



RĪGAS DOMES  
PILSĒTAS ATTĪSTĪBAS DEPARTAMENTS



Co<sub>2</sub>olBricks

## TERRITORIAL CONCEPT OF THE WAREHOUSE DISTRICT



Baltic Sea Region  
Programme 2007-2013

Part-financed by the European Union  
(European Regional Development Fund  
and European Neighbourhood and  
Partnership Instrument)

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**ABSTRACT**

The socio-economic analysis was performed with the aim to elaborate an impact assessment on the macroeconomic development of the pilot project (Maskavas street 8, Riga) area within the scope of the project "Climate Change, Cultural Heritage & Energy Efficient Monuments (Co2ol Bricks)".

The investigated area - Spikeru block between Maskavas, Turgeneva and Krasta Street, is located in the Riga's historic city center (urban monument protection No.7442) as well as in the UNESCO World Cultural and Natural Heritage Site - Historic Centre of the Riga (protection No. 852) territory.

Building of the Spikeru block in the area where the Riga Central Market are located started in the 19th century sixties, seventies and eighties after removal of the Riga fortress.

Warehouses block was built after the project developed by that time most prominent architects in the Riga - Roberts Augusts Pflugs, Karlis Johans Felsko, Janis Fridrihs Baumanis un Reinholds Georgs Smelings. Today only 13 of those time buildings have remained.

Starting from the December 16th year 2010 till the July 28th year 2013 the Riga City Council City Development Department through the co-financing form the European Regional Development Fund (total project cost 5 465 990.00 LVL) has implemented the project "Brownfield between Maskavas, Krasta un Turgeneva street revitalization" (hereinafter - the Project) in order to transform the degraded site, making it more relevant to the public interest and needs.

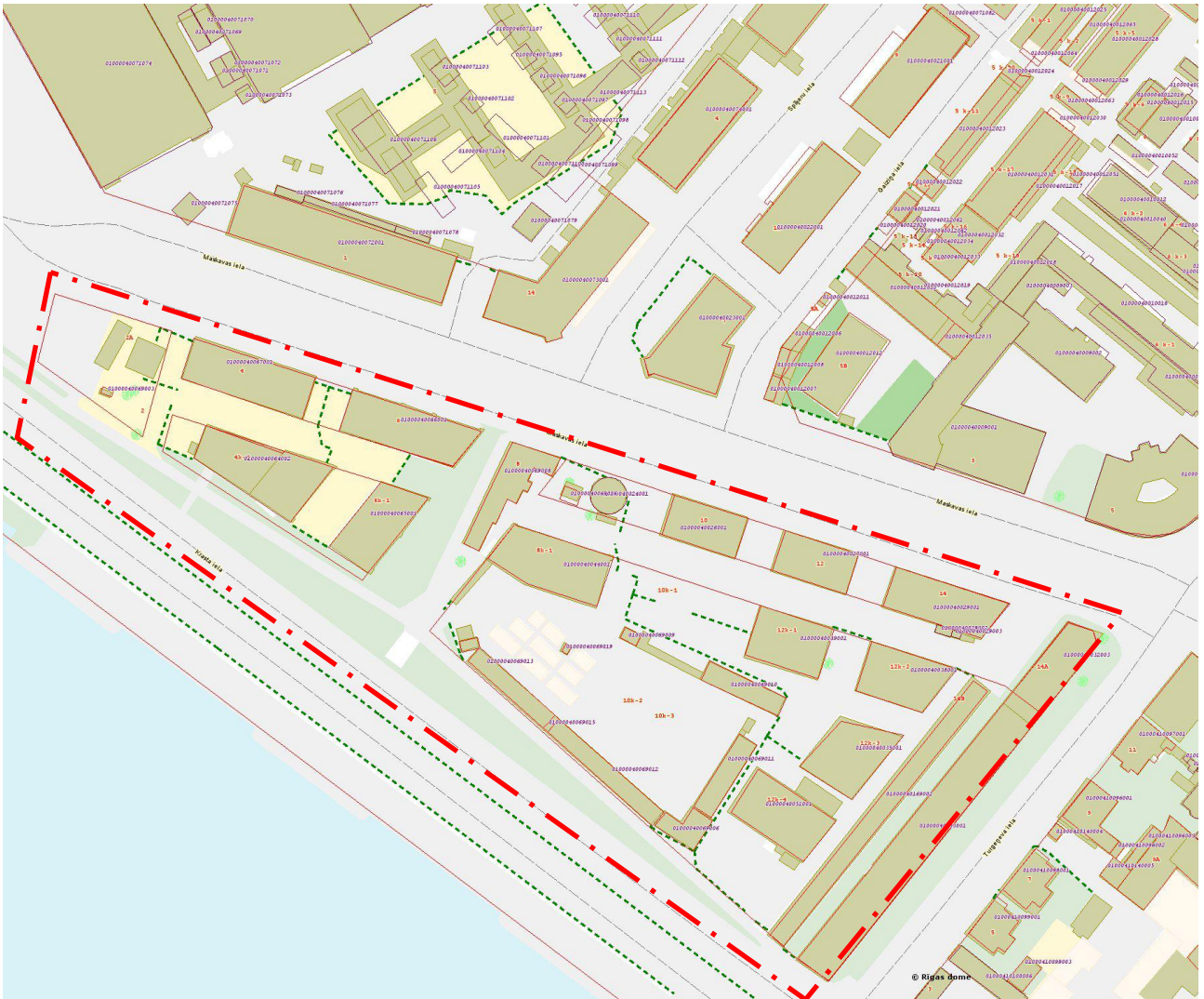
Calculations made within the work show that the project life cycle (during all years), ensures a positive cumulative cash flow, which proves that all costs are reasonable for the funding of the project. As well the basic stages of the project ERR is the same for all alternatives, while the overall projects topmost alternative is the PC (Public procurement) + PPP (Public and Private Partnership).

