



Nomination
for Inscription on the
UNESCO
World Heritage List
Management Plan

Schwetzingen

A Prince Elector's Summer Residence



Editor: Wirtschaftsministerium Baden-Württemberg;
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Schwetzingen: Candidate World Heritage Site Management Plan

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A) Joint Mission Statement

A

A - 1. Extent of Site; Aim of Plan

The management plan is a joint initiative of the State of Baden-Württemberg and the town of Schwetzingen as part of the proposed nomination of 'Schwetzingen: A Prince Elector's Summer Residence' (comprising the palace gardens, the palace, and parts of the town of Schwetzingen) for inscription on the UNESCO World Heritage List.

The plan applies to the property proposed for nomination and the surrounding buffer zone (see annexed map/see map in Appendix X). Its aim is to establish guidelines for sustainable action and bring together the existing plans of diverse authorities into one common vision.

A - 2. Management Philosophy

I) The undersigned affirm their joint responsibility for the material and non-material heritage entrusted to their care.

II) The authorities involved in the management of the Schwetzingen World Heritage property commit themselves to according priority in all their plans and measures to the preservation and care of the historic site in its existing form.

III) All decisions are based on internationally recognised and proven standards, in particular those laid down by the Venice Charter ("for the conservation and restoration of monuments and sites", ICOMOS 1964), the Florence Charter ("on the preservation of historic gardens", ICOMOS 1982), the Nara Document on Authenticity (UNESCO, ICOMOS, ICCROM 1994) and the International Cultural Tourism Charter ("Managing Tourism at Places of Heritage Significance", ICOMOS 1999).

IV) All work carried out in connection with the heritage site specified in the nomination is designed to protect the gardens, palace and town as a historically correct source of information on historical form, style, materials, use and function, on the traditions and techniques

of crafts and trades, and as a source of emotional values.

V) It is the express aim of all involved to promote sustainable, high-quality tourism and to communicate the cultural value and significance of the site to the people of Schwetzingen, to the inhabitants of the region and to the site's visitors.

Signatories:

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Willi Stächele
Minister for Finance of the State of Baden-Württemberg

Dr. René Pörtl
Mayor of Schwetzingen

A - 3. Management Authorities

State responsibility for the joint management of "Schwetzingen: A Prince Elector's Summer Residence" lies with the Ministry of Trade and Commerce in its capacity as Baden-Württemberg's highest authority for monument protection, and with Baden-Württemberg's Ministry of Finance in its capacity as owner of the palace and gardens. Municipal responsibility for joint management lies with Schwetzingen's Mayor. The Ministry of Finance of Baden-Württemberg is financially liable for the palace and gardens, and the town of Schwetzingen bears financial liability for the other



areas of the site which lie in the town. The State of Baden-Württemberg and the town of Schwetzingen share permanent responsibility for the strategic and operational management of the site. The department in charge is Staatliche Schlösser und Gärten (SSG: Baden-Württemberg Castles and Gardens). All new correspondence should be addressed to the project supervisor, Regierungsdirektor Andreas Falz.

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**A - 4.
Outline of Joint Management**

The responsibilities and decision-making structure operating between the bodies involved in joint management of the site are laid out in an organisational chart (see Appendix). Overall management is assigned to a **steering group** and a permanent **working party**. Details of the groups and committees involved are outlined below.

A - 4.1. Steering Group

The steering group meets as a rule every six months and is made up of the following persons or their representatives:

1. a representative from the Ministry of Trade and Commerce (chair);
2. a representative from the Ministry of Finance;
3. the Mayor of Schwetzingen;
4. the conservator in charge for the State Office for Monument Preservation;
5. the Director of the Baden-Württemberg State Agency for Property Assets and Construction;
6. the Chairman of Baden-Württemberg Castles and Gardens.

A - 4.2. Working Party

The steering group oversees a local working party comprising representatives of the bodies involved in the management of the site. The working party is entrusted with the implementation of specific projects. It normally meets quarterly, and consists of members of the following bodies:

1. Baden-Württemberg Castles and Gardens (SSG), from the Agency's Mannheim



office, from Schwetzingen Palace Administration, and from Schwetzingen Palace Planning Department.

2. Representatives from the Regional Council in Stuttgart (State Office for Monument Preservation) and the Regional Council in Karlsruhe (Dept. 26, Monument Preservation).
3. Representatives from Schwetzingen Town Council (Department of Culture, Planning Department).

The steering group and the working party will invite specialists in academic fields to act as consultants where appropriate.

A - 5. Outline of Single-Authority Plans

The authorities involved publish all planning concerning the site nominated for inscription on the World Heritage List in the form of single-authority plans covering a period of 8 years (2009-2017). Measures to be implemented over the next 10 years are brought together here under the heading Areas of action of the joint management group.

- The preservation and maintenance of the gardens is regulated by the **Gardens Management Plan**.
- Long-term preservation and management of the cultural heritage inherent in the buildings in the palace and gardens is assured by a **Buildings Management Plan**; long-term preservation and management of the cultural heritage of the buildings within the town is guaranteed by an urban development plan.
- A “**plan for sustainable use and effective presentation**” governs the use of the palace and gardens, facilities for visitors, and appropriate presentation and interpretation of the cultural values of the site.

- A “**Tourism in Schwetzingen**” plan lays the groundwork for sustainable development of tourism and appropriate local infrastructure.

A - 6. Existing Protective Measures

The State of Baden-Württemberg and the town of Schwetzingen commit themselves to ensuring comprehensive and enduring protection of the World Heritage site. Schwetzingen palace and gardens are the property of the State of Baden-Württemberg, represented by Baden-Württemberg’s Ministry of Finance; for the buildings in the town, the situation on possession and property is more complex.

The site nominated for inscription on the World Heritage List, including the buffer zone, is fully protected by a comprehensive body of federal, state and municipal legislation (see Appendix, Maps 2-5).

The palace and gardens enjoy the status of historic monuments of special significance in accordance with Section 12 of *Baden-Württemberg’s Act for the Protection of Cultural Monuments* (Monument Protection Act) and form part of a designated *entire fixture* together with parts of the historic centre of Schwetzingen, in accordance with Section 19 of the Act (see Appendix). The buffer zone is covered by the provisions of Section 15, Paragraph 3 of the Monument Protection Act, which applies to the surroundings of a registered historic monument; it is also protected by the *Townscape Ordinance* of Schwetzingen Town Council.

Further protection of the buffer zone is afforded by legally binding building development plans based on the *Federal Building Code* (Baugesetzbuch, BauGB) covering the areas surrounding the palace, gardens and historic centre of Schwetzingen, which lay down regulations governing such issues as the height and use of buildings, advertising space, and nature conservation.



The entire extent of the palace gardens and the surrounding areas to the west are designated as a landscape conservation area in accordance with Section 29 of *Baden-Württemberg's Nature Conservation Act* (Naturschutzgesetz, NatSchG), thus ensuring that the gardens and their immediate surroundings are used in an environmentally friendly manner.

Breakdown of protective legislation:

A - 6.1. Supra-Regional Protective Legislation (Federal Law)

a) Federal Building Code (Baugesetzbuch – BauGB)

of 23rd September 2004, last amended 21st June 2005

Content:

The Federal Building Code is a body of law laid down at federal level. It establishes a legal framework for such areas as land-use planning, renovation work and urban development.

Outside of the areas of Schwetzingen covered by building development planning provisions, planning is generally carried out in accordance with Section 34 of the Code, which stipulates that construction projects may not have a detrimental effect on the appearance of the area.

Extract from Section 34 of the Federal Building Code: "Within built-up areas a development project is only permissible where, in terms of the type and scale of use, the coverage type and the plot area to be built on, the building proposal blends with the characteristic features of its immediate environment and the provision of local public infrastructure has been secured. The requirements of healthy living and working conditions must be satisfied; the overall appearance of the locality may not be impaired."

b) Federal Nature Conservation Act (Bundesnaturschutzgesetz - BNatSchG)

of 25th March 2002, last amended 21st June 2005

Content:

The Federal Nature Conservation Act is a law passed at federal level. The Act defines nature and the landscape as fundamental to human existence and lays down regulations for nature conservation and landscape management with a view to sustainability and the preservation of this part of our heritage for future generations. Section 7 of the Act requires that particular attention be paid to these aims in the management of publicly-owned land, such as that of the palace gardens.

Section 7 of the Federal Nature Conservation Act: "In the management of land in public ownership or possession, particular attention shall be paid to the aims and principles of nature conservation and landscape management. Land of particular conservation value shall, to the extent that this is appropriate, not be altered in a way that would adversely affect its ecological qualities. The first and second sentences of this Section shall not preclude the earmarking and subsequent use of the land for public purposes."

A - 6.2. Regional Protective Regulations (State Law)

a) Baden-Württemberg Planning Act (Landesplanungsgesetz)

Plan for the lower Neckar region, 1992 (in force since 1994)

It is intended that the next update of the regional plan will ensure that construction projects do not obscure historic views.

b) Baden-Württemberg Building Code (Landesbauordnung - LBO)

of 8th August 1995, last amended 14th December 2004

The Baden-Württemberg Building Code is a legally binding set of regulations passed at state level. It applies to structural works. Section 11 of the Code requires that structural works



are made to harmonise with the surroundings and that cultural and natural monuments are treated with respect.

Extract from Section 11 of the Baden-Württemberg Building Code: "(1) Structural works shall be made to harmonise with their surroundings in such a way that streets and roads, cities, towns and villages, and the landscape are not defaced and do not suffer adverse effects to their intended design. Cultural and natural monuments and environmental features worthy of preservation are to be respected."

c) Monument Protection Act (Denkmalschutzgesetz - DSchG)

of 25th February 1971 in the version as of 6th December 1983, last amended 14th December 2004

The Monument Protection Act is a law passed at state level. It describes the measures to be taken for the protection of monuments and stipulates the responsibilities of the various authorities involved. It contains provisions for the protection of monuments and the organisation of monument conservation in Baden-Württemberg. Schwetzingen's palace, gardens and historic town centre are covered in particular by Sections 2, 8, 12, 15 and 19, which contain provisions for the protection of cultural monuments and the preservation of "entire fixtures".

Extracts from the Monument Protection Act:

Section 2 - Object of monument protection

- (1) *Cultural monuments within the meaning of this Act are items, collections of items and parts of items in the preservation of which there is a public interest for scientific, artistic or local historical reasons.*
- (2) *A cultural monument also includes accessories provided that they constitute a unit of monument value with the main item.*
- (3) *Likewise objects of monument protection are:*
 1. *the surroundings of a cultural monument, provided they are of significant importance*

for its appearance (Section 15, Paragraph 3), as well as

2. *entire fixtures (Section 19).*

Section 8 - General protection of historic monuments

- (1) *A historic monument may only with approval by the Monument Protection Authority:*
 1. *be destroyed or eliminated,*
 2. *be impaired in its appearance, or*
 3. *be removed from its surroundings where the latter are of significant importance for its monument value.*
- (2) *This applies to movable historic monuments if they are generally visible or accessible.*

Section 12 - Historic monuments of special significance

- (1) *Historic monuments of special significance enjoy additional protection through entry into the monument register.*
- (2) *Movable historic monuments are only registered:*
 1. *if the owner applies for registration, or*
 2. *if they have a significance transcending the locality or have a special relation to the Land's cultural field, or*
 3. *if they constitute a nationally valuable cultural heritage, or*
 4. *if they constitute nationally valuable archives or archives of significance for the history of the Land or the locality, or*
 5. *if they are to be protected due to an international recommendation.*
- (3) *The entry shall be removed from the register if the prerequisites for registration are no longer fulfilled.*

Section 15 - Effect of registration

- (1) *A registered historic monument may only with approval of the Monument Protection Authority:*
 1. *be restored or repaired,*
 2. *be modified in its appearance or in its substance,*
 3. *be provided with annexes or superstruc-*



- tures, inscriptions or advertising fixtures,
4. *be removed from its permanent location or place where it is kept to the extent that when being registered it was determined for reasons of monument protection that the historic monument may not be removed. Rescinding its status as an accessory within the meaning of Section 2, Paragraph 2 also requires a permit.*
 - (2) *Individual items may only be removed from a registered entirety of items, in particular from a collection, with approval from the Monument Protection Authority. The senior Monument Protection Authority may provide general approval for individual items being removed in the context of proper administration.*
 - (3) *In the surroundings of a registered historic monument, provided that they are of significant importance for its appearance, building structures may only be erected, modified or eliminated with the approval of the Monument Protection Authority. Other projects require such approval if utilisation of the grounds heretofore is changed. Approval is to be granted if the project would only modify the monument's appearance to an insignificant extent or only impair it temporarily or if overriding reasons of public interest inevitably demand that they be considered.*

Section 19 - Entire fixtures

- (1) *The local communities in consultation with the Senior Monument Protection Authority may by statute place entire fixtures, in particular the appearance of streets, squares or localities under monument protection if there is a special public interest in their preservation for scientific, artistic or local historical reasons.*
- (2) *Modifications of the protected appearance of the entire fixtures require approval by the lower Monument Protection Authority. Approval is to be granted if modification would only insignificantly change the appearance of the entire fixtures or only impair it temporarily or if overriding reasons of public interest inevitably demand that they be considered. The Monument Protection Authority must hear the local community prior to its decision."*

d) Act for nature protection and landscape conservation and for the preservation of the recreational value of the countryside (Naturschutzgesetz - NatSchG)

of 13th December 2005

The Nature Conservation Act is a law passed at state level. It regulates the principles of nature protection, landscape conservation and the provision of recreational areas. Sections 26 and 29 (nature and landscape conservation areas) are particularly significant for the protection and preservation of the nominated World Heritage area and the buffer zones. Sections 36-40, relating to the European ecological network Natura 2000, are also of particular relevance.

