

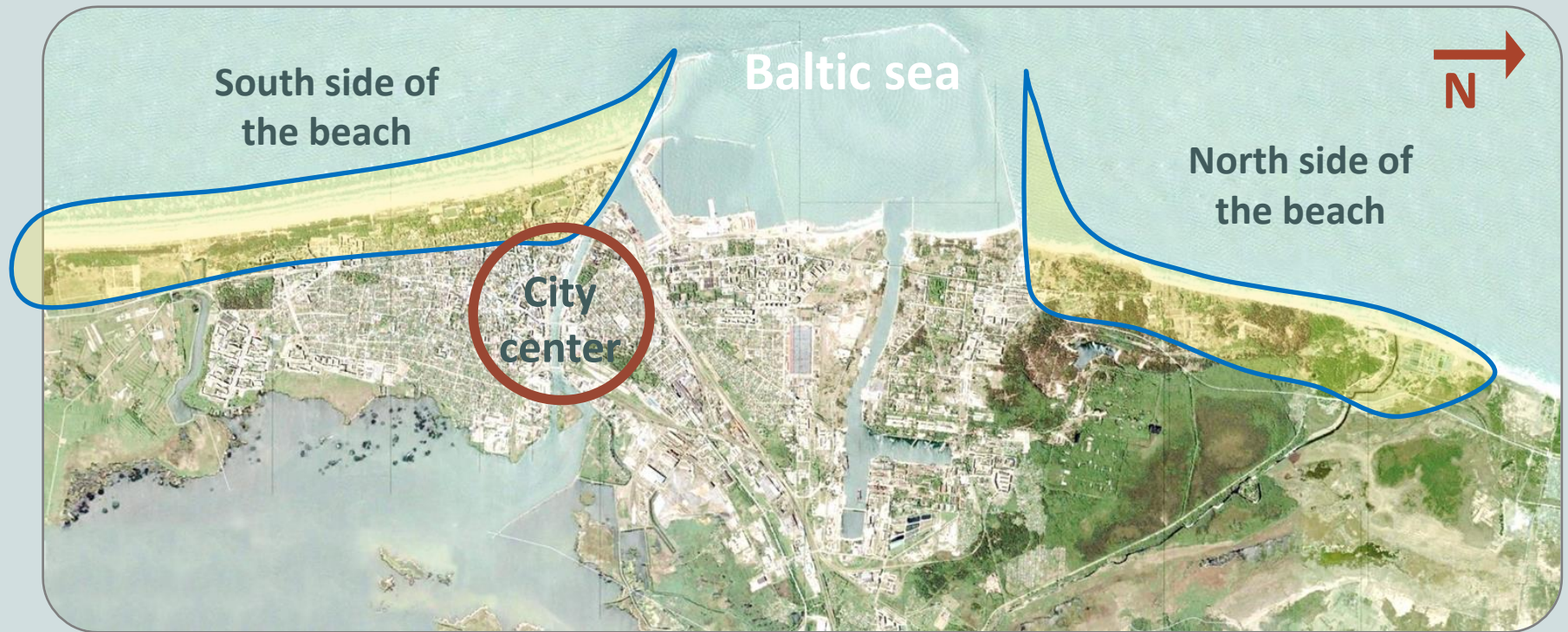
Thematic planning

L I E P A J A

CITY BEACH AND COASTAL DEVELOPMENT



**Presentation
Liepaja City Council
10.09.2015**



LATVIA - LIEPAJA

CITY BEACH AND COASTAL DEVELOPMENT

The A I M

*To develop Liepaja City beach as **a highly advanced public space by landscaping the seashore and offering contemporary services**, as well as to create **a brand of the beach** that is recognized in the Baltic Sea Region.*

THEMATIC_PLANNING

***This document is the frame** for human activities and future actions in relation to the environment, the landscape and the cultural space.*

MAIN_TASKS

- ***The concept of Liepaja beach** development and recognition*
- ***Functional and thematic zoning** of the bathing and reverse season*
- ***Existing and planned utilities based** on the technology of renewable energy*
- *Beach and environmental **accessibility and safety***
- ***Design guidelines***
- ***Greenery design***
- *Sets **priorities**, defines **the order of construction projects***