## 1. Profile of the Territory

### 2.1. Status of block

Block between Moscow and Turgeņeva streets and coast of the Daugava river is urban monument of national importance in the historic centre of Riga (protection no. 7442) and UNESCO world cultural and natural heritage site of the historic centre of Riga (No 852 of protection) .

Development of the Historical centre of Riga also regulates " Riga territory plan of 2006-2018".

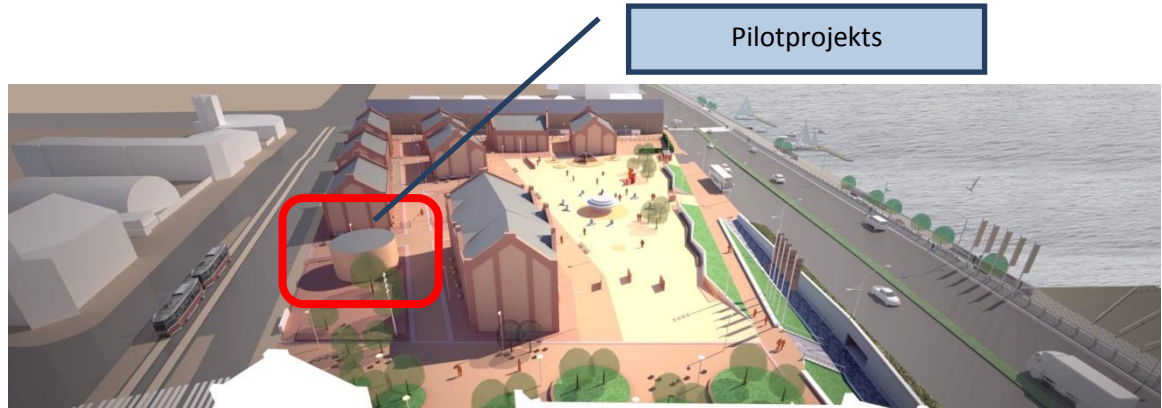


PICTURE NR.1 (RESEARCH TERRITORY)

In accordance with the regulation of the Cabinet of Ministers (Regulations No. 127 08.03.2004.) "Riga's historic centre conservation and protection provisions" 7.4.:

- ✓ Block is located in the historical centre of Riga, in part 4, in which is not permitted the construction of new buildings, or the enlargement of external dimensions of existing buildings. (7.4.1),
- ✓ New building construction is permissible only if it is saved in the historical open sales pitches and the existing historical buildings are in a dominant role" (7.4.2),

- ✓ Can't significantly alter the historic roof form, if it does not match the architectural style of the building" (7.4.3).



