <https://www.bernau-schwarzswald.de>
- Eschwege (Hessen) – Shared-Space-Konzept Marktplatz – URL: <https://www.eschwege.de>
- Gotha (Thüringen) – Initiative "Gotha lebt" – URL: <https://www.gotha.de>
- Guentersleben (Bayern) – Ortskernsanierung – URL: <https://www.guentersleben.de>
- Iphofen (Bayern) – Gestaltungssatzung – URL: <https://www.iphofen.de>
- Landkreis Rhön-Grabfeld (Bayern) – gemeindeübergreifendes Immobilienportal – URL: <https://www.rhoen-grabfeld.de>
- Landsberg am Lech (Bayern) – Platzgestaltung – URL: <https://www.landsberg.de>
- Lietzendorf (Bayern) – Sanierung Bürgerhaus und Neubau Bücherei – URL: <https://www.litzendorf.de>
- Ochsenfurt (Bayern) – Barrierefreiheit und Verkehrsberuhigung Marktplatz/Straßenräume – URL: <https://ochsenfurt.de>
- Wettstetten (Bayern) – Neugestaltung Ortsmitte – URL: <https://www.wettstetten.de>
- Wittstock/Dosse (Brandenburg) – Aktivierung Leerstand durch kommunale Wohnungsunternehmen – URL: <https://www.wittstock.de>

Living in Vital Municipalities

- Ahaus (Nordrhein-Westfalen) – Stabilisierung 1950er-Jahre-Siedlung – URL: <https://www.ahaus.de>
- Dötlingen (Niedersachsen) – Mehrgenerationenprojekt – URL: <https://www.doetlingen.de>
- Güstrow (Mecklenburg-Vorpommern) – Neubau Seniorenwohnanlage – URL: <https://www.guestrow.de>
- Hünxe (Nordrhein-Westfalen) – Modellprojekt "Nachbarschaftsberatung" – URL: <https://www.huenxe.de>
- Lauffen am Neckar (Baden-Württemberg) – Gestaltungshandbuch Neubaugebiete – URL: <https://www.lauffen.de>
- Luckau (Brandenburg) – Alten- und behindertengerechtes Wohnen im Bestand – URL: <https://www.luckau.de>
- Markt Irsee (Bayern) – Baukulturgemeinde, Entwicklung Bestand – URL: <https://www.irsee.de>
- Markt Pfaffenhofen a.d. Roth (Bayern) – Gestaltungshandbuch Bestandsquartiere – URL: <https://www.markt-pfaffenhofen.de>
- Weyarn (Bayern) – Bodenpolitik – URL: <https://www.weyarn.de>

More than Basic Services

- Altena (Nordrhein-Westfalen) – Pop-Up-Geschäfte – URL: <https://www.altena.de>
- Amt Am Stettiner Haff (Mecklenburg-

- Vorpommern) – Multiples Haus – URL: <https://www.amt-am-stettiner-haff.de>
- Berg (Bayern) – „Dorfmitte“ Berg e. V. – URL: <https://www.gemeinde-berg.de>
- Büsum (Schleswig-Holstein) – Gemeindegarten (Büsum) – URL: <https://www.buesum.de>
- Jülich-Barmen (Nordrhein-Westfalen) – "DorV-Zentrum" – URL: <https://www.juelich.de>
- Landkreis Sigmaringen (Baden-Württemberg) – Gemeindebus – URL: <http://www.landkreis-sigmaringen.de>
- Lichtenfels (Bayern) – Dorfgemeinschaftshaus – URL: <http://www.lichtenfels-city.de>
- Schwerte (Nordrhein-Westfalen) – Bürgerkino – URL: <http://www.schwerte.de>
- Seevetal (Niedersachsen) – Landbaukultur Overmeyer – URL: <http://www.overmeyer-landbaukultur.de>
- Ummendorf (Sachsen-Anhalt) – Multiples Haus – URL: <http://www.ummendorf-boerde.de>

Baukultur and Tourism

- Ahrenshoop (Mecklenburg-Vorpommern) – Museumsneubau – URL: <http://www.ostsee-bad-ahrenshoop.de>
- Bad Zwischenahn (Niedersachsen) – Baumhäuser – URL: <http://www.bad-zwischenahn.de>
- Baiersbronn (Baden-Württemberg) – "Baukultur Baiersbronn" – URL: <http://www.gemeinde-baiersbronn.de>
- Blaibach (Bayern) – Konzerthaus, neue Ortsmitte – URL: <http://www.blaibach.de/>
- Eifelkreis Bitburg-Prüm (Rheinland-Pfalz) – Regionale Baukultur und Tourismus – URL: <http://www.bitburg-pruem.de>
- Wanfried (Hessen) – Internationale private Investoren – URL: <http://www.wanfried.de>

Infrastructure and Landscape – Active Design of Landscape Change in the Balance of Interests

Active Landscape Design through Conversion and Reclamation

- Bottrop (Nordrhein-Westfalen) – BernePark – URL: <https://www.bottrop.de>
- Dormettingen (Baden-Württemberg) – Erlebnislandschaft Schieferabbaugebiet – URL: <https://www.schiefererlebnis-dormettingen.de>
- Internationale Bauausstellung (IBA) Fürst-Pückler-Land – Strukturwandel Braunkohle-Abbauregion Südbrandenburg (2000 bis 2010) – URL: <https://www.studierhaus.de>
- Landschaftspark Emscher – IBA Emscher Park (1999) – URL: <https://www.metropoleruhr.de>
- Lausitzer Seenlandschaft – künstliche Wasserlandschaft für Freizeit- und Tourismuszwecke – URL: <https://www.lausitzerseenland.de>
- Engelskirchen (Nordrhein-Westfalen) – :metabolon gärten der technik – URL: <http://www.metabolon.de>
- Prenzlau (Brandenburg) – LAGA 2013, Schaugelände zwischen Unteruckersee und Altstadt – URL: <https://www.prenzlau.de>
- Rosenheim (Bayern) – LAGA "Flusslandschaft" (2010) – URL: <https://www.rosenheim.de>
- Schwäbisch Gmünd (Baden-Württemberg) – LAGA "Zwischen Himmel und Erde" (2014) –

