



IAP ROADMAP



VALGA



Background



Vabaduse Street, Valga. April 2020

Creating space for people is an important aspect of city planning in Valga, which by its character is a shrinking city

Introduction to VALGA background

Valga has been formed on the medieval junction of important trade and military roads, which shapes the structure of the town. The rapid development of the town began at the end of 19th century when Valga was connected to the railway network and became an important junction. In 1920, after the proclamation of independence of Estonia and Latvia, the town was divided between two countries and over time, the historic heart of the town was abandoned. During the soviet era Valga became an important industrial and military centre with peak population of 18,500 people and the town expanded rapidly. After the collapse of the Soviet Union, the population declined fast to the current 12 000 inhabitants. Now, the strategic goal of Valga is to concentrate life back to the historic city centre by developing attractive and modern urban space, which meets the needs of citizens and guests.

The main problems are:

- ✖ for historical reasons, the city is too large for it's population. Businesses and services are scattered and there is no attractive central area where people would like to spend their free time, which in turn affects the development of small businesses;
- ✖ urban environment, predominantly built during Soviet-era, is car-oriented and does not offer opportunities for the different sustainable modes of transport or their convenient cross-use;
- ✖ in order to ensure a high-quality living environment, sustainable development and options for different modes of transport, careful planning is at utmost importance before vast investments into infrastructure can be made;
- ✖ local government has not adapted to the situation where the person and his or her mobility preferences should be at the forefront of the planning process.

Objectives & expected results



Project area

Main objectives for Space4People work in Valga

The aim of this project is to co-create the plan to change one of the city's main streets - Vabaduse Street - into an urban space that meets the needs of all user groups and supports the development of small businesses.

Main objectives of the transformation are:

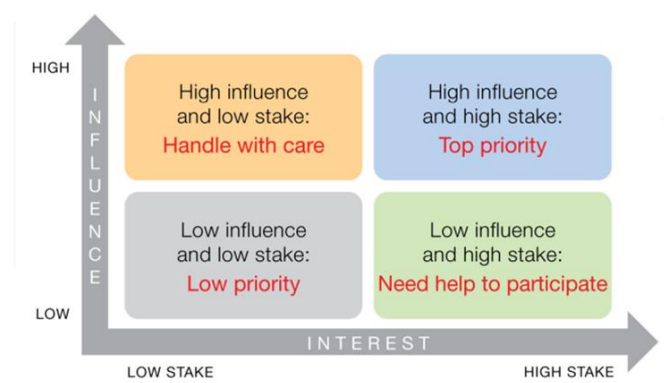
- to improve the attractiveness of public space in order to boost the mental connection of residents to their hometown;
- to improve urban space usability for commercial needs (enabling cafes summer terraces, advertisements, short time parking etc);
- to improve accessibility for all by using principles of universal design;
- to develop Valga into a walking-cycling oriented city;
- to enhance connection between Valga and Valka urban centres.

As a result:

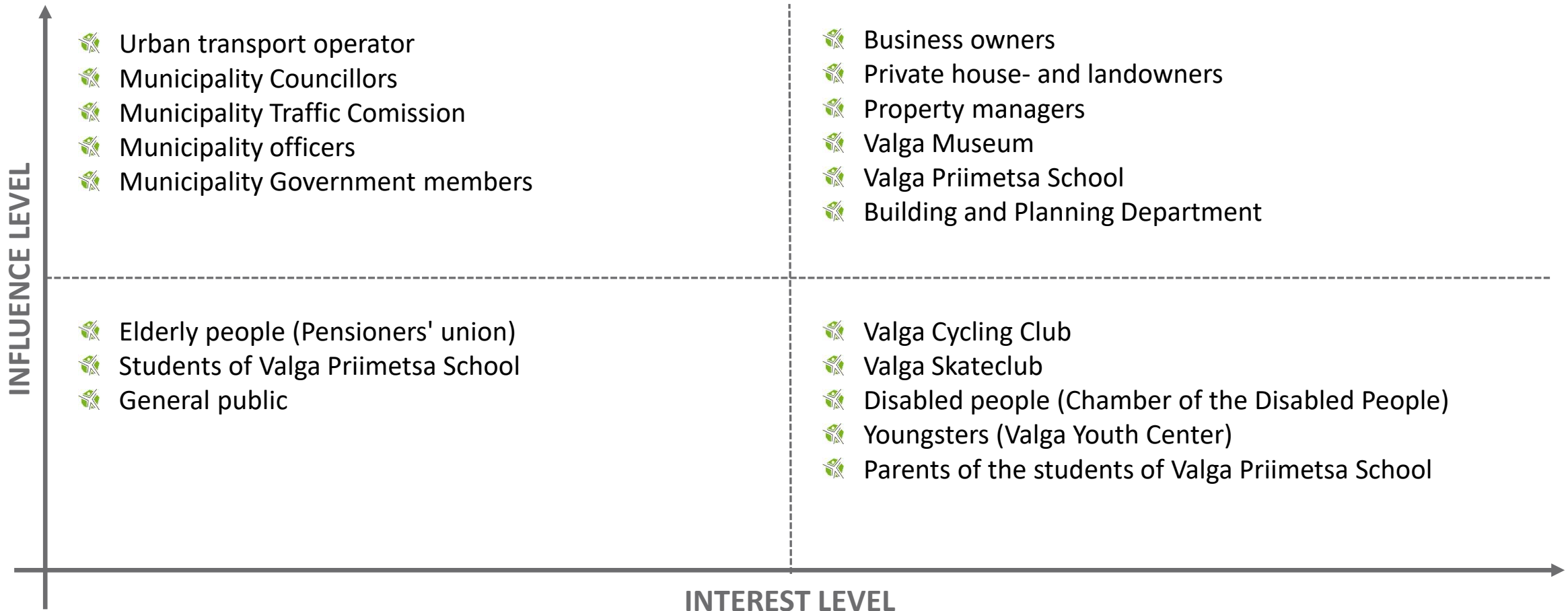
- the co-created base and terms of reference for architectural contest of the area will be elaborated and an architectural competition will be held;
- citizens have a greater sense of place as they are involved in the design process.