PICTURE NR.2 (VIEW FROM THE OLD RIGA)



PICTURE NR.3 (VIEW FROM THE RIVER DAUGAVA)

## 1.2. Overview of the project area

The city of Riga is located in the central part of Latvia.

Riga is a typical town of the plains with some hills, the highest of which is Dzegužkalns - 26 meters above sea level. The average surface elevation is about 6 meters.

Riga is the capital of Latvia, and the main industrial, business, cultural and financial centre in the Baltic States, an important port city.

With 706 413 inhabitants (data www.riga.lv 2010) it is the largest city in the Baltic States and third-largest city, behind Saint Petersburg and Stockholm (counting) throughout the Baltic Sea region (within the city limits).

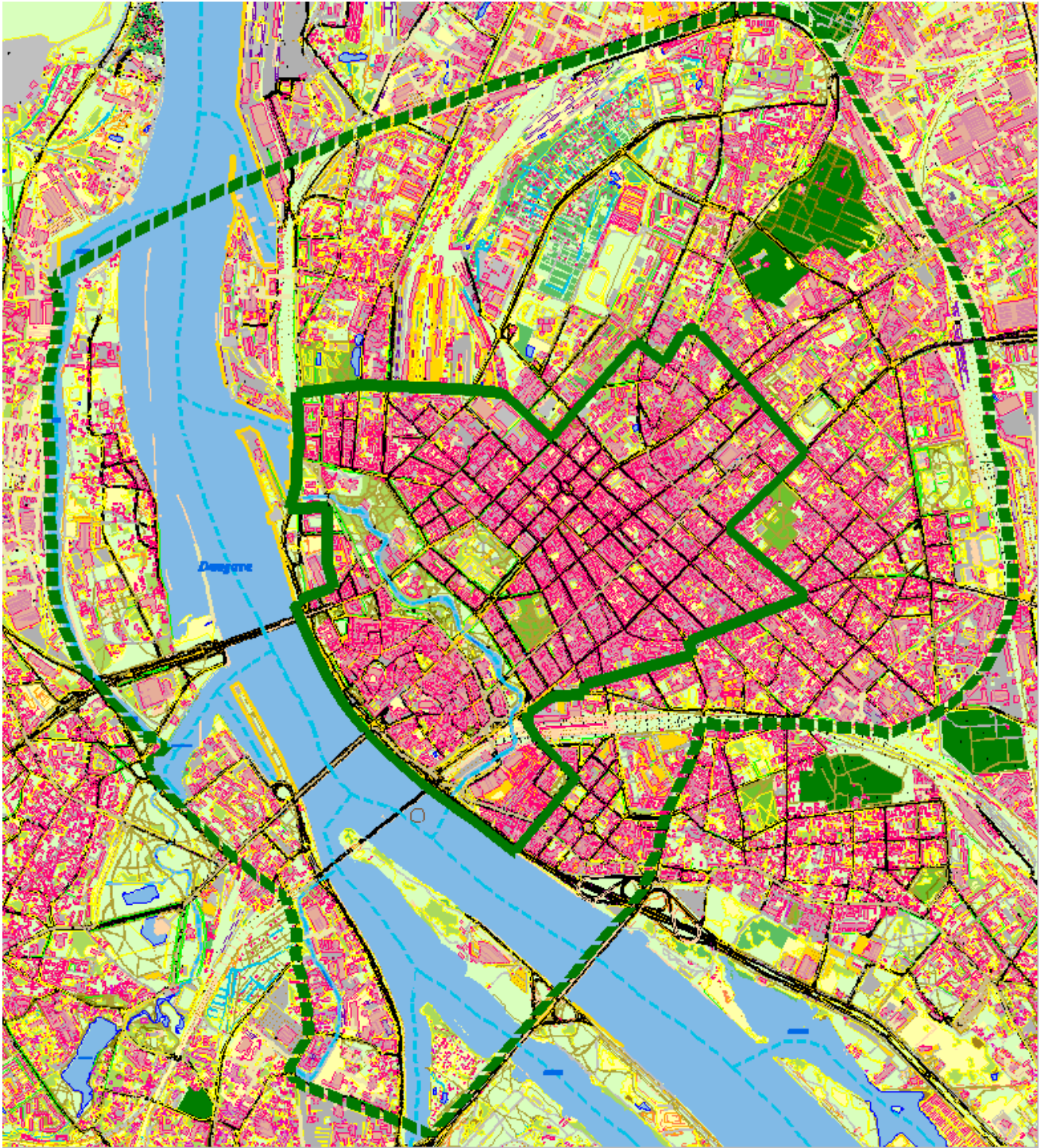
Riga City area is 304,05 km<sup>2</sup>. Within the Riga city borders live about one-third, but in agglomeration of Riga (Riga and its surrounding area, including the nearby town of) 1.15 million people, which is almost half the entire population of Latvia.