This Act protects both the open countryside and populated rural areas, which are seen as fundamental to human existence and of considerable recreational value.

Extracts from the Act (NatSchG):

Section 1 - Aims of nature protection and landscape conservation

- (1) *Nature and the countryside in both populated and uninhabited areas shall be protected, managed, maintained, developed, and if necessary restored, in a sustainable and ecologically sound manner so as to guarantee for future generations:*
 1. *a fully functioning ecosystem,*
 2. *the regeneration and sustainable use of natural resources (earth, water, air, climate, flora and fauna),*
 3. *biodiversity, including that of flora and fauna and their habitats, and*
 4. *the diversity, unique character and beauty of nature and the countryside.*
- (2) *Appropriate habitats shall be conserved for native wildlife. Effective measures shall be taken against the extinction of individual plant and animal species. Populations shall be conserved at a level that assures their*



sustained survival. Measures shall be taken to prevent isolation of individual populations.

[...]

Section 36 Establishing of the „Natura 2000“ European ecological network

- (1) *The State of Baden-Württemberg contributes to the establishment and protection of the European network of special conservation areas designated „Natura 2000“. [...]*

Section 37 General conservation regulations, non-deterioration rule

It is prohibited to introduce any change or disruption which could lead to significant impairment of the integrity of a Site of Community Importance or a site classified as a Special Protection Area under the EC Birds Directive. [...]

Section 38 Compatibility and inadmissibility of plans and projects, exemptions

- (1) *Projects affecting a Site of Community Importance or a site classified as a Special Protection Area under the EC Birds Directive shall be assessed before being approved or carried out in order to ascertain their compatibility with the conservation aims of the site. [...]*

Ordinance of the Regional Council in Karlsruhe on the landscape conservation area “Schwetzingen palace gardens and the surrounding area“

Aug. 1952

The landscape conservation area which extends over approx. 190 ha, covers the whole area of Schwetzingen palace gardens along with the area bordering to the west and the area which was once the Sternallee hunting park. It is prohibited to introduce any change in this area which disfigures the landscape, damages wildlife or other natural features, or impairs enjoyment of nature. All measures carried out require approval by the lower nature conservation authority.

Directive 92/43/EEC of the Council of the European Communities on the conservation of natural habitats and of wild fauna and

flora (Habitats Directive)

“Sand areas between Mannheim and Sandhausen” (area number 6617-341), sub-area Schwetzingen palace gardens and the surrounding area

May 1992

This directive aims to ensure “the restoration or maintenance of natural habitats and species of Community interest at a favourable conservation status” and the establishment of a coherent Community-wide network of conservation areas under the title “Natura 2000”. Schwetzingen palace gardens and the surrounding area, as a sub-area within a Natura 2000 Special Area of Conservation, contain old oak trees which are home to the stag beetle and the cerambyx longicorn, both of which are species listed in Annex II of the Habitats Directive.

A - 6.3. Local Protective Measures

a) “Town Centre Plan” pursuant to Section 1 Para. 5 sentence 2 no. 10 of the Federal Building Code

May 2004

The town centre plan protects the town centre (historic town centre and connecting areas built up to late 1950s/early 1960s) from excessive building and adverse effects on historic and other features worthy of conservation.

It defines objectives for the preservation and the future development of the town based on a comprehensive and systematic description and analysis of the townscape.

b) Ordinance for the regulation of urban development and the preservation of townscape heritage (Townscape Ordinance) pursuant to Section 74 of the Baden-Württemberg Building Code

July 2004

This ordinance was passed as part of Schwetzingen’s sustainable development plan. It applies to an area of approx. 70 ha covering the town centre (original village centres, Baroque town centre, main shopping streets, and residential areas within the town up to the 1950s), which it divides into five areas (A-E),

and regulates almost all conceivable changes to the townscape, with particular attention to the town centre. A brochure produced for the public sets out clear regulations on the following topics:

1. Maximum height of buildings.
2. Roofs: types, materials, gutters, skylights, dormers and conversions.
3. Facades: styles, materials and colour.
Types of doors and gates; windows, storefronts; bays, balconies and porches; canopies and awnings.
4. Advertising space and vending machines.
5. External aerials and satellite dishes.
6. Fences, walls and hedges.

In accordance with the Townscape Ordinance, all alterations are to be made in such a way that they do not have an adverse effect on the appearance of the building concerned, the surrounding buildings or the street on which the building is situated; all alterations are to be in keeping with the historic, artistic and urban character of the area.

c) Ordinance for the protection of Schwetzingen as an entire fixture in accordance with Section 19 of the Monument Protection Act (Entire Fixture Protection Ordinance)

23rd February 2006

This ordinance ensures that the core property nominated for inscription on the World Heritage List, consisting of the palace, gardens and Baroque town centre, enjoys special protection as an entire fixture in the terms of Section 19 of the Monument Protection Act. The borders of the protected area are indicated in the map in the Appendix. The Ordinance is designed to protect the existing appearance of the Baroque town centre and its historic views. Protection is afforded to the view of the town and the surrounding countryside from the gardens, and to the historic views of the palace and gardens from the town and the surrounding countryside. The Ordinance also protects the townscape within the Baroque town centre.

Extracts from the "Schwetzingen: A Prince Elector's Summer Residence" Ordinance of

Schwetzingen Town Council in accordance with Section 19 of the Monument Protection Act:

"Pursuant to Section 19 of the Act for the Protection of Cultural Monuments in the version as of 14th December 2004 (Law Gazette p.895) in conjunction with Section 4 of the Local Government Code for Baden-Württemberg in the version as of 24th July 2000 (Law Gazette p.582, as corrected p.698), last amended 1st December 2005 (Law Gazette p.705), Schwetzingen Town Council, in consultation with the Regional Council in Karlsruhe in its capacity as higher nature conservation authority, passed the following ordinance on 23rd February 2006:

Section 1 Protection order

- (1) *The appearance of the erstwhile summer residence of Prince-Elector Carl Theodor, covering an area in the town of Schwetzingen defined in Section 2, is hereby placed under monument protection as an entire fixture entitled "Schwetzingen – a Prince-Elector's summer residence".*
- (2) *The order is intended to preserve the historic appearance of the buildings, townscape and landscape on the site. The preservation of the entire fixture is of particular public interest by virtue of its value for science, the arts, and local history.*

Section 2 Area covered

The area protected is the palace complex in the town centre, the palace gardens to the west, and the Baroque town centre to the east. The borders of the entire fixture are laid out in the site plan entitled "Entire fixture: Schwetzingen – a Prince Elector's summer residence". The site plan is an integral part of this Ordinance.

Section 3 Subject of protection

The subject of protection is the existing appearance of the site. Of particular relevance are:

- *the Baroque palace complex, built on the site of an old hunting lodge and consisting*



- *of the palace and its adjoining buildings;*
- *the palace gardens, combining Baroque gardens in the French geometrical style, meticulously landscaped English-style gardens, fountains, statuary and garden buildings, landscape areas bordering off to the open countryside, and a principal axis which runs through the centre of the palace and gardens and on which the Königstuhl and Kalmit hills form the horizon.*
- *the Baroque town centre, inextricably linked with the palace and gardens in form, function and structure, consisting of the network of streets and squares radiating out from the palace (Schlossplatz, Carl-Theodor-Strasse, Lindenstrasse) with views of the Königstuhl hill on the horizon; the two-storey, side-gabled buildings forming a continuous frontage along the Schlossplatz and the western part of Carl-Theodor-Strasse up to the former royal stables; and the part of Lindenstrasse forming a tree-lined avenue as an extension to the north of the cross-axis running through the gardens;*
- *the “Ysenburg Palais”, Forsthausstrasse 7, a Baroque manor next to the palace.*

Protection is afforded to:

- *the external appearance of the palace, as seen by an observer standing in places such as the open countryside, the Baroque town centre, and Schwetzingen Observatory;*
- *the internal appearance of streets, squares, green spaces and open spaces as formed by historical construction and landscaping work.*

Section 4 Consent for alterations

- (1) *Alterations to the protected appearance of the entire fixture require the consent of the lower Monument Protection Authority. Attention is drawn in particular to the following:*
- *the construction, alteration, renovation or removal of structural works, other works, and fixtures and fittings as defined by the*

Baden-Württemberg Building Code, even if the intended work does not require planning permission;

- *the attachment, alteration, renovation or removal of outside-wall cladding and surfacing (plaster, paint), fascias, blinds, canopies and awnings, lighting fixtures and fittings, vending and other machines, aerials and satellite dishes, advertising space, and photovoltaic and thermic solar panels, if they are visible from the street or from outside the entire fixture;*
 - *the alteration of roofing, roof features, facade elements (doors, windows, shutters), if they are visible from the street or from outside the entire fixture;*
 - *the alteration of green spaces or open spaces, if they are visible from the street or from outside the entire fixture.*
- (2) *Consent shall be granted if the alteration would impair the appearance of the entire fixture only negligibly or temporarily, or if there are imperative reasons of overriding public interest for carrying out the alteration.*
 - (3) *Consent may be conditional on the fulfilment of additional conditions and requirements.*
 - (4) *If alterations described in para.1 require permission in accordance with other laws and statutes, the approval of the Monument Protection Authority takes the place of the consent required under monument protection legislation. Projects subject to a planning approval procedure are not conditional upon consent as described in para.1.*
 - (5) *Applications for consent are to be addressed to the Planning Department (Baurechtsbehörde) of Schwetzingen Town Council.*
 - (6) *If alterations are made to the protected appearance of the entire fixture illegally and consent cannot be granted, an order that the protected appearance of the site be reinstated may be made.*

Section 5 Offences

- (1) *It is an offence under Section 27 para. 1 no. 6 of the Monument Protection Act to carry out any of the acts described in Section 4 para.1 wilfully or negligently without consent or to violate the requirements or conditions laid down when consent is granted.*
- (2) *Anyone committing such an offence can be liable to a fine of up to € 50,000, rising*

to up to € 250,000 in particularly serious cases.

Section 6 Commencement

This Ordinance comes into effect on the day of its promulgation.

d) Building development plans

The following building development plans apply to the nominated site (see map in Appendix):

No.	Name of building development plan	In force since
4	“Im kleinen Feld” (west of Lindenstrasse)	24th Jan. 1958
31	“Nadlerstrasse – Herzogstrasse“	28th Oct. 1972
38/42	“Bismarckstrasse – Marstallstrasse“	10th July 1984
39/43	“Lindenstrasse – Maschinenweg“	17th July 1984
41	“Schälzig“	17th July 1984
48	“Werderstrasse, south“	11th Nov. 1983
51	“Alter Bauhof car park“	23rd Sept. 1988
57	“Bismarckplatz and surrounding area“	13th Mar. 1997
65	“Mannheimer Strasse 40 – 50“	27th Mar. 2003
66	“Quartier XV“	28th July 2003
70	“Quartier I inner block area“	23rd June 2005
71	“Quartier XI“	3rd May 2006
72	“Quartier VII“	23rd May 2009
75	“Quartier X northern area“	in preparation
77	“Quartier XXV“	4th Apr 2007
78	“Quartier XXI“	2nd Jul 2007

A - 6.4. Implementation of Legislation

Compliance with planning and monument protection regulations is monitored by the appropriate planning and Monument Protection Authority. The authorities are:

1. the Ministry of Trade and Commerce (supreme planning and Monument Protection Authority);
2. the Regional Council in Karlsruhe (senior planning and Monument Protection Authority); and

3. the lower planning and monument protection authorities of the towns of Schwetzingen and Ketsch (lower planning and monument protection authorities).

