

Mark Soosaar
Pärnu 24.09.2012

City, Port and Citizens

How to be happy at waterfront?

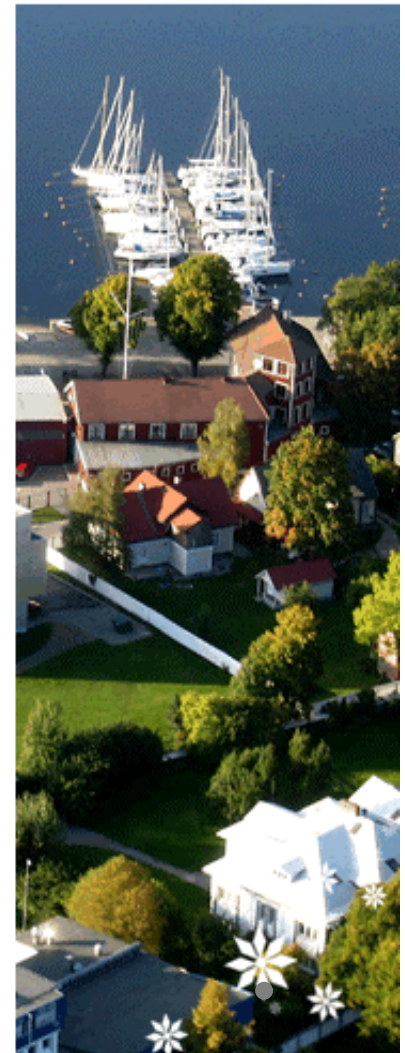


Pärnu – It's so easy to find us!



Distances from Pärnu by highway:

- **Tallinn** 129 km, 1h50
- **Riga** 189 km, 2h10
- Helsinki 210 km
- St. Petersburg 459 km
- **Izola** 2033 km
- Stockholm 500 km
- Warsaw 895 km
- Moscow 1150 km
- Berlin 1475 km
- Brussels 2272 km

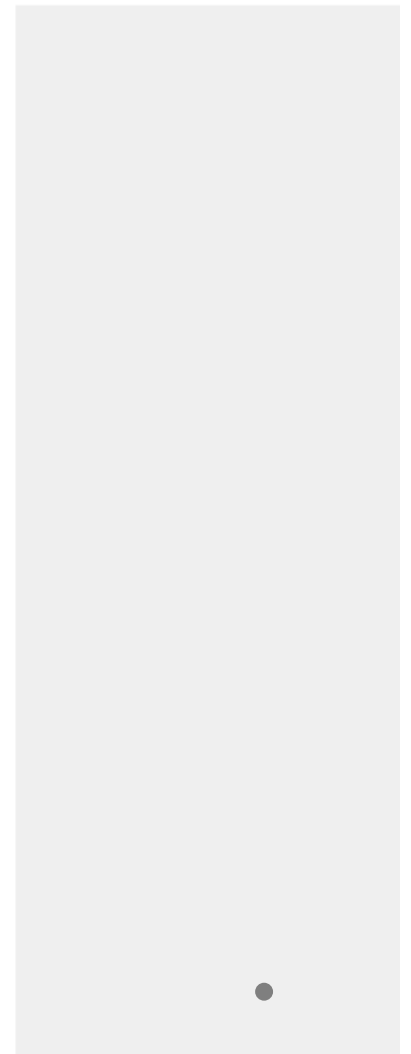
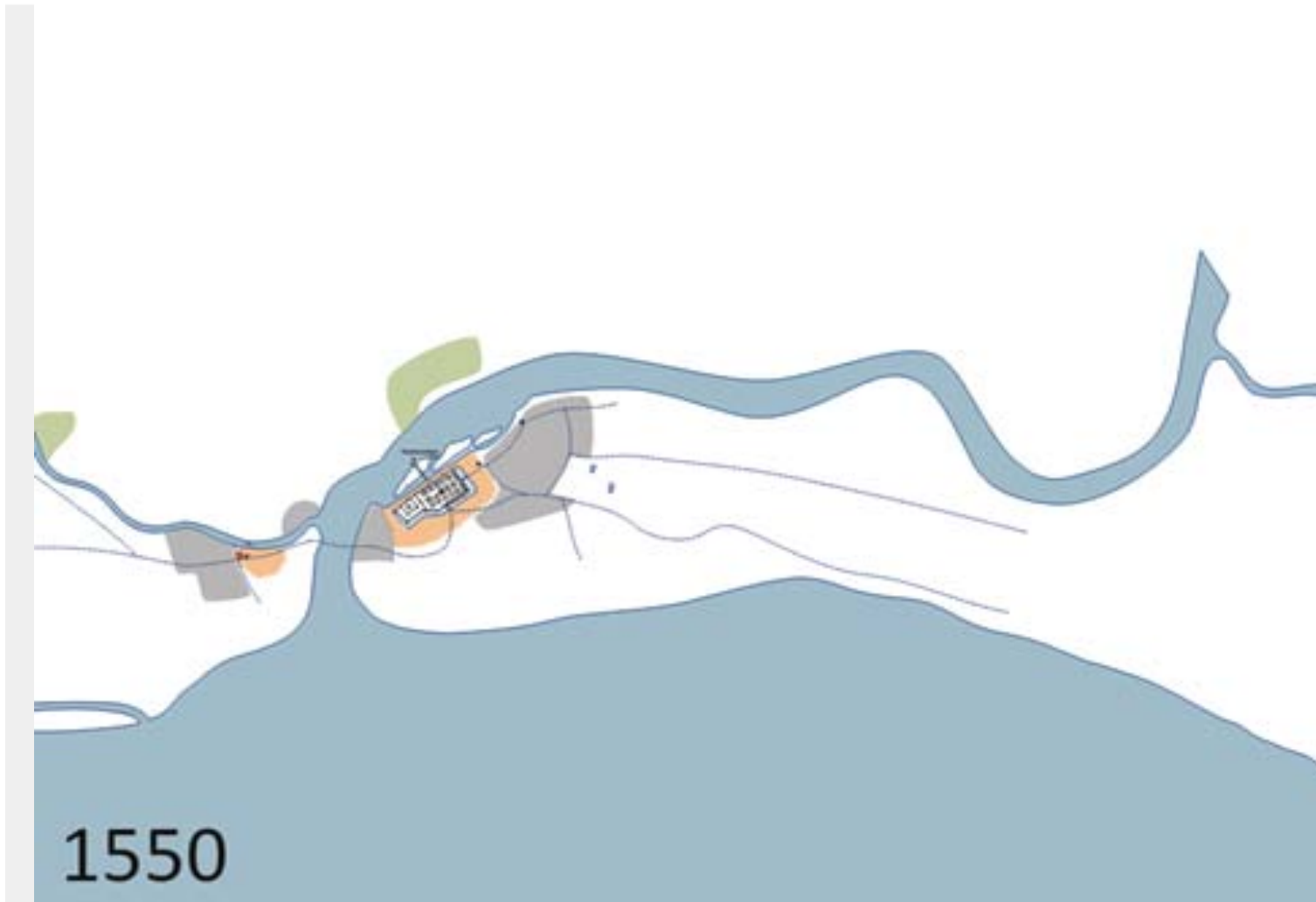