- URL: <https://www.schwaebisch-gmuend.de>
- Überlingen (Baden-Württemberg) – LAGA (2020) – URL: <https://www.ueberlingen-bodensee.de>
- Wittstock/Dosse (Brandenburg) – LAGA "Grüne Bürgerstadt" (2019) – URL: <https://www.wittstock.de>
- Regionalpark Barnimer Feldmark e. V. (Brandenburg), Förderverein Landschaftspark Nord-Ost e. V. (Berlin) – landwirtschaftliche Produkte im Regionalpark – URL: <https://www.regionalpark-barnimerfeldmark.de>

New Energy Landscapes

- Energieavantgarde Anhalt – Reallabor Anhalt (Sachsen-Anhalt) – URL: <https://www.bauhaus-des-sau.de>
- Fuchstal (Bayern) – Windpark – URL: <https://www.fuchstal.de>
- Markt Taschendorf (Bayern) – Beteiligung an Betreibergesellschaft Bürgerwindpark – URL: <https://www.markt-markt-taschendorf.de>
- Saerbeck (Nordrhein-Westfalen) – Bioenergiepark – URL: <https://www.saerbeck.de>
- Treuenbrietzen/Feldheim (Brandenburg) – Energieautarkie – URL: <https://www.treuenbrietzen.de>

Infrastructure as Landscape Design Element

- Berlin/Rudow-Altglienicke (Berlin) – Holzverschaltete Lärmschutzwand – URL: <https://www.landschaftspark-rudow-altglienicke.de>
- Buttstädt (Thüringen) – Gänsebachtalbrücke – URL: <https://stadt-buttstaedt.de>
- Meeder (Bayern) – Rastanlage Lange Berge – URL: <https://www.gemeinde-meeder.de>
- Deggendorf (Bayern) – Donausteg – URL: <https://www.deggendorf.de>
- Geislingen an der Steige (Baden-Württemberg) – Kochertalbrücke – URL: <https://www.geislingen.de>
- Niederfinow (Brandenburg) – Schiffshebewerk – URL: <https://www.gemeinde-niederfinow.de>
- Ruhrgebiet (Nordrhein-Westfalen) – Parkautobahn A42 – URL: <https://www.parkautobahn.de>
- Senftenberg (Brandenburg) – Stadthafen – URL: <https://www.senftenberg.de>

Location-Appropriate Building

- Altötting (Bayern) – Kultur- und Kongressforum – URL: <https://www.altotting.de>
- Bergkirchen-Günding (Bayern) – Flyer zum Hochwasserschutz – URL: <https://www.bergkirchen.de>
- Frauenstein (Sachsen) – Gestaltungssatzung – URL: <https://www.frauenstein-erzgebirge.de>
- Gersdorf (Sachsen) – Gestaltung öffentlicher Grün- und Freiflächen mit Städtebauförderungsmiteln – URL: <https://www.gemeinde-gersdorf.de>
- Hartmannsdorf (Sachsen) – Standortgerechte Anpflanzungen als Teil des Ortsbildes – URL: <https://www.gemeinde-hartmannsdorf.de>
- Philippsreut (Bayern) – Umbau Bauernhaus – URL: <https://www.philippsreut.de>
- Regensburg (Bayern) – Hochwasserschutz – URL: <https://www.regensburg.de>
- Schmallingenberg (Nordrhein-Westfalen) – Schutz dörflicher Freiflächen – URL: <https://www.schmallingenberg.de>

- Ursberg (Bayern) – Gestaltungssatzung – URL: <https://www.gemeinde-ursberg.de>
- Utersum auf Föhr (Schleswig-Holstein) – Ortsgestaltungssatzung – URL: <https://www.utersum-auf-foehr.de>

Planning Culture and Process Quality – Improved Quality of the Built Living Environment through Better Planning

Different from Large Cities

- Baiersbronn (Baden-Württemberg) – Entwicklung städtebauliches Leitbild im Rahmen einer Ideenkonkurrenz und Bürgerstammtischen – URL: <https://www.gemeinde-baiersbronn.de>
- Burbach (Nordrhein-Westfalen) – Beratungssangebot “Innen wohnen, außen schonen” – <https://www.burbach-siegerland.de>
- Duchroth (Rheinland-Pfalz) – Neubaugebiet Dorfkern – URL: <https://www.duchroth.de>
- Elbe-Weser-Dreieck (Niedersachsen) – Pilotprojekt mobiler Gestaltungsbeirat – URL: <https://www.ofd.niedersachsen.de>
- Fließ (Tirol) – Bürgerbeteiligung im Wettbewerbsverfahren – URL: <https://www.fliess.at>
- Germersheim (Rheinland-Pfalz) – Kommunale ehrenamtliche Leerstandslotsen, Schulung in Pilotseminaren – URL: <https://www.germersheim.eu>
- Hofheimer Land (Bayern) – interkommunales Ortskernrevitalisierung, kostenlose Planungsberatung und finanzielle Zuwendungen – URL: <http://hofheimer-land.de>
- Illingen (Saarland) – Rückbaumaßnahmen, Modellvorhaben zur Eindämmung des Landschaftsverbrauchs durch innerörtliche Entwicklung (MELanIE) – URL: <https://www.illingen.de>
- Ilzer Land e. V. (Bayern) – Marketing und Öffentlichkeitsarbeit für Innenentwicklung und Ortskernbelebung – URL: <https://www.ilzerland.info>
- Lauda-Königshofen (Baden-Württemberg) – Geförderte Rückbau zur Verbesserung der Freiflächengestaltung – URL: <https://www.lauda-koenigshofen.de>
- Neuwied (Rheinland-Pfalz) – Kommunale ehrenamtliche Leerstandslotsen, Schulung in Pilotseminaren – URL: <https://www.neuwied.de>
- Obere Vils-Ehenbach (Bayern) – gemeindeübergreifender, internetbasierter Gebäude- und Flächenmarkt – URL: <http://www.aove.de>
- Südliche Weinstraße (Rheinland-Pfalz) – Kommunale ehrenamtliche Leerstandslotsen, Schulung in Pilotseminaren – URL: <https://www.suedliche-weinstrasse.de>
- Wallmerod (Rheinland-Pfalz) – Einfamilienhaus und Mehrgenerationentreff im Ortskern – URL: <https://www.wallmerod.de>
- Wolfertschwenden (Bayern) – Wettbewerbe als “Bildungsmaßnahme” für Gemeinderat und Öffentlichkeit – URL: <https://www.wolfertschwenden.de>