RESEARCH

CONCEPT

GENERAL_SOLUTIONS

DEVELOPMENT

LOCAL_SOLUTIONS

MARKETING

RESEARCH

**HABITAT
EVALUATION**

**LANDSCAPE
EVALUATION**

**HISTORIC
EVALUATION**

**SEASHORE
SWOT**

**MARKETING
SWOT**

**TARGET
AUDIENCE**

R E S E R C H - O P O R T U N I T I E S

+ GEOGRAPHICAL LOCATION AND NATURAL RESOURCES

+ ENVIRONMENTAL QUALITY

+ CULTURAL HERITAGE

+ REACHABILITY

+ INFRASTRUCTURE

+ SOCIAL ACTIVITIES

CONCEPT

9 + 6 THEMATIC_ZONES

SOUTH BEACH – 6 KM OF ENJOYMENT

NORTH BEACH – 6 KM OF ADVENTURE

UNDER **1** BRAND

SOUTH SIDE - 9 THEMATIC AREAS

D9

**Naturist
beach**

D8

**Natural
recreational**

D7

Water sports
activities

D6

**South-west
beach**

D5

Sea wellness

D4

**Family
recreation**

D3

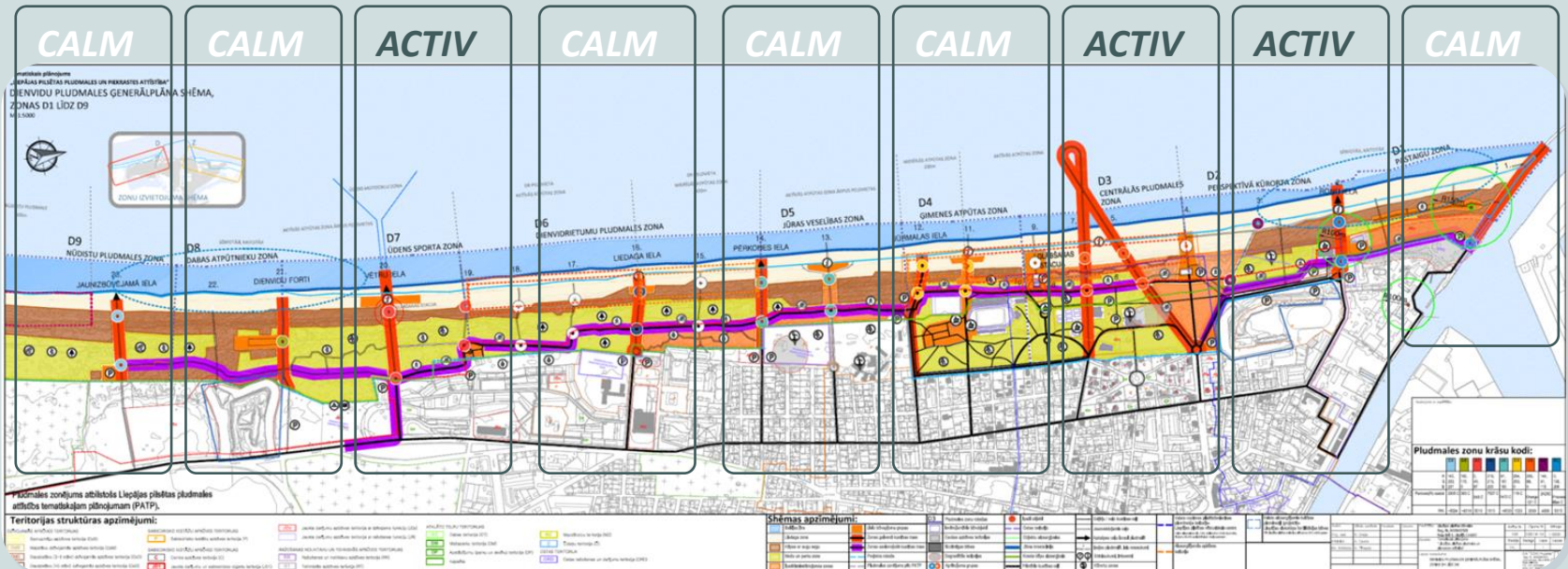
Central beach

D2

**Perspective
resort**

D1

Walking



NORTH SIDE - 6 THEMATIC AREAS

Z6

*Perspective
recreational
area*

Z5

*Military
heritage park*

Z4