The main barrier for the Vabaduse Street transformation lies in the need to limit car traffic in the area. Communication with different stakeholders and explaining the need for change is also a major challenge.

The URBACT Local Group



Stakeholder assessment grid



The URBACT Local Group



ULG work structure

URBACT Core Group

- ✱ Municipality architect
- ✱ Lead planning specialist
- ✱ Head of International Projects
- ✱ Head of Municipality Property and Maintenance Service

Works as the core group and is responsible for organizing and driving the planning process

URBACT Local Group

- ✱ Involvement expert
- ✱ Municipal councillors
- ✱ Municipality Government member
- ✱ Valga Museum representatives
- ✱ Youth Center representatives
- ✱ Valga Priimetsa School representatives

Cooperates on responsibilities across government levels, represents interests, interacts towards joint solution, reports to political decisionmaking body.

Businesses

- ✱ Business owners
- ✱ Property managers
- ✱ Private house- and landowners
- ✱ Urban transport operator

Represents business interests on public space use and design as well as accessibility by different transport modes. Possible providers of higher value public space and of sustainable transport choices.

Residents&Citizens

- ✱ General public
- ✱ Representatives of elderly people
- ✱ Pupils and parents of local school
- ✱ Cycling Club
- ✱ Skating Club

Represents the user perspective, specific vulnerable user group views. Possible active drivers of redesigns and reallocation of space. Representing their specific user view connected to mobility needs and constraints.

ULG Sequencing 2021



	Objectives	Content	Stakeholders	Local Communication	Exchange
ULG Vision & Objectives	Create common vision for Vabaduse street development process	ULG workshop using Miro to map the current state and word cloud for vision building	Core group, ULG group	Overview of current situation and problems to politicians and public	Co-working methods
ULG Define Actions	Discussion on concrete actions to improve conditions on walking and public space; planning SSA	ULG workshops, meetings and discussions	Core group, ULG group, businesses, public institutions	Exhibition 4.-31.03 Lecture and public discussion about public space by the compiler of the Estonian Human Development Report	Define elements to transfer, solutions to visit and challenges to discuss. Examples on successful actions
ULG Negotiate Actions	To divide actions in different categories (infra for pedestrians, parking management, public space etc)	Involvement expert uses different involvement methods	Core group, ULG group, all listed stakeholders	Contribution to Vabaduse Street idea competition, idea gathering during small scale action on the street	Stakeholders engagement methods for action planning
ULG Fix IAP Actions	Joint agreement on IAP content, vision, targets and actions	ULG workshops, meetings and discussions	Core group, ULG group	Feedback from citizens	Presentation of the SSA (interviews, images) and lessons learnt

