

**Renewal of downtowns -  
Development of the  
Integrated Action Plan -  
Development of the concept of  
landscape preservation**



<b>AlpCity Partner</b>	Municipality of Grainau (Germany)
<b>Work Package</b>	Urban environment (WP7)
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**Spatial area  
involved**  
**Project budget**  
**Project purpose**

Municipality of Grainau (3.704 inhabitants)

€ 46.926,00

This case study owned multiple purposes:

- the renewal of the village centres as well as the one of the Waxensteinstrasse in collaboration with the Plankreis München and the Government of Upper Bavaria. This section of the project focused on raising the attractiveness and the residence-quality within the village. The concept was thoroughly adjusted according to the requirements to support prosperous economic and tourist development.
- the development of the Integrated Action Plan through the Plankreis München in collaboration with the Municipality of Grainau, the Alpenforschungsinstitut, Mr. Heider's office and the Government of Upper Bavaria. The Municipality of Grainau selected the Plankreis company, to work out an Integrated Action Plan together with all the participants



<b>Project methodology</b>	<p>involved in the AlpCity Project. The authorities' aim was at bringing all the individual AlpCity projects led by Grainau together under only one package.</p> <ul style="list-style-type: none"><li>• the development of the concept of landscape preservation by the Alpenforschungsinstitut.</li></ul> <p>The adopted methodology foresaw the analysis of the present situation and the discussion with experts on the possible scenarios.</p>
<b>Project activities</b>	<p>The Plankreis company was charged of the coordination activity. In order to monitor and enhance collaboration among experts a local steering committee has been formed by the Municipality of Grainau with the first Mayor and two local councils, the Plankreis München, the Alpenforschungsinstitut, Mr. Heider's office and the Government of Upper Bavaria.</p> <p>Some meetings were organised for the individual projects in order to arrange the further procedure.</p>
<b>Achieved results</b>	<p>Elaboration of a development concept for the renewal of the village centres and the Waxensteinstrasse in Grainau. The company Plankreis Munich was charged of the planning activities for the renewal. The first planning phase is completed. As a first step the renewal of the chapel place was implemented by summer 2006. The planning and the implementation of further steps has to be subsequently realized. The second part of the project covers the planning of the lower village square renewal. The concerned inhabitants and the local population were involved in the planning process (e.g. collecting ideas/ decision on design-alternatives etc.).</p> <p>Furthermore the Plankreis company was entrusted of drafting an Integrated Action Plan, which summarises results, ideas and measures of all the AlpCity case studies in Grainau. This Integrated Action Plan has been designed in such a manner that it can be amended by further ideas and measures. The first version has already been finalized. The integrated action concept includes various modules, containing interfaces and interactions between various measures and ideas of the individual case studies. It is expandable at any time. The figure below visualizes the design for compiling the integrated action plan. All external experts involved in the Grainau AlpCity case studies participated in the creation of this concept. As a follow-up module for the Integrated Action Plan the Alpine Research Institute was assigned to elaborate a landscape preservation concept for Grainau.</p> <p>Establishment of the local steering committee with all external experts from trade and tourist industries, the Government of Upper Bavaria and the Municipality of Grainau.</p> <p>Ascertainment of fields of action and priorities</p> <p>Realisation of the renewals in Grainau</p> <p>Inclusion of a detailed list of strengths, weaknesses, opportunities, threats and critical issues/problems to be faced through the Integrated Action Plan.</p> <p>Definition and inclusion of objectives/strategies and measures into the Integrated Action Plan.</p> <p>Participation /Involvement of the local population in local decisions.</p> <p>Raising awareness and self-confidence of local population as an important step for recognizing the exceptional and unique village character of Grainau.</p> <p>Assignment of a concept of landscape preservation as a follow-up module of the Integrated Action Plan.</p>
<b>Discrepancies between planned results and results achieved</b>	<p>All the results were met according to the initial project.</p>
<b>Instruments proposed/revised/f</b>	<p>Agreements for the renewal of the chapel place between the Plankreis company and the Municipality of Grainau have been concluded.</p>



<b>Finalised</b>	The finalization of the Integrated Action Plan, which can always be extended with new modules.
<b>Impact on the local environment, actors and stakeholders</b>	One important step of the implementation of the Integrated Action Plan consists in the renewal of the village chapel place: the village recovered its original character through this measure. Further steps will follow. This is important for both the economic interests of the population and the tourism in Grainau. An additional important effect induced through the improved attractiveness and measures implemented in Grainau will be the improvement of living conditions. Through the measures undertaken the framework for tourism and trade has been upgraded. Therefore increasing income for the local stakeholders and a secondary positive effect dealing with trade, business, high quality tourism is expected in Grainau.
<b>Critical aspects</b>	The main problem regarded the cooperation with the Plankreis München followed a decelerating trend. The fulfilment of the project was endangered by those delays. Due to exerting pressure and „pushing forward“ the project the Municipality managed to put the planners back onto the time schedule so that the measures undertaken were implemented in time. It took additional effort and more work for the Municipality to realize the renewal of the chapel place and the village places as well as the Waxensteinstrasse in time.
<b>Lessons learned</b>	One of the factors of success was the assignment to external experts of the consultancy activity. Neutral persons enabled to mediate and objectively communicate impressions, requirements, wishes and prejudices to other experts, the Government of Upper Bavaria, local stakeholders and the Municipality of Grainau. Thanks to their skills and competences they were able to find solutions with the information available.
<b>Transferability</b>	<p>The following element can be useful to be transferred:</p> <ul style="list-style-type: none"><li>▪ Combination of bottom up and top down method</li><li>▪ Overall guidance and coordination by the municipality</li><li>▪ Utilization and combination of experts' and local stakeholders' know-how</li><li>▪ Inter-sectoral adjustment, integration and combination of results for the development of suitable common strategies and particular strategies for each sector</li><li>▪ Motivation, integration and involvement of the local population (this is possible foremost in small alpine towns)</li><li>▪ Neutral external moderators presenting a realistic image of the present situation and the reasons for deficits</li><li>▪ Early clarifying of the decision procedure concerning setting of priorities, which measures are to be further pursued and how this will be financially and personnel organized in order to ensure a fast and target-oriented implementation</li><li>▪ An expert based economic analysis and evaluation including steps and measures for a successful development by exploitation of local resources and involvement of local stakeholders</li><li>▪ Strong guidance and communication of the municipality / discussions and dialog with the stakeholders and experts is perceived as a factor of success foremost in the long run.</li></ul>
<b>Case study follow-up</b>	The Integrated Action Plan is a sort of work in progress; some new projects and changes are expected to be inserted according to the development of needs and policies of the Municipality of Grainau.
<b>Common issues with other projects</b>	Close interrelation of all AlpCity case studies (in different Work Packages) implemented in Grainau – integration and adjustment of a common strategy and at the same time establishment of individual objectives and measures within each case study. There have been also interesting exchanges of information and suggestions with the



**SSC Experts'  
comments and  
recommendations**

other case studies of WP7.

The project points revealed to be interesting, because of the engagement for the urban environment developed in an integrated way, through the creation of the Integrated Action Plan containing all the pilot cases managed by the Municipality of Grainau within AlpCity.