

Tartu, 7-8 November, 2013

## Project ELRI-109 “ESTLATRUS TRAFFIC”

7-8 November, 2013

Tartu (Estonia)

### “STREETSCAPE FOR CREATION OF PLACE IDENTITY”

*Latvian-Estonian-Russian program project "ESTLATRUS TRAFFIC" is being implemented from 2 April, 2012 to 1 April, 2014, with the aim of improving traffic safety on the Latvian-Estonian-Russian border.*

Aim of the meeting - presentation of streetscape catalogue ideas and several themes (bus stops, benches) and workshops based on cases from Võru.

Participants – representatives of the project partners: municipal planners, architects, construction company representatives, transport planners and engineers from 12 project target cities.

Meeting language: English, Russian.

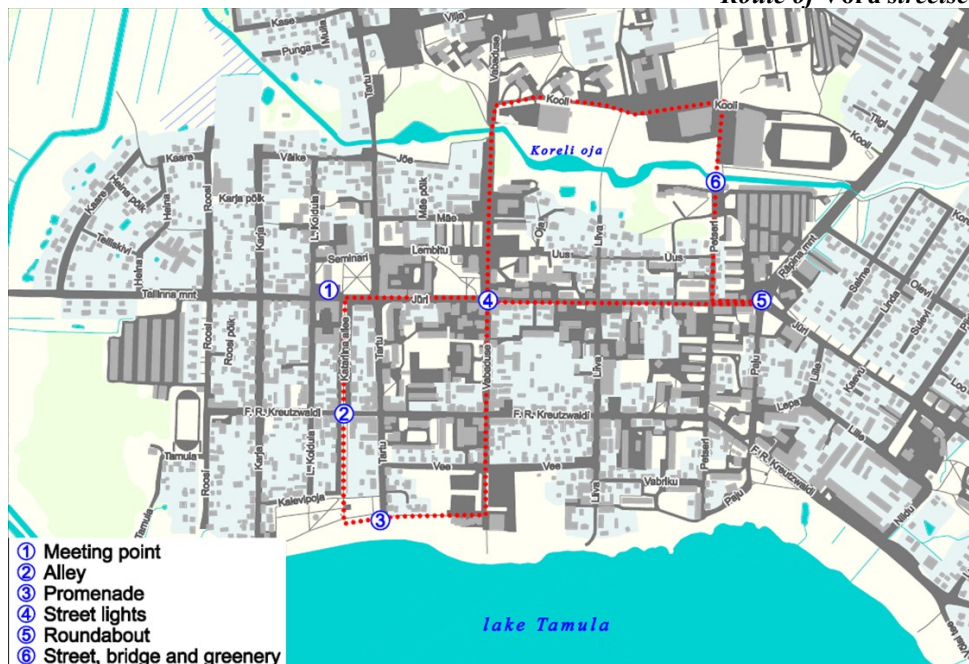
## Meeting minutes for the 1<sup>st</sup> day

November 7, 2013

Meeting place: Võru, car park at Catherina church (Lutheran church).

12.00 – 13.00 Visit to Võru streetscape examples.

*Route of Võru streetscape cases*



13.00 –15.00. Trip to Tartu (to hotel "Dorpat", Soola 6, Tartu)

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15.00 -15.30. Coffee and refreshments (at Science Centre Ahhaa in the seminar room (Apollo, Sadama 1, Tartu)).

15.30 – 15.45. Introductory words

- Ilze STABULNIECE, project manager of the Latvian-Estonian-Russian program's project „ESTLATRUS TRAFFIC”, head of the Euroregion „Ezeru zeme” Latvia office;
- Rein HAAK, Head of the Department Communal Services, Tartu City Government.

15.45 – 16.45. Streetscape ideas and tasks for solutions based on Võru example.

Neils Balgalis, Grupa93 (see presentation).

16.45 – 17.00 Best cases of Võru.

Tiina Hallimäe, Voru Town Government, Estonia (presentation).

17.00 – 17.15. Best cases of Tartu.

Mati Raamat of Tartu (presentation).

17.15 –18.00. Questions and answers, discussion.