Baukultur as the Action Level of Public Planning

- Altena (Nordrhein-Westfalen) – Schrumpfungstrategie – URL: <https://www.altena.de>
- Arnberg (Nordrhein-Westfalen) – Nutzungskonzepte für kommunale Gebäude – URL: <https://www.arnberg.de>
- Bernau-Menzenschwand (Baden-Württemberg)

- Gestaltungshandbuch “Leitlinien von Bürgern für Bürger” – URL: <https://www.bernauschwarzwald.de>
- Blaubach (Bayern) – Ankäufe leerstehender, ungenutzter Immobilien für die Reaktivierung der Ortsmitte – URL: <https://www.blaibach.de>
- Burbach (Nordrhein-Westfalen) – Vergabe Haushaltsmittel für Dorferneuerungsmaßnahmen im Wettbewerb zwischen den Ortsteilen – URL: <https://www.burbach-siegerland.de>
- Eschwege (Hessen) – Fokus Innenentwicklung – URL: <https://www.eschwege.de>
- Euerbach (Bayern) – Fokus Innenentwicklung – URL: <https://www.euerbach.de>
- Korntal-Münchingen (Baden-Württemberg) – Erhaltungs- und Gestaltungssatzung – URL: <https://www.korntal-muenchingen.de>
- Oberes Werntal (Bayern) – Interkommunale Allianz Oberes Werntal mit dem Ziel Innenentwicklung vor Außenentwicklung – URL: <https://www.oberes-werntal.de>
- Region Mainfranken (Bayern) – Farbfibel “Regionale Farbstrukturen” – URL: <https://www.mainfranken.org>
- Weimar (Thüringen) – Innerstädtisches Einfamilienhausgebiet am Horn – URL: <https://www.weimar.de>
- Wettstetten (Bayern) – Neuer Funktionsschwerpunkt in der Ortsmitte – URL: <https://www.wettstetten.de>
- Weyarn (Bayern) – “Mitmachamt”, Flächenmanagement, Holzbauweise für kommunale Neubauten – URL: <https://www.weyarn.de>

Communication and Sensitisation

- Biberach an der Riß (Baden-Württemberg) – Temporäre Installation Marktplatz – URL: <https://biberach-riss.de>
- Eschwege (Hessen) – Herausgehobene Identifikationsorte für Bürgerbeteiligung – URL: <https://www.eschwege.de>
- SALEG – Sachsen-Anhaltinische Landesentwicklungsgesellschaft mbH (Sachsen-Anhalt) – Kompetenzzentrum Stadtumbau – URL: <https://www.saleg.de>

Innovative and Active Participation of Residents

- Arnberg (Nordrhein-Westfalen) – Einführung eines bürgerorientierten WLANs (“Freifunk”) im historischen Stadtkern, Denkmalpflegeplan vom lokalen Heimatverein – URL: <https://www.arnberg.de>
- Brandenburg an der Havel (Brandenburg) – “Mitmach-BUGA” im Rahmen der Bundesgartenschau 2015 – URL: <https://www.stadt-brandenburg.de>
- Dorsten (Nordrhein-Westfalen) – Hausaufgaben. Werkstattreihe zur Zukunft von Einfamilienhausgebieten – URL: <http://hausaufgaben.ms>
- Eckernförde (Schleswig-Holstein) – öffentliche Sitzungen der Gestaltungsbeiräte – URL: <https://www.eckernfoerde.de>
- Garmisch-Patenkirchen (Bayern) – öffentliche Sitzungen der Gestaltungsbeiräte – URL: <http://buergerservice.gapa.de>
- Ravensburg (Baden-Württemberg) – öffentliche Sitzungen der Gestaltungsbeiräte – URL: <https://www.ravensburg.de>
- Sonthofen (Bayern) – “Baustelle Sonthofen”, Beratung Verwaltung durch Planer und Architekten

- URL: <https://www.sonthofen.de>
- Steinach im Kinzigtal (Baden-Württemberg) – BürgerInnenRat – URL: <https://www.steinach.de>
- Trendelburg-Gottsbüren (Hessen) – “Potemkinsches Dorf Gottsbüren” – URL: <https://www.trendelburg.de>
- Weißwasser/Oberlausitz (Sachsen) – “Stadtverein Weißwasser e. V.”, Partner der Kommune bei Fragen der Stadtentwicklung und des Stadtumbaus als – URL: <https://www.weisswasser.de>
- Weyarn (Bayern) – Leitbild “Wir wollen ländlicher Raum bleiben!” – URL: <https://www.weyarn.de>
- Witzenhausen (Hessen) – “Bürgerverein zur Förderung der Bau- und Wohnkultur” – URL: <https://www.witzenhausen.eu>

On behalf of the Federal Foundation of Baukultur, the opinion research institute Ipsos Public Affairs conducted an online forum on 29 and 30 August 2015 with 38 citizens, who have lived for at least five years in small or medium-sized towns or in rural areas. Under the guidance of a facilitator, the participants were able to exchange views with each other about the built environment.

Findings from this forum were included in the preparations for a representative population survey, which Ipsos conducted per telephone between September 30 and October 23, 2015. For this survey, 1,200 citizens aged 18 and over were asked about their attitudes and their satisfaction with regard to the current living environment and social interaction. For some questions multiple answers were possible.

B1 Awareness of the Federal Foundation of Baukultur

In Germany, there are a number of foundations that pursue very different objectives. Please tell me which of the following foundations you know – even if only by name.

Stiftung Warentest	92%
Konrad-Adenauer-Stiftung	73%
Bertelsmann Stiftung	70%
Friedrich-Ebert-Stiftung	55%
Robert-Bosch-Stiftung	43%
Volkswagen Stiftung	32%
Deutsche Bundesstiftung Umwelt	30%
Bundesverband Deutscher Stiftungen	20%
Dietmar-Hopp-Stiftung	14%
Bundesstiftung Baukultur	9%
Studienstiftung des Deutschen Volkes	8%
None of them	1%

B2 Current Living Situation

How do you currently live: in an apartment house, in a semi-detached house, or in a single-family house?

In an apartment building	47%
In a semi-detached house	11%
In a single-family house	41%
Other	0%
Don't know / no answer	0%

B3 Preferred Residential Area

Regardless of your financial situation or other conditions, where would you prefer to live, if you could choose: in a large city, in a small or medium-sized town, or in a rural community?

