



Co-funded by
the European Union

"RIVER PROMENADES III" PROJECT INFOSHEET

JANUARY 2022 - DECEMBER 2022

No 3

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Main results of 2022

In 2022 the activities of Narva team of the River Promenade 3 project were focused on construction works for extending Narva river promenade to Raudsilla Street, connecting the lower and upper levels of the Joaorg promenade.

There was awarded a contract for additional construction works to extend the boardwalk from the archaeological area to Raudsilla Street on **June 30, 2022**. By the end of the year, about 60% of construction works had been completed.

Project representatives took part in the European Cooperation Day in Lappeenranta (Finland) on **September 27, 2022**, where they discussed possible ideas for further cooperation together with Finnish colleagues.

On **December 30, 2022**, the construction works of the walking and cycling path on the island of Joaorg, the archaeological area and the 5-kroon viewing platform were completed, and permits for their operation were obtained.

To capitalize the results of the project, the Department of Development and Economics of the City of Narva, together with Narva Museum, within the framework of the 5th call for project proposals of the Estonian EU external border programme for 2014-2020, prepared and submitted the project "Narva projects on the way to capitalization / Narva projects CAP".

The activities of the project staff were also aimed at raising awareness of wider public, target groups, beneficiaries, and other stakeholders about project activities and financing Programme.

All project activities were implemented in accordance with the rules of communication and visibility of the programme.

To minimise the risks for the implementation of all planned project activities, including investments, Narva Department for City Development and Economy asked to extend the project implementation period until **October 31, 2023**.

Since **24.02.2022** all joint activities, including events, meetings and payments, with partners from the Russian Federation are suspended.



"5-kroon view" platform

OÜ RTS Infraehitus`s works on the implementation of design and construction works to continue the Narva river promenade have been completed in accordance with the contract signed on April 16, 2021.

The main construction work was the continuation of the current river embankment in the Joaorg recreation area, incl. the island, strengthening the coastline, reconstruction of the bridges, installation of energy-saving lighting, construction of pedestrian and bicycle paths, construction of the "5-kroon view" platform, landscaping the territory. The contract price was EUR 1,457,421.14 excluding VAT (EUR 1,748,905.37 including VAT).

The viewing platform "5-kroon view" and the renovated territory of the Joaorg recreation area were opened to the public on **January 1, 2023**. There was also made an access to the stairs leading to the rescue tower on the beach of the Joaorg recreation area from I. Grafovi Street, where the new viewing platform is located. The platform got its name based on depicted view on the backside of Estonian five-kroon banknote. Estonian kroons were in circulation and legal means of payment in the Republic of Estonia from 20 June 1992 until the end of 2010. The front side of the banknote featured a portrait of Paul Keres (1916–1975), a famous Estonian chess player, international grandmaster and famous chess theorist born in Narva. The backside of the banknote offered a great sight to the Narva River and its promenade, Narva Hermann castle and Ivangorod fortress. The view captured by Vladimir Taiger on five-kroon banknote is also applied on concrete wall of the viewing platform.



The Five-kroon viewing platform became a candidate for the best concrete building of the year (being among 13 nominees in the competition "Aasta Betoonehitis 2022" ("Concrete Building of the Year 2022") in Estonia. The aim of the contest is to contribute to the architectural concrete, concrete construction and concrete technology development, as well as to raise the reputation of concrete as a domestic building material.



Imre Leetma, the Chairman of the Board of the Estonian Concrete Association said: "The river promenade of the city of Narva has got a long-awaited extension, the most significant part of which is so-called 5-kroon viewing platform and the realization of the legendary view in concrete with Graphic Concrete technology." (betoonelement.ee press release of 9 Jan 2023)



Development of services on the territory

The year 2022 has become quite successful in the history of the renovated Narva Promenade: measures to attract entrepreneurs have brought two new objects.

The **Narva Port Hostel** has opened in the port of Narva, where guests can not only feel like a yacht captain, but also touch the history of the Narva River and local navigation, where maritime traditions date back to ancient times, and the port building has a rich past! The two rooms of the hostel can accommodate up to 4 guests.

The rooms are equipped with everything necessary for a comfortable stay and have a shared lounge with a kitchen, where each guest, after long sea wanderings or dreams about them, can take a breath and cook a hot meal.

Also, a modern conference hall was opened on the 2nd floor of the building, which has already become popular among local and visiting entrepreneurs.

Additional information and booking:
<https://www.booking.com/hotel/ee/narva-sadama-hostel.en-gb.html>



The second long-awaited object, which reopened its doors thanks to a new entrepreneur, was the Rannaresto restaurant in the Joaorg beach building.