*Karosta
'Green City'*

Z3

*Karosta
'Adventure
Forest'*

Z2

*The North Fort
recreation park*

Z1

Windfarm

CALM

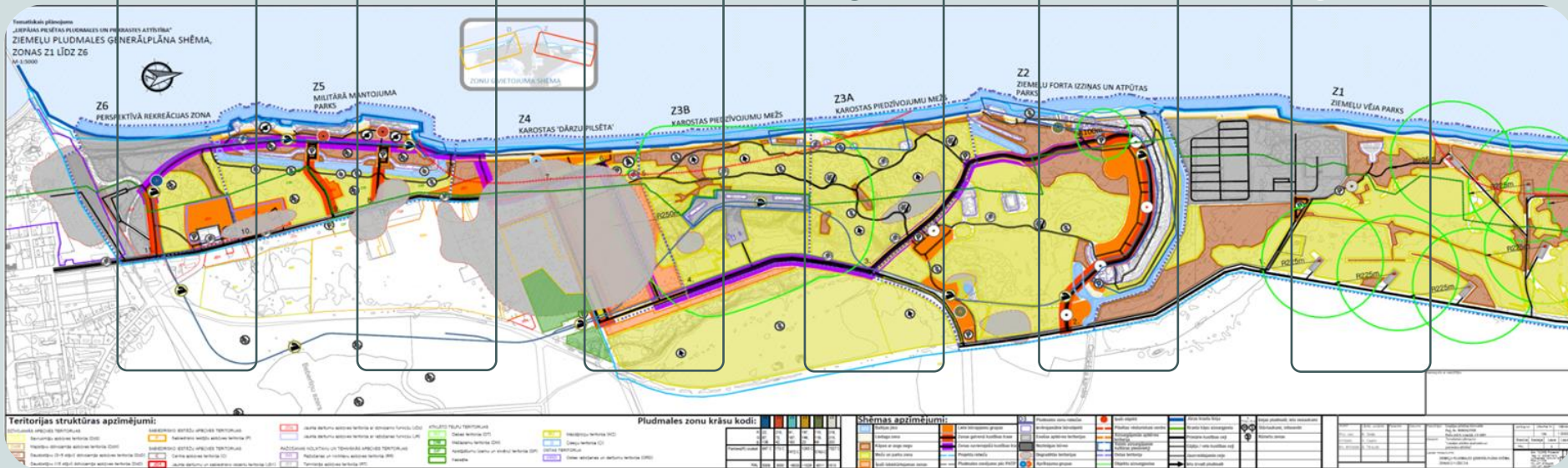
CALM

CALM

ACTIV

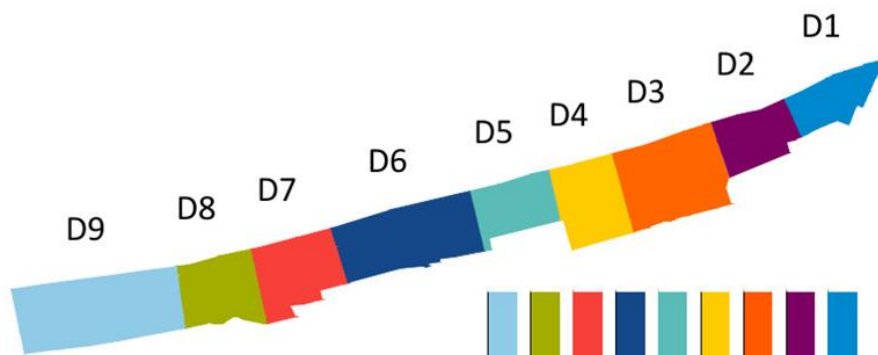
ACTIV

CALM

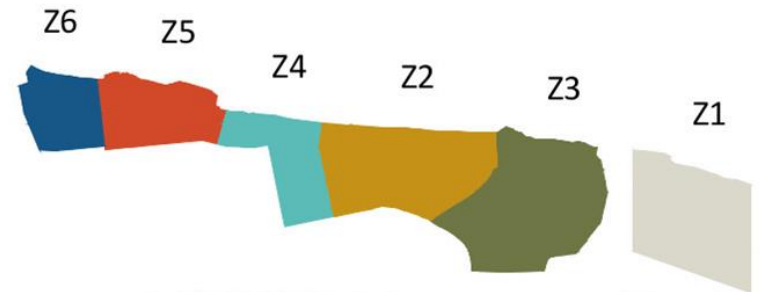


CONCEPT

ARIAL CODES BY COLOUR



R	143,	162,	247,	21,	91,	254,	255,	144,
G	202,	173,	64,	72,	187,	203,	88,	51,
B	231	0	58	137	183	0	115	206
Pantone(R) coated	2905 C	383 C	Warm Red C	2945 C	7472 C	116 C	Orange 021 C	2425 C
RAL	~5024	~6018	3024	5005	~6033	1023	2009	4006
	D9	D8	D7	D6	D5	D4	D3	D2



R	22,	210,	91,	197,	110,	218,
G	87,	73,	187,	146,	118,	215,
B	136	42	183	23	69	203
Pantone(R) coated	647 C	173 C	7472 C	1245 C	5763 C	7527 C
RAL	5009	3000	~6033	~1024	6011	1013
	Z6	Z5	Z4	Z3	Z2	Z1



PAMATTONIS

GENERAL SOLUTIONS

INFRA
STRUCTURE

INFO
NETWORK

LIGHTING

UTILITIES

- BICYCLE LANES
(SOUTH SIDE)
- NARROW GAUDGE TRAIN
(NORTH SIDE)