In a large city	21%
In a small or medium-sized town	33%
In a rural community	45%
Don't know / no answer	1%

B4 Satisfaction with Services in the Living Environment

There are indeed different aspects that contribute to whether one feels comfortable in his / her living environment. I will now read out some aspects. Please tell me whether you are very satisfied, rather satisfied, rather unsatisfied, or very unsatisfied.

Very satisfied or rather satisfied with the offers for ...	
Banks and credit institutes	89%
Shopping facilities for daily needs, e.g., food	88%
Facilities for health care, such as hospitals, doctors, etc.	84%
Restaurants and guest houses	79%
Sports and leisure facilities	78%
Educational institutions	77%
Cultural activities and facilities	69%
Shopping facilities for occasional needs, e.g., clothing	69%
With the offers in the living environment in general	88%

With the offers of facilities for health care, such as hospitals, doctors, etc. ...

Very satisfied	45%
Rather satisfied	39%
Rather unsatisfied	11%
Very unsatisfied	4%
Don't know / no answer	1%

With the offers of shopping facilities for daily needs, e.g., food ...

Very satisfied	62%
Rather satisfied	26%
Rather unsatisfied	7%
Very unsatisfied	4%
Don't know / no answer	1%

With the offers of shopping facilities for occasional needs, e.g. clothing ...

Very satisfied	34%
Rather satisfied	35%
Rather unsatisfied	21%
Very unsatisfied	9%
Don't know / no answer	1%

With the offers of restaurants and guest houses ...

Very satisfied	38%
Rather satisfied	41%
Rather unsatisfied	13%
Very unsatisfied	6%
Don't know / no answer	2%

With the offers of banks and credit institutions ...

Very satisfied	48%
Rather satisfied	41%
Rather unsatisfied	7%
Very unsatisfied	2%
Don't know / no answer	1%

With cultural activities and facilities ...

Very satisfied	27%
Rather satisfied	42%
Rather unsatisfied	21%
Very unsatisfied	7%
Don't know / no answer	3%

With the offers of educational institutions ...

Very satisfied	32%
Rather satisfied	45%
Rather unsatisfied	14%
Very unsatisfied	4%
Don't know / no answer	6%

With sport and leisure facilities ...

Very satisfied	33%
Rather satisfied	45%
Rather unsatisfied	15%
Very unsatisfied	2%
Don't know / no answer	5%

With the offers in the living environment in general ...

Very satisfied	38%
Rather satisfied	49%
Rather unsatisfied	10%
Very unsatisfied	2%
Don't know / no answer	0%

In my town centre I find all of the contact points that are important to me.

Strongly agree	37%
Tend to agree	30%
Tend to disagree	21%
Strongly disagree	11%
Don't know / no answer	1%

Many buildings and apartments in the town centre are empty.

Strongly agree	7%
Tend to agree	9%
Tend to disagree	27%
Strongly disagree	51%
Don't know / no answer	8%

B5a Presence of a Town Centre

Most towns and cities have a central place, the town/city centre. Does your city or town have such a centre?

Yes	81%
No	19%
Don't know / no answer	1%

Our town centre is a central meeting point for young and old.

Strongly agree	27%
Tend to agree	33%
Tend to disagree	27%
Strongly disagree	11%
Don't know / no answer	2%

I cannot shop well in my town centre, because there are too few interesting stores.

Strongly agree	18%
Tend to agree	22%
Tend to disagree	27%
Strongly disagree	32%
Don't know / no answer	1%

B5b Importance of the Town Centre

I will now read several statements that others have made about their town or city centre. Please tell me, in regard to your own town centre, if you fully agree, tend to agree, tend to disagree, or strongly disagree. Target group: respondents whose place of residence has a town centre (according to question 5a)

I fully agree or tend to agree with the following:

Our town centre is very beautiful and designed appropriately.	74%
In my town centre I find all of the contact points that are important to me.	67%
Our town centre is a central meeting point for young and old.	59%
I go shopping primarily in the town centre.	51%
Our town centre is often visited and admired by tourists.	48%
I cannot shop well in my town centre, because there are too few interesting stores.	40%
I mainly go to the town centre to meet up.	36%
The town centre is neglected by politics and administration.	24%
The town centre has lost its original importance and has to be redesigned.	23%
Many buildings and apartments in the town centre are empty.	15%

Our town centre is very beautiful and designed appropriately.

Strongly agree	35%
Tend to agree	39%
Tend to disagree	18%
Strongly disagree	6%
Don't know / no answer	2%

The town centre has lost its original importance and has to be redesigned.

Strongly agree	10%
Tend to agree	13%
Tend to disagree	36%
Strongly disagree	38%
Don't know / no answer	4%

Our town centre is often visited and admired by tourists.

Strongly agree	29%
Tend to agree	20%
Tend to disagree	26%
Strongly disagree	21%
Don't know / no answer	4%

The town centre is neglected by politics and administration.

Strongly agree	10%
Tend to agree	14%
Tend to disagree	36%
Strongly disagree	34%
Don't know / no answer	7%

I go shopping primarily in the town centre.

Strongly agree	26%
Tend to agree	25%
Tend to disagree	30%
Strongly disagree	18%
Don't know / no answer	1%

B6 Importance of Baukultur in the Selection of Holiday Locations

If you think about where to want to spend the next vacation, quite different aspects may indeed play a role. What is especially important for you when choosing your holiday location?

A beautiful landscape, e.g. mountains, lakes, the ocean	92%
Good weather or a good climate	82%
Attractive sights	74%
Good regional gastronomy	74%
A historic town centre	61%
Monuments like castles or palaces	54%
Leisure facilities, e.g., water park or amusement park	37%
Interesting, modern architecture	26%

I mainly go to the town centre to meet up.

Strongly agree	14%
Tend to agree	22%
Tend to disagree	36%
Strongly disagree	27%
Don't know / no answer	1%

Other	0%
Don't know / no answer	1%

B7 Current Conflict Issues

In every town and city, there are various difficulties or conflict issues. I will now read out some possible topics. Please tell me whether, in your residential area, this is currently a big, medium-sized, small, or no problem.

A big or medium-sized problem ...