Moderator – Neils Balgalis, Grupa93

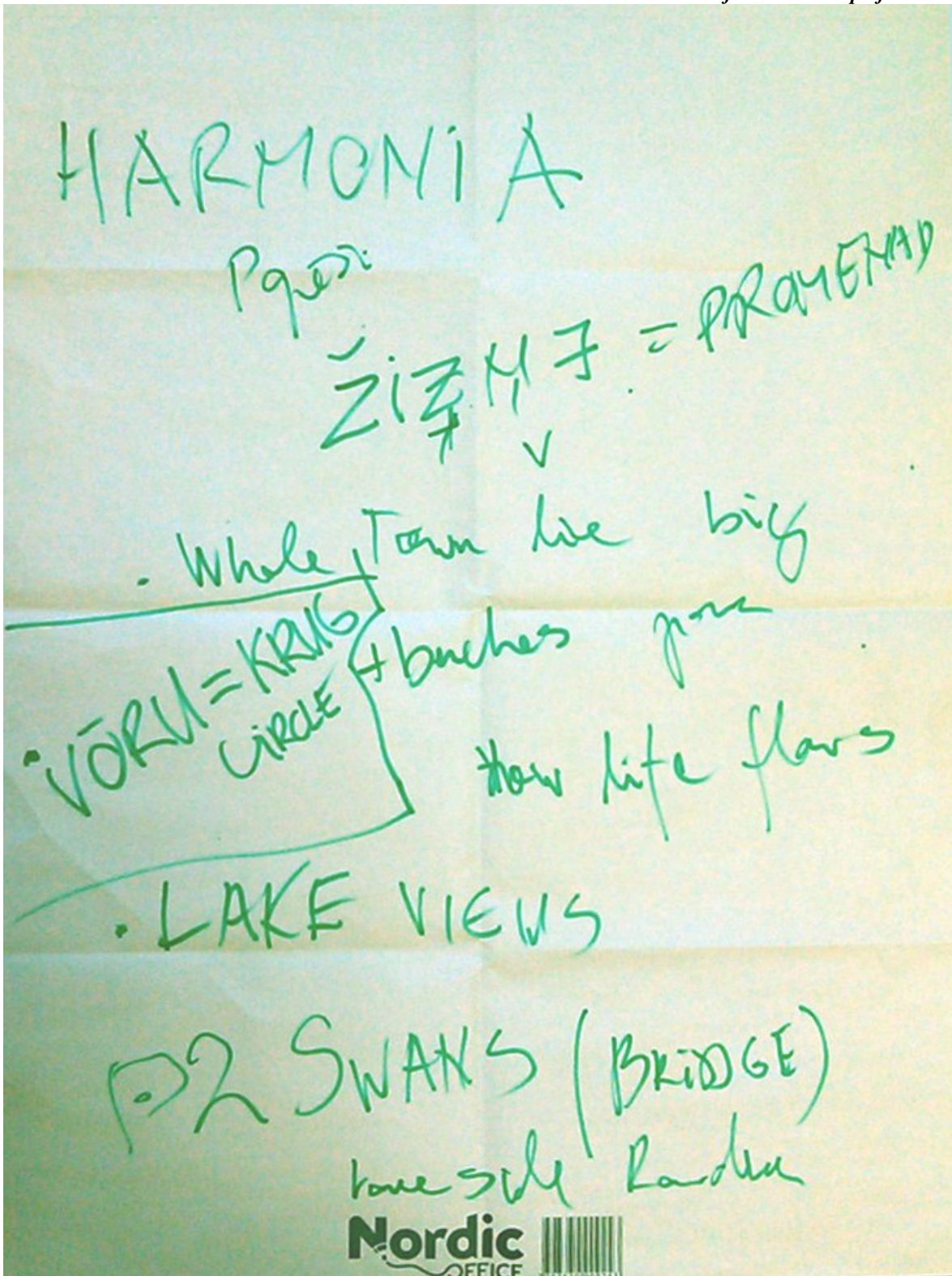
## **1<sup>st</sup> session “Võru mental map”**

Sites and objects in Võru mental map (according to the seminar participants' views):