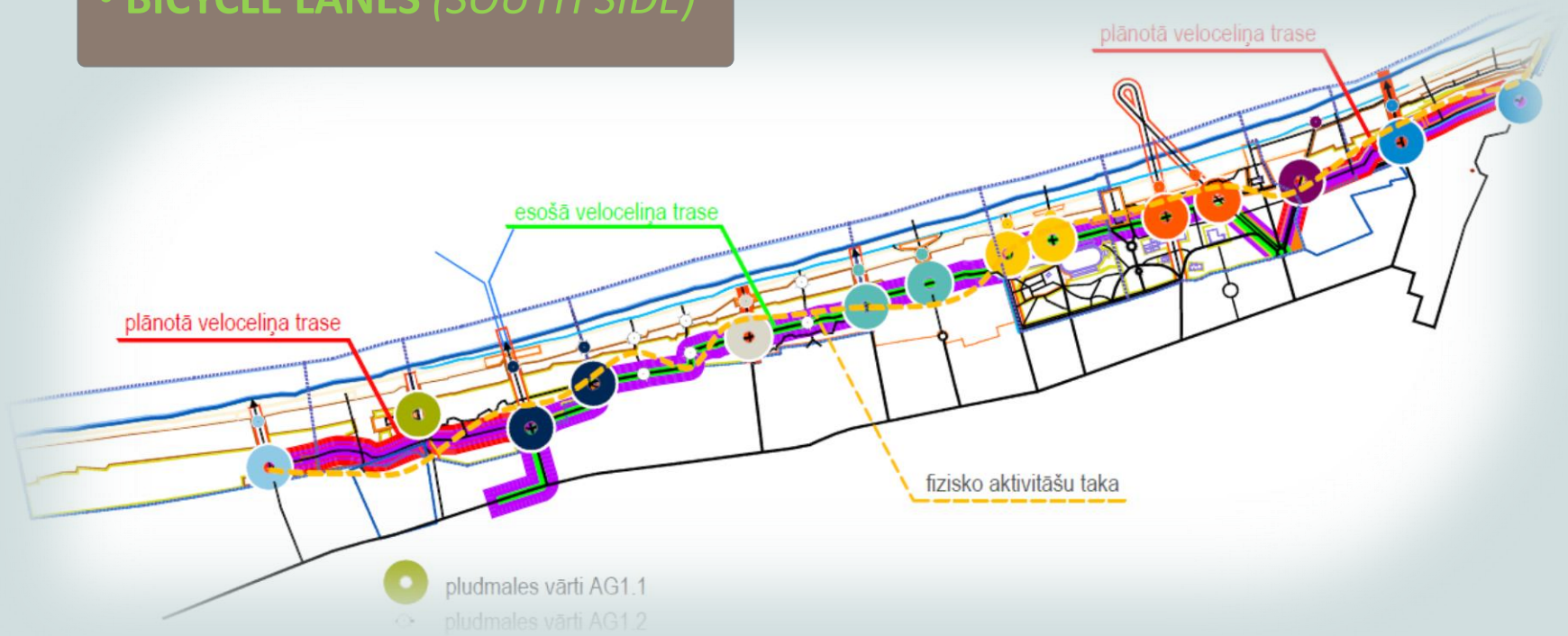
- BEACH
- SEASIDE PARK
- CITY

- FUNCTIONAL
- ARTISTIC

- POWER GRID
- WATER SUPPLY
- SEWAGE