Rising prices for rent, land, and property	50%
Housing shortage or lack of affordable housing	48%
Exodus of industry, business, and retail	30%
Poor or inadequate infrastructure, e.g., nurseries, schools, and shopping	25%
Decline in the value of land and property	19%
Change of the landscape through renewable energies, e.g., wind parks	18%
Too few green spaces and recreational opportunities	17%
Vacant apartments and buildings	16%
Demolition of buildings that are historic or shape the townscape	10%

Vacant apartments and buildings are ...

A big problem	6%
A medium-sized problem	11%
A small problem	15%
No problem	63%
Don't know / no answer	6%

Housing shortage or lack of affordable housing is ...

A big problem	26%
A medium-sized problem	22%
A small problem	11%
No problem	33%
Don't know / no answer	8%

Rising prices for rent, land, and property are ...

A big problem	27%
A medium-sized problem	23%
A small problem	12%
No problem	28%
Don't know / no answer	10%

Decline in the value of land and property is ...

A big problem	7%
A medium-sized problem	12%
A small problem	13%
No problem	56%
Don't know / no answer	13%

Poor or inadequate infrastructure, e.g. nurseries, schools, and shopping is ...

A big problem	5%
A medium-sized problem	19%
A small problem	14%
No problem	59%
Don't know / no answer	2%

Demolition of buildings that are historic or shape the townscape ...

A big problem	4%
A medium-sized problem	6%
A small problem	9%
No problem	78%
Don't know / no answer	2%

Exodus of industry, business, or retail is ...

A big problem	13%
A medium-sized problem	16%
A small problem	15%
No problem	51%
Don't know / no answer	4%

Change of the landscape through renewable energies, e.g., wind parks is ...

A big problem	7%
A medium-sized problem	11%
A small problem	11%
No problem	69%
Don't know / no answer	2%

Too few green spaces and recreational opportunities are ...

A big problem	6%
A medium-sized problem	11%
A small problem	9%
No problem	73%
Don't know / no answer	2%

B8 Future Development

And how do you see future development in your region as a whole? Do you see it as rather ...

Positive	32%
Hopeful	20%
Consistent	28%
Troubling	15%
Negative	4%
Don't know / no answer	1%

B9 Landscape Change through the Energy Transition

As part of the energy transition, new opportunities for electricity production from renewable energy sources were created in recent years. What would you say: through the following aspects, has the design of the landscape in your region rather improved, rather deteriorated, or not changed?

The design of the landscape has rather improved ...

Through solar fields or solar panels	13%
Through the cultivation of energy crops like corn or rapeseed	8%
Through transmission lines or power lines	6%
Through wind turbines or wind parks	5%

The design of the landscape has rather deteriorated ...

Through solar fields or solar panels	18%
Through the cultivation of energy crops like corn or rapeseed	17%
Through transmission lines or power lines	10%
Through wind turbines or wind parks	9%

The design of the landscape has not changed ...

Through transmission lines or power lines	80%
Through wind turbines or wind parks	71%
Through solar fields or solar panels	71%
Through the cultivation of energy crops like corn or rapeseed	66%

Through wind turbines and wind parks, the design of the landscape has ...

Rather improved	5%
Rather deteriorated	18%
Not changed	71%
Don't know / no answer	6%

Through solar fields or solar panels, the design of the landscape has ...

Rather improved	13%
Rather deteriorated	10%
Not changed	71%
Don't know / no answer	6%

Through the cultivation of energy crops like corn or rapeseed, the design of the landscape has ...

Rather improved	8%
Rather deteriorated	17%
Not changed	66%
Don't know / no answer	10%

Through transmission lines or power lines, the design of the landscape has ...

Rather improved	6%
Rather deteriorated	9%
Not changed	80%
Don't know / no answer	6%

B10 Optical Design of Infrastructure Projects

Now I will name different buildings or facilities that are likely to be present in your city or your municipality. Please tell me in each case how you find the visual design of these buildings or facilities: very good, good, not so good or not at all?

I find the following very good or good ...

The bus stops	68%
The federal roads and motorways	67%
The technical infrastructure for energy production, such as junction boxes, lines, or telephone poles	62%
The state, county, and municipal roads	60%
The railway line	53%
The train station	42%
The facilities for flood protection	38%

I find the visual design of the train station ...

Very good	11%
Good	30%
Not so good	24%
Not good at all	13%
There is no train station.	18%
Don't know / no answer	3%

I find the visual design of the railway lines ...

Very good	11%
Good	42%
Not so good	19%
Not good at all	5%
There is no railway line.	16%
Don't know / no answer	7%

I find the visual design of the federal roads and motorways ...

Very good	16%
Good	52%
Not so good	22%
Not good at all	5%
There are none.	2%
Don't know / no answer	3%

I find the visual design of the state, county, and municipal roads ...

Very good	10%
Good	50%
Not so good	30%
Not good at all	8%
There are none.	1%
Don't know / no answer	2%

I find the visual design of the facilities for flood protection ...

Very good	9%
Good	29%
Not so good	10%
Not good at all	2%
There are none.	41%
Don't know / no answer	10%

I find the technical infrastructure for energy production, such as junction boxes, lines, or telephone poles ...

Very good	9%
Good	53%
Not so good	23%
Not good at all	5%
There are none.	4%
Don't know / no answer	7%

I find the visual design of bus stops ...

Very good	14%
Good	54%
Not so good	23%
Not good at all	6%
There are none.	1%
Don't know / no answer	4%

B11 Citizen Participation

For citizens, there are several ways to learn more about planning projects and construction measures in their city or town and give their views. Thus, for example, people can participate in city council, political party, or citizens' association meetings, or in discussions on the Internet about such planning projects. In the last 12 months have you participated in such a meeting / discussion – or you have not yet done so, but would basically be interested, or are you not interested at all?

Yes, I have participated.	17%
Yes, I'm interested but have not yet participated.	32%
No, I'm not interested.	51%
Don't know / no answer	1%

B12 Reasons for Participation

Why do you wish to participate or already participate in planning and decision-making processes in your city or municipality or participate in already? Please tell me whether you completely agree with the following statements, tend to agree, tend to disagree, or totally disagree.

I completely agree or tend to agree with the following statements:

I feel good when I can commit to something.	89%
I want to help make life more pleasant for people in my neighbourhood.	85%
I'm very interested in the planning and decision processes in my neighbourhood because they affect me.	78%
I would like to become more engaged in and for the area in which I live.	73%
I have the feeling that I can make a difference and influence something with my commitment.	62%
I am against a building project in my neighbourhood and want to try to stop it.	27%

I would like to become more engaged in and for the area in which I live.