- Promenade – site for meeting people, liveable, especially meaningful for small towns.
- Sports hall.
- Reconstructed street next to sports hall – maintained street relief, attractive bridges, greenery.
- Hotel at the lake and tennis courts.
- Ducks in the town's channel – evidence of pure nature, nature friendly town.
- Harmony between town and nature.
- Terrace by the lake.
- Maxima shop – place for women. Next to it the new park – place to spend time for men.
- Reconstructed roundabout.
- Authentic benches and bins in Katariina Alley.
- Good traffic organisation.
- Central square with fountain – too monumental (during the day).
- Well-kept private properties next to the lake, see-through fences etc. well adapted to the landscape – positive solutions.
- Wild meadow imitation in the promenade complex.
- A portable information stand.
- Well-designed bicycle racks.
- Historical building with painted window panes in Kateriina Alley.
- Interestingly designed hairdresses shop window (in metal).
- Historical wooden building along the promenade.
- Joint traffic lanes.
- Swan couple – the informal symbol of the city.
- Name of Võru city – “circle-round”.



Some ideas for mental map of Võru



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## Meeting minutes for the 2<sup>nd</sup> day

**November 8, 2013**

**2<sup>nd</sup> day meeting place: Science Centre Ahhaa, seminar room Apollo (Sadama 1, Tartu)**

Neils Balgalis introduces the tasks of the 2<sup>nd</sup> session (presentation).

### 2<sup>nd</sup> session “Identity in streetscape solutions”

Results of the workshops:

#### **WG No.1 Different aspects of Võru town identity**

1) **Cultural aspects:** Kalevipoeg, ... (local knowledge needed);

2) **Lake and town synergy:**

- **Landscape.** From many points in the town you can observe the lake; the water element (lake) is a natural part of Võru landscape.

- **Living together / symbioses.** All drain waters come to lake. People aspire to spend time at the lake. The lake is open for people – promenade, transparent fences, and infrastructure for activities.

- **Economic aspects:**

a) Tourism season (hotels, restaurants, infrastructure for activities). It is the hottest part of Estonia – Southern Estonia! Necessary to open lake for water tourism and for winter tourism.

b) Lake is open, accessible. Signs are well displaced to get to the lake from town.

c) Base for regional production. Good example of pig farm/shop on Katariina alley.

d) You have **Munamegis!** Latvians are jealous, because Gaizins is 6 m lower than Munamegis.

They come to see Munamegis and then have some food in Võru.

3) **Historical aspects:** tourism products, based on legends, what Catherina liked:

- Christmas tree production (**Catherina’s Christmas tree** with golden cones and star);

- **spa**, coniferous extracts;

- coniferous tree **plants, alleys**, nature walking and activities (running, cycling, walking, Nordic walking, skiing routes in town and around the town).

**Park next to Maxima shop:** landscaped and well maintained area for the people living in multistoried houses in the neighborhood. Designed as cones storage. There are several zones adjusted for main activities – common zone, children zone, dog’s zone.

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# VÕRU IDENTITÄTE

IR

- KULTŪRAS PĒRLE (KALENDRIS, ...)
- EZERA AINAVA (NO DAUDZIEM PIKĒTAS PUNČIJA)
- ATVĒRTS, PIEEJAMS EZERS

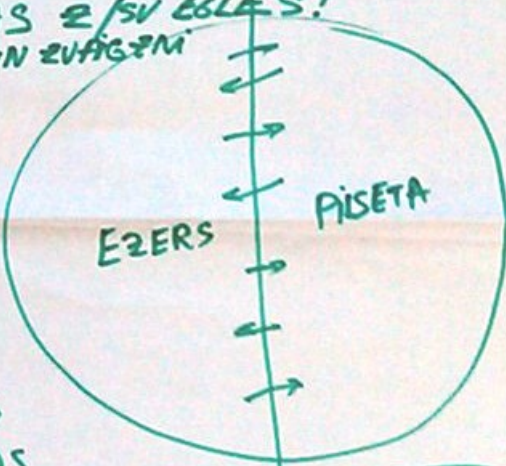
NAV

- EGLE KĀ APSTĀDĪJUMU AUGS (SKUŽEMUS!)