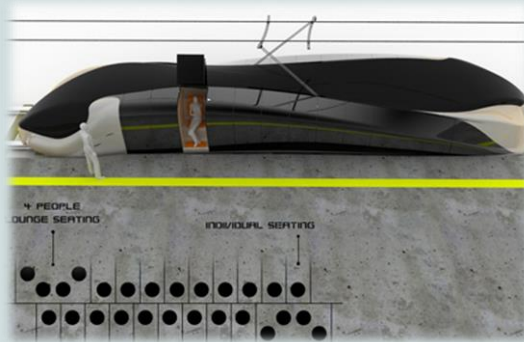
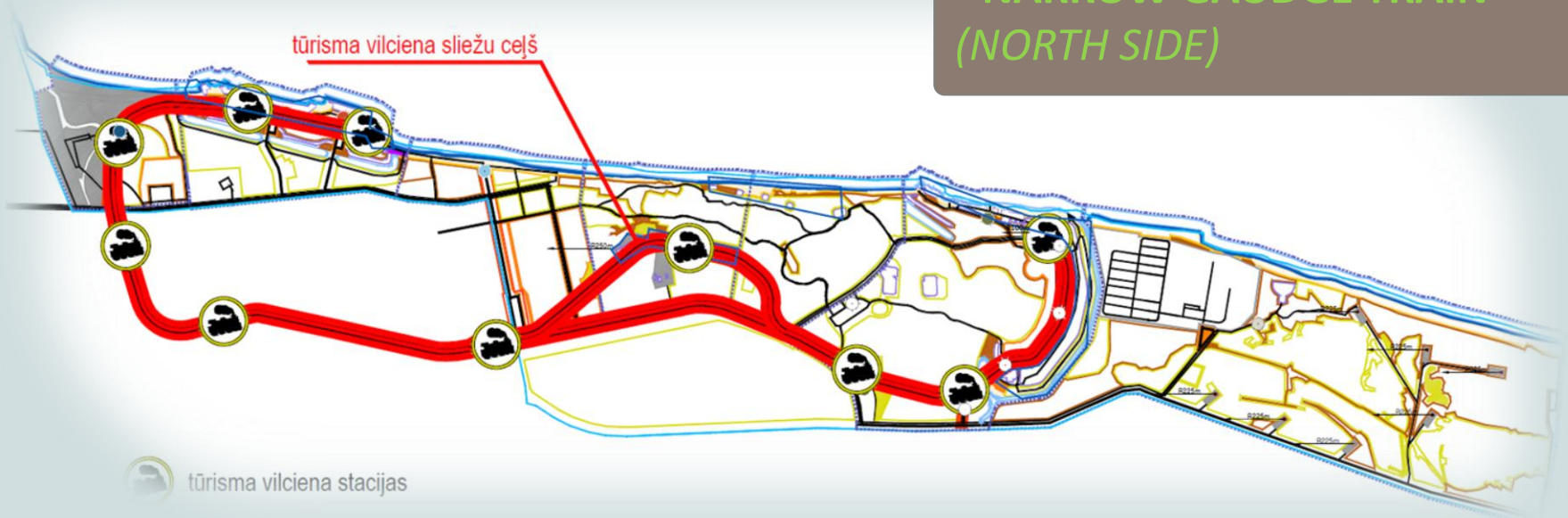
INFRASTRUCTURE

• BICYCLE LANES (SOUTH SIDE)