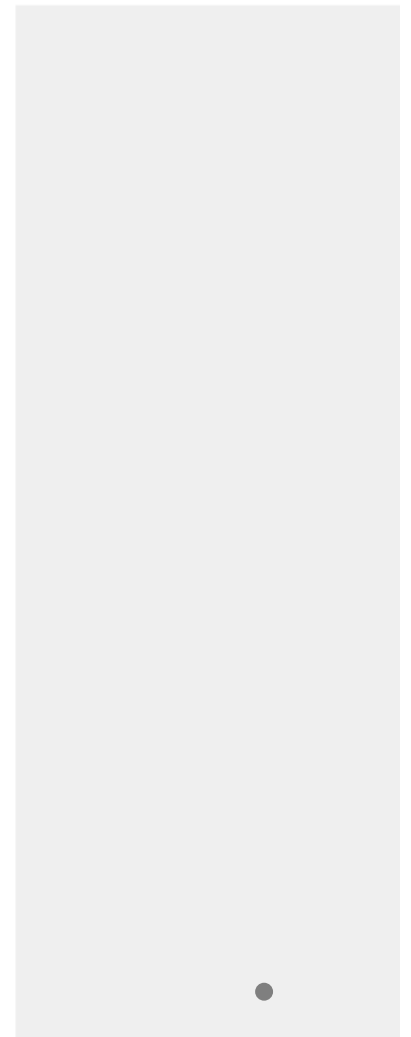
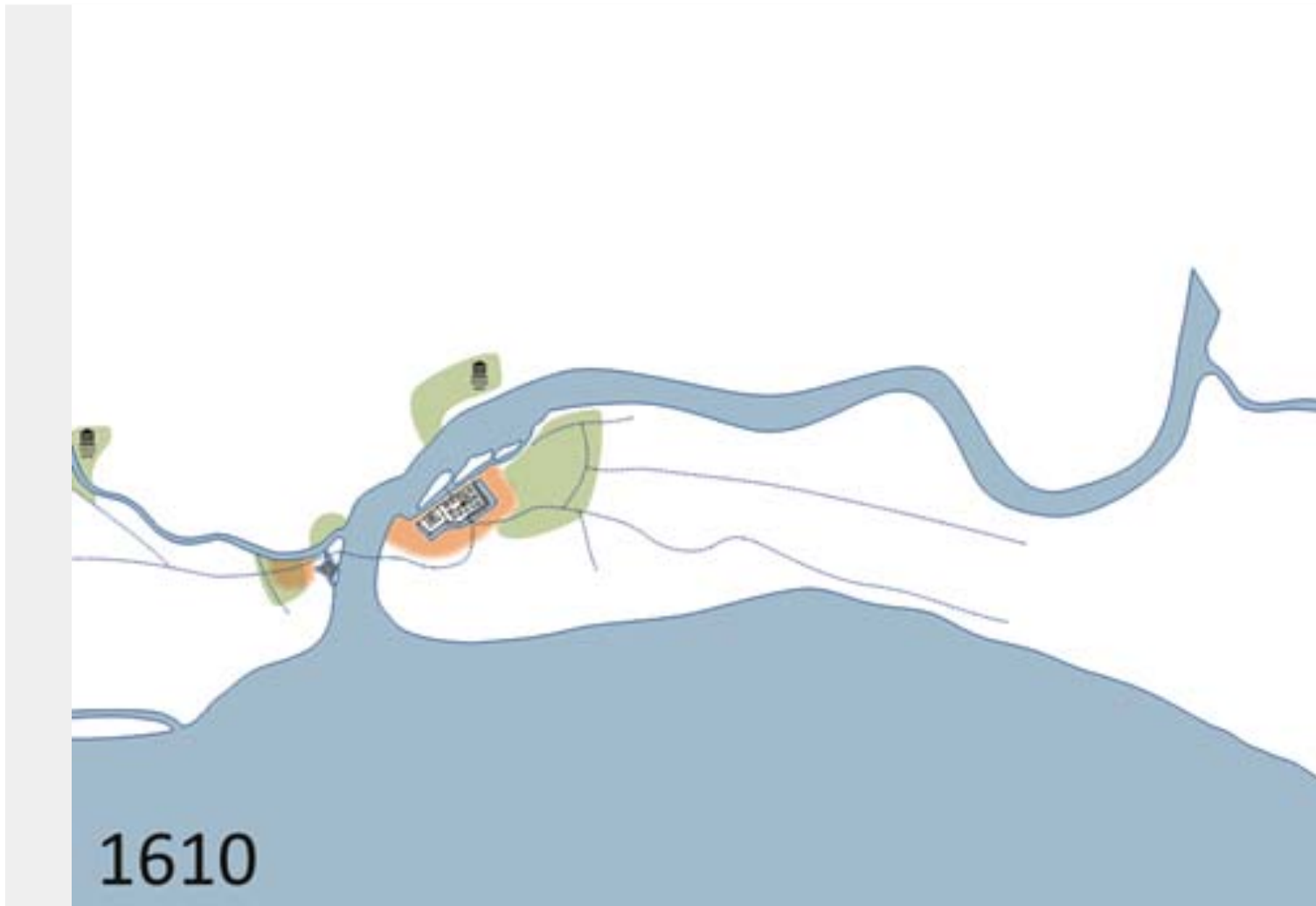


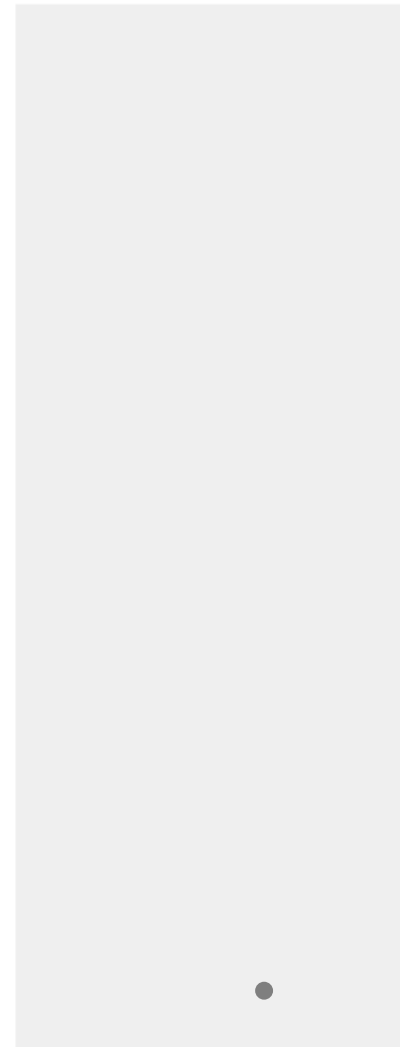
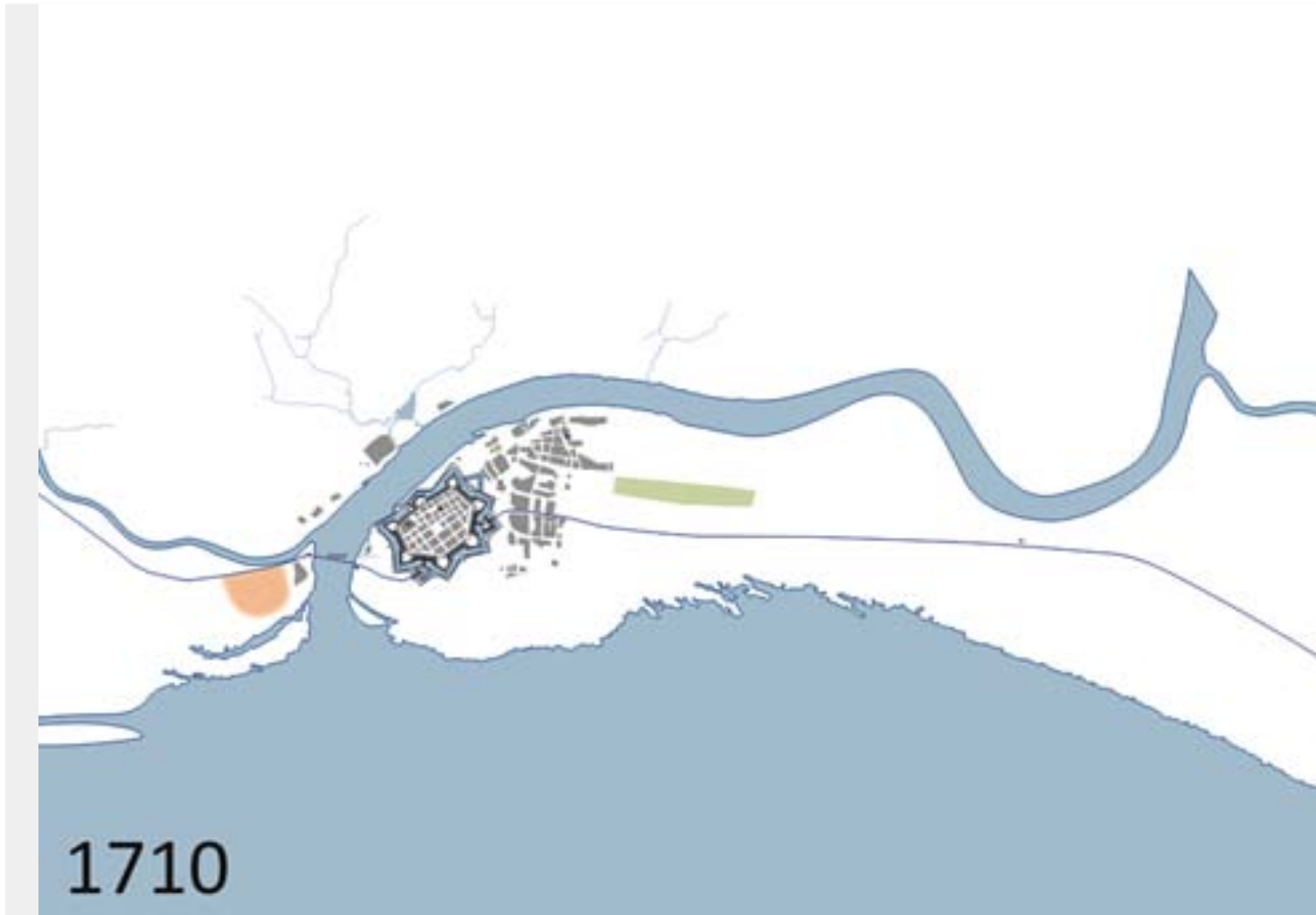
Routes to Pärnu:

