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Paris, 10 November 2016

Madam Director,

In reference to Decision 39 COM 7B.78 of the World Heritage Committee concerning the World Heritage site Upper Middle Rhine Valley (Germany, C1066) please find enclosed the updated report on the state of conservation of the property and on the implementation of the actions requested in the above mentioned decision for consideration by the World Heritage Committee at its 41st session in 2017.

Please accept, Madam Director, the assurances of my highest consideration.

Krawielicki



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World Heritage Property Upper Middle Rhine Valley (Germany) (C 1066)

**Report on the state of conservation of the property and the implementation of
Decision 39 COM 7B.78**

Dear Dr. Rössler,

In Decision 39 COM 7B.78 from its 39th session (Bonn, 2015), the World Heritage Committee asked the State Party, Germany, to submit to the World Heritage Centre, by 1 December 2016, an updated report on the state of conservation of the World Heritage property and on the implementation of the actions requested in that decision, for consideration by the World Heritage Committee at its 41st session scheduled for 2017. It has been attached for your information.

Prof. Dr. Salvatore Barbaro

State Commissioner for UNESCO World Heritage in Rhineland-Palatinate.

World Heritage Property Upper Middle Rhine Valley (Germany) (C 1066)

Report on the state of conservation of the property and the implementation of Decision 39 COM 7B.78

1. Executive Summary of the report

- a) Following the end of the trial phase of an extended ferry service, planning for a permanent river crossing in the Upper Middle Rhine Valley has been resumed in the form of a local transport infrastructure project that should be compatible with World Heritage status. In compliance with Decision 34 COM 7A.13, the required environmental impact assessment and feasibility studies will be carried out during this planning stage, and all relevant stakeholders will be consulted. Moreover, the *Master Plan* will be updated to include a statement on the Rhine crossing.
- b) The planning and approval procedures for wind turbine projects will take the *Line of sight study – the Upper Middle Rhine Valley UNESCO World Heritage site and wind power* into account. No wind turbine developments will be permitted within the core zone of the World Heritage site. In Rhineland-Palatinate, the regional development plans ensure that, in general, the same applies to the buffer zone. A corresponding provision, which clarifies this issue, has been included in an amendment to the Regional Development Program of the Federal State of Rhineland Palatinate (*LEP IV*). While the erection of wind turbines is not excluded per se within the buffer zone in the Federal State of Hesse, their compatibility with World Heritage status has to be assessed on a case-by-case basis.
- c) Protecting people and the environment from railway noise is an important transport and environmental policy goal of the state governments of Rhineland-Palatinate and Hesse. Measures for improvement include, amongst others, the compulsory installation of low-noise braking systems on freight train carriages from 2020. In addition, the two state governments advocate that a solution for the reduction of railway noise be found at European level as soon as possible. Other efforts envisage the re-routing of trains to alternative tracks outside the Middle Rhine Valley.
- d) The revision of the *Master Plan* will be accompanied by a revision of the *Management Plan*, which describes governance processes as well as policies and measures for the future development of the World Heritage site. As suggested by the World Heritage Committee, the two plans will be consolidated into a single document.
- e) The planned wind farm at Lorch (Hesse), within the buffer zone of the World Heritage site, will be the subject of a separate communication to the World Heritage Committee, as required by Article 172 of the Operational Guidelines.
- f) The plans for the holiday resort at Sankt Goar-Werlau have been revised substantially, taking into account the points criticized in the ICOMOS Technical Review; the new plans will be re-submitted to ICOMOS for further review.
- g) The report concludes by presenting important infrastructural projects and activities which the State Party deems to have a positive impact on the World Heritage site.
 - Based on the winning design from a EU-wide architectural competition, the Loreley plateau will be redeveloped into a landscape park that will both be compatible with World Heritage status and do justice to the special mythical, natural and cultural value of the location. Representatives and experts of the relevant national authorities and organizations, including ICOMOS Germany, have been, and continue to be, involved in defining the quality requirements, selecting a suitable concept and implementing the project.
 - The local administrations representing the towns of the Upper Middle Rhine Valley intend to apply to host the 2031 Bundesgartenschau, Germany's national horticultural show. It is expected that the World Heritage site will benefit greatly from the positive momentum the show will create. A feasibility study will be carried out before it will finally be decided whether to apply or not. The World Heritage Committee will be informed as soon as more concrete plans are available.
 - As part of an investment program by the federal government, large parts of the lost or neglected structures of the Osteinscher Park could be reclaimed and restored. A new visitors center has been built at the upper station of the cable car at Rudesheim.
 - In 2015, the World Heritage Young Experts Forum welcomed young experts from 31 different countries in Koblenz and Bonn. In 2016, another new volunteer project was launched as part of UNESCO's World Heritage Volunteers initiative. In the same context, further projects are envisaged in the World Heritage site.

2. Response to Decision 39 COM 7B.78 of the World Heritage Committee

- a) **(No. 3.) The World Heritage Committee regrets that it has not proved possible to include within the Master Plan, as requested, an appraisal of appropriate options for a Rhine crossing; urges the State Party to explore other ways to carry out such an appraisal so that there can be a clear policyway forward beyond the end of 2016; and requests the State Party to submit such an appraisal to the World Heritage Centre for review by the Advisory Bodies;**

In their coalition agreement for the legislative period 2011 to 2016, the parties to the coalition government of Rhineland-Palatinate had agreed that planning for a bridge across the River Rhine in the Middle Rhine Valley be suspended and, in the meantime, an extended ferry service should operate at St Goar/ St Goarshausen on a trial basis. However, the trial, which lasted from 2012 to 2016, showed that people made little use of the extended ferry service, except for crossings during the early hours of the day. Since the end of the trial phase, the ferry operator has been offering early crossings from 5.30 am on weekdays as part of their regular schedule.

The elaboration of the *World Heritage Master Plan* and the *Implementation Concept* was accompanied by a comprehensive citizen participation process; thanks to this broad citizen participation, we now know that the population of the Upper Middle Rhine Valley clearly wants a permanent Rhine crossing. After the elections to the regional parliament of the State of Rhineland-Palatinate, the newly formed government agreed that planning for a permanent Rhine crossing at St Goar/ St Goarshausen is to be resumed in the form of a local transport infrastructure project. As requested in Decision 39 COM 7B.78, the *World Heritage Master Plan* will be amended to include this as well as other infrastructural projects (Loreley plateau, 2031 Bundesgartenschau).

The spatial planning procedures required for the development are currently being prepared. For this purpose, the existing studies (e.g. visual impact study, environmental impact assessment, traffic surveys, etc.) will have to be updated or, where necessary, re-conducted. The spatial planning procedures should clarify which kind of river crossing would be preferable, taking into account the impact the different kinds of crossings may have on the environment and (cultural) landscape, their economic viability and traffic requirements. Alongside the three bridge options and the tunnel option, the extended ferry service will be considered in the spatial planning procedures as an 'optimized as-now-scenario' (i.e. an extended ferry service as now, though it would be optimized). The procedures and the subsequent planning stages will be executed in close consultation with UNESCO / ICOMOS International.

To assess the compatibility of the different river crossing options and other major infrastructure projects with World Heritage status, a study assessing the impact on the cultural landscape will be conducted parallel to the spatial planning procedures; this study will also serve as the basis for the amendment of the *Management Plan*. The study is scheduled to be commissioned before the end of 2016. In this context, as well, close consultation with UNESCO / ICOMOS International will be sought.

The aim is to start the spatial planning procedures by mid-2018, as soon as the comprehensive preliminary studies have been concluded. Following the spatial planning procedures, the finished concepts (*Master Plan*, *Implementation Concept*, the study assessing the impact on the cultural landscape, and the *Action Concept* of the Zweckverband Welterbe Oberes Mittelrheintal) will be consolidated into the amended *Management Plan*; once available, this amended *Management Plan* will serve as the overall development document for the entire World Heritage site. It will consider the recommendations from the study assessing the impact on the cultural landscape and the spatial planning procedures and include an appraisal of the various options for a river crossing.

- b) **(No. 4.)** *The World Heritage Committee welcomes the sight line study that has been undertaken in relation to the location of wind turbines, with its clear methodology and detailed implementation as well as the resolution passed by the Federal State of Rhineland Palatinate to keep the property and the buffer free of turbines and to ensure proposals for turbines beyond the buffer zone are evaluated for their impact on Outstanding Universal Value (OUV);*

(No. 5.) *Also urges the State Party and the authorities concerned to accept the outcomes of the sight line study and implement appropriate policies through its energy plan and other measures;*

(No. 6.) *Encourages the State Party to collaborate with ICOMOS to develop clear and consistent approaches for wind turbine policies, that might have wider application;*

Rhineland-Palatinate

Following the findings of the 2013 line of sight study, and in accordance with the current amendment to the Regional Development Program of the Federal State of Rhineland Palatinate (*LEP IV*), the Federal State of Rhineland-Palatinate does not permit the development of wind turbines in either the core zone or the buffer zone of the World Heritage site.