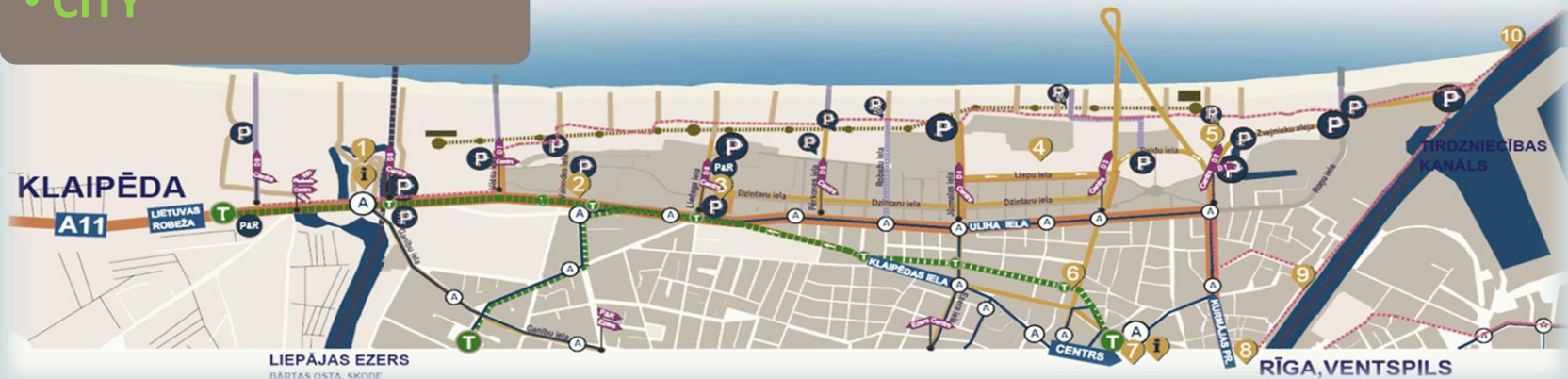
INFRASTRUCTURE

- **NARROW GAUGE TRAIN**
(NORTH SIDE)