I completely agree.	28%
I tend to agree.	44%
I tend to disagree.	19%
I completely disagree.	6%
Don't know / no answer	2%

I have the feeling that I can make a difference and influence something with my commitment.

I completely agree.	26%
I tend to agree.	36%
I tend to disagree.	26%
I completely disagree.	9%
Don't know / no answer	3%

I want to help make life more pleasant for people in my neighbourhood.

I completely agree.	43%
I tend to agree.	42%
I tend to disagree.	9%
I completely disagree.	4%
Don't know / no answer	2%

I feel good when I can commit to something.

I completely agree.	50%
I tend to agree.	39%
I tend to disagree.	8%
I completely disagree.	2%
Don't know / no answer	1%

I'm very interested in the planning and decision processes in my neighbourhood because they affect me.

I completely agree.	48%
I tend to agree.	29%
I tend to disagree.	14%
I completely disagree.	7%
Don't know / no answer	2%

I am against a building project in my neighbourhood and want to try to stop it.

I completely agree.	12%
I tend to agree.	15%
I tend to disagree.	27%
I completely disagree.	44%
Don't know / no answer	3%

B13 Employment

Are you currently working, whether self-employed or on payroll?

Yes	60%
No	40%
Don't know / no answer	0%

B14 Length of Commute

How long do you travel to reach your workplace?
Target group: respondents who are employed (according to question 13)

0 minutes (work at home)	3%
1–10 minutes	30%
11–20 minutes	27%
21–30 minutes	18%
31–40 minutes	4%
41–50 minutes	8%
51–60 minutes	5%
61 minutes and longer	3%
Don't know / no answer	1%

B15 Mode of Transport Used

Which mode of transport do you typically use?
Target group: respondents who are employed (according to question 13)

Car	66%
Public transportation like train, bus, tram, or subway	17%
Bicycle	13%
Walking	12%
Other	2%
Don't know / no answer	1%

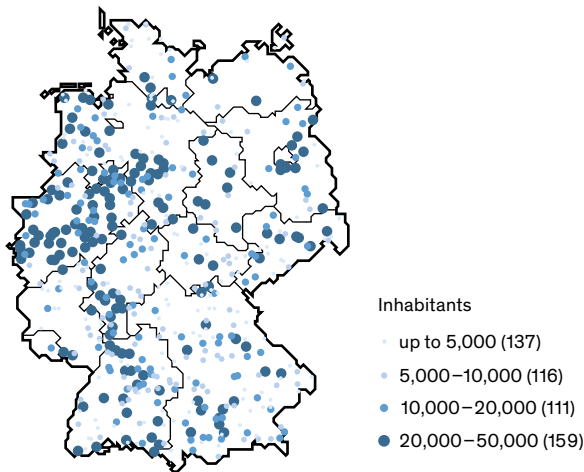
B16 Reasons for "Commuting"

And why do you accept this long commute?
What are the reasons for you personally?
Target group: respondents who are employed and have a commute of more than 30 minutes (according to question 14)

Satisfaction with job/employer	40%
No alternative job opportunities	18%
Satisfaction with neighbourhood	13%
The commute is not long or is normal (for the city)	4%
Poor connection	4%
Job involves commuting (installation, freelancing, etc.)	3%

No alternative (generally)	3%
No alternative housing options (own house, nursery, school, etc.)	3%
Other	10%
Don't know / no answer	3%

On behalf of the Federal Foundation of Baukultur – and supported by the Deutsche Städtetag (Association of German Cities), the Deutscher Städte- und Gemeindebund (German Association of Cities and Municipalities), and the Deutscher Landkreistag (Association of German Counties) – Difu conducted a municipal survey in July 2015 with more than 2,600 rural communities, small and medium-sized towns, as well as 26 counties (two per state) to learn their views on local planning and construction processes. Included were all German municipalities with 20,000 to 50,000 inhabitants, 50% of municipalities with 5,000 to 20,000 inhabitants, and 25% of municipalities with 1,000 to 5,000 inhabitants. 522 municipalities and three counties responded, representing a response rate of 20%. In the municipalities with 20,000 to 50,000 inhabitants it was even 32%, compared with 26% in towns with 10,000 to 20,000 inhabitants, 16.9% with 5,000 to 10,000 inhabitants, and 12.9% with 1,000 to 5,000 inhabitants. Not all municipalities responded to each question, thus the percentages given here refer to the total number of the actual answers given. Multiple answers were possible when answering some questions. Details on the surveys can be found on the website of the Federal Foundation of Baukultur.



Location and size of the municipalities participating in the municipal survey

K1 How satisfied are you with the architectural appearance of your municipality?

Very satisfied	4.7%
Satisfied	72.5%
Rather unsatisfied	21.5%
Unsatisfied	1.4%

K2 Which tasks in the area of “planning and building” are currently important in your municipality?

Renovation of the existing building stock	73.0%
Commercial estates	64.9%
Energy upgrade	60.3%
New single-family housing areas	51.7%
Renovations for senior citizens (building, public spaces)	49.6%
New construction in the town centre	47.1%
Conversion / vacancy management	45.4%
Cycle paths	44.1%
Public spaces	37.0%
Conversions	19.3%

Demolition or remodelling of traffic areas	19.2%
Demolition of buildings	14.6%
City repairs (e.g., demolition of transformations)	6.1%
Other	9.6%

K3 Who is in charge of the following areas of responsibility in your municipality?

	Municipality	Association of administrations	County	Regional authority
Building permits	26.0%	5.2%	68.5%	0.2%
Building consultation	75.6%	12.1%	12.3%	0.0%
Monument preservation	28.8%	3.2%	66.6%	1.4%
Basic evaluation	86.4%	9.0%	3.1%	1.5%
Urban development framework planning	87.5%	5.1%	3.6%	3.8%
Urban development planning draft	91.0%	4.7%	2.4%	1.8%
Land use planning	78.8%	16.6%	1.2%	3.4%
Development planning	95.5%	3.4%	0.6%	0.4%
Consultation for the funding application	64.6%	11.1%	21.4%	2.9%
Other	71.4%	0.0%	0.0%	7.1%

K4 Are third parties (e.g., planning offices) regularly contracted with areas of responsibility in your municipality?

	regularly	in individual cases	no
Building consultation	10.3%	39.4%	50.3%
Monument preservation	7.6%	42.1%	50.3%
Basic evaluation	26.4%	57.2%	16.4%
Urban development framework planning	47.6%	43.8%	8.6%
Urban development planning draft	46.5%	44.4%	9.1%
Land use planning	58.8%	29.9%	11.3%
Development planning	64.4%	32.3%	3.3%
Other	71.9%	12.5%	3.1%

K5 Is there intermunicipal cooperation with neighbouring municipalities on building and planning tasks?