The same rule – with respect to the core zone – has been included in the current amendment to the regional development plan for the Mittelrhein-Westerwald region. According to the same development plan, wind turbines with a significant impact on the area are generally not permitted within the buffer zone. As an exception to this rule, they may however be approved if they are proven to be compatible with World Heritage status. In the future, the consistent rule as laid down in the Regional Development Program, which best clarifies this issue, will apply in general.

The regional development plan for the Rheinhessen-Nahe region, which is legally binding, already excludes the development of wind turbines in the core zone and the buffer zone of the World Heritage site. While the state government did approve the regional development plan overall, it did not extend its approval to two areas, namely at Waldalgesheim and on the Kandrich, which had originally been included in the regional development plan as priority areas for wind energy use. The two areas, which had initially been designated as priority areas, are located directly on the border to the buffer zone of the Upper Middle Rhine Valley World Heritage site. As far as wind turbines outside the buffer zone are concerned, each project will be assessed by the Office for World Heritage (Sekretariat für das Welterbe) to determine on a case-by-case basis whether the wind turbines are compatible with World Heritage status. Such assessment will be part of the approval procedures and will be based on the 2013 line of sight study. In the draft regional development plan for the Mittelrhein-Westerwald region it has been laid down as a fundamental principle that the UNESCO World Heritage property must not be affected by wind turbines with a significant impact on the area even if they were to be built outside the buffer zone.

Hesse

The Federal State of Hesse continues to respect the *Energiewende* policy which was adopted by the federal government in 2011 and aims at increasing the production of energy from renewable sources. In the Hessian Energy Act (*HEG*), the regional parliament of Hesse has adopted specific regulations for implementing this policy at the state level. At the same time, the protection of the Upper Middle Rhine Valley World Heritage site must be safeguarded. According to the Second Ordinance on the Amendment of the Regional Development Plan for the Federal State of Hesse 2000 (*LEP*), effective as of 27 June 2013 (p. 479 of the law and ordinance gazette, *GVBl.*), which defines the legal regulations concerning wind energy, areas within the core zone of World Heritage sites must not be defined as priority areas for wind energy use. Thus, the Federal State of Hesse safeguards the protection of World Heritage property by not allowing areas within the core zones of World Heritage sites to be defined as priority areas for wind energy production. Areas in the buffer zone of the World Heritage site as well as areas adjacent to the buffer zone can generally be defined as priority areas. However, in such cases, the compatibility with World Heritage status has to be assessed on a case-by-case basis. Currently, the draft version of the Complementary Plan on Renewable Energies (*Sachlicher Teilplan Erneuerbare Energien*) includes one priority area for wind energy use within the buffer zone, north of Lorch. The Regionalversammlung Südhessen (Regional Assembly for South Hesse) is expected to discuss its decision on the second stage of the stakeholder participation procedures in December 2016.

- c) **(No. 7.) The World Heritage Committee notes the commitments by the States of Rhineland-Palatinate and Hesse to drive forward measures to reduce noise levels from trains in the property, but also notes the limit of their possible actions and further urges the State Party and the authorities concerned to use their infrastructure programmes in order to prioritise the reduction of train noise and support technical improvements to train tracks and tunnels.**

Better protection of the local population from railway noise is an important transport and environmental policy goal of the state governments of Rhineland-Palatinate and Hesse. While some noise reduction measures have already been realized, in some cases, the noise produced by freight trains is still reaching levels that put the health of the local population at risk, particularly along highly frequented existing railway tracks that are not governed by the German Traffic Noise Ordinance (*Verkehrslärmschutzverordnung*). This applies, amongst others, to the Middle Rhine Valley.

The German federal government has declared that it aims to significantly improve the protection of the population from traffic noise. In the case of railway noise, this is to be achieved, amongst others, by banning freight train carriages that have not been fitted with low-noise braking systems from passing through Germany by the year 2020 – a rule that in Switzerland has already been established by law. However, this ban as of 2020 can only be implemented in Germany if a legal basis for it is established in good time. Because, on the one hand, the railway sector needs certainty with regard to the regulations in order to plan for the future and to have enough time to prepare for any changes, and, on the other hand, the efforts to implement the technical changes (i.e. the retrofitting efforts) will be stepped up as soon as the restrictions are regulated by law. So far, however, the relevant laws have not been passed. Therefore, the German federal government is now called upon to prepare the relevant legal regulations it had announced without further delay.

Upon an initiative by the Federal State of Rhineland-Palatinate, the German Bundesrat adopted a resolution on 18 December 2015 in which it appealed to the German federal government in this respect. In addition, the two state governments of Rhineland-Palatinate and Hesse are lobbying the European Commission and the European Parliament to find a European solution for the reduction of railway noise as soon as possible.

Apart from the installation of noise-reducing technology on freight train carriages that pass through the Middle Rhine Valley, it would be important to re-route part of the train traffic to alternative tracks outside the valley. To this end, the state government of Rhineland-Palatinate has filed an official application to include the development of an alternative track outside the Middle Rhine Valley in the new Federal Transport Infrastructure Plan (*Bundesverkehrswegeplan*) and the Federal Railway Development Act (*Bundesschienenwegeausbaugesetz*). The project is currently included in the Federal Transport Infrastructure Plan as a project that is potentially needed and may be upgraded to a project that is urgently needed on condition that it fulfils certain criteria. The government of the Federal State of Rhineland-Palatinate will try to convince the federal government and DB Netz AG that a feasibility study be carried out in order to prove that these criteria are met.

- d) **(No. 8.) The World Heritage Committee stresses the need for the updated Management Plan to set out clear governance processes for the property as well as clear policies and strategies in order to support coherent and consistent development across the whole property**

The political governance of the Upper Middle Rhine Valley World Heritage property is the responsibility of an initiative committee that is composed of the State Secretaries of the Federal States of Hesse and Rhineland-Palatinate responsible for World Heritage and Regional Development. Depending on the specific issues at stake, other State Secretaries or representatives of other institutions may be consulted. The implementation of policies and measures for the coherent and consistent development of the World Heritage property is managed by a dedicated staff unit consisting of staff from the relevant ministries. The Office for World Heritage (Sekretariat für das Welterbe), which is part of the State Ministry of Rhineland-Palatinate for Science, Further Education and Culture (Ministerium für Wissenschaft, Weiterbildung und Kultur, MWWK), is responsible for coordinating the efforts. A description of these structures as well as important measures and policies for the development of the World Heritage site will be included in the amended *Management Plan*. In this context, please also refer to the last paragraph of Section 2. a).

3. **Other current conservation issues identified by the State(s) Party(ies) which may have an impact on the property's Outstanding Universal Value**

None

4. **In conformity with Paragraph 172 of the Operational Guidelines, describe any potential major restorations, alterations and/or new construction(s) intended within the property, the buffer zone(s) and/or corridors or other areas, where such developments may affect the Outstanding Universal Value of the property, including authenticity and integrity.**

a) Permanent Rhine crossing in the Upper Middle Rhine Valley

Planning for a permanent river crossing in the Upper Middle Rhine Valley has been resumed. As a fundamental requirement the development needs to take special account of World Heritage matters. For further information, please also refer to Section 2 a). As soon as more concrete plans are available, the World Heritage Committee will be informed in conformity with Article 172 of the Operational Guidelines.

b) Wind farm at Lorch-Ranselberg

A power supply company, acting as investor, has filed an application for approval of a wind farm consisting of four wind turbines to be built on Ranselberg hill, on a site that belongs to the territory of the municipality of Lorch. This matter will be the subject of a separate communication to the World Heritage Committee, as required by Article 172 of the Operational Guidelines.

c) Holiday resort at Sankt-Goar-Werlau

Plans are in the making to build a holiday resort in Werlau, which is part of the town of Sankt Goar. The resort is to be built on an area of approximately 58 hectares that was formerly used for agriculture and is located between Werlau proper and the open-air swimming pool. Due to its location on a plateau diagonally opposite the Loreley, the planned site may be of high significance with regard to the visual integrity of the World Heritage site. For this reason, ICOMOS International was asked to carry out a technical review of the initial concept for the holiday resort in 2014.