Historic centre of Riga has been declared as UNESCO World Heritage site, and it is remarkable with Art Nouveau architecture, which UNESCO considers to be unparalleled anywhere in the world point of view.

Nowadays, Riga is divided into three administrative units:

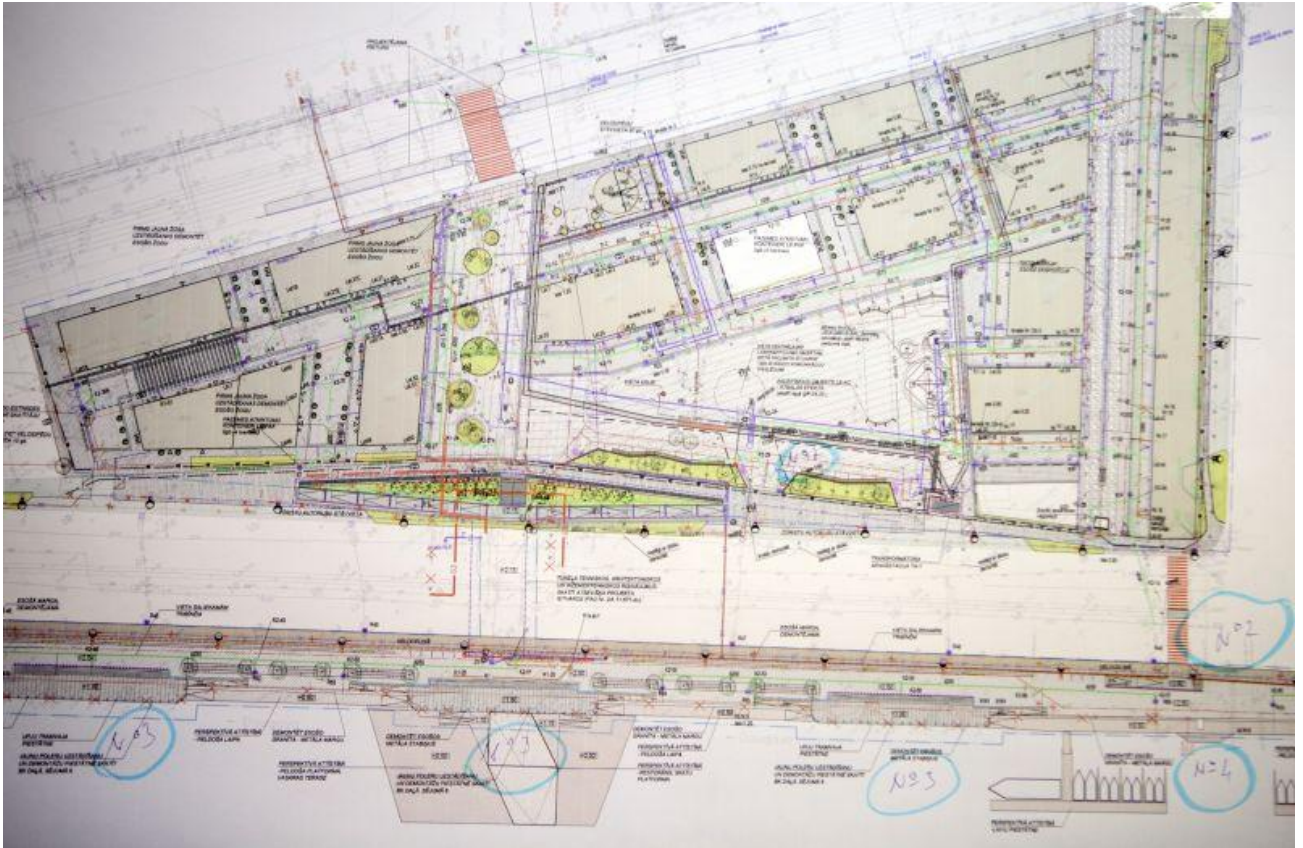
- Eastern headquarters in Riga (53 km<sup>2</sup>):
  - Center district (3 km<sup>2</sup>);
  - Latgale suburb (50 km<sup>2</sup>).
- The headquarters of Pārdaugava Riga (120 km<sup>2</sup>):
  - Kurzeme district (79 km<sup>2</sup>);
  - Zemgale suburb (41 km<sup>2</sup>);
- The Northern headquarters of Riga (135 km<sup>2</sup>);
- Northern District (77 km<sup>2</sup>);
- Vidzeme suburb (57 km<sup>2</sup>);

