



Development of historical riverside protection area in Narva/Estonia and Ivangorod/Russia II stage

River promenades II

Priority 1 Socio-economic development

Measure 1.3 Tourism development





Short summary of the project

The present project is a follow-up of the "Integrated development of the historical riverside protection area in Narva/Estonia and Ivangorod/Russia" project implemented by partners in 2007 – 2009. It continues activities and gives added value to development of cross-border area as a united tourism destination making it attractive for tourists and ensuring stable sustainable development of the cross-border region. The implemented studies showed that riverside area being located in historical medieval city parts is in poor condition, needs improvement of landscaping, access ways and basic infrastructure.

The project gives value added to Estonia/European Union – Russian border region by contributing to enhancement of the cities' image and living environment, increases the cities' competitiveness and the quality of recreation possibilities attracting more tourists, ensures fast development and increased competitiveness. With construction of promenades in historical medieval parts in Narva and Ivangorod riverside zones become attractive recreation areas, that gives strong impetus for further development of promenades as tourist products.

Overall objective

Integrated construction and improvement of the historical promenade areas in Narva/Estonia and Ivangorod/Russia and conversion of the CBC area into attractive place as united tourist destination.

Specific objective

- ✚ Integrated construction of Narva and Ivangorod historical promenades
- ✚ Promotion of tourist products "Historical promenade in Narva" and "Historical promenade in Ivangorod"
- ✚ Development of means for fund-raising for further Ivangorod promenade construction

Beneficiary

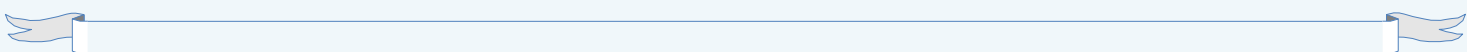
Municipality of Narva, Department for City Development and Economy (Estonia)

Partners

- **Administration of Municipal Formation "City Ivangorod, Kingisepp district, Leningrad oblast"** (Russia)

Associated Partners

- **Committee for culture, sport and youth policy of City Administration Kingisepp** (Russia)
- **Ida-Viru County** (Estonia)
- **Environmental Board of Estonia** (Estonia)
- **Heritage Conservation Board of Estonia** (Estonia)



Expected results

✚ After completion of the reconstruction works **Ivangorod gets the part of the northern promenade - thematic place called "Fisher market"** that is reorganized, reconditioned and put in order. The northern part of the promenade becomes **attractive for tourists and local population** as there is **created basic infrastructure**. There will be constructed: 119 m of piles and retaining walls, 357 sq.m of **embankment** and 150 sq.m of Fisher market **paved**; 119 run meters of **paths** for pedestrians and for cyclists; 1 **staircase** to water will make safe and comfortable access to water; 34 **lanterns** will be installed, so in dark periods the area will be illuminated and safe for walks; 5 **benches**, 5 **litters** installed; 3570 sq.m are covered by **landscape design**;

✚ After completion of the reconstruction works **Narva gets the part of the upper promenade** that is reorganized, reconditioned and put in order. The upper part of the promenade becomes **attractive for tourists and local population** as there is **created basic infrastructure** that makes stay in the area comfortable and safe. There will be constructed: 1 **rainwater system**, 1752 sq.m of **paths**, safe and comfortable access to the area; 15 **lanterns** will be installed, so in dark periods the area will be illuminated and safe for walks; 8 **benches**, 6 **litters**, 4 **vases** installed; 4700 sq.m are covered by **landscape design**; 15 **trees and bushes** planted instead of sick ones; 2762 sq.m of **lawns** created;

✚ Activities directed to dissemination of new tourist products contribute to significant **awareness raising** among tourists, tourist and tourist related companies, stakeholders, potential investors on local, regional, national and international levels, wider public. **Publications in tourist magazines** with approximate circulation 10000 copies, Partners' website visits ca 80 per day contribute to dissemination of information to the wider public;

✚ In the course of work at least **3 round tables** will be organized with participation of at least **20 representatives** of Russian funding institutions and private investors. **Information about tourist products** will reach potential investors by means of direct contacts by e-mail, via links to partners' websites, during round tables. 1 **final conference** for potential investors will be held at the end of the project with at least **60 participants**.

Final beneficiaries

- ✚ Ca 177 000 domestic and foreign tourists per year
- ✚ Local population (families, different age groups, disabled people, etc.): 65 506 persons in Narva ca 11 200 persons in Ivangorod
- ✚ Local authorities in cross-border cities
- ✚ Potential investors and tourist companies; journalists publishing information about promenades.

Duration

26 months

Budget

Total budget: **1 742 338,67** EUR

Programme co-financing: 1 568 104,80 EUR (90%)

Project co-financing: 174 233,87 EUR (10%)

Contact Person

Ms Nadezda Petrova / nadezda.petrova@narva.ee / +372 35 99046