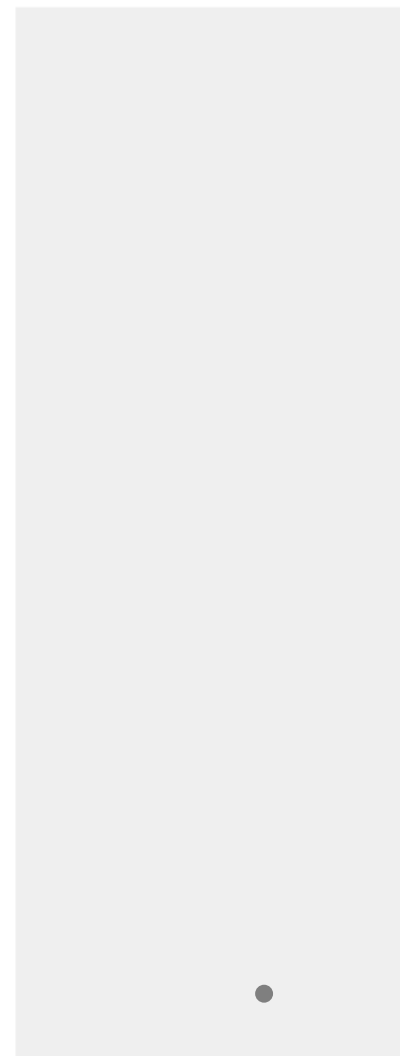
- Via Baltica motorway (E67), the most important highway connecting the Baltic countries
 - Airport - Pärnu airport has a certificate for international flights but operates only between Estonian islands
- Charter flights from different cities of Finland:
23.04-21.05 and 20.08-24.09
- The Port of Pärnu is the main sea gateway to South Estonia
 - The Pärnu yacht harbor was the first one in Eastern Europe to receive the Blue Flag
 - Railway – today it is only connection between Tallinn and Pärnu. According to the decision of European Council in late 2011, there will be reconstructed Rail Baltica from Berlin to Tallinn via Warsaw, Klaipeda, Riga and Pärnu.