VĀJAG:

- "ĒIEKURU" TAKA
- "SKUŽU" MARŠRUTU, SKATU TŪRNI
- SKUŽU SPA
- BROUKT PĒC KATPĪNAS Z/SV EGLES!
- AR ZELTA SIŠKĀM UN ZVĀGŽEM

IR INFORM, CEĻU ZĪMES  
LABA ORIENTĒŠANĀS



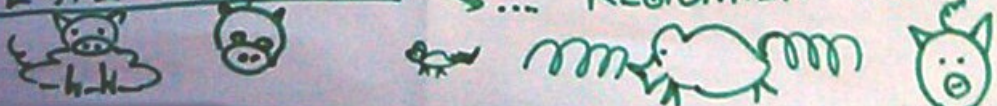
## DIENVID IGAUNIJA

- ZĪEMAS / VASARAS SPA  
SPORTS  
AKTĪVS DZĪVES VEIDS  
PELDĒT, SKRIET, RITEVĒOT, SLĒPOT, LAIVOT

- ŽŪMS IR MUINAMEĢIS :-C (TŪRISTI NO LATVIJAS)  
↳ VŪRU IEBRAUC PAĒST

- MAXIMA PARKS' - SUNU ZONA, BĒRNU ZONA  
'ĒIEKURU NOLIKTAVA' LABĪEKĀRTOTA ZONA VISIĒM

- VIETĒĶIE UZŅĒMĒJI → RUKŠU ĒĪMENE (VEIKALS)  
→ ... REĢIONĀLA PĒCE



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## **WG No.2**

Specific features that make up identity of Võru:

- Tamula lake.
- history – name of Catherine II, also known as Catherine the Great, opera singer Georgs Ots (for which swimming competitions were organized in Tamula lake), etc. famous personalities
- fir-tree in coat of arms of Võru.

Promenade and lake – main attracting objects in all seasons.

Site sign – design object in the format of fir-tree – fountain or light installation in the lake in summers, enlightened snow or ice statue in winter time. Laser-show!

Small fir-trees and snow men around and anywhere in the town – in Catherine’s alley, in Central park, in new park next to Maxima shop – invites to the main object, to the lake.

In the situation of snowless conditions snow men are set up from different kinds of materials - light bulbs, cardboard, plastic, metal.

Ideas for the park next to Maxima shop: place for active resting, short-term rest and entertainment in weekdays.

Infrastructure and design with motives of Catherine and lake – Captain’s alley, stylized boats with elements allowing to row, stylized fir-trees and wood with elements allowing to chop wood. Street exercise machines, what also demands to show men strengths.