Adherence to nature-protection legislation is monitored by the Rhein-Neckar District Office as the lower nature-protection authority.

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A - 7. Staffing of Palace and Gardens

The preservation of the Schwetzingen site is seen as a cultural obligation on the part of the state and not as a market-driven enterprise. For a period of several decades, all authorities involved have made a considerable financial and staffing commitment to preserving Schwetzingen palace and gardens in as authentic and historically correct a state as possible. Staffing exists at a level necessary to maintain this commitment, and these staffing levels are guaranteed for the future.

A - 7.1 Senior Management (State Agency for Property Assets and Construction, Baden-Württemberg Castles and Gardens)

Overall management lies with two members of the Stuttgart building department, three administrative staff in the Mannheim office and five staff in Bruchsal (including staff from the Conservation Dept. and Historic Gardens).

A - 7.2 Staff at Schwetzingen (State Agency for Property Assets and Construction, Baden-Württemberg Castles and Gardens)

Schwetzingen palace planning department, responsible for building maintenance and construction plans, has a staff of seven (architects, site managers and technicians).

Schwetzingen palace administration, responsible for the day-to-day management of the palace and gardens, has thirty employees (palace manager, stage and lighting managers, gardeners, guides, porters and other security staff, administrative staff).

The palace administration calls on an additional five guides and security staff on a seasonal basis.

In addition, the “Service Centre” in Heidelberg provides non-state-employed staff for guided tours of the palace and gardens.

A - 8. Funding of the Palace and Gardens

A - 8.1. Palace Administration and Garden Management

Annual expenditure for management of the palace gardens is appropriate to their size, significance and the care they require. A considerable amount of garden work is contracted out in order to ensure high-quality maintenance on a large scale. The budget administered by the palace administration, including running costs for the palace and gardens and excluding labour costs, totals approx. € 2 m., of which approx. € 800,000 is for garden maintenance. These are budgeted funds of the State of Baden-Württemberg, allocated by the Ministry of Finance. In addition to this, cost-intensive restoration of historic garden features (e.g. avenue replanting, lake dredging, etc.) is carried out; this has been the case for several decades, and work of this kind will continue in the future.

A - 8.2. Building Maintenance and Restoration

Approx. € 66,5 m. has been spent on major restoration work to the palace and gardens since 1960; and the Baden-Württemberg Ministry of Finance has earmarked a sum of € 20 m. for further vital preservation and restoration work over the next 15 years.

An additional sum of approx. € 800,000 is spent annually on regular maintenance and care of the buildings and on minor building work in the gardens. These figures do not include labour costs.

Restoration work will continue to be carried out in the foreseeable future. The projects are documented in the **Baupflegekatalog** annexed.



A - 9. Regulations and Guidelines for Sustainable Use of the Site

The preservation and conservation of the buildings and gardens always takes priority over their use for tourism, events or hire by third parties (Florence Charter, Article 21). The primary aim in making the site available for such uses is to allow access to all the culturally significant areas of the site and to use events to communicate the cultural values associated with Schwetzingen. Such uses generate at least part of the funds required for the maintenance and management of the site.

A - 9.1. Opening of the Buildings to Visitors

Visitors are admitted to the following parts of the site only under supervision; and in order to preserve the interiors from damage and decay, the following rules apply:

- PALACE: The palace museum (main wing) is opened to a maximum of 20 visitors per guided tour.
- BATHHOUSE: Extremely valuable and with many small rooms, the bathhouse is opened to a maximum of only 10 people at any one time.
- MOSQUE, LAPIDARIUM, ORANGERY, EXHIBITION OF HISTORICAL IMPLEMENTS: Security cameras are in operation.

These restrictions are essential if priority is to be accorded to the protection and conservation of the buildings in the site. For similar reasons, all interior cleaning work and care of works of art is subject to detailed guidelines laid down by the conservators and the experts of Baden-Württemberg Castles and Gardens.

A - 9.2. Opening of the Gardens to Visitors

Rules for behaviour of visitors to the palace and gardens are laid down in Schwetzingen's Palace and Gardens Code:

1. A valid ticket is required for entry to the palace and gardens. Admission to the palace is possible only on guided tours. Visitors must vacate the gardens by the closing times given.
2. Entry to the gardens and to all parts of the palace is at visitors' own risk. The State of Baden-Württemberg accepts no liability for damage to persons or property. Visitors' attention is drawn in particular to the dangers posed during storms (falling roof-slates and tree branches). In snowy or icy weather, visitors may use only the gritted paths. Visitors are warned not to step onto any frozen waterways, ponds, lakes or fountains, since some areas are always kept free of ice for the birds and fish.
3. Deliveries to the garden must be arranged in advance. All other vehicles are prohibited, with the exception of wheelchairs, prams and pushchairs, and children's bicycles with stabilisers.
4. The palace and gardens may not be damaged, abused, mistreated or soiled. Visitors may not:
 - climb on the statues, walls, buildings or trees;
 - walk on the flower beds, ornamental paths and planted areas;
 - enter the ponds, lakes or fountains;
 - carry any kind of sports equipment;
 - sit on the grass or play ball games on the grass;
 - feed the fish or any other animals.



5. Dogs must be on a lead of max. 2 metres in length. Dog owners must clean up after their animals and bring the necessary material with them to do so.
6. Any commercial activity, including the taking of photographs for commercial purposes, must be approved by the palace administration.

In addition to these rules, the entire area of the palace and gardens is covered by the Police Regulations for Order and Public Safety and by the Police Environment Protection Regulations of the town of Schwetzingen.

A - 9.3. Letting of Palace and Gardens to Third parties

Schwetzingen Palace is one of the most popular stately-home venues for cultural and social events in Germany.

The historic rooms in the central wing and the garden buildings are not available for hire, while the semi-circular pavilions, the palace theatre, and the gardens are used for almost 250 events a year. Efforts are made to maximise income through advertising and customer service; but all events must meet monument-protection criteria before they can be approved.

A - 9.3.1. Events in the Palace Theatre

The theatre has been host to the annual Schwetzingen Festival since the first Festival in 1952. To better meet the needs of the festival, major restoration work was carried out in 1974, along with a complete reconstruction of the stage area, which now fulfils all the technical requirements of modern theatre production. The original construction is still largely intact in the audience area, which was carefully restored from 2003 to 2005 to preserve the neoclassical style of the 1770s.

The theatre is also used by Schwetzingen's Mozart Society, which has been staging top-class events in its annual Mozart Festival for over 30 years.

The fragility and the value of the theatre dictate that it must not be overused, and this principle guides the actions of those in charge of managing it. Specific rules are laid down for each event staged there, and events are supervised by the palace's own staff.

A - 9.3.2. Events in the Quarter-Circle Pavilions

Events in the quarter-circle pavilions enjoy high prestige and are in demand from companies located all over Germany, employers' organisations, universities, clubs and societies, and private individuals alike.

The quarter-circle pavilions are a particularly popular venue for staff incentive events, and well-known for conferences, balls and weddings.

Advising the various event organisers and making detailed individual arrangements for the wide variety of events hosted is a time-consuming task and forms a major part of the work of the palace administration.

The palace restaurant has an exclusive contract with the palace administration for all catering in the palace and gardens, including catering for third-party events. This means that the gardens are spared the additional deliveries and other traffic that would be caused by external caterers.

Art exhibitions which appeal to a wide audience are scheduled in the winter months to offset the drop in the number of visitors at this time of year.

So far, three resoundingly successful large-scale exhibitions have been held (Hundertwasser 2001, Dalí 2002, Chagall 2004), each bringing in more earnings in ticket prices than would have been generated by hiring out the rooms.



A - 9.3.3. Events in the Palace Gardens

The **Florence Charter** is the basis on which all decisions on the admissibility of affecting events are made. This means, for example, that all necessary steps are taken to avoid events causing material damage to the site. A sine qua non of all arrangements made with third-party organisers is a commitment that no damage will be caused. If it does occur, damage is repaired by specialists at the cost of the event organiser, and the admissibility of future events of the same kind is reevaluated.

The gardens can only be let out under the condition that event organisers pay for staff familiar with the gardens and the conservation issues involved to be present. These members of staff monitor proceedings and make sure that conditions laid down by the palace administration are observed; they act as agents of the property owner and have full authority over event organisers.

This means that no event in the gardens or quarter-circle pavilions is possible without the presence of a representative of the palace administration; for large-scale events, a high-ranking member of the administration itself is always present.

A wide range of events is held in the palace gardens, from a Festival of Music and Light, open-air concerts and folk-music festivals through military tattoos and changing of the guard to weddings and champagne receptions.

A - 9.4. Events in the Historic Town Centre

The attractions of Schwetzingen are complemented by social and cultural events in and outside the palace gardens.

The Schlossplatz (Palace Square) is particularly popular: its Continental flair along with the many and varied events it hosts throughout the year has earned it a degree of fame well beyond the bounds of Schwetzingen and brought in many visitors to the town.

The authorities are aware, however, of the need to set certain limits to the use of the historic town centre. With this in mind, a conscious decision has been taken to reject plans which would result in an increase in the number of events or visitors. Instead, the focus is on the quality of future events.

One important task in Schwetzingen's continued development is to further improve cohesion between cultural attractions, restaurants and cafés, and retail outlets. Services must be regularly monitored so that any problems caused by inadequate coordination, such as inconsistent opening times, can be corrected in order to better meet the needs of the public. To this end a "town-marketing" association (Stadtmarketingverein) was founded in late 2008, comprising representatives from the catering and retail sectors and other local businesses, cultural events, local clubs and societies, and palace management.



A - 10. Joint Tourism Policy of the State of Baden-Württemberg and the Town of Schwetzingen

A - 10.1. Historical Development

In making Schwetzingen his summer residence, Palatinate Prince Elector Carl Theodor made Schwetzingen a resort town. During the summer months, not only did the palace and gardens become the focal point of the Electoral Palatinate, but in addition, the town enjoyed a status as host to the royal household, the royal orchestra and numerous visitors drawn by the royal presence. Leopold Mozart, for example, stayed with his children Wolfgang and Nannerl in the “Gasthof Zum Roten Haus” Inn (in what is now Dreikönigstrasse 6) in 1763. The palace went out of use as a summer residence when it was taken over by the House of Baden in 1803, but the ensemble of town, palace and gardens retained their appeal. Reinforced by its proximity to Heidelberg and Mannheim, Schwetzingen exerted a magnetic pull on visitors throughout the nineteenth century.

The introduction of the Schwetzingen Festival in the second half of the twentieth century brought a new category of visitors, one unique to Schwetzingen. These visitors have made Schwetzingen internationally renowned as a centre of cultural excellence.

The Festival’s culturally discerning visitors have had a strong influence on today’s tourist infrastructure in the town. Schwetzingen also attracts visitors on day trips from neighbouring Heidelberg and the surrounding region, and tourists from all over the world.

Although the palace, gardens and town form a historic unit, management is divided among several distinct authorities. Over the last few decades, ties have been strengthened between the authorities involved, who strive to co-

operate as closely as possible in a spirit of mutual awareness: the improvements made by the town council to Carl-Theodor-Strasse, for example, sends a clear signal that the town is committed to its connection with the gardens; and many decisions affecting the palace and gardens are made with a view to the needs of the local community.

A - 10.2. Visitors to Schwetzingen – Profile of Target Group

Cultural tourism is at the heart of work devoted to developing sustainable tourism for the future World Heritage site of Schwetzingen. The target visitor is one who comes to Schwetzingen in order to see its unique ensemble of palace, gardens, and historic parts of town and who seeks to be informed on their history. He/she is a visitor for whom Schwetzingen’s monuments and its cultural heritage come first and foremost.