In the subsequent technical review report, dating from April 2014, the reviewers concluded that the plans concerning the section of the holiday resort directly behind the edge of the plateau could harm the World Heritage property considerably. They attributed this, in particular, to the structures' visual impact caused by their volume, height and architecture, as well as their imitation of historical buildings. The reviewers recommended that the project be re-submitted for evaluation when the essential elements are clear and the visual impact on the cultural landscape is documented.

Since then, the investor has revised the concept, taking into account the points criticized by the reviewers. The new concept can be found in the appendix. The plan now is to move the hotel further back, to the area that the reviewers evaluated as non-critical. At the same time, the hotel will be split up into several smaller buildings that are linked with each other, so that there will be no more large-size structures as criticized by ICOMOS. The new plan also dispenses with architecture that tries to imitate the style of historic buildings. On this basis, the State Party believes that it should be possible to realize the holiday resort as a project that is compatible with World Heritage status (provided that the outcome of the visualization will be positive).

The investor has created (is currently creating) visualizations for the holiday resort from eight prominent viewpoints, which were specified by the Office for World Heritage in cooperation with the State Conservation Office (Denkmalfachbehörde) and the Zweckverband Welterbe Oberes Mittelrheintal (Upper Middle Rhine Valley World Heritage Association). The visualization survey will be submitted later.

5. **Important infrastructural projects and activities which the State Party deems to have a positive impact on the World Heritage site**

a) Redevelopment of the Loreley plateau into a landscape park

In terms of infrastructure, design and functionality, the Loreley plateau has presented itself as a rather low-quality, unstructured place which simply did not do justice to the special mythical, natural and cultural value it

has as one of the most prominent crystallization points of the Upper Middle Rhine Valley World Heritage site. Thus, visitors to the Loreley so far have been denied the opportunity to really experience either the history or the distinctiveness of this cultural landscape.

In its 37th session, held in 2013, the World Heritage Committee encouraged the State Party to consider viable solutions for a smaller-scale redevelopment of the Loreley Plateau in consultation with the Advisory Bodies and all stakeholders (Decision 37 COM 7B.75 No. 7).

Against this background, a European-wide architectural competition was held to find a suitable design for redeveloping and enhancing the plateau; this design would also have to be compatible with World Heritage status. Based on the winning design, which was chosen unanimously by the jury, the first stage of the redevelopment of the Loreley plateau into a landscape park is currently being implemented under the supervision of a steering group.

The quality requirements that were included in the call for entries for the architectural competition were defined in cooperation with ICOMOS Germany, the State Conservation Office, the nature conservation authorities, the regional planning authority, the Zweckverband Welterbe Oberes Mittelrheintal, the State Ministry responsible for World Heritage matters, and other stakeholders. Apart from experts and representatives of the awarding body, representatives of these institutions also acted / act as advisors or decision-makers in both the jury and the steering group for the implementation of the design. This way, it will be ensured that decisions taken during the implementation stage of the redevelopment will also be compatible with World Heritage status.

When the award-winning design is realized, it will not only enhance the significance of the Loreley plateau itself as a prominent place where nature, landscape, culture, art and history can actually be experienced; but at the same time, the attention that the project will likely draw from around the world due to the outstanding significance of the Loreley, will have a positive impact on the development of the World Heritage site as a whole.

b) Osteinscher Park

In the past, due to changing proprietors, disputes and neglect, many structures in the extensive landscape gardens of Osteinscher Park, including a number of buildings that were suitable for residential purposes, were lost. As part of a federal investment program, large parts of the vast landscape gardens on this natural plateau, which offers breathtaking views of this part of the Rhine Valley with its rough, unstructured appearance, could be reclaimed and revitalized. Some of the structures in the park, such as the 'Rossel' (castle ruins) or the 'Klippe' (great hall remains on the edge of the plateau), are linked by lines of sight to major castle ruins (Ehrenfels) or castles (Rheinstein) in the valley. A new visitors center has been built at the upper station of the cable car at Rüdeseim. Here, visitors find information about the entire valley, the Osteinscher Park and the Niederwalddenkmal monument. An app for mobile devices as well as traditional guide booklets in German and English have been developed for the entire park.

c) 2031 Bundesgartenschau (national horticultural show)

The horticultural shows that have been held in the World Heritage region so far, have considerably improved the northern and southern gateways to the World Heritage site. For the 2008 regional horticultural show (Landesgartenschau) in Bingen, a disused and partly derelict railway site was redeveloped into a new park, the 'Park am Mäuseturm', located directly opposite the mediaeval *Mäuseturm* toll tower. At the same time, the riverside walk, whose age had started to show, was modernized and the disused industrial harbor redeveloped into a new riverside walk. For the 2011 Bundesgartenschau in Koblenz, the palace gardens and the riverbank up to the *Deutsches Eck* were significantly improved, and extensive renovation works were completed at Ehrenbreitstein Fortress. Based on this experience, significant public and private investments into important local infrastructure projects can be expected if the national horticultural show were to be hosted in the World Heritage region again.

The local administrations representing the towns of the Upper Middle Rhine Valley, around 50 in number, intend to apply to host the Bundesgartenschau in 2031, which would span the entire World Heritage site from Bingen/Rüdeseim to Koblenz. In spring 2016, a preliminary study was carried out to define the necessary preconditions for hosting the Bundesgartenschau in the Middle Rhine Valley, as well as the potentials. A decision on whether to actually apply will be taken after completing a comprehensive feasibility study. The deci-

sion will attach particular importance to World Heritage issues; for this purpose, representatives and experts from national authorities and organizations will be consulted. If the application were to be successful, significant investments into the restoration of historic as well as modern town centers within the World Heritage site are to be expected; this would mean a significant improvement for the World Heritage site overall. The World Heritage Committee will receive further information as soon as more concrete plans are available.

d) **World Heritage Young Experts Forum / Volunteer projects**

In the run-up to the 39th session of the UNESCO World Heritage Committee, the German Commission for UNESCO, together with the Federal State of Rhineland-Palatinate, hosted the World Heritage Young Experts Forum 2015 on behalf of the Federal Foreign Office. Between 18 and 29 June, young experts from 31 countries came together in Koblenz and Bonn to discuss the future challenges of World Heritage management under the title 'Towards a Sustainable Management of World Heritage Sites'. The Young Experts Forum was funded by the Federal Foreign Office and organized in cooperation with the non-governmental organization European Heritage Volunteers. The forum also included hands-on activities that took place at the Upper Middle Rhine Valley UNESCO World Heritage site; as part of these activities the participants learned some useful practical techniques for the preservation and conservation of World Heritage sites. There were also four workshops that taught traditional working methods for wooden-frame windows, the maintenance of biotopes, dry-wall construction, and surveying historical buildings using construction research methods. In various discussions and workshops, the participants talked to the people responsible for the Upper Middle Rhine Valley World Heritage site to discuss the challenges of sustainable management and best practice. In the resulting declaration, the young experts pointed out the importance of getting the local communities involved and suggested volunteer programs as one way of achieving this. The people responsible for the Upper Middle Rhine Valley World Heritage site took this advice on board, and in 2016, another new volunteer project was launched as part of UNESCO's World Heritage Volunteers initiative. In the same context, further projects are envisaged at the World Heritage site.

6. **Public access to the state of conservation report**

The Federal States of Rhineland-Palatinate and Hesse agree that the full SOC Report be published online on the World Heritage Centre's 'State of Conservation Information System' (<http://whc.unesco.org/en/soc>).

Mainz, November 2nd, 2016

Salvatore Barbaro

Prof. Dr. Salvatore Barbaro



State Commissioner for UNESCO World Heritage in Rhineland-Palatinate



RHINEGOLD HOTEL-RESORT - SANKT GOAR

version 1: January 2014

version 2: April 2015



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Preamble

After a holiday resort development project in Langscheid-Oberwesel failed in the 1990's due to traffic accessibility problems that could not be resolved, there was no further development in this regard in Middle Rhine Valley for many years.

When, however, Thomas Bungert, Municipality Mayor, and Robert Jan Dogterom, Tourism Expert, Project Developer and Owner of Luxemburger Resort Development AG, encountered each other in 2005 at a tourism-related event, the subject once again became topical.