The largest by area is North headquarters. Majority of population lives in Latgale suburb, Vidzeme suburb and Central District.



PICTURE NR. 4 BORDER PLAN OF THE RIGA HISTORICAL CENTRE





ATTĒLS NR. 5 DEVELOPMENT PLAN OF THE WAREHOUSE DISTRICT



PICTURE NR. 6 MASKAVAS 14



PICTURE NR. 7 MASKAVAS 12/1



PICTURE NR. 8 MASKAVAS 8/1

## 2. Entrepreneurship



PICTURE NR.9 WAREHOUSE DISTRICT

Within the area of the warehouse district there are following addresses (refer to [www.rigis.lv](http://www.rigis.lv)):

NR.	Address:
1.	Maskavas street 2
-	-
2.	Maskavas street 2A;
-	-

<b>3.</b>	Maskavas street 4 Desa&Co Regate Merlin Baltic Pine Films Latvijas koncerti Kapaga Dd studio
<b>4.</b>	Maskavas street 4 K-1 Spīķeru koncertzāle Sinfonietta Rīga Latvijas Radio koris Framest studio Latvijas mūzikas informācijas centrs
<b>5.</b>	Maskavas street 6 Pilnsabiedrība "Spīķeri" FILMS&MUSIC FACTORY Mediapool KMK Pirosmani Latvijas Balzams Adidas
<b>6.</b>	Maskavas street 6 K-1 Staburadzes konditorejas
<b>7.</b>	Maskavas street 8 Sabiedriskā tualete
<b>8.</b>	Maskavas street 8 K-1 -
<b>9.</b>	Maskavas street 10 Jauno mediju kultūras centrs RIXC
<b>10.</b>	Maskavas street 12 Galerija Baltik Gaismas stils GALANTUS
<b>11.</b>	Maskavas street 12 K-1 KIM? Meta-Kafe
<b>12.</b>	Maskavas street 12 K-2 Dirty Deal
<b>13.</b>	Maskavas street 12 K-3 KIM? (Projektā)
<b>14.</b>	Maskavas street 12 K-4