A - 10.3. Plan for the Future Development of the Site

All current and future work towards sustainable development of tourism in Schwetzingen must focus on the historic ensemble of palace, gardens and parts of the town and the cultural values and traditions the ensemble embodies. Only by focusing on this unique cultural heritage can Schwetzingen stand out from countless other tourist destinations in the region; any deviation from this focus would leave Schwetzingen constantly struggling to improve its status in the face of heavy competition. As part of their commitment to this clear focus, the State of Baden-Württemberg and the town of Schwetzingen are working on a corporate identity for the nominated site. Schwetzingen is intended to be perceived as a quality brand in the public consciousness. The website [www.welterbeantrag-schwetzingen.de] is part of this joint project. In December 2009 the town of Schwetzingen had commissioned the drawing up of a tourism concept incorporating and establishing these principles.



A - 10.4. Joint Visitors' Centre

A visitors' centre is planned by the State of Baden-Württemberg, to be run in collaboration with the town council. It will offer up-to-date services for visitors under one roof.

A - 10.5. Joint Presentation

It is intended to focus clearly in the future on the palace, gardens and historic town centre as a cultural unit. The joint multilingual "phone guide" introduced in July 2009, and showcasing the history of Schwetzingen from the second half of the eighteenth century onwards based on selected monuments and features, represents a step in this direction.

Visitors are enabled to make their own way through the palace, gardens, and town, receiving recorded information on their own mobile phones from a German landline number.

Another feature currently being planned is a multilingual plan of the palace gardens, with a map of the city centre complete with infrastructure on the reverse side.

A - 11. Presentation and Interpretation

What cultural tourists are most drawn to in Schwetzingen is the palace gardens, with its unique ensemble of historically significant garden and landscape features, statuary and buildings. It is the express aim of the management authorities to respond to this interest by leading visitors to the gardens and offering them a wealth of information and support at all stages of their visit.

A - 11.1. Reception of Visitors to the Palace and Gardens (Current Situation)

The ticket office is located in the porter's lodge at the main palace entrance. Tickets are sold at the counter during busy periods; tickets can also be bought (as of 2005) at the neighbouring souvenir shop, which sells classic souvenirs such as books and postcards.

A - 11.2. Guided Tours of the Palace and Gardens

In order to ensure economically viable responses to the growing demand of visitors for more individually tailored services, a commercially run Service Centre (SC) has been opened in Heidelberg Castle to deal with all requests for group tours and special tours. Schwetzingen Palace also calls on the services of the Centre, which receives funds from Baden-Württemberg Castles and Gardens and consistently provides cost-effective, high-quality service.

The Heidelberg Service Centre now organises around 2,000 tours of vastly differing kinds each year for the palace alone.

A - 11.3. Signage in the Palace and Gardens

It is planned to further improve the directional signs and interpretation boards in the entrance area and the gardens, with particular focus on the needs of international visitors.

A - 11.4. Access to the Gardens/ Automatic Turnstiles

The palace gardens are completely fenced off and may only be viewed on purchase of a ticket. Entry for individual visitors wishing to buy a ticket during the week is possible only via the main entrance, since tickets can only be purchased there. At weekends and on official holidays the ticket office at the north side entrance (the Dreibrückentor) is also staffed, thus enabling entry there too.

Opening times vary according to visitors' needs and the time of year.

A - 11.5. Viewing of Garden Buildings

Conservation issues require that the bathhouse be opened to visitors only when there are staff members present. Monitoring cameras are in place in the mosque.

A - 11.5.1. Mosque

Restoration work was finished by the end of 2006; the mosque was reopened to visitors in May 2007.



A - 11.5.2. Bathhouse

The bathhouse is an almost entirely preserved eighteenth-century work of art. The bathhouse restoration was completed in June 2006 and since then it has been presented to the public as Prince Elector Carl Theodor's "private refuge". Restoration of the bathhouse furnishings is scheduled to be completed by the end of 2011.

A - 11.5.3. Theatre

Before 2000, when work was begun to improve fire safety, "stage demonstrations" were held four times a day in the summer months so that (on payment of a separate fee) visitors could see the theatre in action.

With the restoration of the roof of the north quarter-circle pavilion completed, the theatre is open to visitors again during themed tours. Groups by arrangement. The theatre experience has been enhanced by a detailed and functioning model of the original Baroque stage machinery which makes the complexity of eighteenth-century engineering visible.

A - 11.6. Permanent Exhibitions in the Palace and Gardens

Permanent exhibitions in various places in the palace and gardens (orangery, erstwhile building repository, south quarter-circle pavilion) enable the addition of further art-history themes to the Schwetzingen experience. The permanent exhibitions are included in the cost of entry to the gardens.

A - 11.6.1. Garden History Exhibition

Featuring a large-scale model of the gardens, the exhibition on the history of the gardens located in the "fire brigade hall" in the south quarter-circle pavilion provides interested visitors with a wealth of clearly presented information.

A - 11.6.2. Exhibition of Historical Implements

The same goes for the exhibition of historical implements located in what was once the building repository. The exhibition was opened in 2002 and uses its exhibits to bring the history of work done in the gardens closer to its visitors. Exhibits include garden and working implements, old machinery, fire engines from the nineteenth century, and the collection is enhanced by photographs of these implements and machines in action. For many local people, the exhibition is a nostalgic journey back in time; for all its visitors, the exhibition is an invaluable addition to what Schwetzingen has to offer.

Due to the installation of security cameras the exhibition of historical implements is now open to visitors daily.

A - 11.6.3. Orangery Exhibition and Lapidarium

Since 1999, the orangery has hosted an exhibition on the history and function of orangeries, with particular focus on the Schwetzingen orangery. The west side of the orangery holds the original garden statuary and vases which were the models for the copies found today in the gardens. This lapidarium has been made into an informative and educational permanent exhibition. Visitors are admitted under supervision only.

May to October the orangery halls host themed exhibitions of art by eminent modern artists.



A - 11.7. Guided Tours of the Palace and Gardens

Baden-Württemberg Castles and Gardens (SSG) is committed to making the history of art and the history of Baden-Württemberg, embodied by the cultural monuments in its care, accessible to as wide a public as possible, irrespective of age and nationality.

In order to live up to this commitment and provide visitors with a comprehensive cultural experience, Baden-Württemberg Castles and Gardens accords high priority to the provision of varied presentation and interpretation of the site.

A - 11.7.1. Certified Guides

The greater part of the success of Schwetzingen's guided tours is due to the qualifications and training of the guides, most of whom are hired on a freelance basis by the Service Centre (see above).

In order to maintain existing high standards, tours of the palace and gardens are carried out exclusively by guides who have been awarded a Baden-Württemberg Castles and Gardens certificate, which qualifies them to act as guides in Schwetzingen palace and/or gardens. Before being admitted to the written and oral examinations leading to the certificate, candidates enrol in a fee-paying course lasting approx. six months and dealing with rhetorical, pedagogical and interpersonal skills as well as Schwetzingen's cultural and artistic heritage.

Guidelines for the tours are flexible enough for guides to be able to take an individual approach and respond to the particular wishes and needs of differing groups.

Customer satisfaction is further promoted by a system of regular in-service training and periodic assessment of guides by specialist staff.

A - 11.7.2. Tours of the Palace Museum

The museum was reopened in 1991 after a complete reorganisation of its contents and renovation of the palace building, and offers guided tours at advertised intervals eg daily in summer (except Mondays) and at weekends in winter. Additional prebooked tours are available. The number of visitors admitted at any one time is limited to twenty; this is because the museum consists of many small rooms containing numerous unprotected objets d'art. Only by unlocking and locking each room in turn for each group can guides ensure that no damage is done to the interiors and museum pieces. Entry to the museum outside of the guided tours is not permitted; nor is it considered desirable, given the aim to provide visitors with an instructive and entertaining experience.

The tour focuses on the living apartments of the Prince Elector and his wife on the first floor with their eighteenth-century décor (although many of the objects on display are not originally from Schwetzingen), alongside the contrasting depiction of the nineteenth-century use of the palace to be found on the second floor.

A - 11.7.3. Special Tours

The series of tours entitled "Aspects of an Era" (which includes themed tours, costumed tours and event tours) has been a great success for many years: it has become a hallmark of the work of Baden-Württemberg Castles and Gardens. The Baden-Württemberg programme for special tours, which is drawn up annually with the help of specialist consultants, includes a constant stream of new and widely varying themes, such as:

Architecture and Architectural History; Social and Cultural History; Life at Court; Art Movements; Eighteenth-Century Theatre, Music and Festivals; Monument Conservation; and Botany and Gardens.

The resounding success of hundreds of special tours a year encourages continued expansion of this repertoire, which is particularly effective at making local and regional history



accessible to local people and encouraging identification with the palace and gardens. Special tours for children and school groups are enormously successful, which is due in large part to the role-playing activities incorporated into the tours. Almost all school classes from the region come to the palace when they are dealing with the Baroque period in history, to don costumes made available by Baden-Württemberg Castles and Gardens and reenact the “Levée and Couchée” ceremony in the historically furnished bed chamber of the Dukes of Zweibrücken on the second floor. Children’s birthday parties are an increasingly popular event: a room in the orangery, devoted to educational activities, is used to stage educative entertainment. These examples reflect the aim of providing children with hands-on, interactive experience of cultural heritage.

A - 11.7.4. Palace Library

There has been a library with a focus on local history, photographs and postcards at Schwetzingen Palace since the mid-1960s, when a former employee donated a substantial book collection. The library has been in the care of an art historian since 2000, with the result that the collection is now archived, thematically organised and stored according to the highest standards of conservation. The palace administration continually strives to add to the collection through the purchase of books, photographs and records of all kinds, and the library also receives material bequests from local people. The collection has thus grown to considerable proportions and is greatly appreciated by the palace guides and interested specialists who come to consult the works it contains.

A - 11.8. Presentation and Interpretation of the Historic Town Centre

Schwetzingen has invested a great deal of effort over the course of the last few years in improvements to and restoration of the town centre (see also Single-Authority Plan D – III: Urban Development in Schwetzingen), and these have made a significant difference to townspeople and visitors alike.

The redesign of the Carl-Theodor-Strasse and Bahnhofsanlage roads (including the area in front of the railway station), which was finished in 2004, is particularly appreciated for the way in which it has brought out and made visible the connection between the palace and gardens and the town. The town council’s continued work to reduce and optimise traffic is evinced in the General Traffic Plan guidelines ratified in 2005. One of the main concerns of this plan is the reduction of through traffic in the town centre. All building in the town centre is conducted with regard to archaeological concerns. The presentation of the town’s history in a series of publications released by the town archive is coordinated with the cultural authorities and the Karl-Wörn-Haus. At anniversaries and the like the historical context is discussed in the press.

A - 11.8.1. Information Centre

The Information Centre, which was opened in Dreikönigstrasse in 2000, is an important and well-received provider of tourism services and marketing. Its wide range of services (such as the publication of hotel and restaurant guides and a calendar of events) and long opening hours have filled a significant gap in provision.

On the initiative of the Information Centre, the town council and the palace administration have become members of the Castle Road association, which boasts numerous well-known towns and cities along a route leading from Mannheim to Prague; the Castle Road is one of the oldest tourist ventures of its kind in Europe. Schwetzingen is also a member of the Mozart Ways association, which has been



awarded the status of Major Cultural Route by the Council of Europe.

In order to encourage visitors to stay longer, new day trips are being made available from Schwetzingen to places of interest in the region. The Information Centre has become the place where people from the town come to obtain information deriving from the palace gardens administration: where to obtain a private tour, for example, or how to organise an event in the gardens.

A - 11.8.2. Historic Way

At the suggestion of the Schwetzingen branch of the Baden Local History Association, 1991 saw the creation of a Historic Way in Schwetzingen.

The Historic Way is a life-size history book made up of information boards and commemorative plaques marking historic places and buildings in the town. It is in a constant process of expansion and was last added to in 2009.

The places marked along the Historic Way are indicated in the new street map published by the Information Centre, which includes one short and one longer route of discovery with explanatory notes. The new map is now available in English, French and Italian as well as German.

A - 11.8.3. Signposting

Effective signposting is one of the most important challenges facing a town with the level of cultural tourism attained by Schwetzingen.

With this in mind, Schwetzingen's largely out-of-date, incomplete and fragmented system of signposting was completely replaced in 2003-2004.

The new system is geared to the needs of both motor vehicles and pedestrians, and signs for pedestrians now include a tour of the town taking in the sights of the Historic Way.