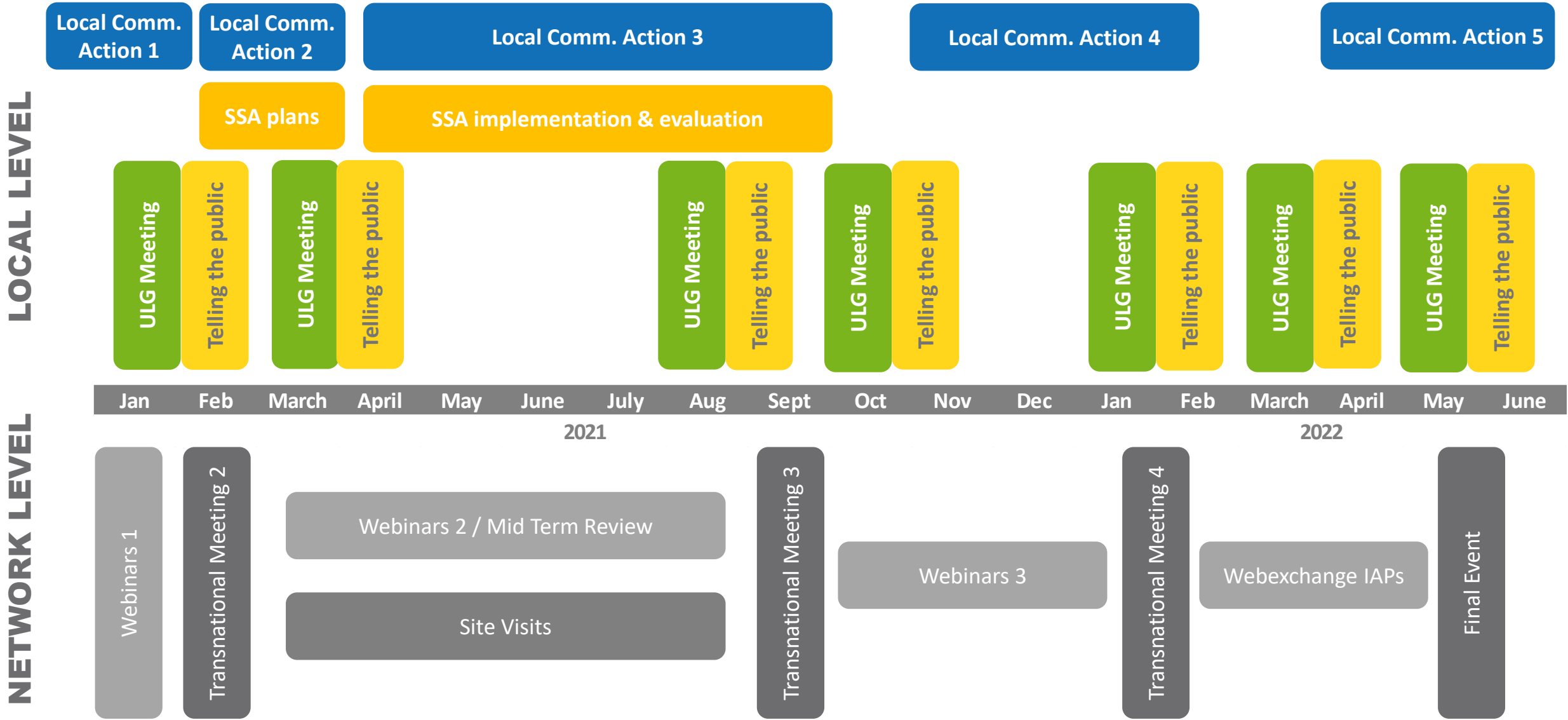
ULG Sequencing 2022



	Objectives	Content	Stakeholders	Communication	Exchange
ULG Resources & timeline	Define responsibilities and funding sources, agreement on further project ideas	Time-resource exercise on sequencing chosen actions	Core group and ULG group, public institutions	Introduction of the conditions of the architectural competition and announcement of the competition	Presentation of draft implementation plans; structure, timeline
ULG M&E and adaptation	Final IAP draft ready for adoption by public, stakeholders and city council	Workshop finalising work plan, responsibilities and resources	Core group, ULG group, businesses, public institutions	Public display of works received for the architectural competition	Final IAP draft
ULG Finalise IAP	Adopted IAP	Final seminar, agreeing on continuation of the ULG after the project	All ULG members, stakeholders, general public	Announcement of the winner of the architectural competition	Approval of the plan and communication methods

Transfer and exchange @ URBACT City Festival

Workplan for IAP development



Workplan January – June 2021

LOCAL LEVEL

NETWORK LEVEL

Overview of current situation and problems. Communication about the aims of Space4People to the public (social media, city's website, local media etc.)