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15. Maskavas street 14

Iskada

16. Maskavas street 14

Geto muzejs

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### 3. The work done

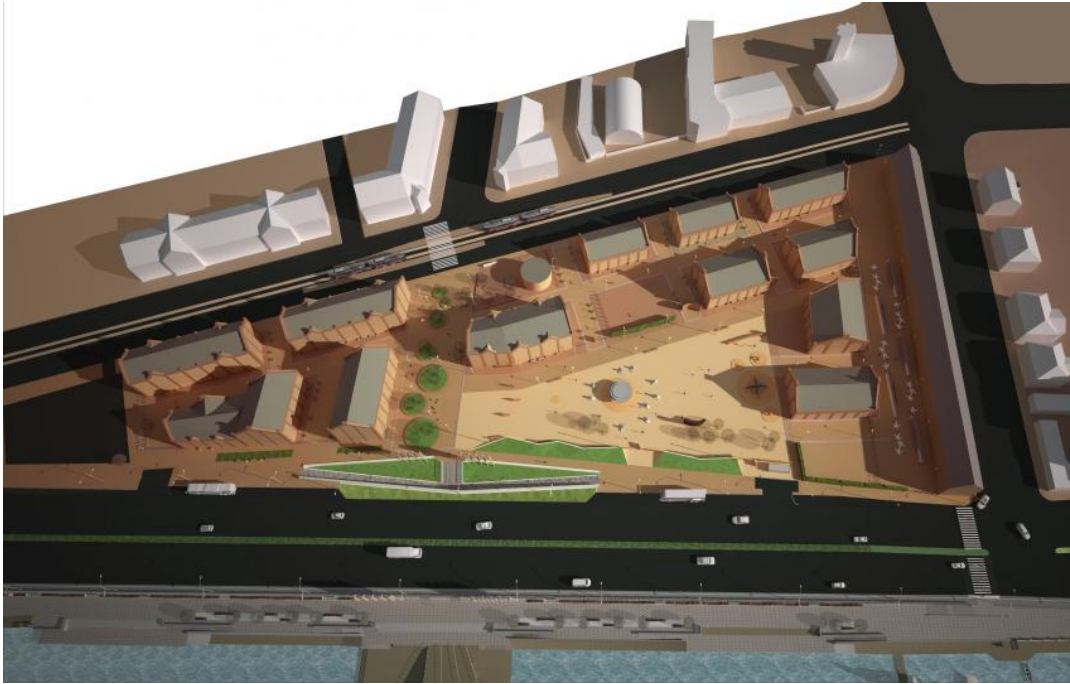
The chronology of project "Reconstruction of the Red warehouse district"

The project consisted of the following main activities:

- Preparation of a project document (according to the project's goals and objectives developed in the technical project of construction);
- Demolition of the Temporary and damaging buildings of areas;
- Development of Safe and easy access to the coast of the river Daugava.
- Development of the pedestrian and Bicyclist paths;
- Reconstruction and renovation of Daugava embankment.



PICTURE NR.10 OFFER OF ARCHITECTS „ARPLAN”



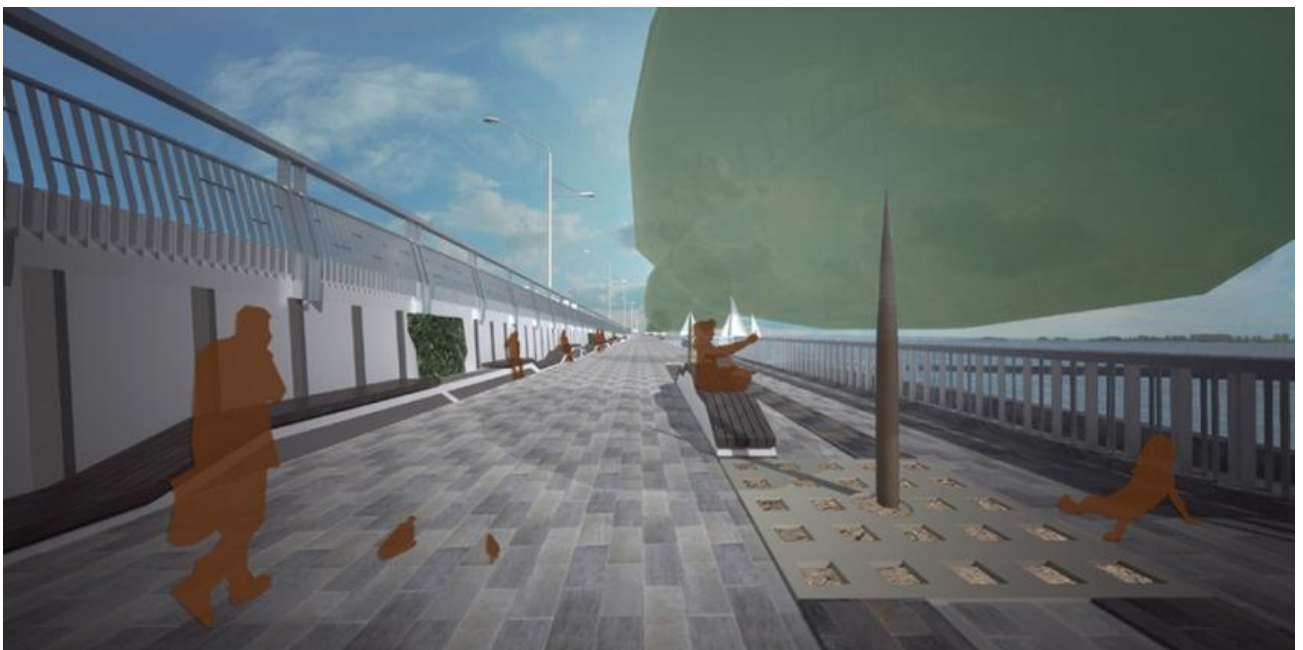
ATTĒLS NR.11 OFFER OF ARCHITECTS „ARPLAN”