A - 11.8.4. Karl Wörn Town Museum – Schwetzingen Collections

The Town Museum, home of the Schwetzingen Collections, was opened in November 1999 in the Karl Wörn building, which previously housed the administrative headquarters of the Bassermann tinned-food company.

The Museum aims to convey the history of Schwetzingen from the first neolithic settlement 5,000 years ago up to today, both in its permanent collections and in regular exhibitions.

Its focus is squarely on Schwetzingen and the people of Schwetzingen, and it is used by the local community, school groups, and interested visitors as a window to their own history. The palace and the general history of the Electoral Palatinate are not being neglected, however, are being dealt with alongside other local-history topics in the permanent collections. A change in the museum's management and longer opening hours have led to a restructuring of the permanent exhibitions, with particular emphasis on the time of Carl Theodor and the archaeological gallery; a number of valuable pieces have been purchased or are exhibited on loan. The museum education department works with schools to raise awareness of local history.

A - 11.8.5. Guided Tours of the Town

The number of guided tours of Schwetzingen on offer has increased in line with steadily growing demand, and several new tour types have been introduced. The Historic Way provides an excellent basis for pedestrian tours. The Information Centre offers a general tour entitled "Schwetzingen – a town with a flair of its own" giving an overview of the town's history, along with more adventurous tour types which aim to make Schwetzingen's history a tangible experience.



These include themed tours such as “A walk with the asparagus seller” and “Schwetzingen at dusk”; historical-costume tours such as “Fallen among thieves” and “Through Schwetzingen in Hebel’s footsteps”; a “lantern tour”; historical murder mystery dinners; and children’s treasure hunts. All tours are on foot, thus promoting gentle, sustainable tourism within the town.

The Karl Wörn Museum and the Town Archives also offer occasional tours on particular topics from Schwetzingen’s history.

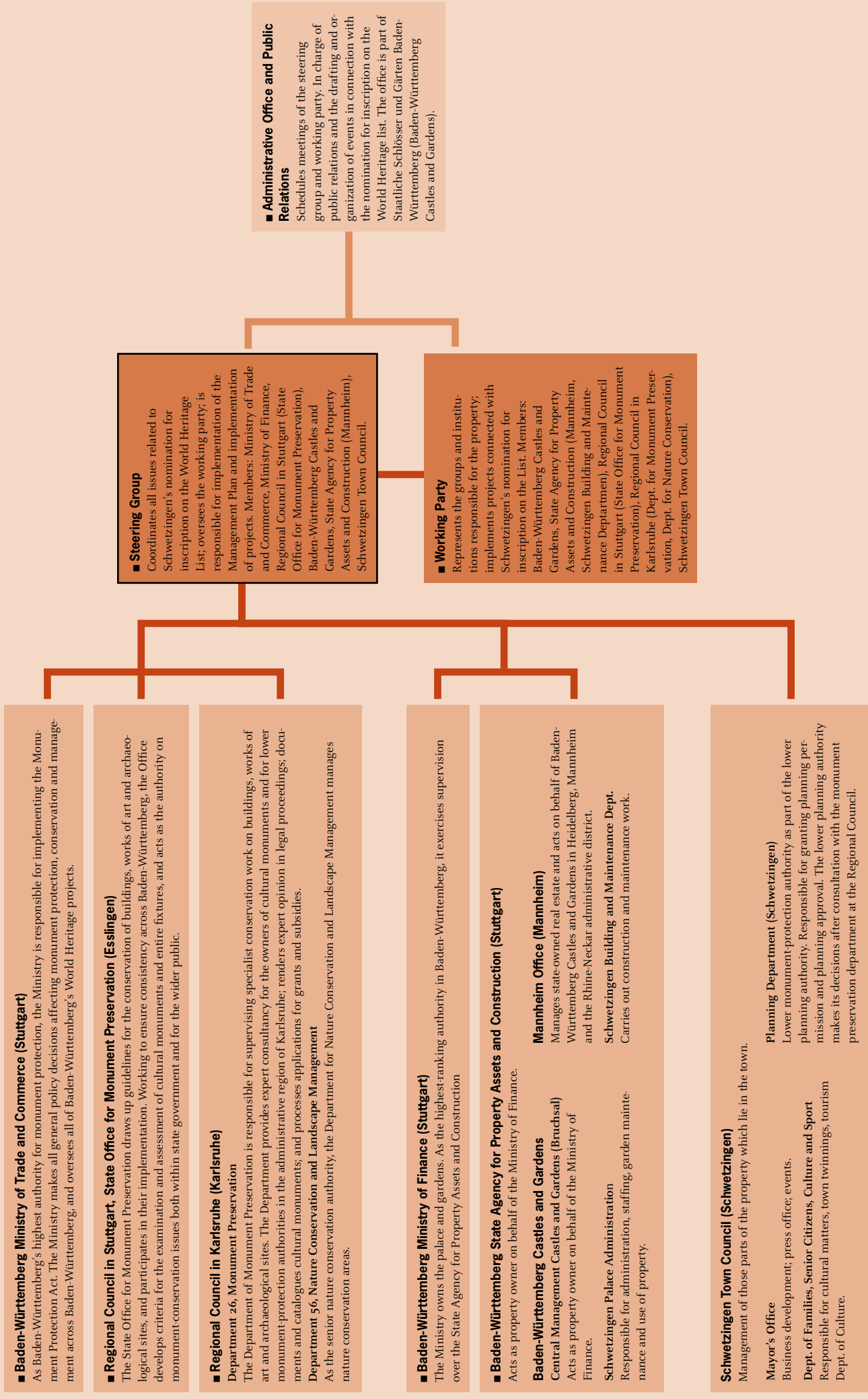
A - 12.
www.welterbeantrag-schwetzingen.de as a Platform for the Project

The jointly run website [www.welterbeantrag-schwetzingen.de] provides the public with information, in both German and English, on all issues connected with the future World Heritage site. The website is a forum for the institutions involved in the management of the property and is used to promote projects and events connected with the future World Heritage site.

A - 13.
Appendices: Charts, Maps, Plans, etc.

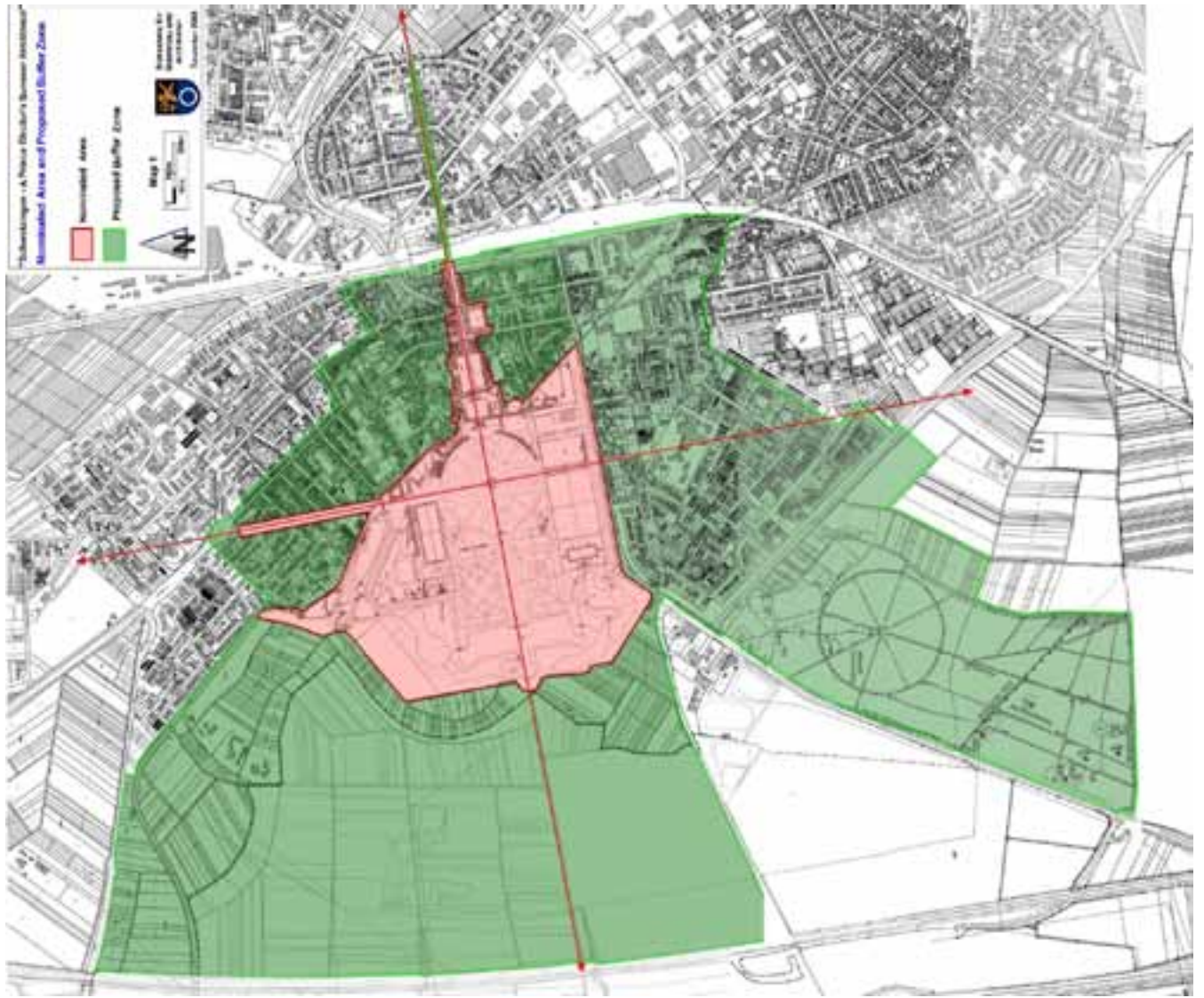
- A - 13.1. Diagrams of Authorities Involved in the Management of the Property**
- A - 13.2. Map 1: Nominated Area and Proposed Buffer Zone**
- A - 13.3. Map 2: Cultural Monuments in Accordance with Baden-Württemberg’s Monument Protection Act**
- A - 13.4. Map 3: Entire Fixture and Protection of Surroundings in Accordance with Baden-Württemberg’s Monument Protection Act**
- A - 13.5. Map 4: Protection in Accordance with Baden-Württemberg’s Act for Nature Protection and Landscape Conservation**
- A - 13.6. Map 5: Local Protective Measures**
- A - 13.7. Images of the 2011 Schlossplatz redesign**

Schwetzingen: A Prince Elector's Summer Residence. Authorities Involved in the Management of the Property