INFO_NETWORK

- BEACH
- SEASIDE PARK
- CITY



Liepājas pludmale
Virziena norādes zīmes
un informācijas stendi



LIGHTING

- FUNCTIONAL
- ARTISTIC



LIGHTING

- FUNCTIONAL
- ARTISTIC



DEVELOPMENT

DEVELOPMENT PRIORITIES

THEMATIC CORES - *Primary construction objects*

CONSTRUCTION TIMELINE

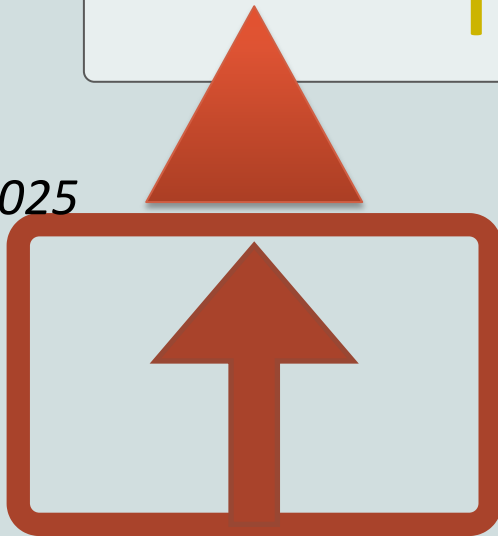
B priority contemporary services

C priority landscaped public space



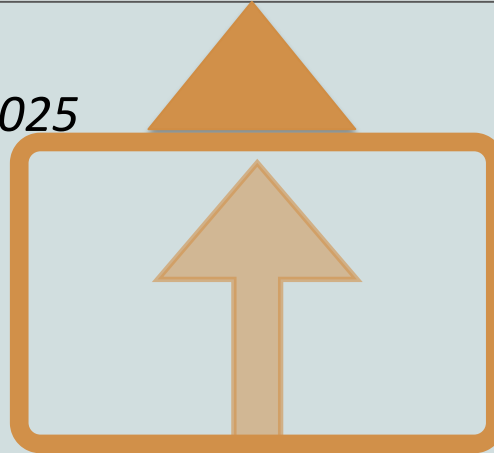
THEMATIC_CORES

2025