ATTĒLS NR.12 OFFER OF ARCHITECTS „ARPLAN”



ATTĒLS NR.13 OFFER OF ARCHITECTS „ARPLAN”



ATTĒLS NR.14 OFFER OF ARCHITECTS „ARPLAN”



ATTĒLS NR.15 OFFER OF ARCHITECTS „ARPLAN”



ATTĒLS NR.16 OFFER OF ARCHITECTS „ARPLAN”





ATTĒLS NR.17 OFFER OF ARCHITECTS „ARPLAN”



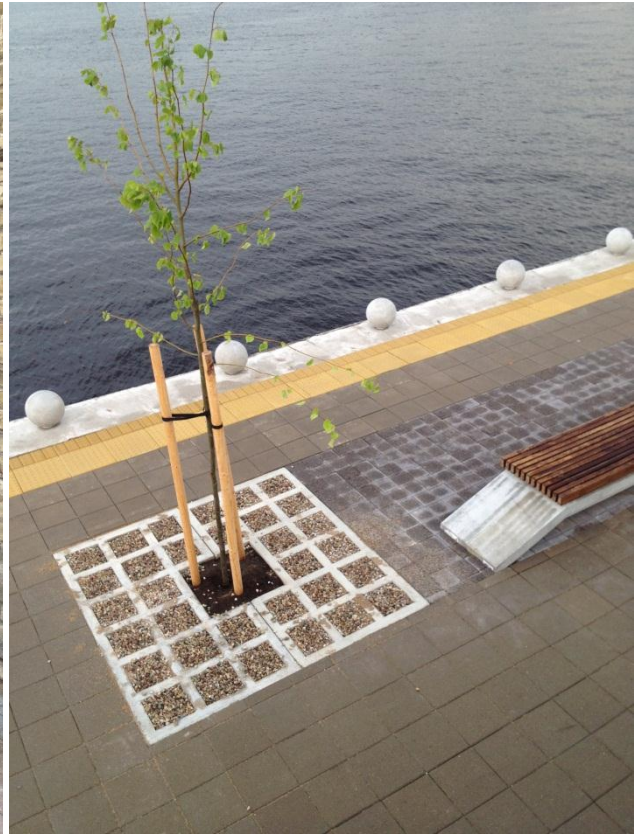
ATTĒLS NR.18 OFFER OF ARCHITECTS „ARPLAN”



ATTĒLS NR.19 OFFER OF ARCHITECTS „ARPLAN”



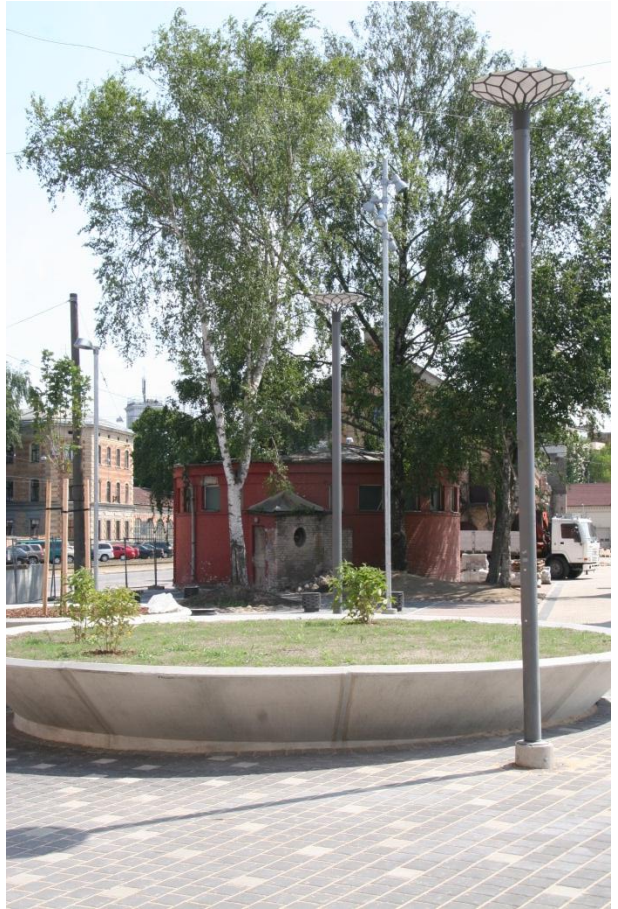
ATTĒLS NR.20 OFFER OF ARCHITECTS „ARPLAN”