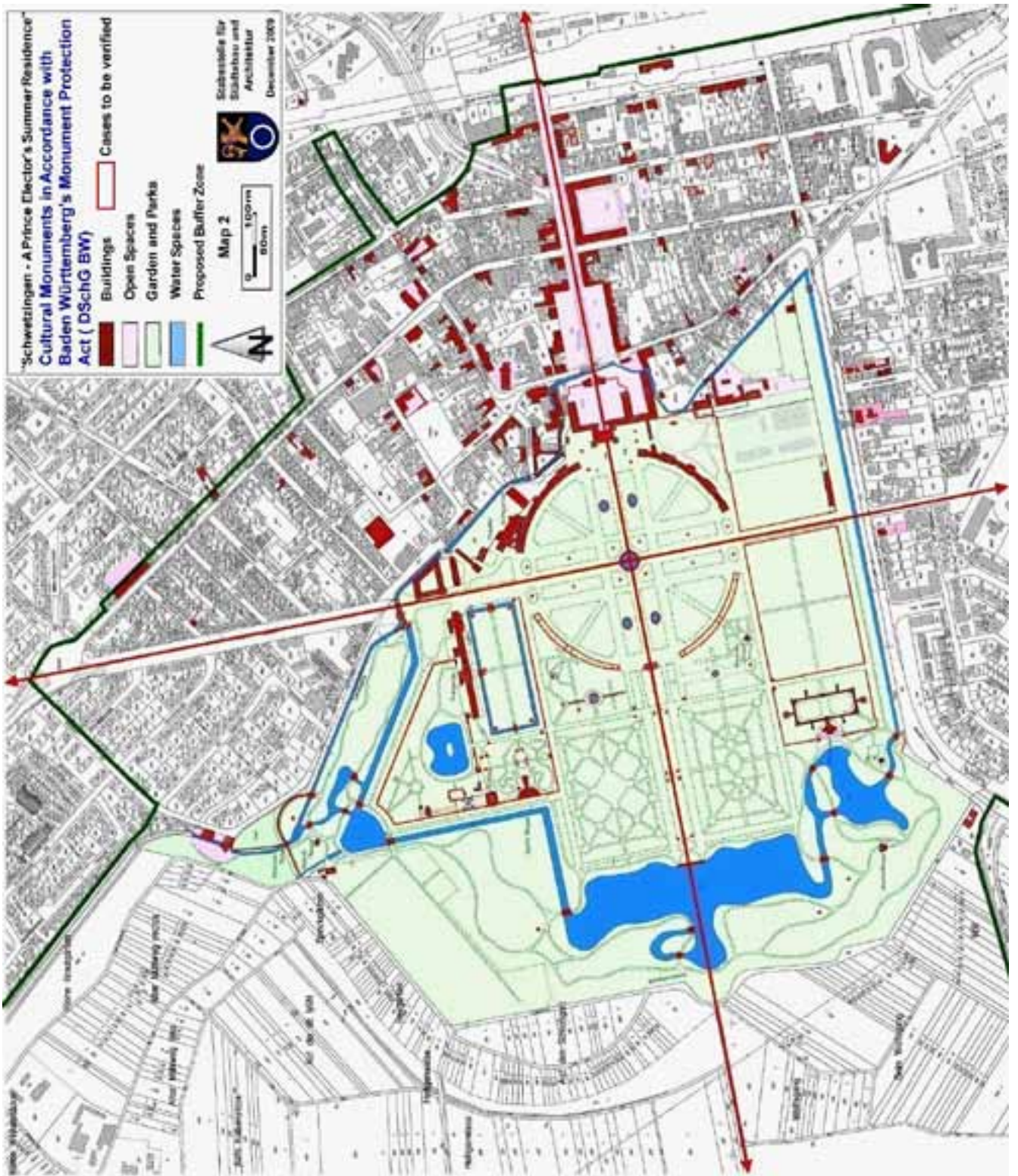
A) Joint Mission Statement

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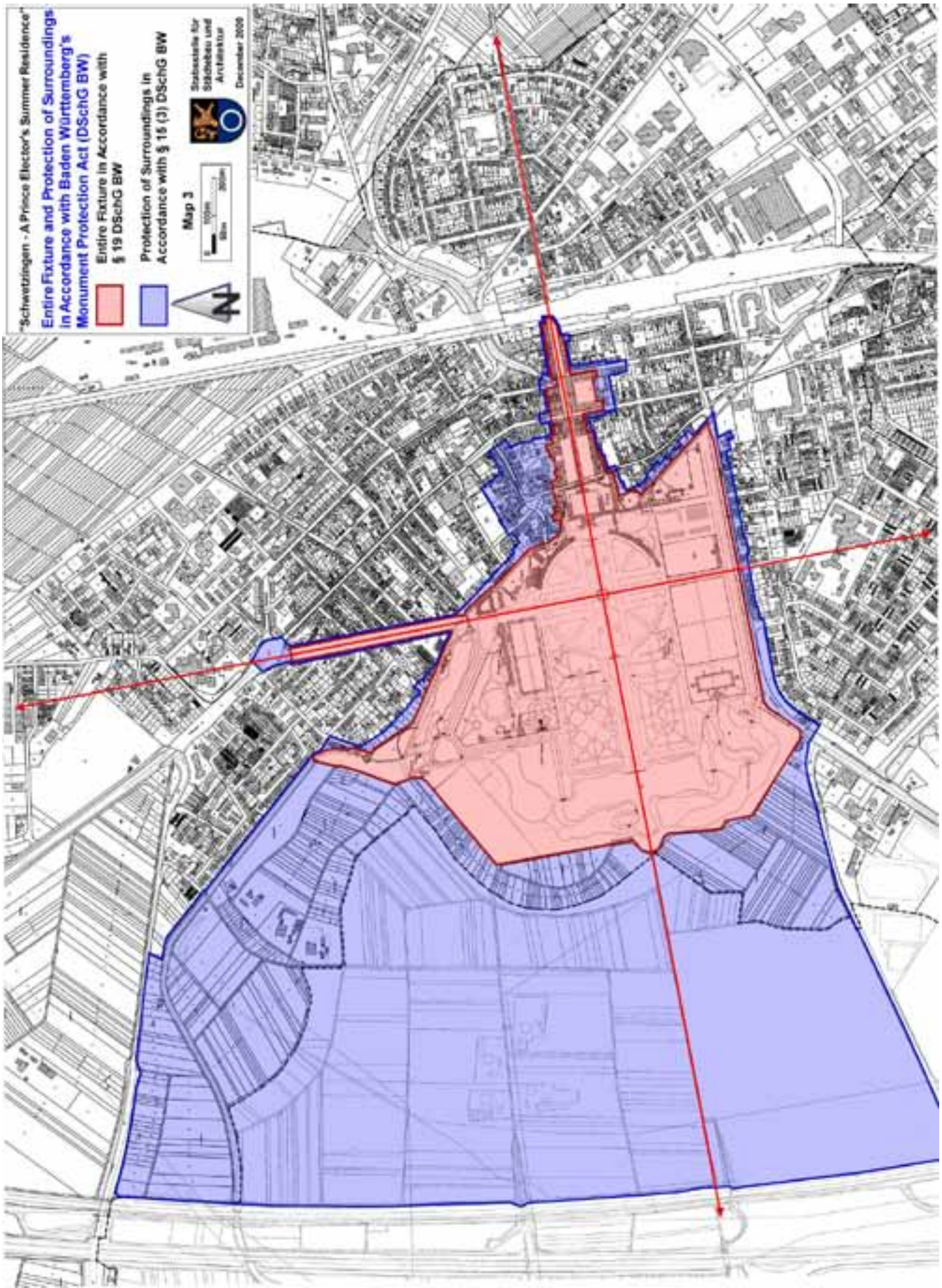
A) Joint Mission Statement

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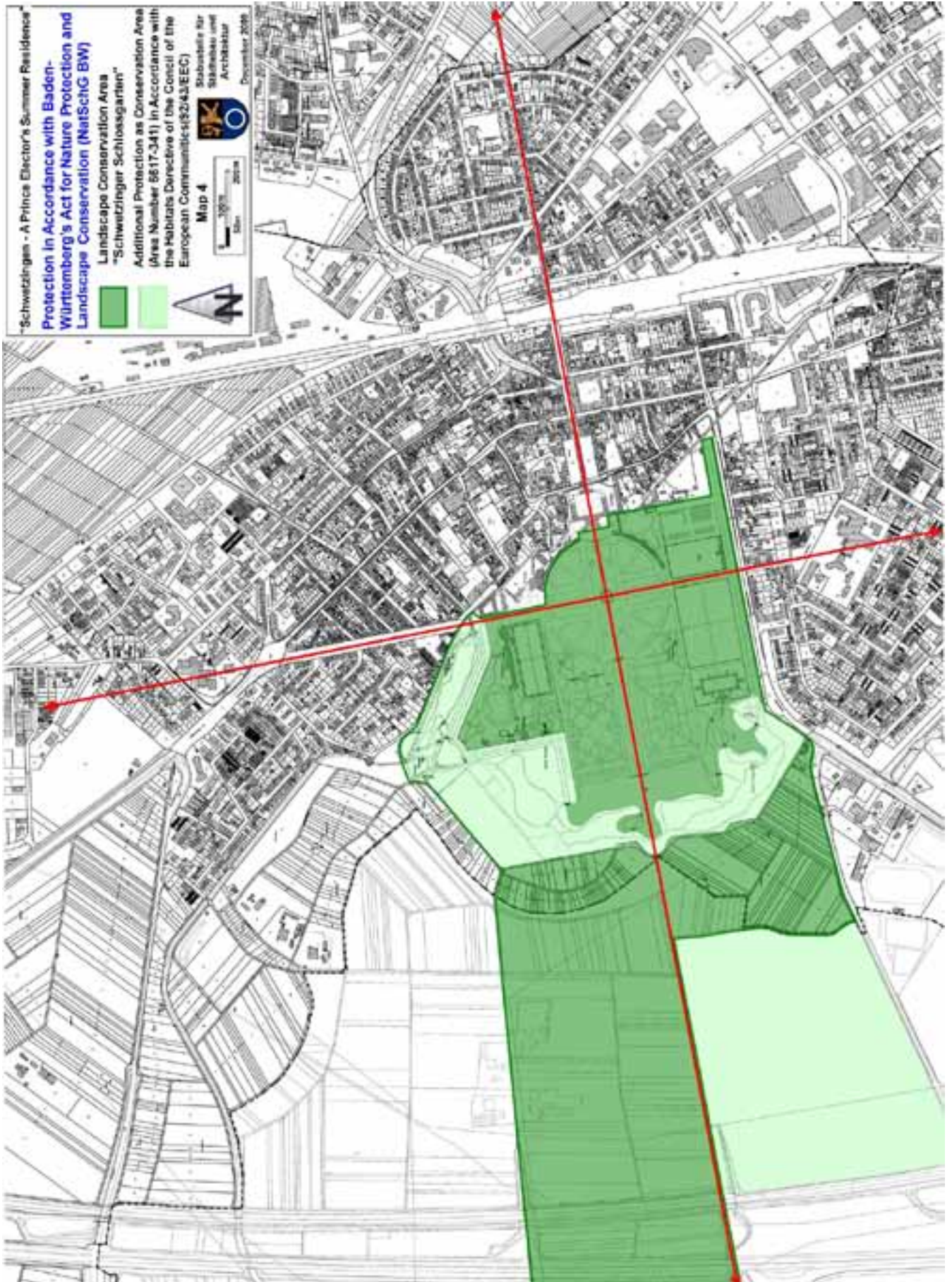
A) Joint Mission Statement

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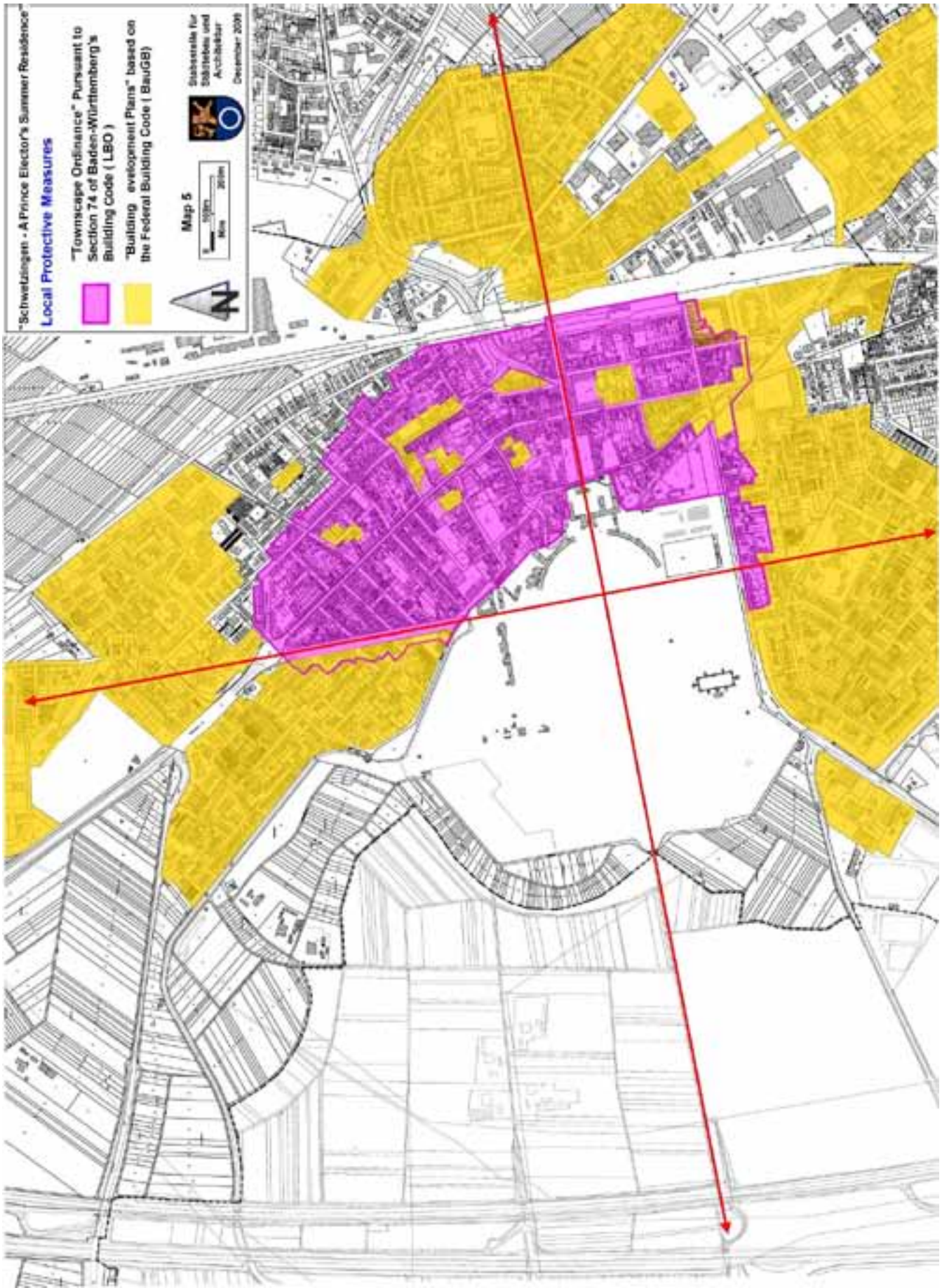
A) Joint Mission Statement