Now those who want to warm up with a cup of hot coffee after walking along the promenade have such an opportunity. The restaurant also offers a varied menu and hosts live music evenings and themed parties. In summer, the restaurant opens a terrace with a view of the ensemble of two castles and the Narva River.

More information and table reservations:
<https://www.facebook.com/rannaresto>



Capitalisation of Narva projects

During the implementation of projects of Cross Border Cooperation programmes Municipality of Narva and Narva Museum have accumulated valuable experience in projects development issues. Implemented and ongoing projects results are sustainable and give synergic impetus to social and economic development.

Now project partners face the fact that it is necessary to intensify their efforts to attract tourists and entrepreneurs from other target areas/markets e.g. from neighboring countries such as Finland.

Municipality of Narva and Narva Museum prepared the project application "Narva Projects on the Way to Capitalization/Narva Projects CAP" and submitted it to the 5th round of project applications of the Estonian EU external border programme 2014-2020 on 11/17/2022.

Within the framework of the project there are planned the following activities:

- Preparation and distribution of promotional materials, including a map/route along the coastal area of the city of Narva with its renovated and new facilities: 5-kroon viewing platform, promenades, the reconstructed Narva Castle, bastions, the Dark Garden and, of course, the revived City Hall
- Development of a virtual tour of the coastal area
- carrying out of FAM tour for Finnish journalists, SMEs in tourism, etc
- Publication of information about new tourist sites in the "Baltic Guide" magazine
- SitCom (situation comedy) production based on historical facts about Narva

The partners plan to implement all project activities in 2023.

Reconstruction of Hahn`s steps



On December 9, 2022, the sixth call for proposals for the Estonian EU External border programme was opened. Municipality of Narva decided to prepare a project proposal for the "Reconstruction of the Hahn Staircase / Step by step" project and submit it to the programme for the project competition.

Entrepreneurs are showing interest in business development in the border area, because the region has great potential. Nevertheless, the important part of the area, the Hahn staircase, which links the lower and upper promenades in the historical part of the city, needs to be reconstructed.

As part of the project, the restoration of the Hahn Staircase is planned, as a result of which historical riverside area is improved due to reconstructed Hahn's staircase, link of the lower and upper promenades is safe and comfortable for tourists, local population and business, improved and created attractive places for tourism and business development. Local population and tourist companies are informed that the Narva historical border riverside area has been improved and is ready to receive guests and residents of the city, and there are opportunities for business development on this staircase connecting the promenades.

Plans for 2023



Planned works on the project

Planned works on the project include the completion of civil works on extending the promenade from Raudsilla Street to the archaeological area, connecting the upper and lower levels of Joaorg's promenade.

It is also planned to hold two work-shops with entrepreneurs in order to inform them about the possibilities of the renovated area of the promenade and the existing procedures / rules for doing business on the coastal territory.

Planned are also the grand opening of the renovated part of the promenade within the framework of the project and the summer events in different parts of the promenade that have already become traditional: concerts, Narva River Day and the traditional tasting fair "Tastes of Narva" on May 27, 2023. Come and taste Narva!





How to participate in the life of the promenade already today?

In addition to concerts and sporting events, incl. bike rides and races, regularly held on the promenade during the summer season, the manager of the beach building and the surrounding area in the Joaorg recreation area, SA Narva Linna Arendus also participates in the annual pan-Estonian clean-up Teeme ära! (Let's do it!). The goal of the civil initiative is to clear the territory of Estonia from the waste. And although you can organize cleanups anywhere in Estonia, the largest of them are held every year in public areas intended for outdoor recreation, picnics, and walks. In Narva, one of the most popular places is the Joaorg recreation area.

On May 6, 2023, another action will take place, and anyone who wants can participate in it. Get more information on how to contribute to arrangement of the Joaorg zone can be done on the campaign website www.teemeara.ee or on the Facebook page of SA Narva Linna Arendus: <https://www.facebook.com/narvalinnaarendus>

Project staff

Changes in the project team:

Angelina Ivanova
Information and Marketing
Specialist

Main occupation -
specialist at the Narva
Tourist Information Center



Veronika Nikitina
General Financial Project
Manager

Main occupation - Deputy
Chief Accountant of the
Department of
Development and
Economics of the city of
Narva



Useful links Project web-site: <https://www.forttour.net> Facebook: <https://www.facebook.com/NarvaPromenaad>
Estonian EU external border programme: www.estoniarussia.eu