Exhibition 4.-31.03
Lecture and public discussion about public space by the compiler of the Estonian Human Development Report

Communication and marketing of the public space intervention activity (social media, city's website, local media etc.), collection of feedback and ideas from citizens on streets during the pilot

ULG
Core
Group
meeting

Planning of partial closure of Vabaduse street. Creating attractive activities, pop-up cafes and making more space for pedestrians and people to spend time. The pilot will be planned in cooperation with stakeholders along the street and ULG group as well as other stakeholder groups.

ULG
Core
Group
meeting

Spatial intervention.
Observation. Satisfaction survey.

ULG Meeting 1
Core Group and Local Group
Introduction of project activities and planning of involvement activities

GO OUT
Articles in municipality social media channels and in municipality newspaper

ULG Meeting 2
Core Group and Business owners
Introduction of project activities and planning of involvement activities. Planning small scale action and supporting activities.

GO OUT
Communication about the small scale action to public

Jan

Feb

March

April

May

June

2021

Webinars 1

Transnational
Meeting 2

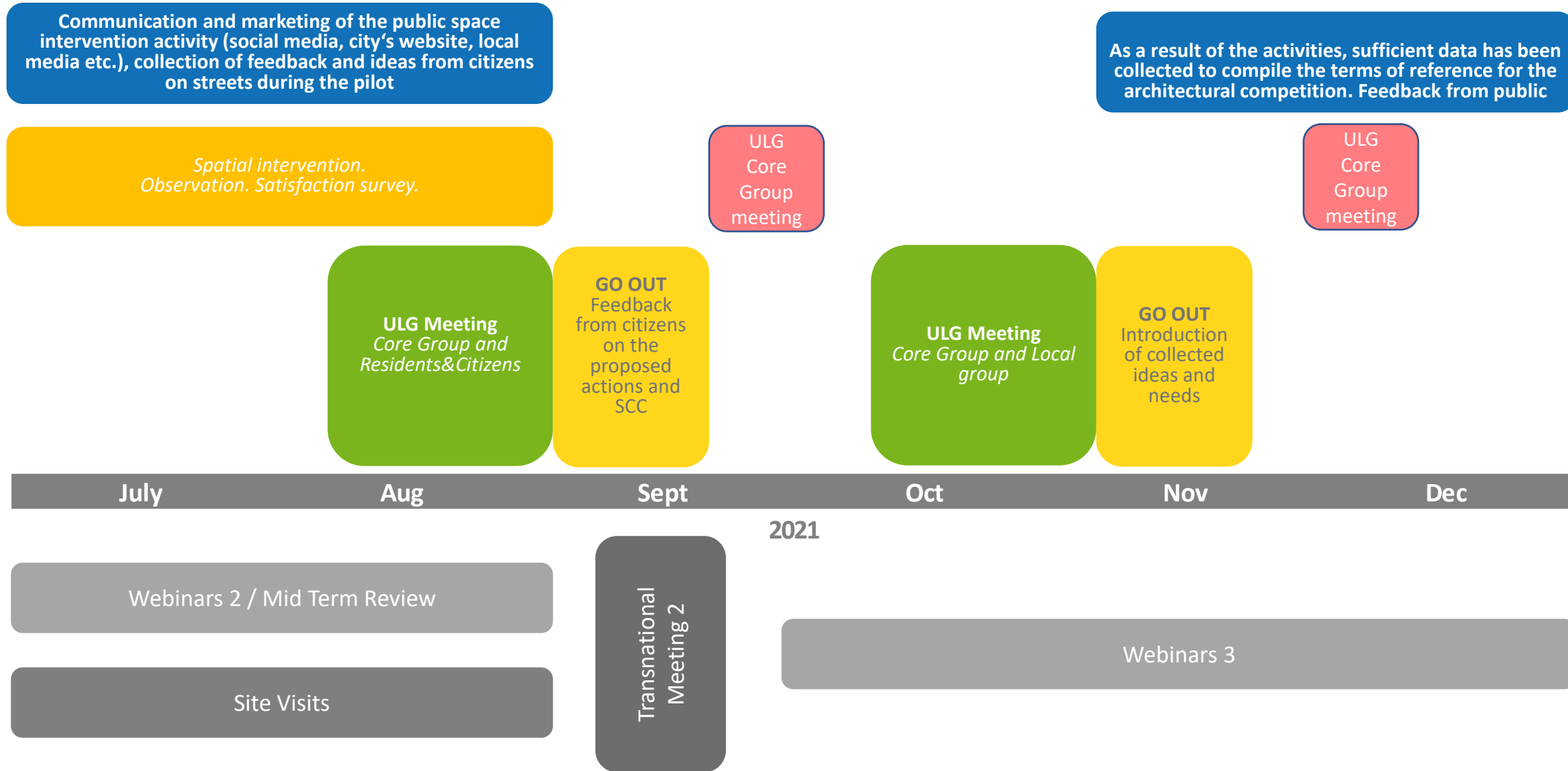
Webinars 2 / Mid Term Review

Site Visits

Workplan July – December 2021

LOCAL LEVEL

NETWORK LEVEL

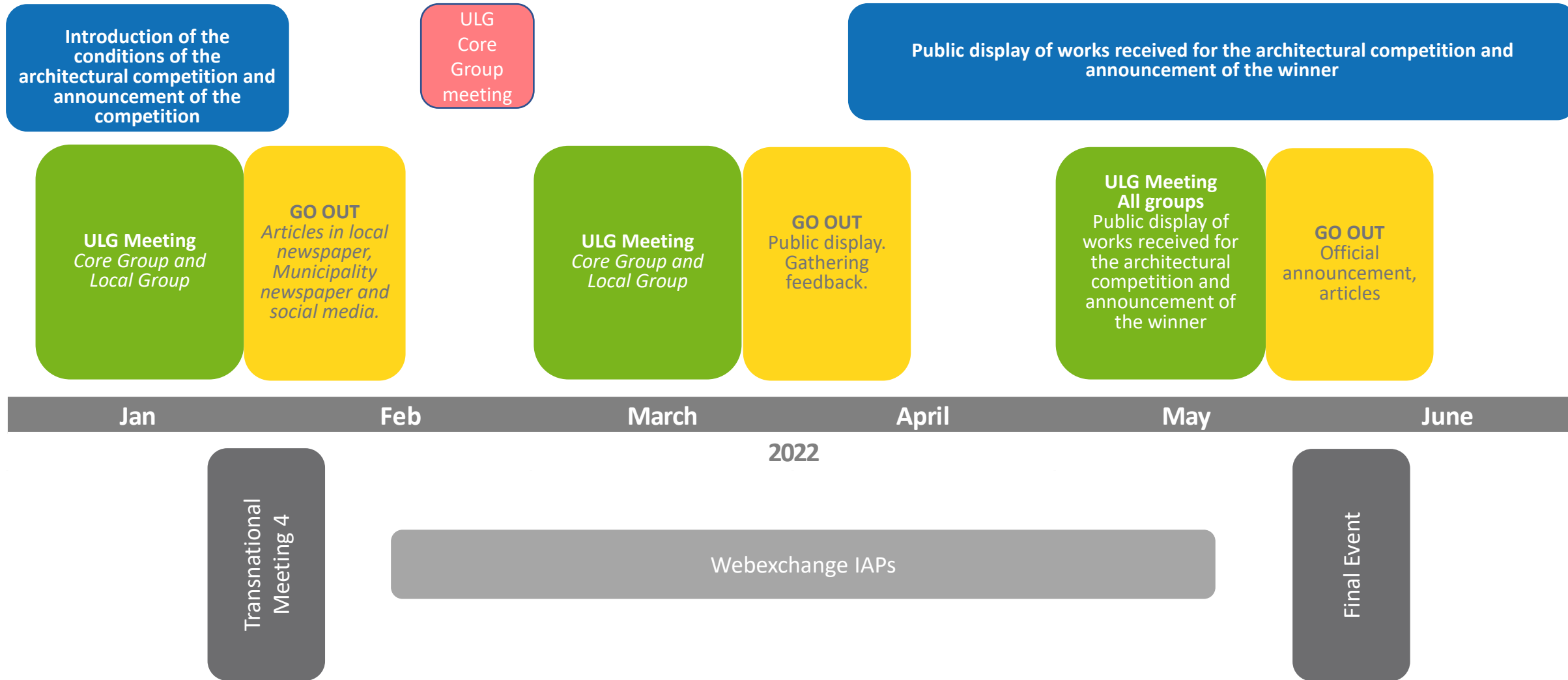


Workplan January – June 2022



LOCAL LEVEL

NETWORK LEVEL



Voices from Valga



The city of Valga is small, so it is quiet here and everything is close and accessible.
Street poll

Recently, several shops have been closed in Valga, which the residents of the city do not like.
There are fewer and fewer shops with everything you need.
Street poll

There are no cycle paths and the ride is unsafe.
Mobility study 2017

Valga is a compact city with distances based on features and population location between the residences and the multifunctional city center are within 3 km and the distance from the place of residence to the most important daily functions within a city mostly within a radius of 2 km. The compactness of Valga supports sustainable mobility.
Mobility study 2017