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A) Joint Mission Statement

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A) Joint Mission Statement

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Bernd Hausner, Regierungspräsi-
dium
Stuttgart, Landesamt für Denkmal-
pflege
Michael Anni, Stuttgarter Luftbild
Elsässer

*The 2011 Schlossplatz redesign
(mann landschaftsarchitekten,
Kassel).*

B. Areas of Action of the Joint Management Group, Including Individual Projects up to 2020

The main areas of action of the joint management group listed below are general categories under which individual projects from the single-authority plans:

B - 1. Preservation and Restoration of Palace, Gardens and Historic Town Centre – Improvement of Urban Environment

B - 2. Improvement of Tourism Infrastructure and Raising of Public Awareness of the Cultural Value of the Site

Area of Action B - 1: Preservation and Restoration of Palace, Gardens and Historic Town Centre

■ Projects of the State of Baden-Württemberg (State Agency for Property Assets and Construction), Buildings

Projects planned and/or in progress subject to funding (as of 2009):

B - 1.1. Mosque - Dome - Exterior (2001-2007)

The building has been structurally overhauled; the roof structure has been re-engineered and covered with slate, the plastering of the exterior walls retouched or replaced and the building repainted. Work was completed in late 2007; in May 2007 the mosque reopened to visitors.

B - 1.2. North Quarter-Circle Pavilion - Roof (2004-2007)

The roof leaks in approx. 50 places as a result of damage to the slating. The structure of the roof has been reinforced in sections to prevent consequential damage to the truss, and new slates have been laid; the work was finished in late 2007.

B - 1.3. Lower Waterworks (2006-2011)

The roof is distorted in places, which is due to underlying weaknesses in the building's structure. Valuable historical technology including the elevated water tank has been restored, along with the roof, in 2008. Currently the ceilings in the water tower are being reinforced and restored. Work is expected to be complete in May 2010.

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B - 1.4. Temple of Mercury (2007-2011)

A complete overhaul of the masonry is necessary, partly for safety reasons, partly to prevent serious consequential damage to the structure, and in order to conserve the historic fabric of the building. Large-scale preliminary examination was complete in 2008; workable statics were developed in 2009. Restoration work started late in 2009; the work is expected to be complete in 2011.

B - 1.5. Arbour Walks (2007-2013)

The entire 370 m. length of the ironwork of the arbour walks and the six corner and midway pavilions is structurally weak. The connecting elements and the foundation points, where extant, are severely corroded. The wooden latticework is missing in places; where extant, much of it is damaged. Work is still in the early stages. On the central pavilion and the northern part of the northern arbour walks it will be finished in late 2009. Restoration should be complete in 2013.

B - 1.6. Facades of Main Wing and Quarter-circle Pavilions (2011-2013)

Stonework, plastering and paint surfaces show signs of weather damage. The roof and guttering are in need of repair and/or replacement. Preliminary work to determine colour is complete. An estimate of costs is being reviewed by the Ministry of Finance and will probably be included in the budget for 2011-2012. With a favourable decision work will begin in 2010.

B - 1.7. Southern and Northern Guardhouses (2009-2011)

The slating on both buildings is old and in a poor state of repair. Damp-proofing work to the foundations is needed. The exteriors are in need of replastering and repainting owing to salt damage. Work will commence in late 2009, and will presumably be complete in 2011.

B - 1.8. Mosque: Dome - Interior (2011-2013)

Work needs to be done to preserve the existing layers of paint and stucco decorations; conserve plastering, woodwork and ironwork; cure damp problems at the base of the walls; and reinforce the sandstone floor.

B - 1.9. Temple of Botany (2012-2013)

The lead roof shows signs of wear. This poses a potential risk to the wooden structure and to valuable interior stucco work and paintwork. Measures need to be taken to counteract rising damp in the basement.

B - 1.10. Bathhouse: Kitchen - Interior (2013-2015)

The kitchen is to be seen as an integral part of the bathhouse. Long-term conservation work is required to preserve the historic fabric of the building.

B - 1.11. North Quarter-Circle Pavilion - Interior (2015-2017)

Maintenance of interior rooms (ceilings, floors and woodwork; painting and decorating) as necessary. Repair and replacement of heating, ventilation and electrical systems in a manner that takes the historic nature of the building into account.

B - 1.12. Main Wing and School of Court Registrars (2010-2020)

In the long term the roof slating needs to be completely replaced, along with the guttering and pipes. The wooden roof structure is to be stabilised at the same time. Work on the roofs and facades will begin in 2010.

■ Projects of Schwetzingen Town Council (Buildings)

Planned building work in the historic town centre:

B - 1.13. Redesign of Schlossplatz (Palace Square)

In 2008 the council decided on a redesign of Schlossplatz. The ailing chestnut trees will be replaced, Carl-Theodor-Strasse will be narrowed, and a bend will be added to Schlossstrasse to enlarge the area in front of the palace. The entire square will be covered with a light-coloured uniform paving that will extend into Schlossstrasse and Karlsruherstrasse too. The removal of the B 36 out of the town has been approved and will be put into practice in 2010.

Walking speed will be obligatory on the mixed-traffic square. Traffic lights will be removed. Preliminary work on the redesign will begin in October 2009, paving in September 2010. Work is expected to be complete in early 2011.

B - 1.14. Regeneration of Palatina Axis

The historic Palatina axis, i.e. the continuation of the east-west avenue running through the palace gardens, is obstructed by the railway running through it. It is intended to make the axis more defined by creating a series of squares at junctions and improving the appearance of Kurfürstenstrasse; and to reduce the adverse effect of the railway. This measure is still in the discussion phase. Options include the planting of an avenue and the visual defining of the Palatina axis by means of lighting.

B - 1.15. Redirection of Through Traffic (by 2010)

Building of the B535 bypass is under way. Work will be complete in 2010, and will lead to a considerable calming of traffic in the town itself. In 2008 the council decided to redesignate the B 36; the decision is being put into practice in 2010.

B - 1.16. Traffic-Calming Measures

The measures detailed in B - 1.14 ensure the redesign of Schlossplatz with the redesignation of the B 36 and considerable calming of traffic in the town centre, in accordance with Schwetzingen's nomination for inscription on the World Heritage list.

B - 1.17. Parking Guidance System

Schwetzingen introduced a parking guidance system in 2005. There are plans for a partial greening of Alter Messplatz, with most parking spaces relocated to an underground garage while parking for buses will remain above ground. The town is looking for investors; work is unlikely to begin any earlier than 2013.

B - 1.18. Improvement of Footpaths and Cycleways

Cycleways are to be improved with a particular focus on safety in accordance with the existing cycleways' plan. The network of footpaths independent of roads, some of which are of historic interest, is to be restored and expanded.

B - 1.19. Continued Promotion of Conservation Issues

It is intended to continue efforts to raise public awareness of the importance of preserving the historic town centre, building on previous successes in this area.

■ Projects of the State of Baden-Württemberg (Baden-Württemberg Castles and Gardens), Gardens

Work on the gardens, planned and/or in progress subject to funding:

B - 1.20. Replanting of Avenues

Allée en terrasse (2005-2012)

Replacement of missing and damaged chestnut trees. The common horse-chestnut (*Aesculus hippocastanum*) is to be used, since there is historical evidence for its use in this part of

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the gardens. Generous topsoil replacement is needed. Repair of paths with level surfaces of compacted gravel. Building is currently in its third phase; the fourth and fifth phases are expected to be complete in 2010-2011.

Dreibrückentor avenue (2006-2007)

Replacement of damaged and/or crooked lime trees. The common lime (*tilia x europaea*, vegetative propagation only) is to be used, since there is historical evidence for its use in this part of the gardens. Replacement of topsoil where necessary. Work on this is complete.

Zähringer Avenue – from Bridge to Gate (2011-2012)

(in conjunction with removal of sediment from canal)

Replacement of missing and damaged chestnut trees in their original positions (according to Sckell's 1783 plan). The common horse-chestnut (*aesculus hippocastanum*) is to be used, since there is historical evidence for its use in this part of the gardens. Generous topsoil replacement is needed. Level lawn surfaces need to be restored. This measure has been shifted to the final building phase; it is expected to be completed in 2012.

Extension of Löwenallee (avenue of lions) by the Turkish garden (2013-2014)

Replacement of cone-shaped thujas, which have grown beyond historical proportions, with historically correct Norway spruce (*picea abies*) und European larch (*larix decidua*) trimmed into slender cones. Generous topsoil replacement is needed. Repair of paths with level surfaces of compacted gravel. The measure is not considered urgent and has been deferred for now.

B - 1.21. Restoration of Bosquets

Palissade percée en Arcades (2005-2010)

The hedge arcade in the centre of the large south bosquet using lime (*tilia x europaea*, vegetative propagation) or beech (*fagus sylvatica*); cf. example given in A. J. Dezallier

d'Argenville (1760) has been restored. Historically documented urns taken to Karlsruhe in the 19th century have been located and their original locations in the south bosquet archaeologically established. New foundations for the Linck urns were built in autumn of 2007 and their immediate surroundings developed in accordance with the principles of preserving historic gardens. Copies of the urns have been commissioned; the instalment of the Linck urns is expected to occur in 2010.

Quincunx (2009-2011)

Replacement of the quincunx in the centre of the north bosquet, a masterpiece of 18th-century bosquet design. Constantly recurring bouts of elm disease mean that the original elms (one of which remains) will be replaced with lime or hornbeam. Source: Sckell plan, 1783. This measure is in the planning phase and will presumably be put into practice in 2010-2011.

Arches in the South Angloise (2015-2016)

Restoration of the arches using hornbeam to replace the thujas. Prior cultivation to shape is required. The measure is not considered urgent and has been deferred for now.

B - 1.22. Restorations in the English Garden (2006-2014)

- Continuation of ha-ha design. Replanting, using mostly freestanding trees and bushes.
- Replacement of Lombardy poplars to restore original proportions (thus correcting the overshadowing of the Temple of Mercury and the Roman water-fort ruins. The measure is dependent on the restoration of the Temple of Mercury).

B - 1.23. Restoration of Waterways, Lakes and Ponds

Black Sea canal, Little Black Sea, mirror pond by Temple of Botany and Roman water-fort (2005-2006)

Dredging of watercourses and replacement of retaining battens using wood from native species, covering of bank slopes with grass and/or other plants. Repair of dams, weirs and water-regulation gates. Work has been completed in 2007 (Roman water-fort ruins) and late July 2008 respectively.

Mosque Pond with Feeder and Drainage Channels (2010-2011)

Dredging of pond and restoration of retaining battens using wood from native species, covering of bank slopes with grass and/or other plants. The measure is currently being approved; it is expected to be implemented in 2010-2011.

Zähringer Canal (2008-2009)

Dredging of canal and repairs to retaining battens where necessary. Covering of bank slopes with grass.

Orangery Canal (2009-2010)

Dredging of canal and re-alignment of sandstone canal walls. Covering of bank slopes with grass and/or other plants.