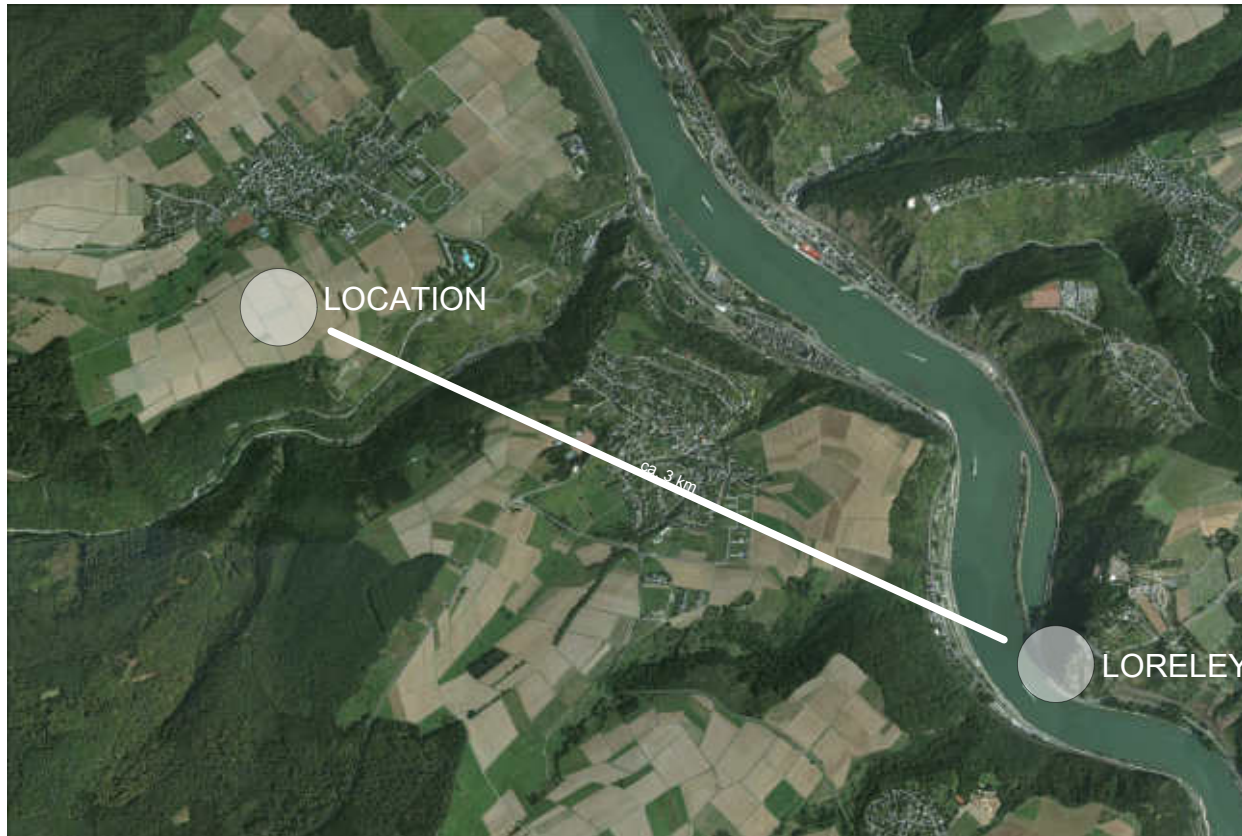
It was decided to once again venture into the development of a large-scale holiday resort within the broader framework of the necessary further touristic development of Middle Rhine Valley. Following an accordingly positive demand- and market analysis, a location analysis was carried out at 7 locations in total.

As a result of these analyses, the decision was made clearly in favour of the location St. Goar-Werlau.

The reasons were, among others, the accessibility from A61 without cross-town links, the support of local governments on all levels as well as the presence of the heavily loss-making open-air community pool Rheingold.

Based on a collaboration between Robert Jan Dogterom and Matthijs Zeelenberg, architect and owner of the Zeelenberg Projectontwikkelings Maatschappij, with registered office in Ouddorp, The Netherlands, the planning for a golf resort on an area of 180 ha was proposed in 2008. After this project was considered too huge by all the participants even after a few public participations, it was decided to plan a new project on the core area of 58 ha. This was presented in 2013 by the architect Jan-Paul Bron, Managing Partner of Zeelenberg Architectuur, and is the basis for today's application. This planning was presented to the competent administrative authorities and ministries in the year 2013, and forms the basis of the necessary further agreements and procedures, with the

initiators continuing to communicate with and hold preliminary coordination talks with all the participants. They are very well aware of the sensitivity of the project and the spatial proximity between the planned area and the Rhine valley. At the same time, market developments demand sustainable and high-value offers, which are currently hardly available in the Middle Rhine Valley. Moreover, the indisputable noise pollution by the many trains in the valley is a hindrance to the qualitative expansion of the valley. This expose' informs about the economic aura of the region and about the spatial planning and considerations in the planning area. It shows that innovations with regard to concept, product, business and marketing are not only in step with the latest technological trends, but are also sustainable based on the quality of the service. The aim here is to arrive at a win-win situation, with both the operator as well as the local service provide having their opportunities.



The location and Loreley

Responsibility for our planet and its inhabitants will define the overall planning and implementation as well as later operation.

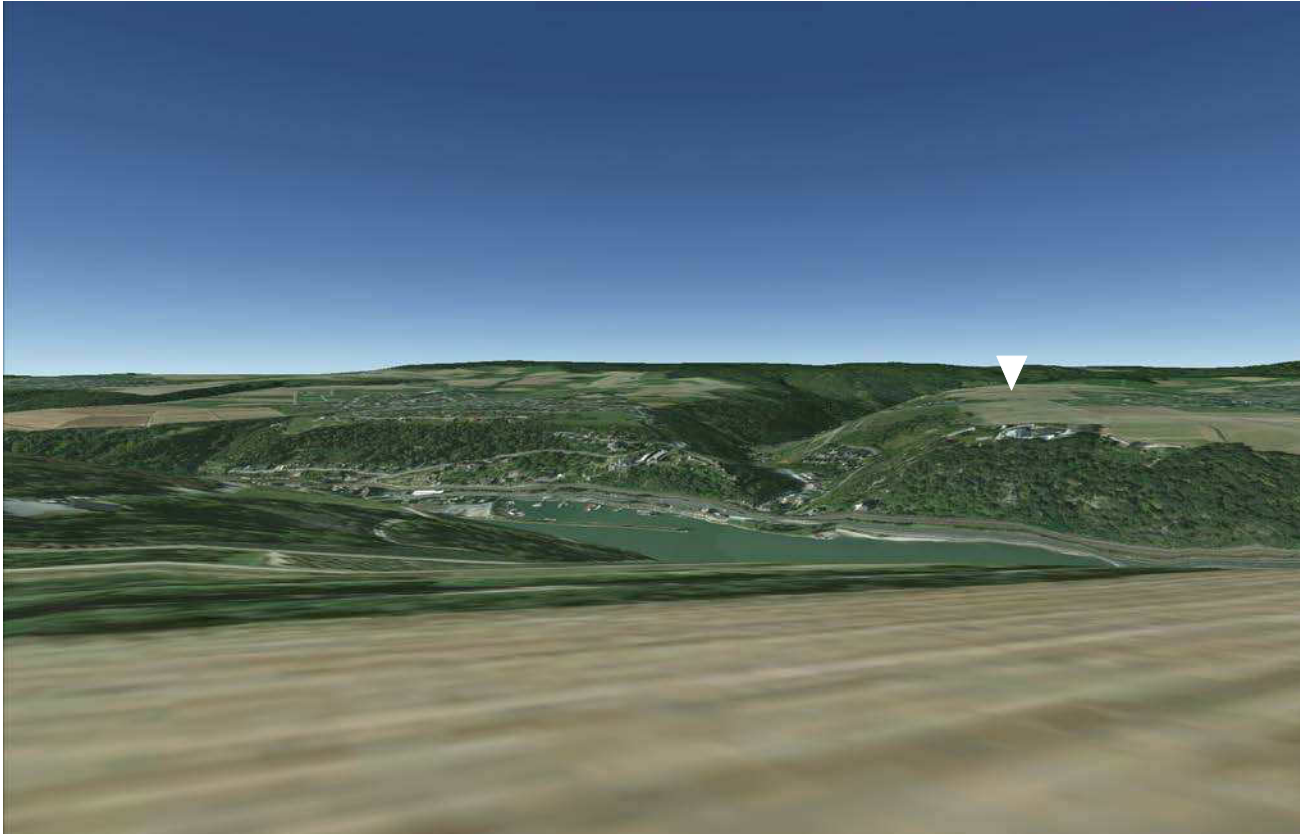
Existing concepts will not be repeated. The aforementioned innovations in combination with the quality of the location will ensure the project its unique selling point in the market. At the same time, this novel business of a hotel-cum-resort complex will provide an impetus for the development of the entire region and accordingly for quality improvement.

With this, already existing and future requirements of the worldwide tourism market are also taken into account. The proposed complex can and will play a pioneering role in increasing the welfare of the region.