## 4. Development of the warehouse district

### 4.1. SWOT

Strengths and weaknesses, opportunities and threats (SWOT) analysis for the warehouse district is based on existing analysis of the situation, highlighting the major trends.

#### Strengths.

- Warehouse district's favourable location within the city, near the old town,
- Transport hubs-bus and railroad,
- Convenient public transportation,
- Attractive and architecturally valuable building heritage,
- Potential tourism route object,
- Authentic City area image,
- Versatile use in public space,
- The proximity of the river Daugava,
- Link to the Daugava embankment,
- Multi-purpose facilities for the use of the territory,
- Partial building reconstruction and modernization
- Developers and tenants within the perspective motivated development,
- State sponsored creative industry Project.

#### Weaknesses:

- Unsatisfactory technical condition of individual buildings,
- Security,
- Lack of funds for reconstruction of the building and to fill the empty space within the district,
- Different lands and building owners, the land,

- Place for the homeless at night hours;
- vandalism.

**Options:**

- To reconstruct and restore heritage buildings
- Optimize links with Daugava embankment,
- Latgale or Moscow suburbs business card
- Preserving the heritage of the block, creating a modern design of facilities for the territory,
- Public outdoor space - potential multifunctional ' open air ' activities,
- To develop the territory as a creative industry, cultural quarter
- Use of district's heritage environment, attracting new customers
- Expand the scope of business, which contribute to the cultural, recreational and sports tourism development,
- Create a new objects that attract a significant number of visitors, spread and promote the seasonality of employment,
- In cooperation with Riga City Council and the Ministry of culture of LATVIA, to develop new business areas,
- To develop the marketing and visibility of the district within the City,
- Efficient space tenant Association, giving the opportunity to participate in the development of the neighbourhood,
- To involve the public and urban planning responsible,
- To create a wireless internet zone throughout the district,
- To develop public-private partnerships in infrastructure management and shared services.

**The Threat:**

- Unmanaged estate increased the proportion due to lack of funds,

- Lack of funds for reconstruction of the building and to fill the empty space within the district.
- The reduction of tourist interest of the tourists,
- An increase in social problems in district,
- Increasing the number of homeless people and vandalism,
- The intensity of traffic growth, increasing the isolation of district,
- Cuts in Municipal budget and administrative capacity,
- The economic crisis in the world and in Latvia, public purchasing decline.

#### 4.2. Vision

District's urban environment is closely linked to cultural events and local traditions, which gives you the opportunity to identify yourself with a particular site. Warehouse district is public space, which is characterized by its cultural dimension of identity, cultural ties and history and it is the subject of continuous urban development and the evolution of society and the process of change. District consists of urban dwellers, which have jobs, and the leisure guest.

#### 4.3. The aims:

To develop red warehouse district as:

- Business networking and meeting place ;
- Centre of International competitiveness;
- Place for Tourism and culture.

#### 4.4. Strategic goals:

- To promote the development of cultural industry and international visibility in the warehouse district;
- To enlarge the quality of public outdoors in Warehouse district and the Daugava embankment ;
- To create a good environment for work, a meeting place for cultural and sports activities,

- To develop warehouse district as place for of tourist activities

#### 4.5. Priorities:

Priority „Market of Culture”

Priority "Multifunctional and attractive public spaces"

Priority “Diverse business space"

Priority “Tourism”