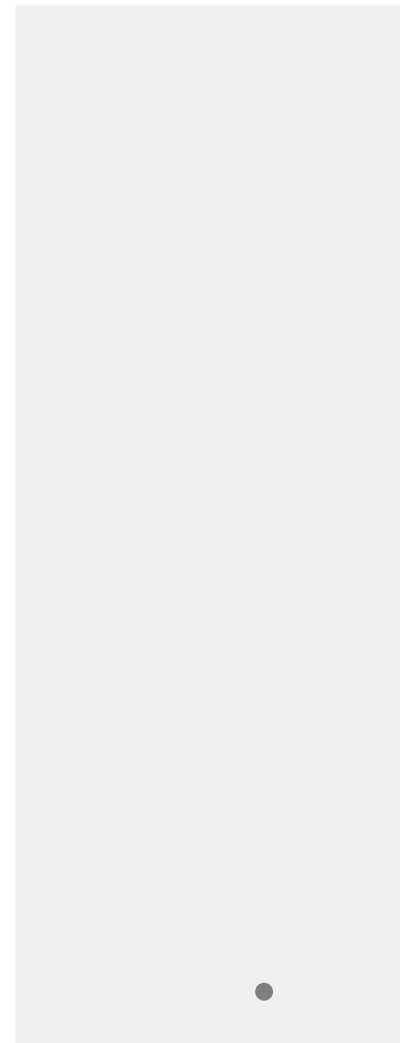


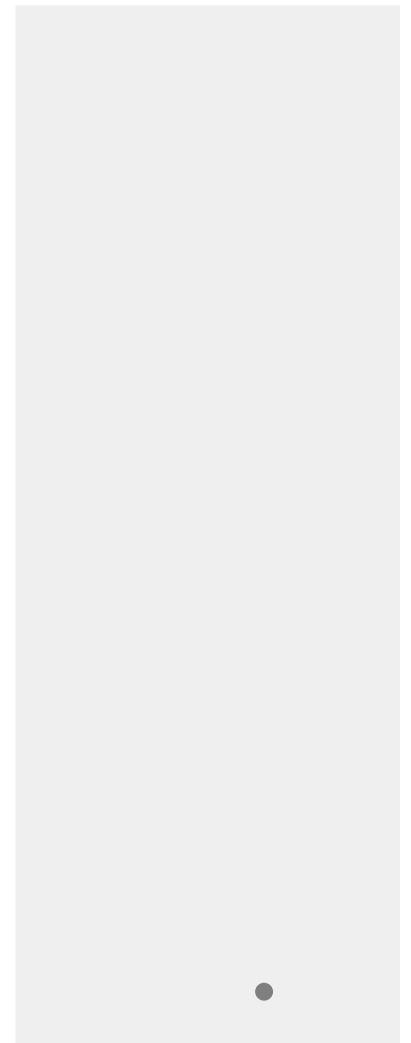


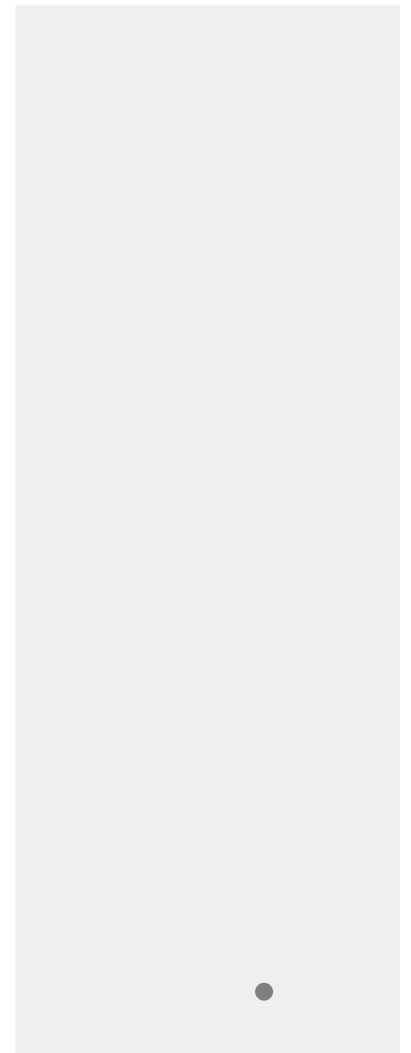


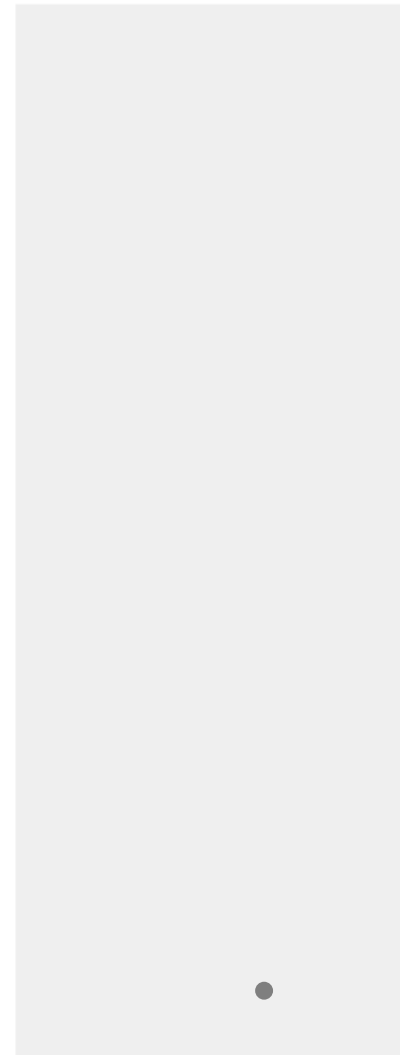


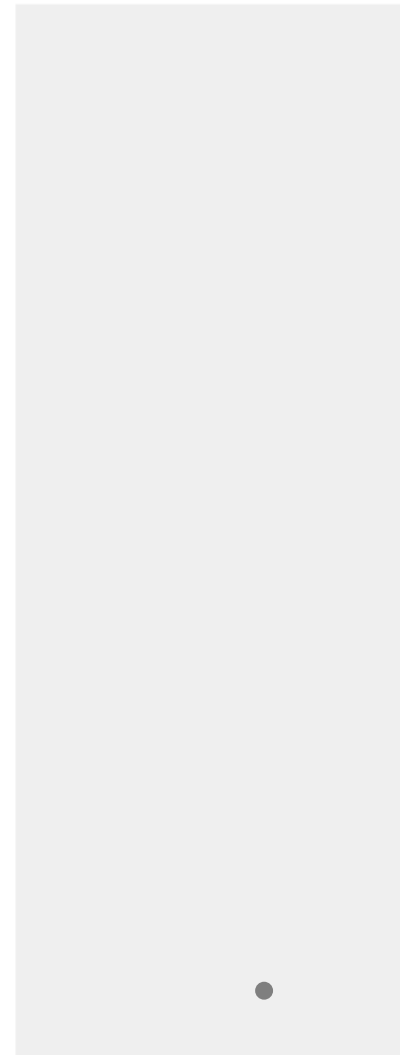


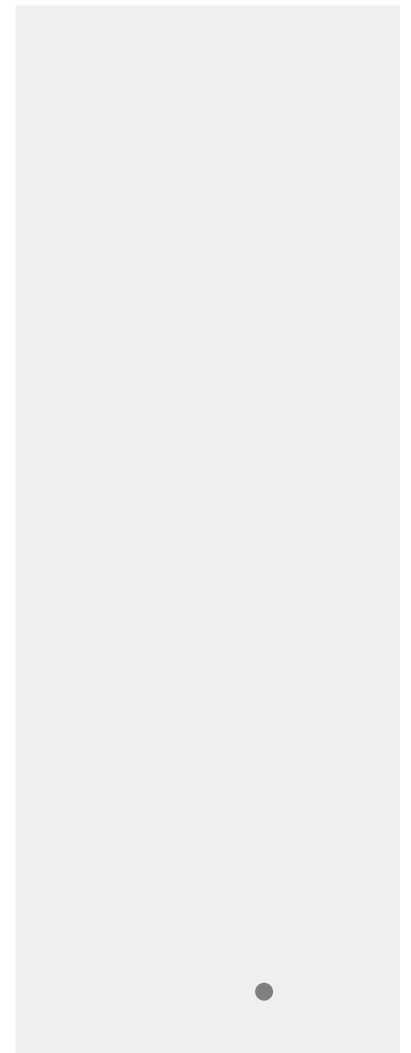


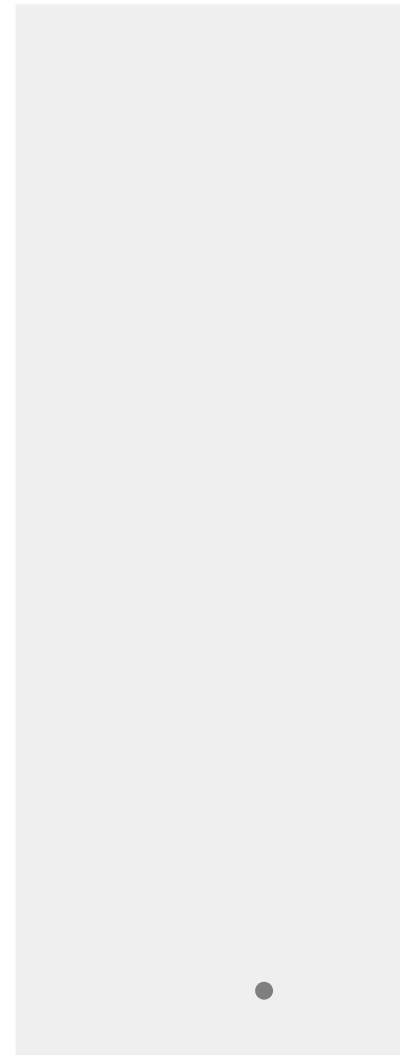












It all began...



Milestones in the history of Pärnu:

- 9000 BC The first settlement at the mouth of the Pärnu River was established,
- 1251 the first written record of Pärnu,
- 1838 the first bath-house was opened in Pärnu,
- In February 23rd, 1918, the Estonian State Independence was declared from the balcony of the theatre Endla in Pärnu,
- 1926 Pärnu was entitled as `a vacation and therapy center` of national importance,
- 1940 -1991 Pärnu as the whole territory of Estonia was occupied by the Soviet Union,
- In August 20th, 1991, the sovereignty of the Estonian Republic was declared by Riigikogu (the Parliament)





- 1991 Estonia was recognised by international community (United Nations and major countries) as an independent state,
- 1992 The Museum of New Art in Pärnu was founded,
- 1996 Pärnu was declared the Summer Capital of Estonia,
- 1996 Pärnu College of the University of Tartu was opened,
- 2004 Estonia joined the European Union and NATO,
- 2006 The Beach Promenade was opened,
- 2010 The Beach Park (*Rannapark*) and Pärnu Yacht Club were reconstructed,
- 2011 Estonia joined the eurozone,
- 2011 The decision of construction of Rail Baltica (fast train connection Berlin-Warsaw-Riga-**Pärnu**-Tallinn) was made in Brussels



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Pärnu in figures



- Territory of Pärnu: 32,2 km²
- The population of Pärnu: 42 862 citizens
- Pärnu has 12 twin and 7 partner cities in Europe and USA
- Pärnu is a member of Union of the Baltic Cities
- Pärnu belongs to the WHO European Healthy Cities Network
- Pärnu is a member of the League of Hanseatic Cities



Strenghts of Pärnu



- Resort and vacation-city (from 1838): spa relaxations and treatments, new sauna centres, Estonian biggest water park, year-round cultural events, art and handicraft, activities, fascinating nature
- Beach of Pärnu
- Safety and greenery
- Architecture: old wooden buildings of classical and art nouveau style
- Quality restaurants



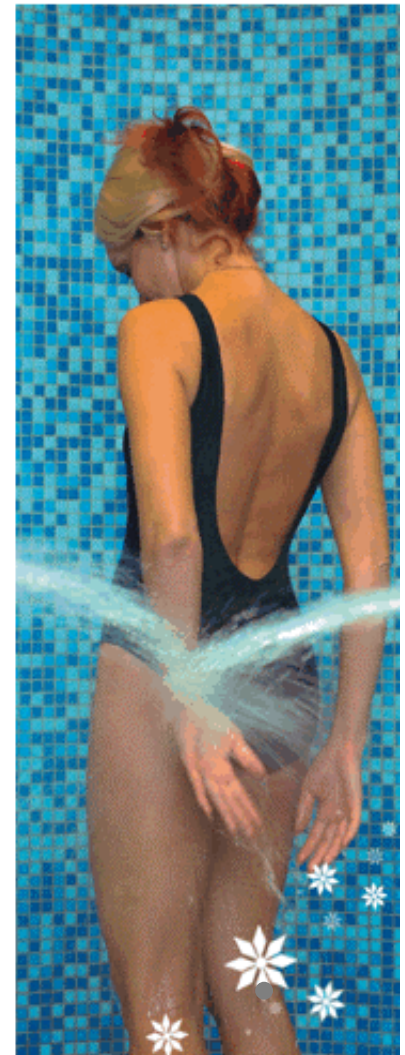
A resort is a place used for relaxtion or recreation, attracting visitors for holidays and vacations.