This hotel resort will play the role of an exemplary host in the world cultural heritage valley of Loreley and will also be equipped to meet worldwide demand in the future.







View from the other side of Rhine.



View from the river

Strategy

After establishing a locally based project development company, the initiators will set the project in motion. In parallel with the further necessary procedures, talks and negotiations with potential investors and operators will be held. The aim is to find a sponsor for the entire project in order to ensure the necessary proof of financial backing. The sponsoring agency, in turn, will either sell the real estate directly or later to individual- and/or big investors on the basis of one or more operator agreements with renowned and experienced operator companies established in the market. These agreements will be valid for a minimum duration of 15 years with the option of extension. Several companies have demonstrated their interest in this regard.



View from the river



View from the valley

The concept of holiday homes

The first and foremost reason for booking is the quality of the holiday home. That is why the architecture and furnishing of the resort follow a continuous, central theme with sensuous, visual anchors.

350 housing units and 120 hotel rooms for 2, 4, 6 and 8 persons as well as all kinds of combinations up to maximum 3 x 8 persons can be booked. This ensures maximum flexibility both for the leisure market and the business market.

Facilities such as sauna, wellness spas and fireplaces are a part of the basic package on offer and are supplemented by the high quality of service.

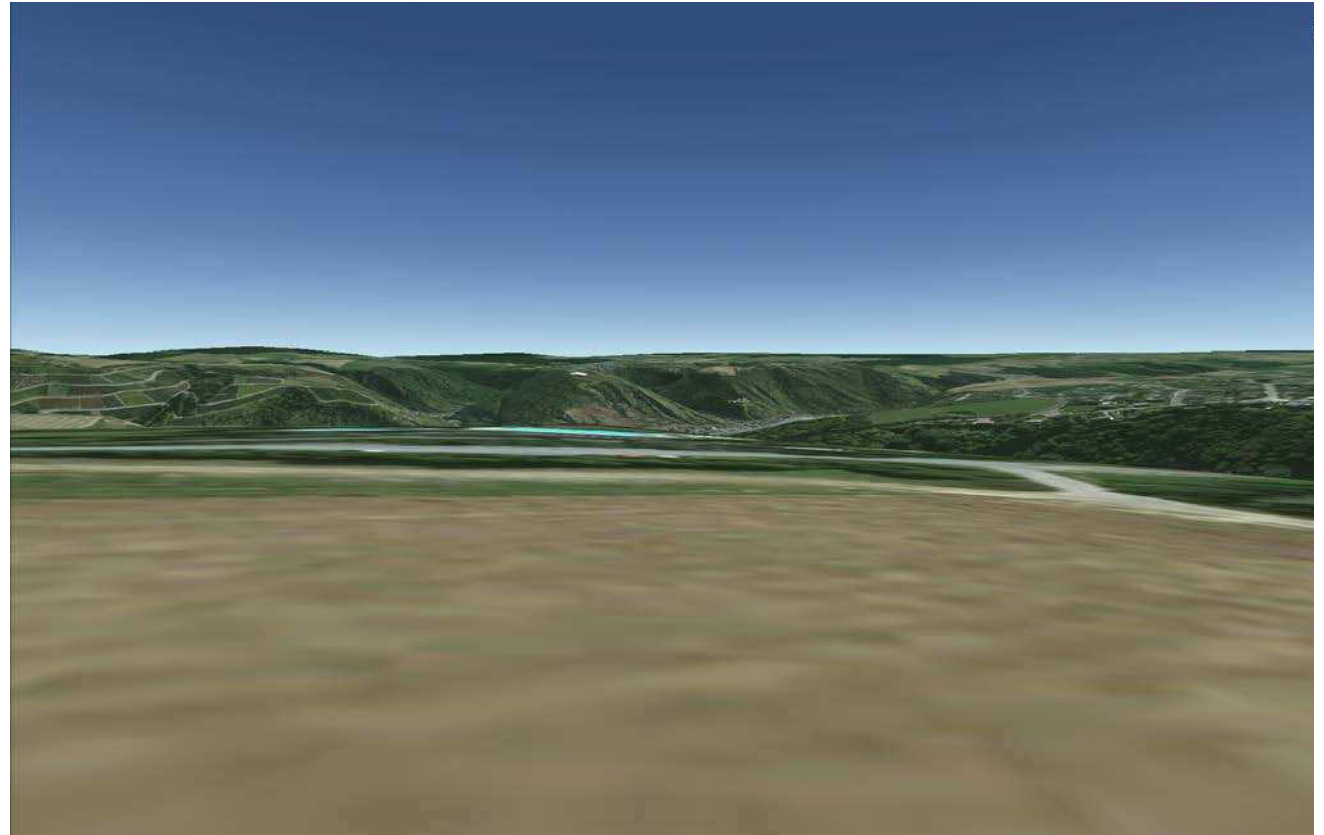
(cleaning, home delivery service, customer care service, massage, etc.)

The resort is distributed in a way that the detached houses on offer are located in peaceful corners and that the housing units offered for larger groups are located nearer the central square.

The positioning of the houses serves to create an atmosphere of privacy and individuality. The complex will be accessible by vehicle, but, at the same time, closed to traffic. It will be possible to park one's own passenger car outside the house.



View from the valley



View from location

Balance sheet of area

On the total area of 58 ha stipulated by the municipality, a modern hotel resort will be constructed, with overall 350 housing units, 120 hotel rooms and (central) facilities for gastronomy, retail, leisure, wellness, sport and conferences. This will lead to the following separation of the areas:

Land 58 ha	580,000	sqm
Housing units	60,000	sqm
Hotel with facilities	15,000	sqm
Access roads, roads, pavements and parking places	125,000	sqm
Total	200,000	sqm
%	34,5 %	
Green area		
Forest	150,000	sqm
Grassland	100,000	sqm
Left in natural state	130,000	sqm
Total	380,000	sqm
%	65.5 %	

Currently 96.5 % intensively cultivated areas



SWOT Analysis

Strengths

Overriding, long-term tourism trends,
such as holiday in home country, travelling
close to the soil and greenery, short trips
Strong, touristic brand polyphony for
"UNESCO World Cultural Heritage Valley of Loreley"
Excellent accessibility
Green situation
High-capacity premium offer
Ideal type of composition of the offer
Offer worth the money

Opportunities

Immediate market launch on opening
Developing one's own market with one's own demand
Extension of season through different forms of offers
Strong secondary turnovers
Certifications, awards and prize earnings
Stage for all functionaries and dignitaries,
thereby suitable for institutional events

Weaknesses

Positioning is still lacking
Seasonal dependence still exists
Demand peaks are still too pronounced
Quality problems in the environment

Risks

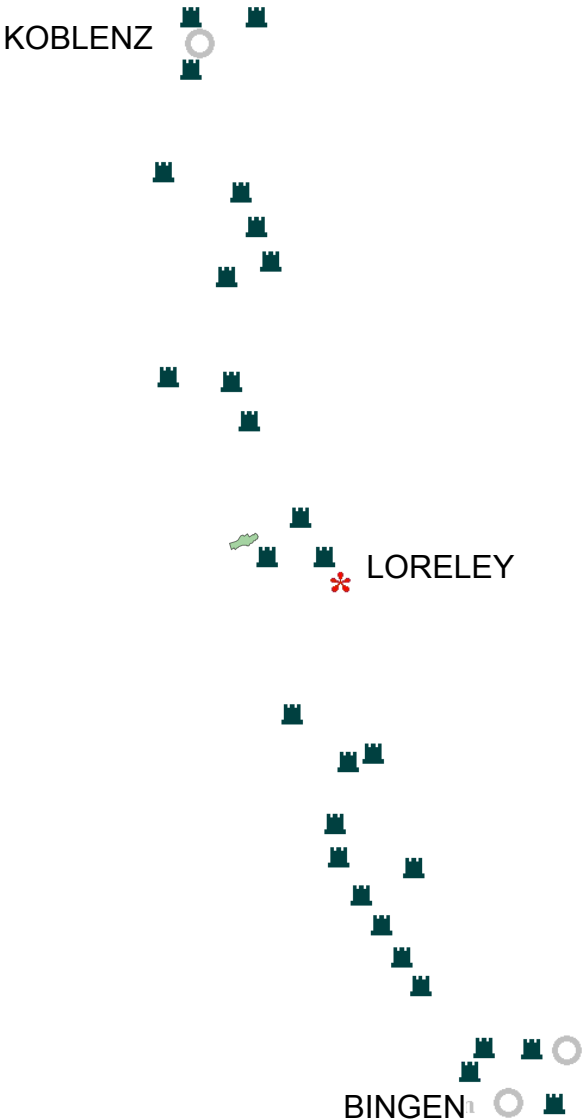
Nation-wide and international competition
Capacity utilisation of the low season





Unesco World Herritage: Middle Rhine Valley





UNESCO World Herritage

The Middle Rhine Valley thanks its special appearance to both the natural shape of the river landscape and to human hand. For two millennia the Middle Rhine Valley has been one of the most important transport routes for cultural exchange between the Mediterranean region and northern Europe.