Yes	42.8%
No	57.2%

K6 In your municipality, which jurisdiction is concerned with Baukultur duties?

Department of Building	78.4%
Full-time mayor	43.4%
Head of the municipal planning and building control office / department head / alderman	21.2%
Honorary mayor	13.8%
Main office	8.8%
Culture department	4.6%
Other	8.8%

K7 Who else is committed to Baukultur issues in your municipality?

Associations (e.g., heritage societies)	72.4%
Individuals (patrons, volunteers)	37.7%
Citizens' initiative / civil society (e.g., churches)	35.1%
Retail associations	14.4%
Institutional associations / chambers	7.0%
Other	12.5%

K8 How do you assess the importance of your municipality's appearance for the following aspects?

	very important	important	rather unimportant	unimportant
Local and regional identity	57.3%	38.3%	4.3%	0.2%
Location factor for living	48.1%	46.9%	4.6%	0.4%
Location factor for business	20.3%	48.6%	28.5%	2.5%

K9 How important are the following aspects for the appearance of your municipality?

	very important	important	rather unimportant	unimportant
Historic buildings	59.6%	32.2%	7.1%	1.1%
Modern buildings	9.2%	55.4%	33.5%	1.9%
Public spaces, squares, streets	57.4%	41.1%	1.5%	0.0%
Building forms typical of the region	17.5%	46.4%	33.3%	2.7%
Building materials typical of the region	8.4%	39.1%	47.7%	4.7%
Other	50.0%	33.3%	5.6%	5.6%

K10 Does your municipality set design guidelines (e.g., design statutes)?

	Yes	No
Town centre	65.6%	34.4%
Locations near the centre	28.7%	71.3%
Peripheral areas	19.4%	80.6%
Separate districts	27.7%	72.3%

K11a Does tourism play a role in your municipality?

	Yes	No
Day tourism	74.6%	25.4%
Tourism (with overnight stays)	54.5%	45.5%

K11b If so, what are the attractions?

Landscape (e.g., mountains, ocean, lakes)	71.2%
Individual historic buildings (e.g., castle, palace)	54.3%
Historic centre	44.3%
Leisure facilities (e.g., water park)	41.4%
Regional specialties (e.g., gastronomy)	28.1%
Other	24.3%

K12 In your municipality is there a significant proportion of dwellings that are used as a second home or regular holiday residence?

Yes	23.1%
No	76.9%

K13 How do you assess the supply structure in your municipality?

	very good	good	rather bad	bad	non-existent
Health care	28.8%	60.0%	9.1%	0.6%	1.5%
Retail for daily needs (e.g., food)	44.2%	48.1%	5.8%	1.0%	1.0%
Retail for occasional needs (e.g., bookshops)	8.0%	42.2%	33.7%	8.4%	7.6%
Gastronomy	15.2%	58.4%	23.7%	2.1%	0.6%
Credit institutes	28.3%	64.5%	3.9%	1.2%	2.1%
Cultural activities	18.4%	58.6%	21.3%	1.4%	0.4%
Educational institutions	29.1%	58.5%	10.1%	1.0%	1.4%
Sport und leisure	30.6%	66.3%	2.9%	0.2%	0.0%
Other	50.0%	9.1%	22.7%	9.1%	9.1%

K14 In your municipality is there large-scale retail (sales area from 800 m²) outside the centre that affects supply in the town centre?

Yes	42.4%
No, but in the neighbouring municipality	17.2%
No	40.4%

K15a Is there a significant vacancy rate in your municipality?

	Yes	No
Housing	32.5%	67.5%
Commercial	38.8%	61.2%

If so, is it recorded in a vacancy register?

	Yes	No
Housing vacancy register	66.7%	33.3%
Commercial vacancy register	45.6%	54.4%

K15b If so, where are the vacancies spatially concentrated?

Housing	
Town centre	60.7%
Locations near town centre	38.8%
Periphery	19.4%
Separate districts	32.1%

Commercial

Town centre	58.8%
Locations near town centre	41.7%
Periphery	20.9%
Separate districts	13.7%

K16a Is there a single-family housing area emerging in your municipality?

Yes	84.0%
No	16.0%

K16b If so are there design specifications for it?

Determination of the building height in the development plan	94.6%
Determination of the design in the development plan (single or semi-detached house, housing group, closed design)	93.0%
Textual regulations in the development plan (e.g., on the roof form and pitch, materials, colours, etc.)	86.2%
Determination of the building position and building orientation through building lines and borders	85.8%
Design frameworks	26.0%
Other	5.6%

K17 If building has taken place in your municipality in the last ten years, how do you assess the Baukultur quality of the new buildings?

	very high	high	rather low	low	no new buildings realised
Public buildings	16.5%	54.3%	12.3%	1.8%	15.2%
Apartment buildings	1.8%	29.8%	45.0%	6.5%	16.9%
Single-family and terraced houses	4.0%	38.1%	50.5%	6.6%	0.8%
Retail, services, and commercial buildings	1.4%	30.2%	49.2%	12.5%	6.7%

K18 In your view, what are currently the major conflict issues in the focus area "Vital Municipalities"?