SPA – Salus Per Aquam



- ...an entity devoted to enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit
- Medical and wellness spas:
 - Estonia (257 rooms)
 - Sõprus (88 rooms)
 - Viiking (134 rooms)
 - Tervis (285 rooms)
 - Tervise Paradiis**** (122 rooms)
 - Strand SPA & Conference Hotel**** (187 rooms)



Pärnu beach



- 10 to 15-minute walk away from the downtown area
- Pärnu beach belongs within the TOP 10 of the most beautiful undiscovered beaches in Europe and TOP 50 best Europe beach breaks destinations (The Independent, UK)
- On the sunny days 15 000 to 22 000 persons at the beach
- The warmest county in Estonia



Tourism in Pärnu



Reasons to visit Pärnu:

- Estonians – different activities and entertainment
- Foreigners – medical spas and peaceful atmosphere
- Summer = vacation and spas, also entertainment and cultural events
- Winter/spring = vacation, also conferences and business trips

Visitors are satisfied:

- food and restaurant
- accommodation
- medical services

**95% of visitors are happy to come
back to Pärnu 😊**

●
Source: Visitor Surveys of Pärnu summer and winter/spring guests



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Pärnu was a cradle of Estonian functionalism and architect Olev Siinmaa was the father of this style in Estonia. His Beach Hotel (above), The Beach Cafe, The Hanseatic School and his private home are included to the list of DoCoMo.

Accommodation establishments in Pärnu:

- More than 90 lodging establishments
- Number of beds: 4 365 beds
- 5 SPA-hotels with 1 500 beds
- Number of accommodated tourists in 2011: ca 270 000
- Number of visitors in 2011: ca 980 000

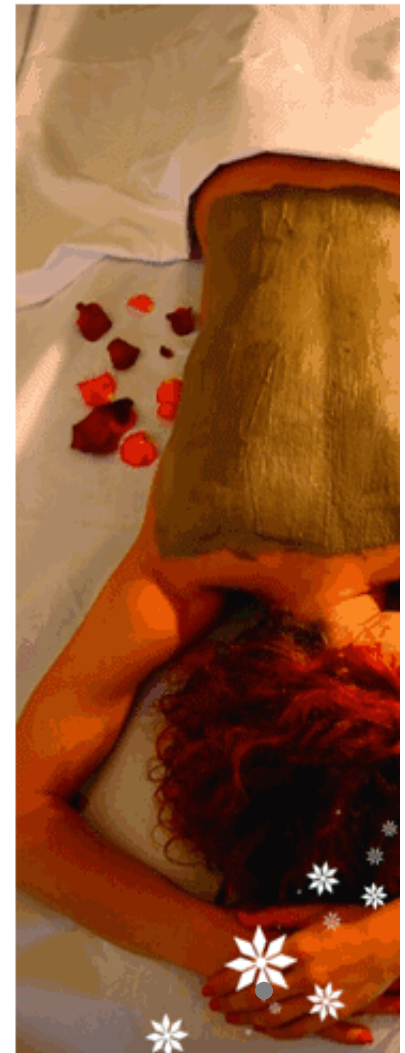






Photo: Urmes Luik / Internet

Project: Restoration and Public Access of Coastal Habitats in Urban Environment “Urbancows”

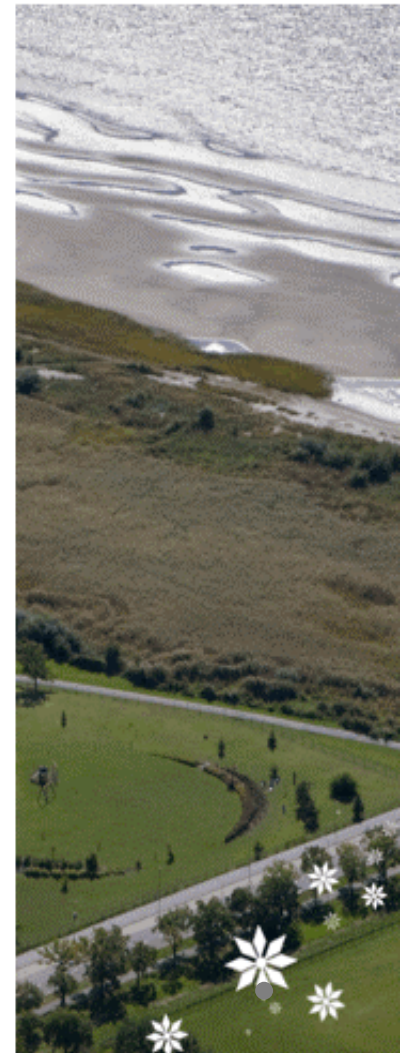


Goal:

The overall goal of the project is to improve the favourable conservation status of the coastal meadow and lagoon habitats in City of Pärnu as well as the species characteristics to this habitat complex.