Website:
<http://www.welterbe-mittelrheintal.de>





Location





Location

The location is south of the locality of Werlau, on the edge of the hills, with a view on the Rhine and the city of St. Goar.

At the Eastern edge of the planned area, there is the community open-air pool that is past its prime now. This open-air pool is a part of the project and will be revitalised within the framework of a PPP (Public Private Partnership) project and will be operated in cooperation with the future operator.

Also to the east, is a new construction area that is currently under development.

There are individual plots of land belonging to third parties in the planning area. Though these are located within the area covered under the project, these will not be developed.

Within the planning area, there is an elevation difference of up to 40 metres. The highest point is located at the centre of the area.





Plots of land

As shown, not all plots of land are available. However, these add to the value of the project and are incorporated in the concept in different ways.

A part of the plots of land is a component of a large, open area, which will remain untouched as such.

This is the situation in the north-eastern area of the project.

On the northern edge of the planned area, there are third-party plots encircled by forests, creating open clearings within the enclosed character of the project.

On the south-western edge, the plots of land are mostly connected to the new infrastructure. This gives rise to the possibility of creating panoramas along the connecting paths within the planned area.





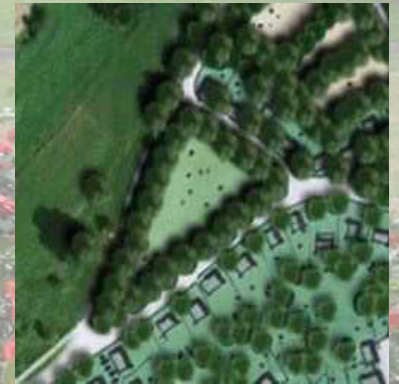
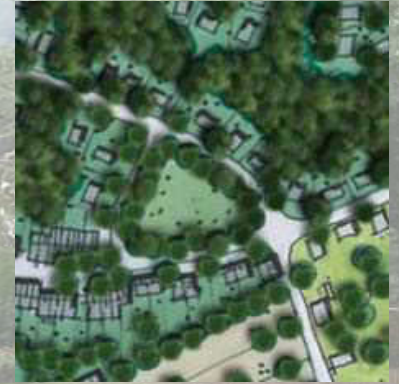
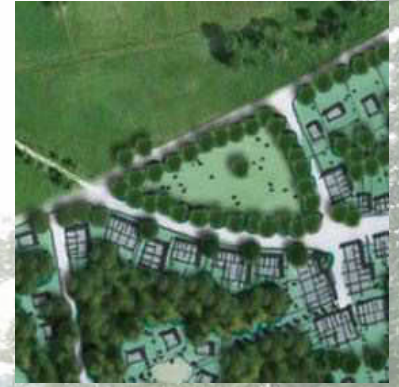
Non-built-up area

Various third-party plots in the essential part of the planned area form a larger unit while maintaining the actual status.

The non-built-up agricultural plots can accordingly be cultivated and the products can be used in the kitchens and restaurants.

Furthermore, in addition to the option of playgrounds, animal husbandry and a children's (petting) zoo are also planned in this area.

Along the non-built-up plots of land, country houses will be constructed on large-area plots.





Green Areas

"Green Areas" will be created at various places, beside the non-built-up plots of land and the open areas, as described earlier.

These areas will also be equipped to serve as resting places and common rooms. They will have a rustic character, with banks, games facilities, several pavilions and trees.

Here as well, the places have the intention of creating an effect of depth and variation in the project and the public spaces.

Housing units will be created at these places in intensive- and extensive construction style. The extensive housing units will have their own front garden.

At the highest point of the planned area, more intensive development will be undertaken along a development line over a central square, with the housing units standing directly on the roadside.





Central Square

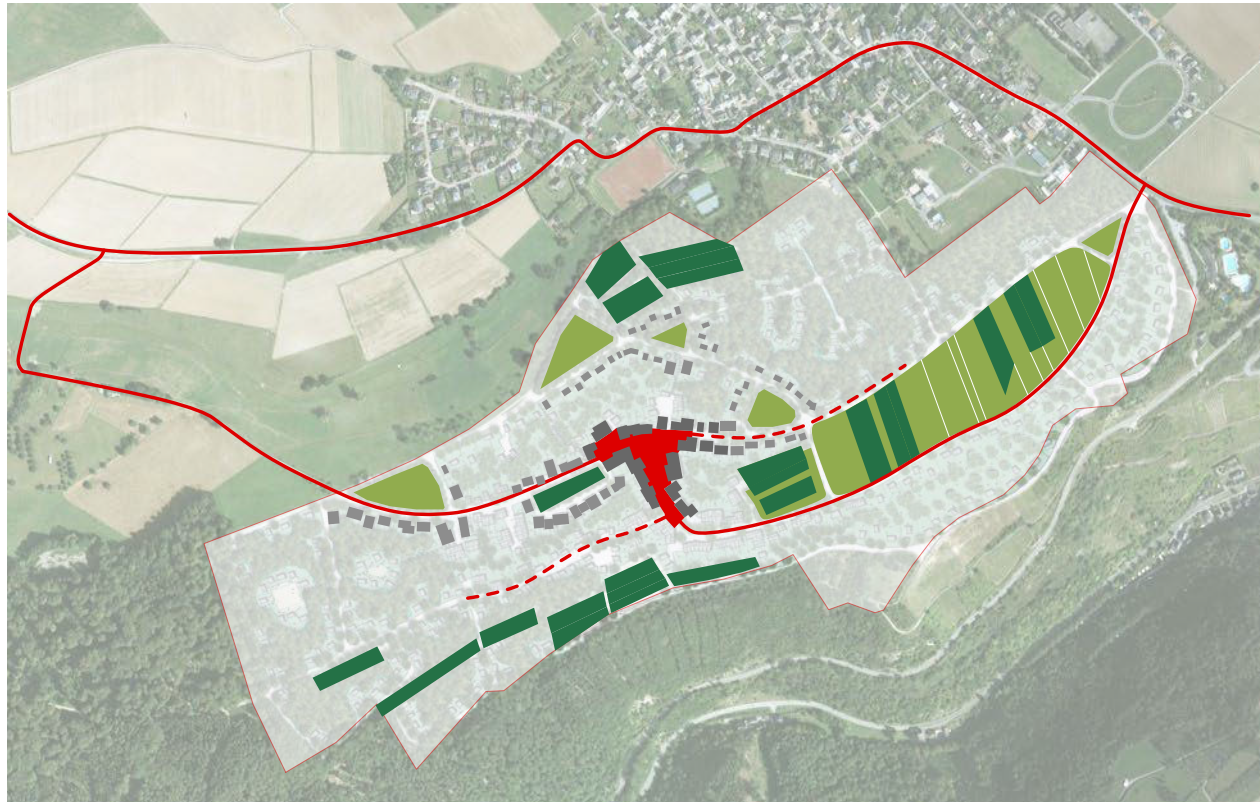
In the centre of the planned area, a central square with the central facilities will be created. This place is simultaneously the centre point of the main road and the roads that cover the project.

The development in this area is compact and without green area, and is, therewith, the largest urban development part of the project. Nonetheless, it will have a rustic flair and will radiate vitality through many smaller facilities.

The place will be equipped to serve as recreation- and strolling area. Terraces can be constructed in front of the buildings. The scale will be customised to match the extent of the overall project.

Due to the first suggestions und reservations the hotel-, food and beverage- and servicefunktionen will be located in this central area as well. In this case, parking will be incorporated accordingly.





Main thoroughfare

In order that the existing rural structure is unaffected by the additional traffic, which will undoubtedly occur due to the proposed hotel resort, the project will be developed both from the west side and the east side.

The main thoroughfare on the west is mainly oriented to the incoming- and outgoing traffic from A61.

The main thoroughfare on the east will be used by excursionists driving in the direction of St. Goar and Rhine Valley.

The future situation offers the challenge of strengthening the relation between village and resort. The bypass that will be created will be approximately 5 km long and is, therefore, predestined as a route for an (evening) walk.

We will deal with traffic calming in the village and the necessary measures at a later stage.