Arboretum Pond (2011-2012)

Dredging of pond and repairs to retaining battens using wood from native species. Covering of bank slopes with grass. Dredging is not urgent yet; the work will therefore be scheduled to begin subsequent to work on the Mosque pond, starting in 2011-2012.

Lake (2012-2016)

Partial dredging of lake in sections. Realignment of bank using gravel and covering of bank slopes with grass. Dredging is not urgent yet; the work will therefore be scheduled to begin subsequent to work on the Mosque pond, starting in 2011-2012.

B - 1.24. Restoration of Arbour Walks in the Circular Parterre

Planting (2007-2013)

Once construction work is complete, planting will commence: in accordance with historical sources, Virginia creeper only (*parthenocissus quinquefolia*) will be planted on both sides. The midway and corner pavilions are to be kept free of growth of all kinds.

B - 1.25. Cour D'honneur (in Conjunction with Renovation of Palace Facade)

Redesign of cour d'honneur, at the latest by the time the palace facade renovations are complete. Possible plans to be found in Sckell 1783 and Zeyher 1834 (cf. Park Management Plan. The measure is dependent on the building work. See B 1.6 and 1.7.).

B - 1.26. Plumbing and Hydraulics Fountains (2009-2010)

Repairs to basin sealing and feeder pipes including spouts and jets, repairs to drainage pipes. Tenders are currently being invited for work on the Arion fountain. Sealing is expected to be done early in 2010.

Irrigation System (2009-2010)

Construction of an irrigation system to prevent further damage by drought to trees and shrubbery west of the bathhouse in the English Garden, west of the lake and around the Temple of Mercury. Work includes the creation of a well and the installation of a pop-up sprinkler system. The measure is in the planning phase. A preliminary geo-hydrological report has been completed.

Stag and Mirror Basins (2015-2016)

Preliminary archaeological excavations, restoration as deemed necessary and historically appropriate. Basic planning for a reconstruction of the stag basin is in place; the necessary archaeological excavations were conducted c. 25 years ago. The next step will be the drawing up of plans to ensure the water supply (well).

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B - 1.27. Pheasant Farm (2014-2015)

Restoration of the enclosure to complement the already restored hatchery; possible introduction of gold and silver pheasants. The measure is not considered urgent and has been deferred for now.

B - 1.28. Historic Views of the Countryside

The aim of restoring historic views and lines of sight is to create the optical impression that the surrounding countryside (fields, meadows, individual trees, groups of trees, woods, mountains) is integrated into the palace gardens, thereby extending the gardens beyond their bounds. At present the historic views are obstructed to a considerable extent by buildings of all kinds; the aim is to remove or conceal these obstructions.

■ Objectives for the Areas Surrounding the Palace Gardens, under the Responsibility of Various Planning Authorities (Inter-Municipal and Regional Authorities)

Work planned in the areas around the palace gardens:

B - 1.29. Ketsch View, Main Axis (C. 2007-2014)

Removal of uncontrolled growth at forest edge along the axis on the Kalmit side. Plot realignment along the "land clearance line" to restore original alignment (partial renaturalisation); concealment of farm buildings and storage yards with native trees and bushes. Additional tree planting as necessary alongside the dual carriageway and/or motorway.

B - 1.30. Brühl View (C. 2007-2014)

Concealment of farm buildings and storage areas using native trees and bushes, concealment of allotment fences with bushes or creepers, concealment of gates to allotment area with black and olive-green paint (to be decided on a case-by-case basis).

B - 1.31. Apollo View (C. 2007-2014)

Concealment of farm buildings and storage areas using native trees and bushes, concealment of allotment fences with bushes or creepers, concealment of gates to allotment area with black and olive-green paint (to be decided on a case-by-case basis).

B - 1.32. Feldherrnwiese View (C. 2007-2014)

Concealment of the buildings on the industrial estate (Aldi and Lidl supermarkets, etc.), the stadium, and the much-used main road to Ketsch with intensive use of native deciduous trees and conifers along the north side of the road.

B - 1.33. Mercury View (C. 2007-2014)

Concealment of the buildings on the industrial estate (Aldi and Lidl supermarkets, etc.), the stadium, and the much-used main road to Ketsch with intensive use of native deciduous trees and conifers along the north side of the Several measures such as the Apollo and Brühl views have been completed.

A written agreement with the neighbouring community of Ketsch ensures a coordinated effort to protect the axes by means of planting. Some planting to the west of the park has already been completed with the support of the town of Schwetzingen.

Regarding the Mercury view talks have been conducted with the concerned parties (the owners and the tenant). The planting of a hedgerow was almost universally approved. All that is left to be decided is appropriate recompensation for the loss of arable land. Recompensation for those areas actually taken up by planting has been made from community land to ensure that no owner suffers a loss of land. A general readiness to support the measure has been voiced by all concerned.

B - 1.34. Pylons

In the mid- to long-term, it is planned to remove all pylons obstructing the views and historic lines of sight from the palace gardens. The layout of the historic Star Avenue is to be re-emphasized.

**Area of action B - 2:
Improvement of Tourism
Infrastructure and Raising of
Public Awareness of the Cultural
Value of the Site**

■ **Joint Projects of the State
of Baden-Württemberg and
Schwetzingen Town Council**

Plans contributing to public awareness of Schwetzingen's unique cultural heritage:

**B - 2.1. Schwetzingen Summer Residence
Corporate Identity (By 2010)**

Schwetzingen Town Council and the State of Baden-Württemberg are working together to create a corporate identity for the nominated site.

**B - 2.2. Improvement of Tourist Access
(By 2010)**

Creation of access plan from Frankfurt/Mannheim/Heidelberg/Karlsruhe. Signs on A5 and A6 motorways. Improvement of connections to Heidelberg city centre. Signposting system for first-time visitors. Advertising of Schwetzingen, strategically placed so as to reach as wide a public as possible.

B - 2.3. Information Centre

At the centre of plans for a new information centre is the desire to offer a wide range of services in one place. Information and services originating from the nominated site, from Schwetzingen Town Council and from Baden-Württemberg Castles and Gardens will be brought together under one roof. Preliminary examinations are complete; planning will be commissioned in late 2009.

B - 2.4. Academic Research

It is intended that academic research be carried out into the cultural history of Schwetzingen as Carl Theodor's summer residence. A monograph (doctoral dissertation) on the bathhouse by Ralf Richard Wagner was pub-

lished in 2009. The silver palace guidebook, too, has been updated and republished in 2009.

A cooperation with the art history department of the University of Heidelberg has resulted in several works to verify current theories, among them an examination of the Arion motif in the eighteenth century, an examination of the unrealized palace designs created in Carl Theodor's time and a typology of the circle as a feature of garden design. A master's thesis on the subject of the Schwetzingen Temple of Mercury ("Studien zum Merkurtempel im Schwetzingen Schlossgarten") is in preparation.

The statuery of the Schwetzingen palace garden, near-complete to the present day, is of uncommon historical value and is currently being catalogued and examined. The full catalogue is intended for publication in 2012.

The town of Schwetzingen has commissioned a scholarly examination of the historic buildings on Carl-Theodor-Strasse and Schlossplatz. The findings will be published in 2010.

■ **Projects of the State of
Baden-Württemberg (Baden-
Württemberg Castles and
Gardens)**

Initiatives planned in the palace and gardens:

**B - 2.5. Improved Range Of Services
New information and signage system (by
2010-2011)**

The present information and signage system needs to be replaced with a more uniform system that takes conservation issues into account and is better adapted to the needs of international visitors.

A unified design is in preparation which will encompass all present information points, including boards and signs in the shop and at the ticket office, posters etc. promoting cultural events, and information on commercial facilities including the palace restaurant.

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The measure is in the planning phase after requirements have been determined in a report (March 2008). Suggestions for its design and implementation are being expected for 2010.

Introduction of regular scheduled tours of the gardens and/or audioguide (from 2008)

Tours of the garden have been a regular feature in Schwetzingen since 2007; entitled “Von der Lust am Wandeln” (“The Joys of Strolling”), they are offered at 14:30 on Saturdays, Sundays and public holidays during the opening season and are also available for families.

In the summer of 2009 a joint “phone guide” was introduced by the town of Schwetzingen and Baden-Württemberg Castles and Gardens. Visitors can receive recorded information on various features in the palace, gardens and town via a German landline number on their own mobile phones. Features include Schlossplatz, the bathhouse and the mosque, among others.

Service Centre in Schwetzingen (from 2007)

The Service Center has appointed a representative to be available to guides, visitors and staff for organization issues and questions regarding the property itself and to ensure the quality of the service offered. The representative will also be available for appointments with visitors or members of the press when required.

Improvement of palace guided tour (from 2007-2008)

In order to improve the presentation, educational value and interpretation of the palace rooms and their contents an English-language guided tour of the palace interior is being offered at 14:00 on Sundays and public holidays, and an English-language tour of the gardens at 15:30. The tours have met with much approval from visitors not fluent in German.

Guides regularly attend training courses in order to improve services.

Orangery and historical implement exhibitions, bathhouse

As of 2008, the orangery and historical implement exhibitions and the bathhouse are open daily from 10:00 to 18:00.

Visitors' centre

A large, well-appointed information centre following UNESCO's International Cultural Tourism Charter for visitors is planned, with the aim of improving services for visitors and living up to the high standards set for Schwetzingen as an international tourist destination.

B - 2.6. Improvements to the Museum Additional furnishings

In order to better convey the original function of the rooms and the style of décor preferred at court, it is intended to add decorative pieces (such as Frankenthal china) and items of furniture to the interiors. Starting in 2009, the décor is being reworked room by room. For example, the rulers' portraits have been moved to the first anteroom for educational purposes.

Special exhibitions in the quarter-circle pavilions

Special exhibitions on art-history and heritage themes connected with life at court are planned to take place at appropriate intervals.

Publications

Schwetzingen's garden statuary is almost entirely preserved. Its history is to be set down in an annotated inventory. In the series of “silver guides” a new guidebook of the gardens, “Schlossgarten Schwetzingen”, appeared in May 2008 and a palace guide, “Schloss Schwetzingen”, in May 2009. Both are available in German and English, and French editions are due to be published in early 2010. A new monograph on the bathhouse by Ralf Richard Wagner, “Das Badhaus von Kurfürst Carl Theodor von der Pfalz. In seinem Paradiese” has been published in 2009 by Verlag Regionalkultur Ubstadt-Weiher.

B - 2.7. Maximising Operational Efficiency (By the end of 2010)

All operational procedures are constantly reviewed and where necessary revised to reduce costs and enhance income: this particularly affects ticket prices and hire charges. The mid-to long-term aim is that the Schwetzingen site will be able to meet its own operational costs. The preservation of cultural heritage, however, must take absolute priority.

■ Projects of Schwetzingen Town Council

Initiatives planned for the historic town centre:

B - 2.8. Marketing of World Heritage

Cultural and tourist events and services offered in the town centre will be focused on UNESCO's recommendations for Cultural Tourism (International Cultural Tourism Charter); the palace and gardens are to be integrated more clearly into this marketing strategy. Requirements were determined in a 2008 report. In the autumn of 2008 a town marketing association, the Stadtmarketingverein Schwetzingen (SMS), was founded and a secretary (Citymanager) appointed.

B - 2.9. Increasing Length of Stay

Marketing will be aimed at increasing the length of time visitors spend in Schwetzingen, for example by promoting package stays and highlighting other attractive destinations in the region. With this end in view a tourism concept was decided on in September 2009; it will be presented in the spring of 2010.

B - 2.10. Events in the Schlossplatz (Palace Square)

The Schlossplatz hosts a range of cultural events. Rather than attempt to increase the number of events or visitors, it is intended to focus on quality so that existing events are maintained at or brought up to a standard of cultural excellence.

Large-scale events on the Schlossplatz have been much reduced or put on hold from 2009. The time allotted for the skating rink has been reduced as well.

B - 2.11. Promoting Synergy Effects between Stakeholders

Opportunities to exploit synergy effects between cultural attractions, restaurants and cafés, and retail outlets are to be examined, reinforced and, wherever possible, exploited so as to boost the town's economy. A town marketing association (Stadtmarketingverein) was founded in 2008.

B - 2.12. Themed events

The culture department of Schwetzingen initiates and schedules themed events like the Schillerjahr (2005), Mozartjahr (2006) and Hebeljahr (2010).

From July 2008 there is a "Round Table", the members of which meet half-yearly to exchange ideas and establish contacts.