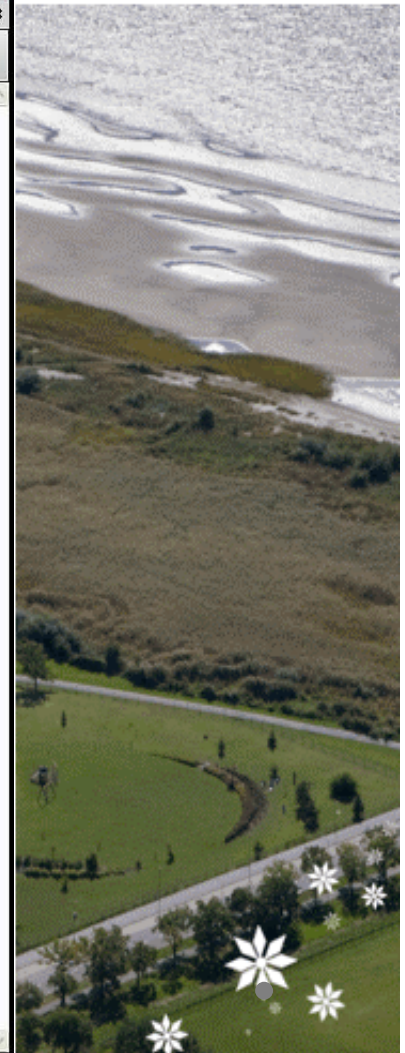
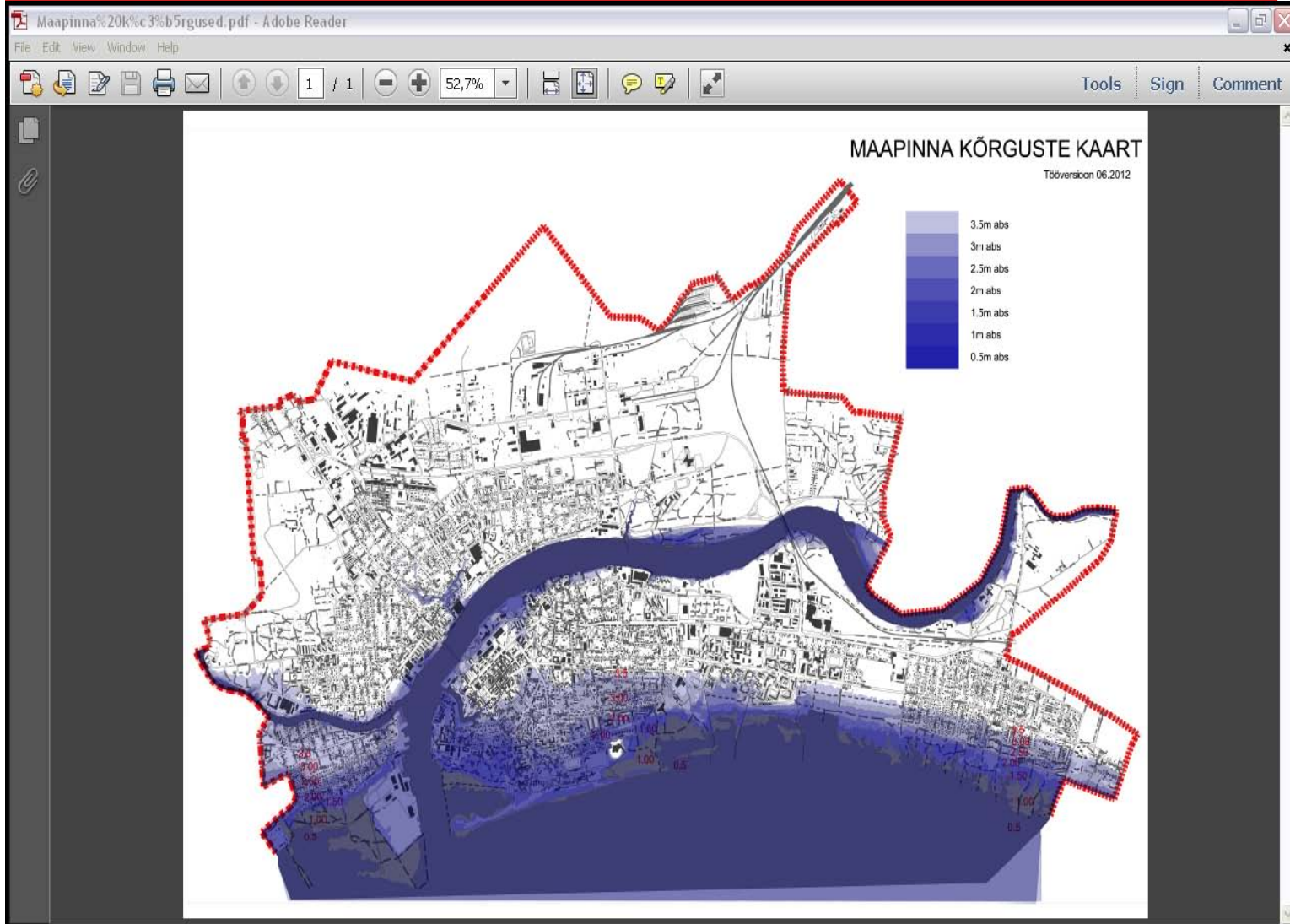
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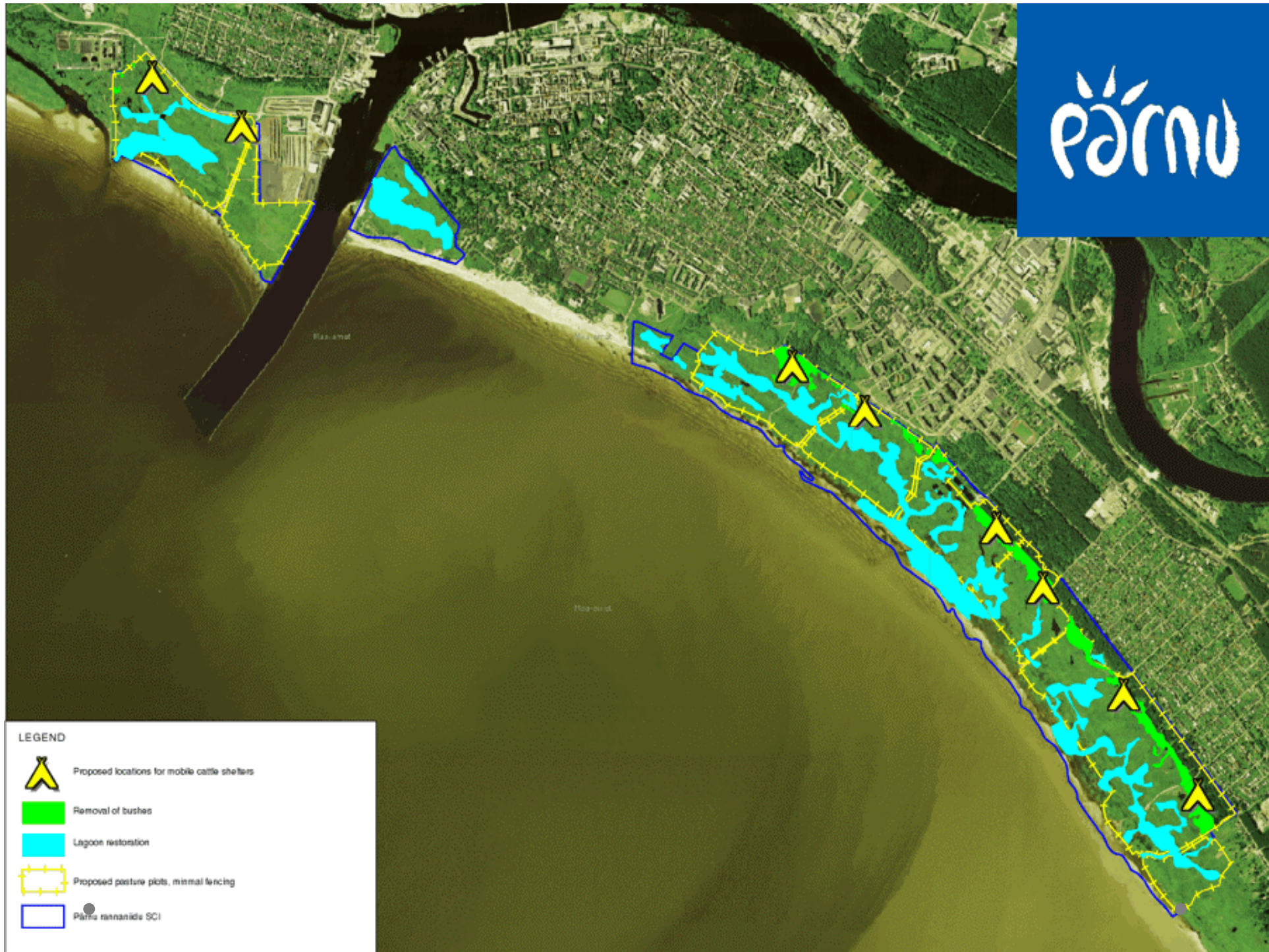
- Partners: The Environmental Board, Pärnu City Government, University of Tartu Pärnu College
- Funding:
 - Total cost: 1 138 413 EUR
 - Requested European Union contribution: 853 809 EUR
 - Beneficiaries' contribution: 284 604 EUR
- Area: 250 ha
- Project period: 2012-2016



Project: Restoration and Public Access of Coastal Habitats in Urban Environment “Urbancows”

Pärnu





LEGEND



Proposed locations for mobile cattle shelters



Removal of bushes



Lagoon restoration



Proposed pasture plots, minimal fencing

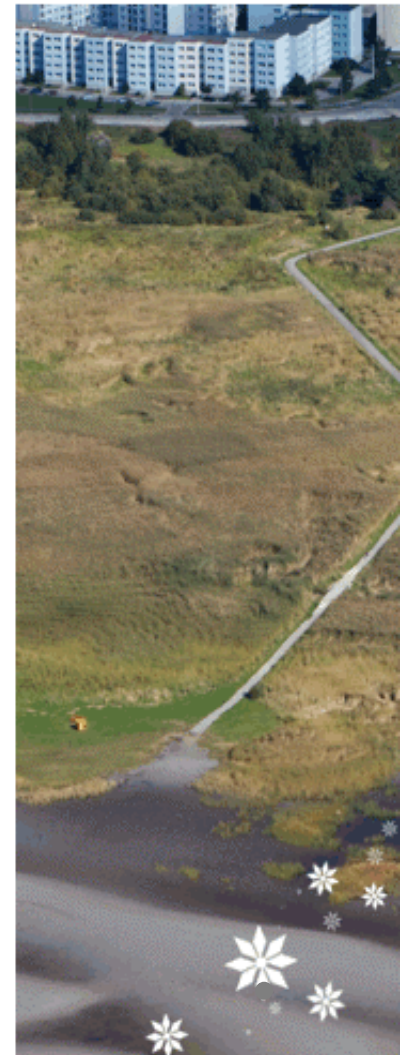


Pärnu rannaväli SCI



Actions involved:

- Cleaning unwanted vegetation (i.e. reed and brushwood)
- Preparing area for grazing, building fences and other infrastructure necessary for grazing
- Restoring the natural hydrology of coastal lagoons
- Establishing visitor infrastructure (trails, observation platforms, etc)
- Raising awareness of local community and visitors of the city about nature values
- Raising awareness of decision makes in other similar areas (urban pastures)