Lines

The spaces mentioned earlier will be connected through lines. Diverse detached housing units will be constructed on the lines. Mostly, these flats will not stand parallel to the streets. They will only rarely mark road crossings.

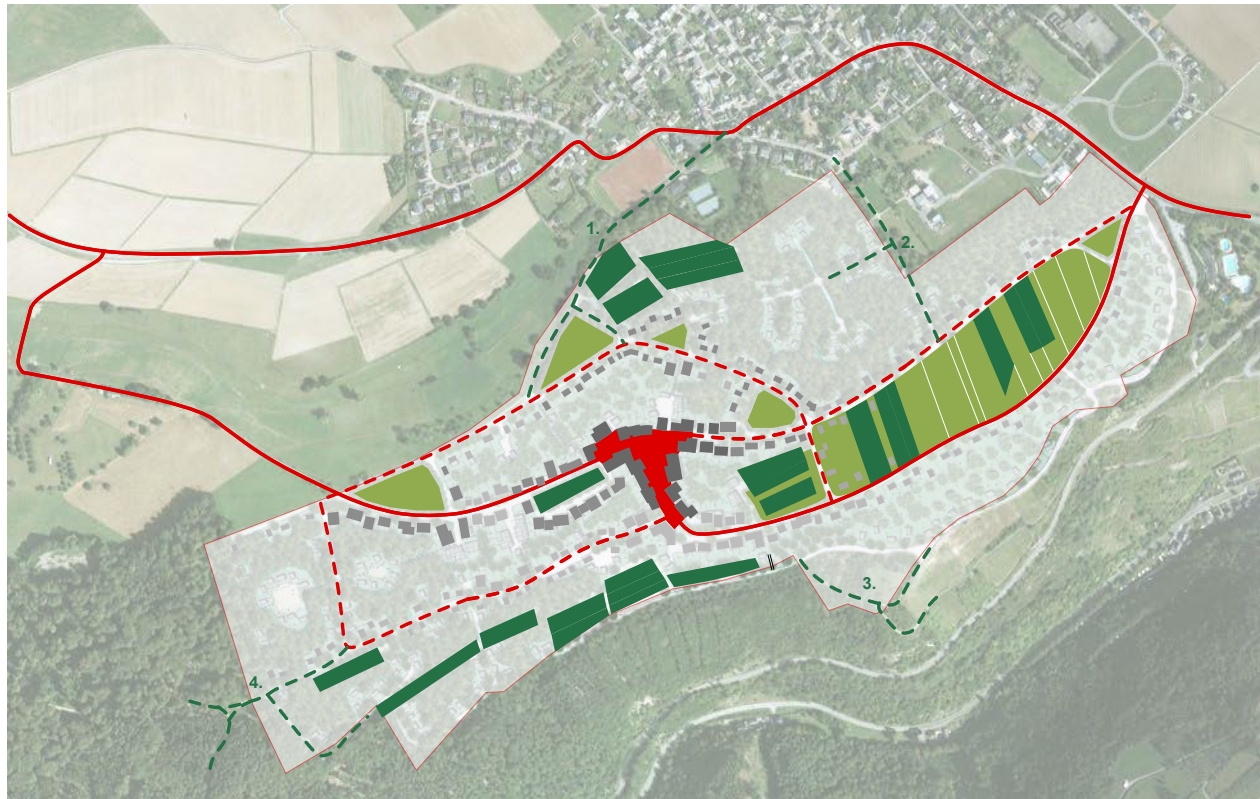
The densification on the lines is extensive in the outer margin area and increases in the direction of the central square.

From the central square onwards, the course of the lines differs. In order to mark the main thoroughfare, the densification along this line is retained for the longest stretch.

Three flat types are planned behind the lines:

- Forest flats
- Courtyard flats
- Vista flats





Slow traffic connections

Slow traffic lanes (1-2) connect to the existing village network.

In this way, an organic network of connections between the existing village and its touristic expansion is created to together with the main thoroughfares and the main route.

Therefore, there can be no question now of a sealing-off from a foreign body.

The visitors will simply get acquainted with the village, and the inhabitants will use the new connections via the main route, the green places and the central square in the middle of the project.

Furthermore, the villagers can reach the southern slope as well as the forest areas on the western edge via Routes 3 and 4.



The Courtyards

Analogous to the existing village, a few courtyards are incorporated in the planned area in and between the main route.

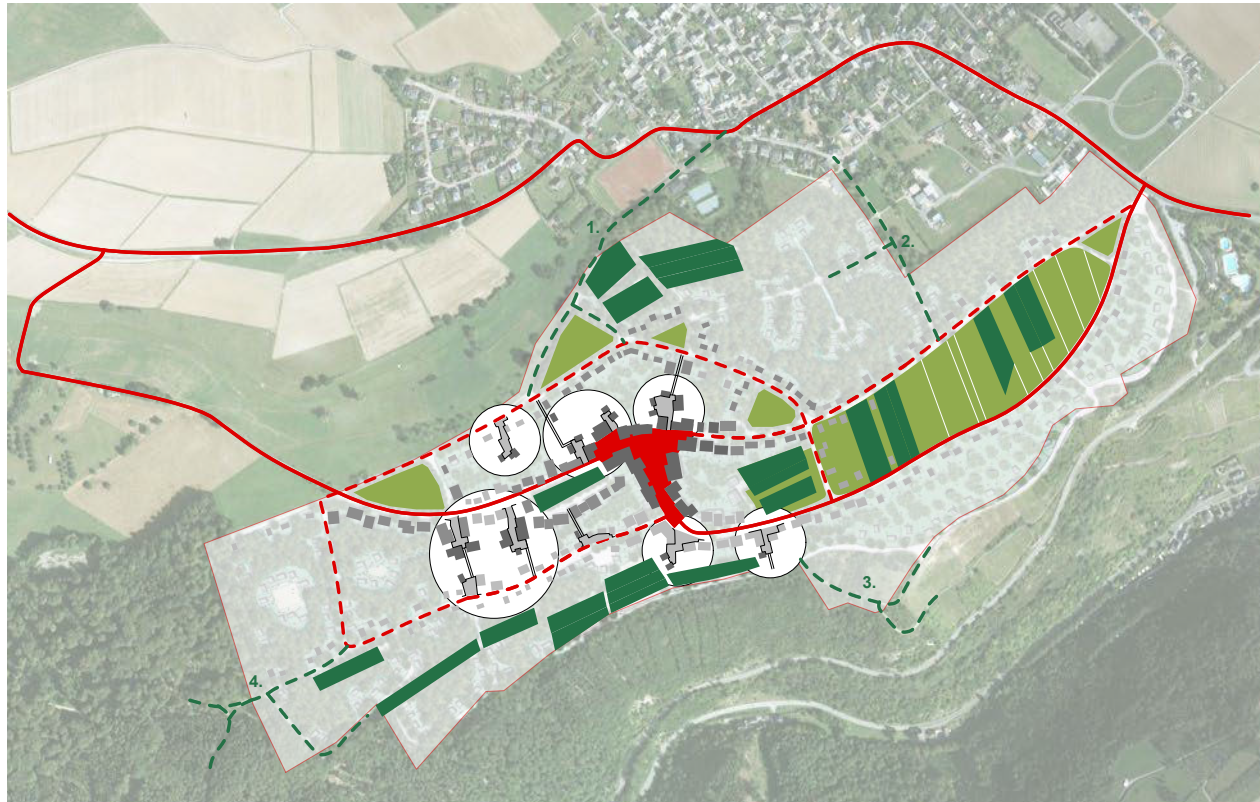
At the same time, routes emanating from several courtyards and connecting the main route and the slow traffic lanes have been incorporated.

In this way, a network with "rustic character" is implemented at the micro location.

The housing units on the main route and the housing units in the inner areas collectively form the courtyard. The courtyards are sealed-off inner areas, which connect directly to the front- and side gables.

To a limited extent, the courtyards can also be used as facilities for parking. The courtyards are clearly subordinate to the squares; they are not resting places, but connecting places.

Long-term guests will discover these routes and, therewith, recreation- and leisure areas in the natural course of events.







Forest flats

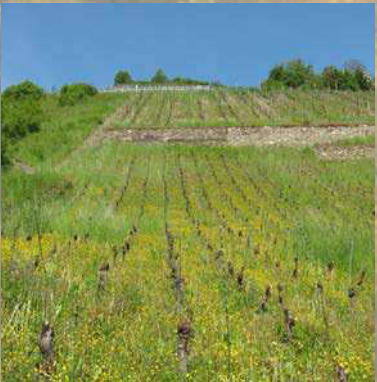
The south-western and north-eastern part of the project will be developed as a forest area. Different groups of detached flats will be constructed in this forest.