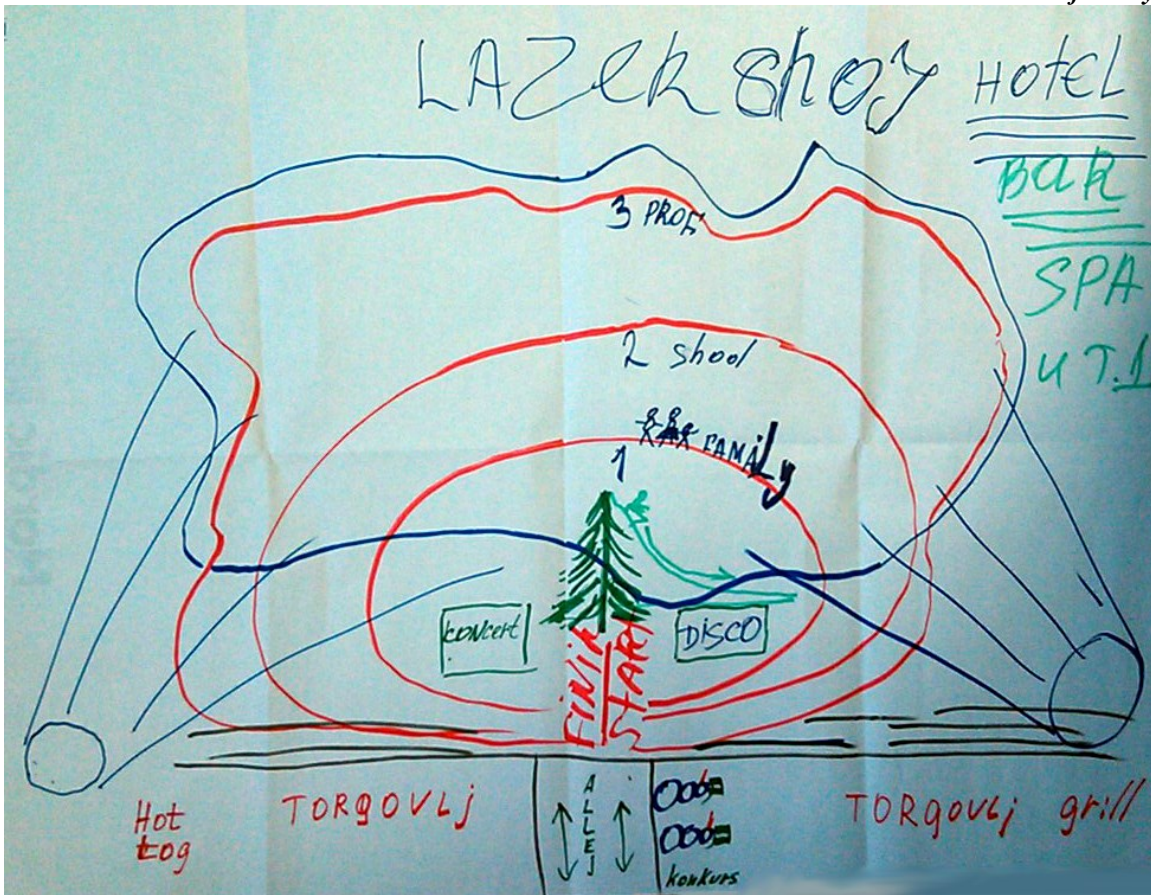
Snow fortress, little town of snowmen, winter plays and joys.

Diversification of Tamula lake use. Central festivity of Võru town – active entertainment festivity for families and for sportsmen – summer plays and winter plays. Races on the lake using various means of transportation imaginable. Routes and circles for different degrees of preparedness.

Snowmen parade. Parade of historical personalities (Catherine, naval, etc). The prize fund consists of souvenirs and design products with town motives.

Services, cafés and amateur production – at the 2<sup>nd</sup> zone from promenade.

WG2: Laser show / Tamula lake festivity





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**WG No.3**

There are places around Võru – Devils land, Pixie place, Witches land – and ideas to set up magic centre in Võru. Võru means – magic ring.