Favourite place for living, working and recreation



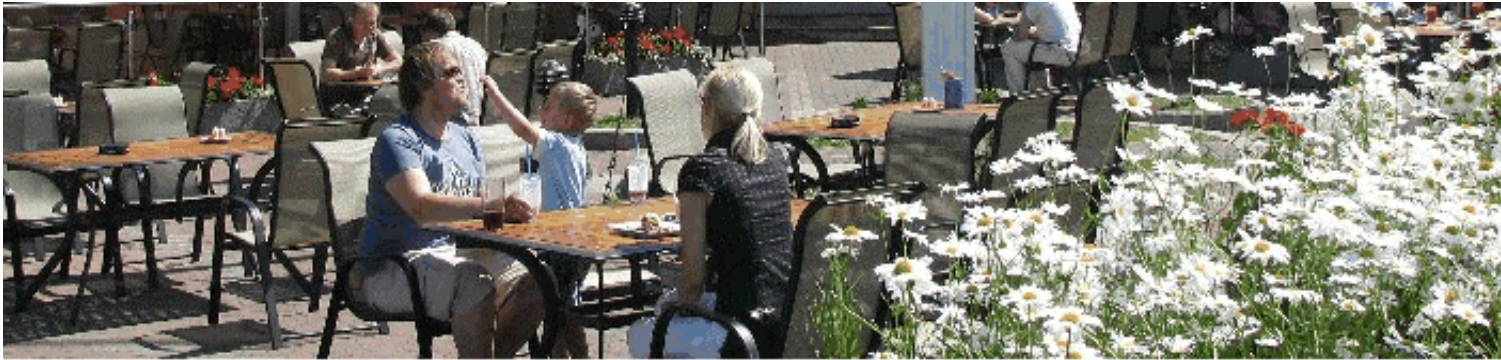
Summer Capital of Estonia:

- a good image of the city
- long traditions as a resort
- the sea, the river, the beach and the parks provide a variety of opportunities for holiday making
- various cultural events during year-round
- up to 300 000 visitors in summer

Possibility of very good education:

- University of Tartu Pärnu College, 1000 students: business administration, tourism management, social work administration
- Pärnumaa Vocational Education Centre, 1300 students: twenty-two specialities in accordance with needs of local companies





Nice and secure living environment:

- Remarkable developments in the fields of social services, culture and sport: the concert hall, craftsmen guild, sport hall, Pärnu hospital, etc.
- 1/3 of Pärnu's territory is covered with park and green areas



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Pärnu



Pärnu has been and still is...



- Traditional resort
Summer Capital of Estonia
Holiday + conference
- Harbor city
30th International Hanseatic Days in 2010
- Hanseatic city
30th International Hanseatic Days in 2010
- University city
Tartu University of Pärnu College
- Cultural city
The Museum of New Art established in 1992 with a huge collection of art from the 20th century, The Concert Hall and the Pärnu Music School for classical





Pärnu is a sportive and healthy city.

Pärnu



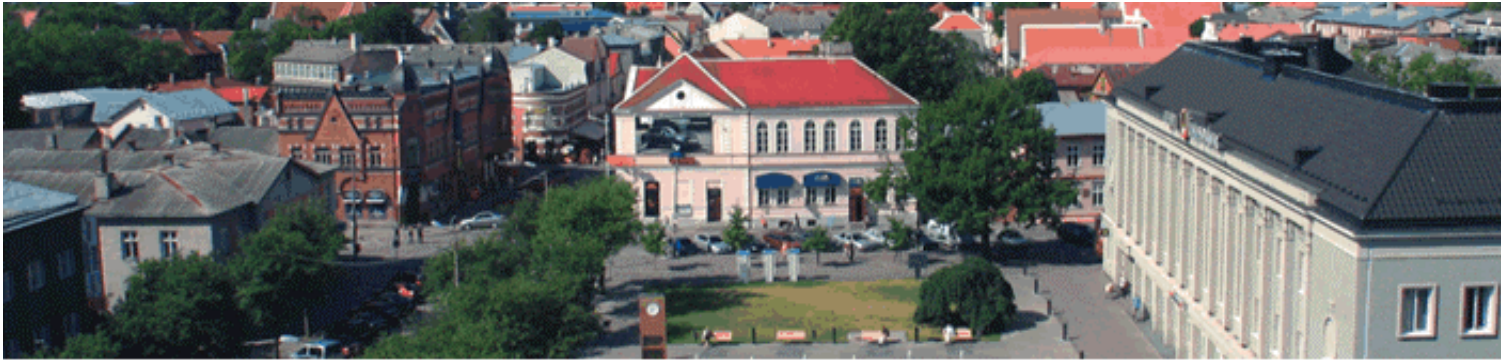
Every autumn around 2 500 – 3 000 runners participate in Jüri Jaanson's two bridges run which is an international marathon of 9km competition in crosscountry running.

pärnu



Jüri Jaanson, the citizen of Pärnu, was a silver medal winner of the Olympic games in Athens (2004) and Beijing (2008) in rowing.

Pärnu



Welcome back!

	Events 2011+
2011	Pärnu 760 Scientist Georg Wilhelm Richmann 300 Architect Olev Siinmaa 130 The 25th Pärnu International Film Festival
2012	Pärnu Postimees 155 Pärnu Ice Festival 2012
2013	Republic of Estonia 95 Resort of Pärnu 175 Composer Raimond Valgre 100 The 20th international art show MAN and WOMAN
• 2014	Riga 2014 – European Capital of Culture















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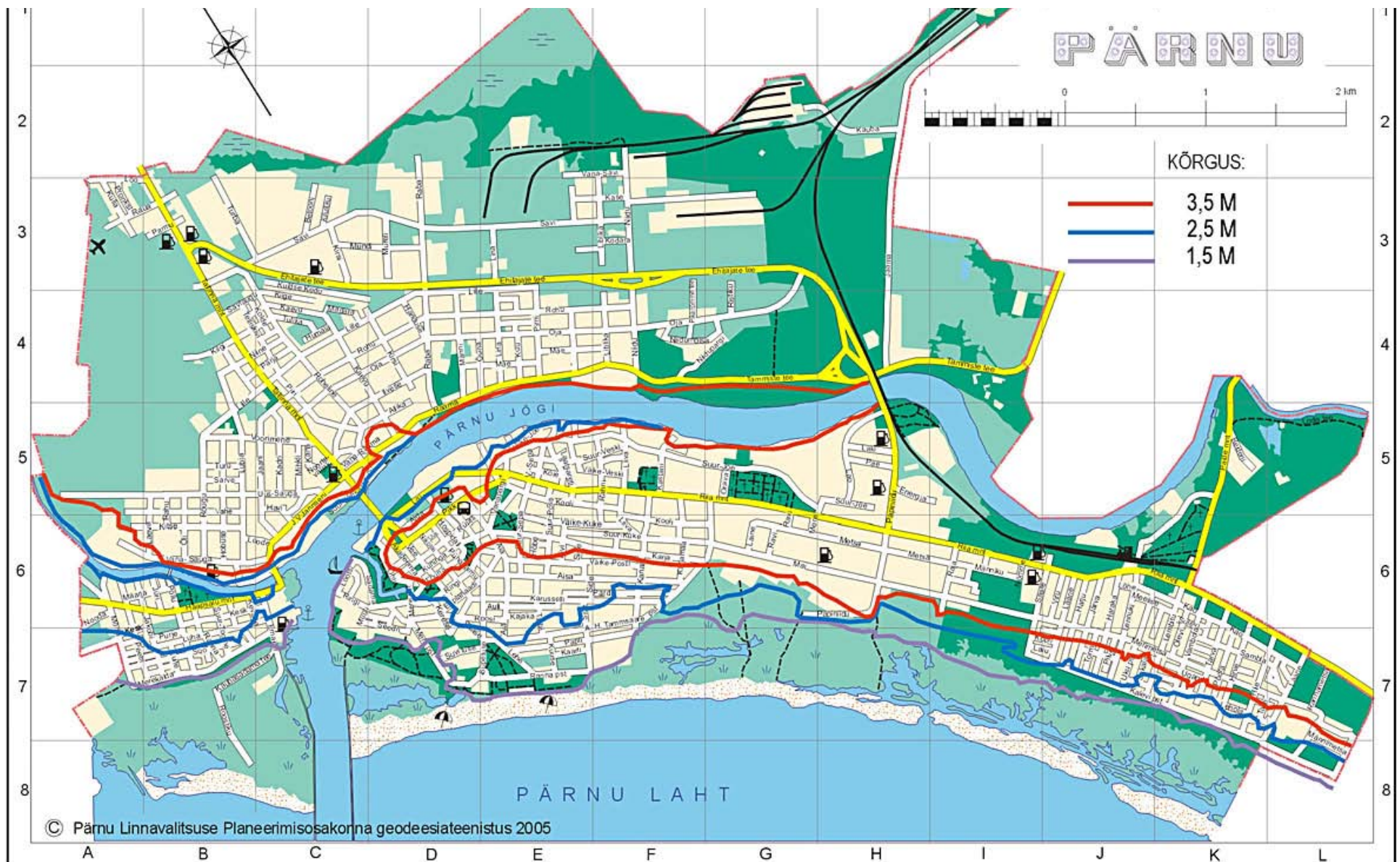


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Daily life is much more severe

- In January 9th, 2005, an unseen storm attacked the Pärnu Bay.
- Sea-level raised about 3 metres.
- 700 houses were caught by the cold sea water in the town of Pärnu.
- 500 farms were flooded in Pärnu county.