The south-western edge with the forest connects to existing forest structures.

A harmonious and smooth transition from the forest in the direction of the central square is achieved in this way.

Clear project delineations are avoided.

On the north-eastern edge, the forest represents a natural separation between the existing village and the new construction. Though the routes along and through the forest connect the two areas, they also result in their being clearly recognisable (optical separation).





Vista Zone

Zone A has a view on the river and the valley and is, therefore, the most sensitive area of the project.

This has led to clear decisions. A smaller number of vista houses will be constructed in Zone A. In connection with the aforementioned, the installation of the non built-up areas in this zone will be central and will have to be worked out in detail. During further development, the landscape picture will have to be borne in mind in the first instance, with respect to view as well as visibility from the valley.



EBC Hochschule Campus Berlin - Alexanderplatz 1 - 10178 Berlin

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EBC Hochschule Campus, Berlin, Alexanderplatz 1 – 10178 Berlin, 10.01.2014

Expert opinion on touristic value of Upper Middle Rhine Valley

The Upper Middle Rhine Valley with the world-famous Loreley counts among the most popular tourist destinations in Germany. Especially for foreign tourists, Loreley, the route linking the places where Turner produced his Rhine romanticism paintings and Burgenhoch are a part of their itinerary. For German tourists, the premium hiking trails, the Rhine bike trail, ship cruises, are very popular. The World Heritage site Upper Middle Rhine Valley, with its unique natural- and cultural landscape, offers the basis for all touristic and tourism-related offers. Overnight tourism and same-day tourism, besides the touristic Rhine cruise, in the primary tourism sectors, as well as the secondary economic effects in downstream branches, form supporting pillars of the economic development in Upper Middle Rhine Valley. However, the above mentioned indicators are deceptive, as, in spite of the “top position” in terms of touristic potential, numerous negative points with adverse effect on tourism development can be identified.

Thus, for instance, it can be stated that a noticeable decline in the number of overnight stays in the past 20 years presents an overall negative picture of tourism development, even though a noticeable plus in overnight stays was recorded during the Federal Horticultural Show in 2011 (BUGA 2011). It is also noteworthy that there is a significant and almost exclusive concentration here on short-term tourism with an average stay duration of only about 2.2 days, which furthermore reflects high seasonal dependence on the summer- and spring season. The absence of offers that are attractive to families and people with disabilities is significant.

The region has a high requirement for investment for preserving the touristic sites and promoting the attractions in the World Heritage Zone, a requirement which will primarily heavily drain the public coffers. Further loss of attractiveness as a touristic destination results from the partly declining communal development factors such as property vacancy rates and an ascertainable decline in population.

Two factors are, however, especially definitive for tourism:

1. The high level of exposure to noise and vibrations from rail traffic disturbs the peace of visitors and citizens. No other region in Germany has such a high level of noise pollution from trains as Middle Rhine Valley. In all, 250 goods trains per day run on both the double-track lines in the Rhine valley. Many of them also run especially at night time.

www.ebc-hochschule.de . berlin@ebc-hochschule.de

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Together with the passenger trains, a total occurrence of approximately 430 trains per day is thus achieved. Together with the traffic pollution from cars and ships, a significant noise pollution level is achieved. This will dissuade investors from investing in the destination in future.

2. The outdated corporate structure, the high percentage of micro- or family-run businesses, besides the unclear succession planning, lead one to conclude that more and more restaurant owners and hospitality establishments will close down their business in the forthcoming years. As a result, buildings and plots will run into the danger of lying vacant (problem of vacant property). The effects on the future structure of business offers and their effects on the touristic development of Upper Middle Rhine Valley can, therefore, be estimated as critical. Current developments have shown that vacant hotels and restaurants – particularly those in prominent and exposed positions – where hardly any reuse is visible, have a negative effect on the townscape and cityscape, and influence the attractiveness of the entire surroundings. Moreover, a noticeable investment backlog prevails in many existing businesses. Businesses that invested very little in their establishment, primarily in the boom years of tourism, i.e. in the 1950's and 60's in the Rhine valley, are today not in step with the times due to changing customer demands and are, therefore, less and less in demand. In many cases, the businesses lack quality in all areas. Due to insufficient capital backing of many businesses (lack of equity capital, reluctance of banks to disburse loans), an increasing number of establishments that are unattractive to tourists can be expected in the hospitality and restaurant industry in the future. This will have a damaging effect on the overall image of the tourist destination and its development (“bad advertisement”).

Projects such as the Rhinegold Resort constitute an important compensatory and additional step towards ensuring that the region nonetheless assumes an important touristic role in future. Without new and forward-looking investments of this kind, the overall business conditions and attractiveness of the location will deteriorate increasingly.

Prof. Dr. Frank Schaal

Tourism Management



Sustainability

Ecology, economy and social culture in harmony!

With the construction of this resort, we intend to explore qualitatively completely new avenues for such holiday resorts.

Many years of experience and observation have shown that early investment sins with regard to deficient quality of buildings and appurtenant structures come back to roost in the form of high maintenance costs and guests who do not feel comfortable.

Potential guests increasingly expect ecologically sound and intact construction of holiday homes, embedded in a naturally intact environment.

Based on this realisation, the initiators intend to consistently implement principles of sustainable construction, since tourism and environment protection need not necessarily exclude each other.

For the planned complex, this means, for example:

- Conservation and care of the local and typical flora
- Discerning selection of construction material and avoidance of composite materials
- Economical use of drinking water, energy and heating energy
- Use of regenerative energy forms and optimisation through combined heat-and-power systems or the like
- Intelligent waste disposal (recovered substance cycle)

With regard to energy saving, the considerations go beyond the requirements of EnEV 2014, as the complex should be a role model as a touristic flagship project and will, therefore, also be competitive in a few years.

In this way, it will contribute towards a long lasting economic strengthening of the region.

As an independent marketing- and business unit, the resort will also contribute to the comprehensive positioning of the brand "Valley of Loreley" and will decisively increase the willingness of tourists to visit the region.

The resort will not only address the classic source markets Benelux, North Rhine-Westphalia and Rhine-Main area, but will also generate far more visitor flows via planned cooperation with Airport Hahn, among others.

Unique Selling Points

- Attractive natural location
- Excellent connection and accessibility via A 61
- High capacity and high level of standardisation
- Dense web of regulations (certifications) Security and clarity
- Sustainable hotel management programme with a forceful, market-leading overall positioning
- Integration in the comprehensive marketing of the world cultural heritage "Valley of Loreley"
- Known, strong-selling operator company/companies
- Qualitatively high-value lodging concept in hotel and houses
- Multi-faceted gastronomical offer with integrated individual trade (marketplace)
- Excellent conference venue with multi-faceted programme offer
- Well-founded health concept (medical wellness)
- Multiplicity of naturactive programmes
- Child minding taken to a high level
- 3-generations-offer structure





Sustainability

People

The development, construction and operation of the resort will contribute towards providing the people of the region with additional perspectives, triggered by a future-proof accent on tourism.

Integration in the region, development of partnerships (suppliers) and the participation of all interest groups (employees), administration, publicity) deliver factors that are relevant for the competition between holiday destinations for the benefit of the guests.

At an overall investment of € 80 – 100 m. and a construction period of 18 – 24 months, this project will represent a significant economic factor not only in the construction phase.

Rather, capacity utilisations customary in the market will result in up to 500,000 additional overnight stays in the operational phase. This implies an employment potential of up to 160 FTE's (Full Time Equivalents), which is distributed as follows.

Full-time employees	120 - 130
Part-time employees	45 - 55
Temporary helps	80 - 90
Trainees	15 - 20

Furthermore, customary part-time services such as landscape care, cleaning and also maintenance will be outsourced to third parties, which will lead to further direct jobs. From experience, many times more indirect jobs will be added to this total number of direct employees.

(suppliers, service providers, tradesmen, individual trade, provider etc.)

Studies of comparable objects have resulted in an annual economic impact of the region of > € 10 m.

The high number of insignificantly employed persons is a reflection of the seasonal dependence that is to be expected, with distinct demand peaks and corresponding requirement of personnel. Flexible working time models and diverse deployment options make the resort an attractive employer, even for professional groups outside the hotel and tourism industry. The envisaged job- and training offer will open up diverse possibilities of integration, in particular for the local population.

Conclusion

The development and implementation of an unmistakable vision by all the actors is the prerequisite for success!

A new way in Tourism

The initiators, along with all the actors, will press ahead with this promising project with all its associated risks.

January 2014

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