Population decline	59.7%
Vacancy	51.6%
Lack of supply structures	35.3%
Conflicts over utilisation	30.8%
Rising land prices / rents	30.6%
Design conflicts	26.4%
Decline in the value of land / property	24.8%
Demolition of structures that shape the townscape	20.2%
Influx	15.9%
Other	8.5%

K19 How do you rate your municipality's connection to the region with public transport?

	good	adequate	inadequate	non-existent
Train	41.4%	21.6%	11.3%	25.7%
Bus	36.2%	46.4%	17.0%	0.4%
Dial-a-bus / taxi	21.9%	45.1%	12.3%	20.6%
Other	55.6%	13.9%	8.3%	19.4%

K20 How do you rate the visual design of infrastructure projects in your municipality?

	very good	good	adequate	inadequate	non-existent
Trains	5.1%	16.8%	23.8%	21.2%	33.1%
Federal roads	2.0%	28.0%	37.7%	9.7%	22.7%
State roads	1.4%	30.5%	50.7%	13.9%	3.5%
Waterways / flood protection / retention	4.6%	32.2%	25.5%	7.5%	30.1%
Water supply and sanitation	14.0%	46.7%	35.2%	1.4%	2.6%
Energy supply	11.8%	43.3%	35.1%	6.2%	3.6%
Bundeswehr projects	1.1%	3.4%	3.0%	1.7%	90.9%
Telecommunications	2.0%	25.3%	47.2%	20.4%	5.1%
Other	6.3%	12.5%	6.3%	50.0%	25.0%

K21 How has the design of the landscape in your region changed as a result of the following aspects?

	positively	negatively	not at all
Wind turbines	5.3%	36.6%	58.1%
Solar fields	10.4%	20.2%	69.3%
Biomass plants	5.2%	30.2%	64.6%
Cultivation of energy crops	3.9%	39.6%	56.6%
Power lines	1.4%	21.6%	77.0%
Other	0.0%	42.1%	47.4%

K22 In your municipality, do you make design specifications for the production of renewable energy – for example, when installing solar panels on the roof?

	Yes	No
Town centre	27.8%	72.2%
Locations near town centre	9.4%	90.6%
Periphery	7.7%	92.3%
Separate districts	8.4%	91.6%

K23 In your view, what are currently the major conflict issues in the focus area "Infrastructure and Landscape"?

Wind turbines	67.8%
Traffic route planning	47.1%
Maintenance deficits	44.6%
Dominance of private motorised transport	43.0%
Power lines	41.3%

Cultivation of energy crops	30.8%
Biomass plants	27.5%
Solar fields	23.6%
Other	2.9%

K24 Were (design) competitions held in the last ten years for individual building or renovation projects?

	Yes	No	No building or renovation projects realised
Centrally located building projects	33.7%	49.4%	16.9%
Building projects that shape the townscape	30.0%	51.5%	18.5%
Public buildings / churches	34.1%	44.5%	21.4%
Residential construction	12.9%	76.1%	11.0%
Retail, services, and commercial buildings	7.3%	80.7%	11.9%
Other (e.g., design of public square)	44.4%	46.7%	8.9%

K25a Do you have a design advisory council in your municipality or do you plan to establish one?

Yes, exists	5.8%
Yes, planned	4.1%
No	90.1%

K25b If not, is there interest in a mobile design advisory council – i.e. a panel of external experts who advise when needed?

Yes	26.1%
No	73.9%

K26 For building projects that shape the townscape does your municipality offer information and participation opportunities, which exceed what is required by planning law?

Yes	45.8%
No	54.2%

K27 In your region, would you like more information offered by other actors (e.g. chambers, associations, state and/or federal government) about Baukultur issues?

Yes	44.2%
No	55.8%

K28 In your view, what are currently the major conflict issues in the focus area “Planning Culture and Process Quality”?

Financial resources	73.5%
Staff capacity	73.3%
Uninterested population	39.4%
Uninterested politicians	27.3%
Expertise	23.8%
Other	3.2%

K29 Is it your personal opinion that that the regular recognition / award / honour of particularly successful building projects in your municipality can positively influence local Baukultur?

Yes	78.0%
No	22.0%

K30 Which topics should Baukultur address more strongly in the coming years?

Each municipality could designate three themes. The ten topics most frequently mentioned are:

	Number of mentions
Building stock development (internal and external)	94
Renovation / energy / climate protection / sustainability	62
Baukultur quality	49
Design / townscape	43
Residential construction / housing	37
Infrastructure / mobility / accessibility	35
Vacancy	32
Financial budgets / financing / funding / economic benefits	27
Expertise / education / politics / administration	26
Public relations	21

K31 Which regional structural would you use to describe your municipality?

Rural community	41.0%
Small town on the periphery	12.4%
Small town near a large city	15.2%
Medium-sized town on the periphery	12.0%
Medium-sized town near a large city	19.4%

K32 How would you assess the demographic and economic development of your municipality

Population development

Growing strongly	3.2%
Growing	24.0%
Stable	35.8%
Shrinking	33.6%
Shrinking strongly	3.4%

Economic development

Growing strongly	1.7%
Growing	28.4%
Stable	58.1%
Shrinking	11.2%
Shrinking strongly	0.6%

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A population survey and a municipal survey were carried out for this Baukultur Report. Particularly important results – and in part broken down by municipality sizes, regional, and demographic distribution – can be found in many places beside the main text as short articles that refer to the survey results in the Appendix. However, due to space, they are not itemised there. The detailed results can be found on the website of the Federal Foundation of Baukultur.

Also found in the Appendix are complementary descriptions of the projects presented in the main section, with technical data and information on the planning process, citizen participation, funding, and stakeholders. All of the places that are mentioned in the report are listed in a location register arranged by chapters. Finally, in addition to the photo credits, the numerous sources and publications that were used to produce the report are listed at the end of the report, also sorted by chapters.

The names and titles of institutions, research programmes, ministries, etc. are written in full on their first occurrence, followed by the abbreviations in parentheses, which are then used subsequently in the text.

Germany is a country of small and medium-sized towns and rural areas. But what prospects do these places have given the current boom in the cities? What happens in the cities has an impact on the surrounding areas and the periphery, in the form of shrinkage, influx, and the transfer of responsibilities. In addition to a look at the agglomerations shaped by influx and housing shortages, the Baukultur Report 2016/17 looks for Baukultur models for spaces beyond large cities. In the three focus areas – “Vital Municipalities”, “Infrastructure and Landscape”, and “Planning Culture and Process Quality” – it is shown how contemporary design and regional building traditions create desirable places to live, how energy production and infrastructure can be integrated into landscapes and townscapes, how professional structures can be strengthened, and how citizens can participate in these developments.

The Federal Foundation of Baukultur not only tries to identify solutions, but has also set itself the goal of using the current challenges of social and demographic trends and climate change for a functional and design improvement of our built environments, in the city and in the village. In many rural areas, Baukultur is even a more important issue than in large cities – it is a prerequisite for a future worth living for 45% of the population who would prefer to live there.