The blue line marks flood up to 2,5m, the red line marks rise of sea level up to 3 metres.

Pärnu



Sunday morning, January 9th, 2005, in Papli Street.

pärnu



The same morning, the ice from the Baltic Sea arrived in Seedri Street.

Pärnu



Men and women took their dearest belongings and escaped like rabbits.

pänu



The Pärnu Concert Hall was the best place for performing
The Swan by Saint-Seans!

pärnu



The Ammende Villa was close to float away...

päärnu



In January 2012, the highest storm rised the sea level up to 1 m 70cm. No-one suffered. The new waterfront buildings are empty. A lot of investments have failed.

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The mouth of Pärnu River has become a port for export of Estonian wood. The port is confronting the development of the spa resort.

pärnu



On the left bank of Pärnu River there are wide areas for future development. What could be our challenge if the world economy won't brisken?

pärnu



The Beach Park, a state nature protection area as well as a state heritage area, located between the seaside and the riverside, could be a nice place for an international cultural park.

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This winter was late, the first snow fell down at the Beach Park in January 7th, 2012.





Some summers ago, creative workshops for artists were held here, in the Beach Park.

pänu



Today, a lonely basket ball place is longing for the next summer with its sunny visitors.

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A forgotten art work is missing its creator and lovers of art.

pänu



Silence and solitude – what could be here in the future?
Maybe „Il piccolo Giardini“ for the artists and architects from
the countries of the Baltic Sea?

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In the right bank of Pärnu River, there was a huge metal works.

Pärnu



Today, it is just a souvenir from the Soviet regime...

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Instead of the former metal factory, planned to be removed, there could appear a housing project. But there is no great demand for new apartments in town...

Äänu



The first Estonian newspaper Perno Postimees was born here in 1857. The paper is published until today. The birthplace of the paper and the poetess Lydia Koidula has survived, not the surroundings.

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Between Koidula Museum and the riverside, there is located a huge sawdust port which makes the area very noisy and dusty.

Pärnu



As the export has slowed down, there are more silent days at the harbour. The deadline for closing this part of port is approaching in 2013.

päärnu



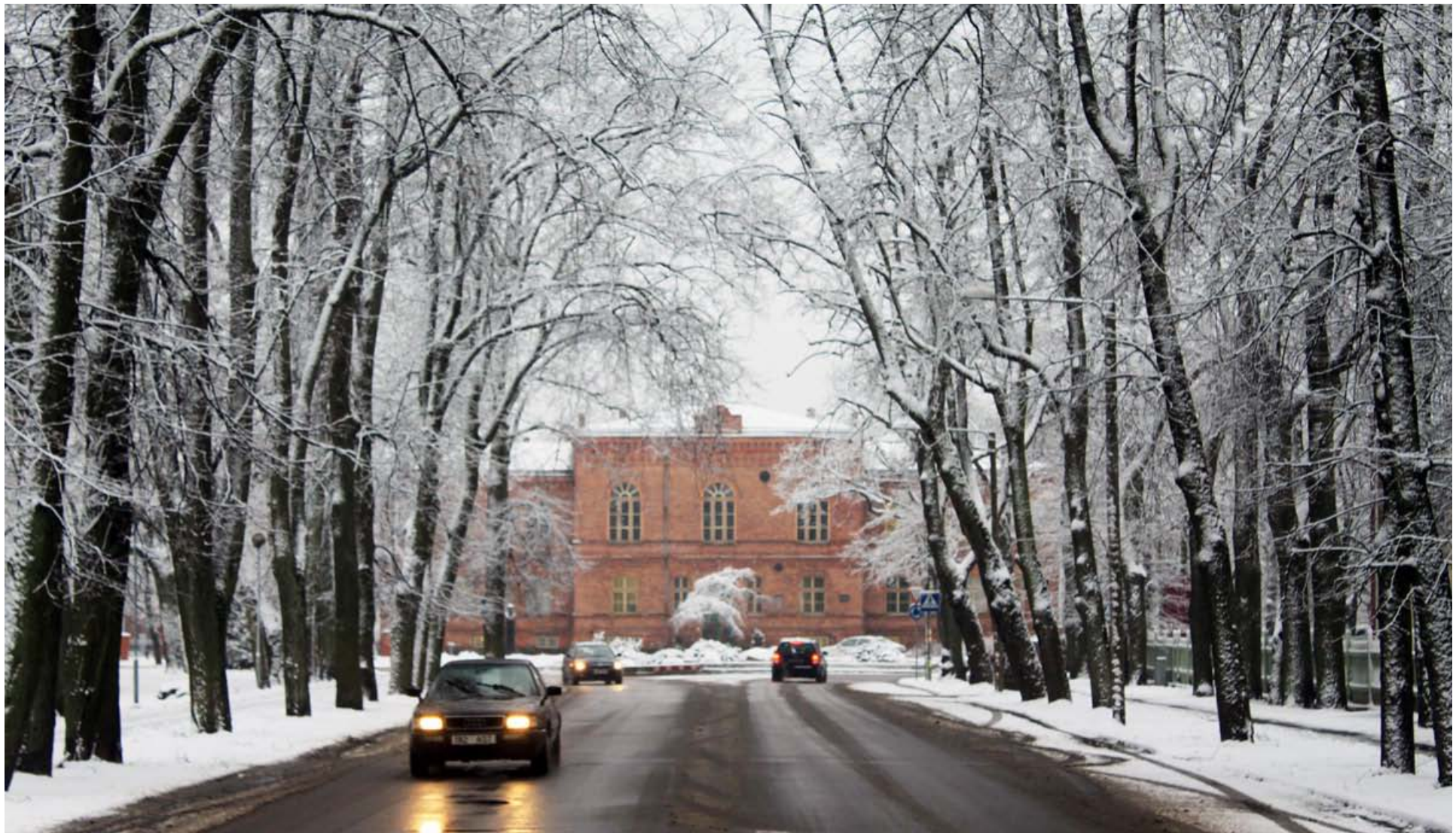
The only bridge in the town center is a gateway from Pärnu to Tallinn.

Pärnu



The quay in the town center was closed for shipping a dozen years ago but hasn't found any new goal.

Pärnu



The oldest linden alley in town, planted in 1875, takes you to the first gymnasium from where many state leaders of Estonia took off for their life work.

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In Kuninga (King) Street, the world famous scientist Georg Wilhelm Richmann was born in 1711. He was one of the first researchers of electricity and was killed by lightning in 1753.

Pärnu



History? No, it is a brand new apartment building in the old town of Pärnu.

Pärnu



The Museum of New Art domesticated the former district headquarters of the Communist Party and tries to ...





...rebuild it into a real international art center.

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In 2012, there were the latest paintings by Jüri Arrak on show. His Last Supper revises an old and traditional theme of many artists of previous centuries.

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Nature is better artist than any human being.

pänu



Welcome to Pärnu, the best place in Estonia!

pärnu



Welcome to Estonia, the fast developing country of new ideas!

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Constitution of the Republic of Slovenia

Article 5 In its own territory, the state shall -
.....provide for the preservation of the natural wealth
and cultural heritage and create opportunities for the
harmonious development of society and culture in
Slovenia.

Constitution of the Republic of Slovenia

Article 73 (Protection of Natural and Cultural Heritage)

Everyone is obliged in accordance with the law to protect natural sites of special interest, rarities and cultural monuments. The state and local communities shall promote the preservation of the natural and cultural heritage.