2 S and 2 W mean four elements: sand, stouns, wood, water and four seasons: spring, summer, autumn and winter.

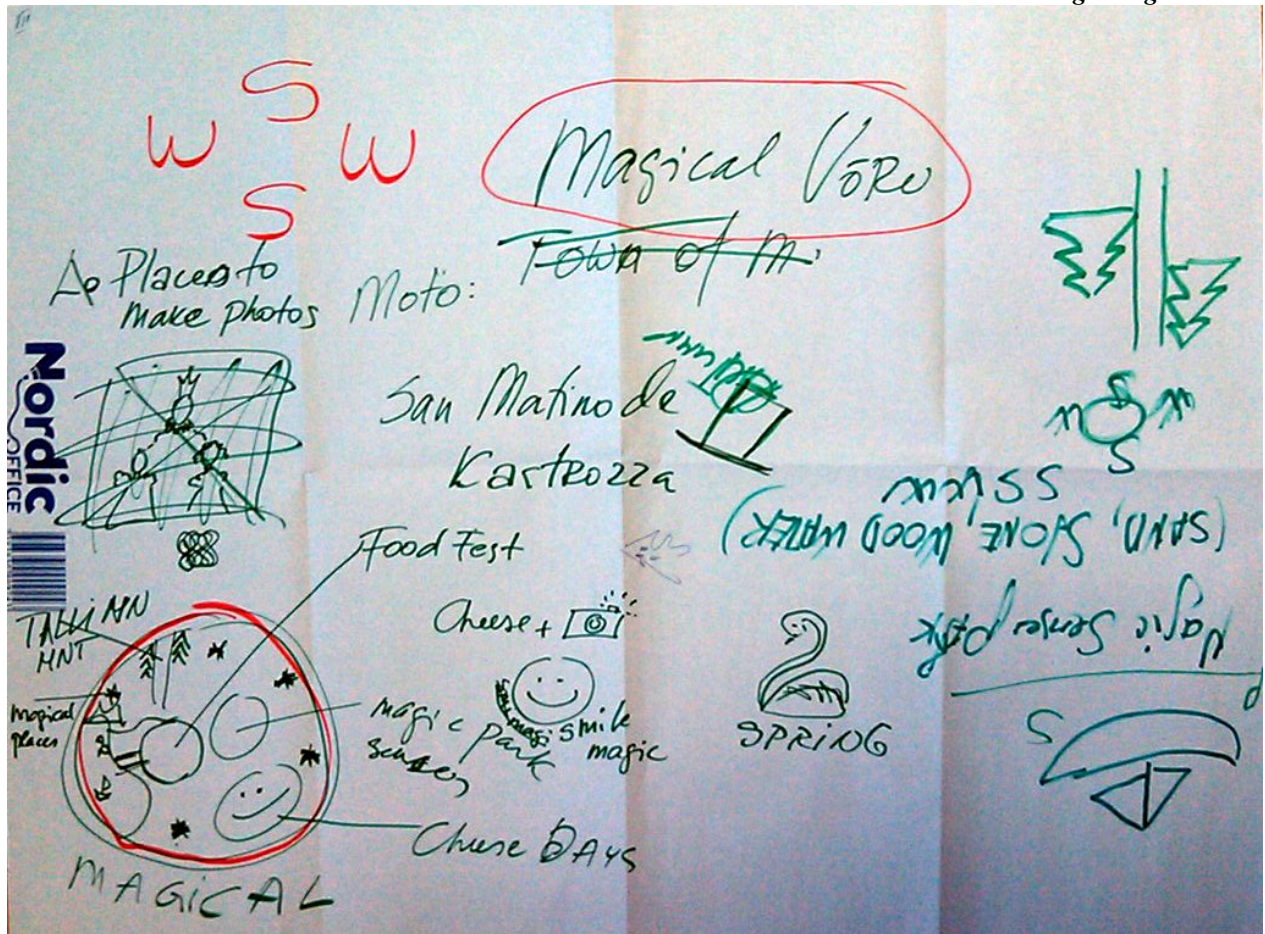
Ideas for streetscape:

- 1) Tactile walking route, where wood, stony path, etc. can be felt, smelled, sawn and heard.
- 2) Fir-tree alley as entrance in Võru.
- 3) International Cheese Day (not on 1<sup>st</sup> of April).

The biggest happening in Võru – Cheese day, where activities are based on magic and business – on cheese. Cheese – like smile, like product, like big town festivity.

Magic party all around the town; popular magicians are attracted to the party, magicians make their concerts, also go out in town and make jokes with people in streets.

WG3: Võru – magic ring



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**WG No.4**

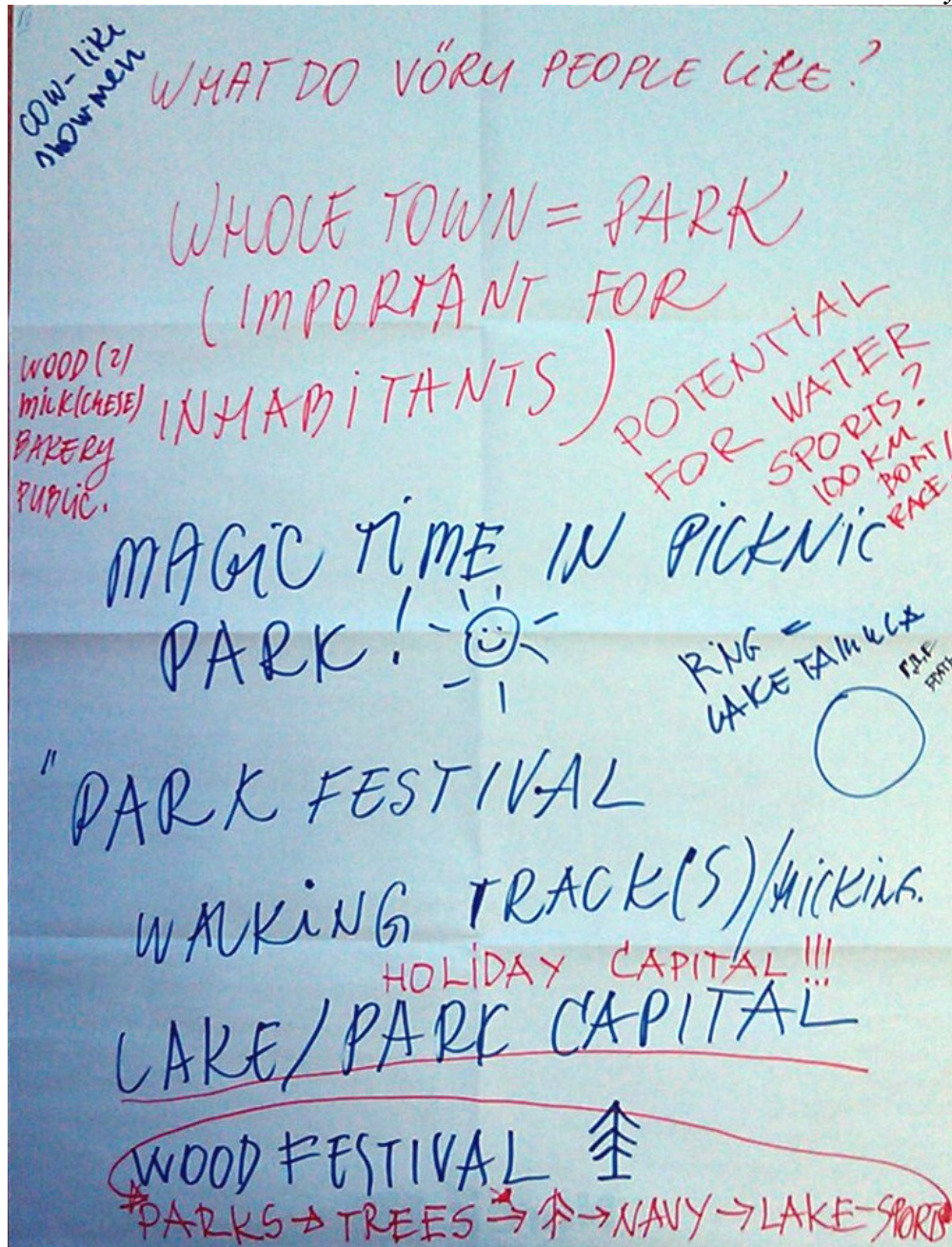
Work group worked out vision of Võru for local people with title „Town – park”.

It is necessary to connect walking, bicycle and Nordic walking routes.

The Tamula lake is not used enough, as it could be in the Southern part of Estonia. So a water sport centre could be established, canoe races set up and international races with routes to Latvia as well (see also other examples, where canoe route is prolonged in seven lakes).

Moto: Võru – the holiday capital!

**WG4: Võru – the holiday capital**



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**Express task “Perfect street bench for Euroregion towns”**

- Automatically opens when somebody is going to sit on it;
- Seats of different levels;
- Warm seats. And heating comes sustainably – guys wheel pedals, girl sits and feel warm.
- Massage bench
- Bench – bodybuilder
- Bench with comfortable back
- Wooden
- Recyclable (during exploitation the bench could be “sit out”, till it disappears)
- Bench with shelter from solar battery.

**Express task “Perfect busstop for Euroregion towns”**

- which protects from rain and wind;
- where one can sit
- as town’s visiting card;
- which has information about the busses;
- which has information and announcements, event ads – anything to fill the waiting time;
- with a book store
- practical in use, stable in interaction with people and environment,
- functional, comfortable to get in and out of bus,
- with and without drawings.

Seminar ends at 13.30

Liga Ozolina, Grupa93