2015

2025



2015

2025



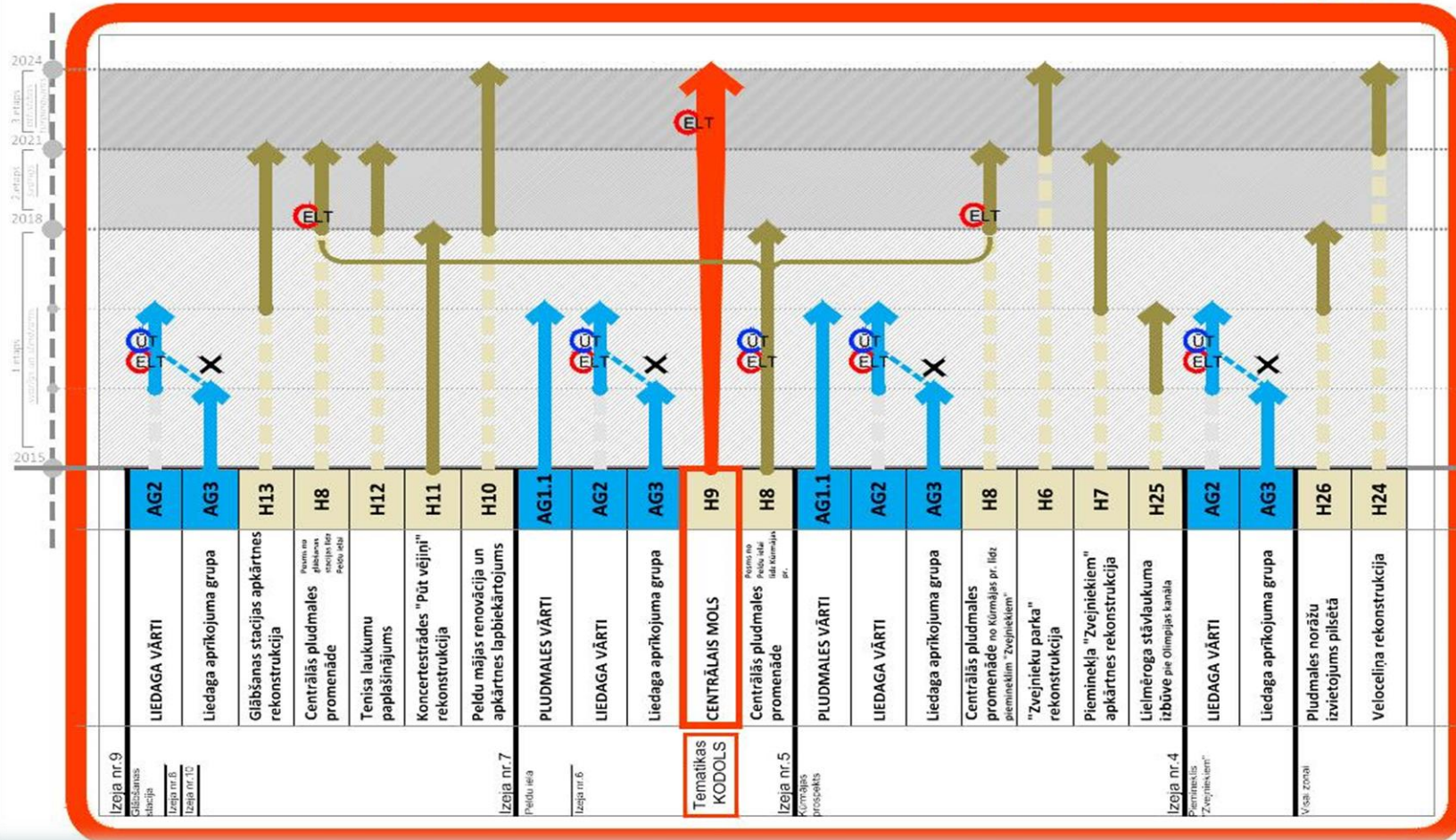
2015

- *Primary construction objects*



CONSTRUCTION TIMELINE – AREA D3

 A prioritāte



LOCAL_SOLUTIONS

ENVIRONMENTAL

ARCHITEKTURE

LAN
DSC
APE

DESIGN

ENVIRONMENTAL_SOLUTIONS

EQUIPMENT GROUPS

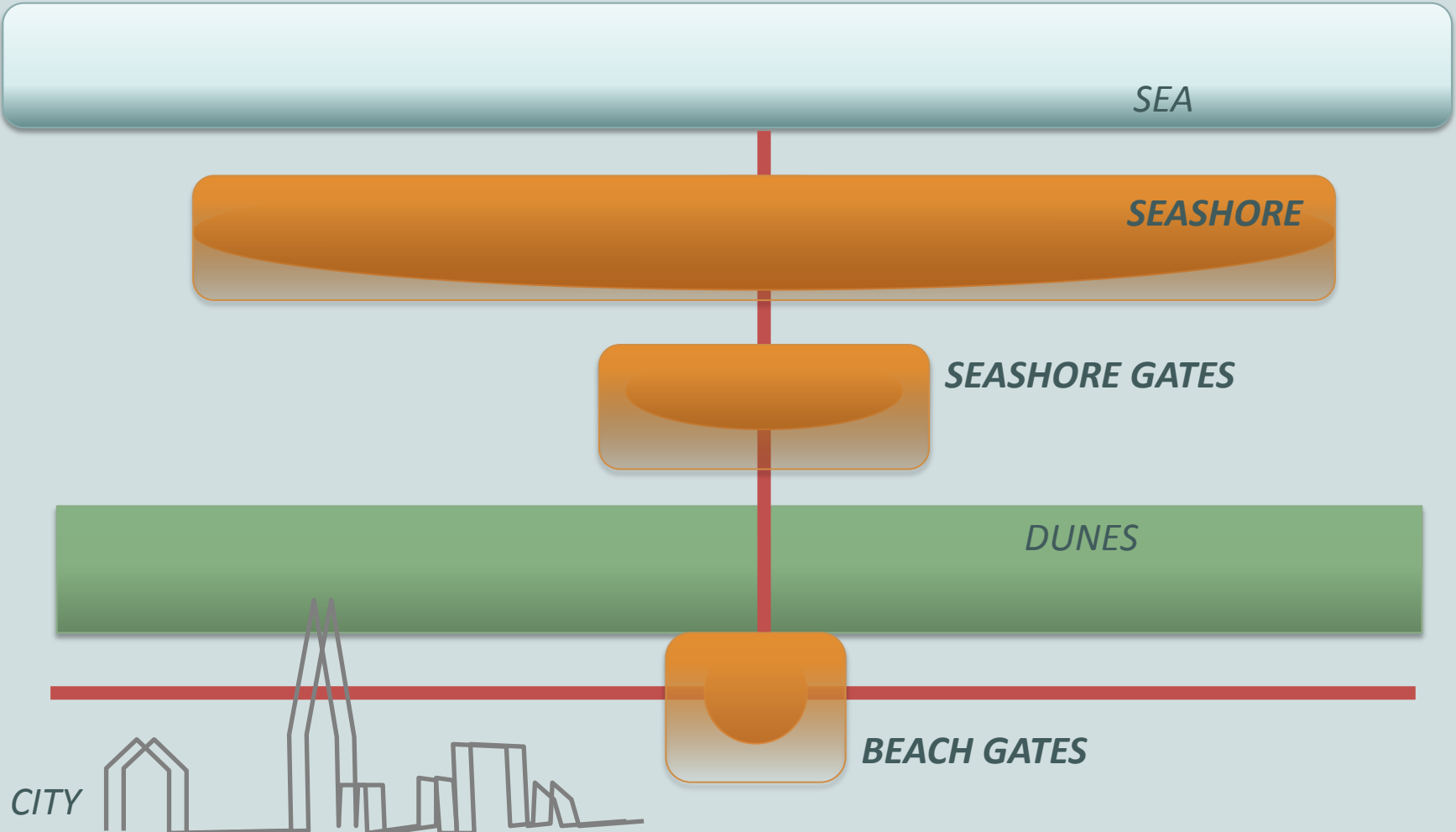
BEACH GATES

SEASHORE GATES

SEASHORE

ENVIRONMENTAL_SOLUTIONS

BEACH IMPROVMENT CONCEPT - EQUIPMENT GROUPS



ENVIRONMENTAL_SOLUTIONS

EQUIPMENT GROUP – BEACH GATES



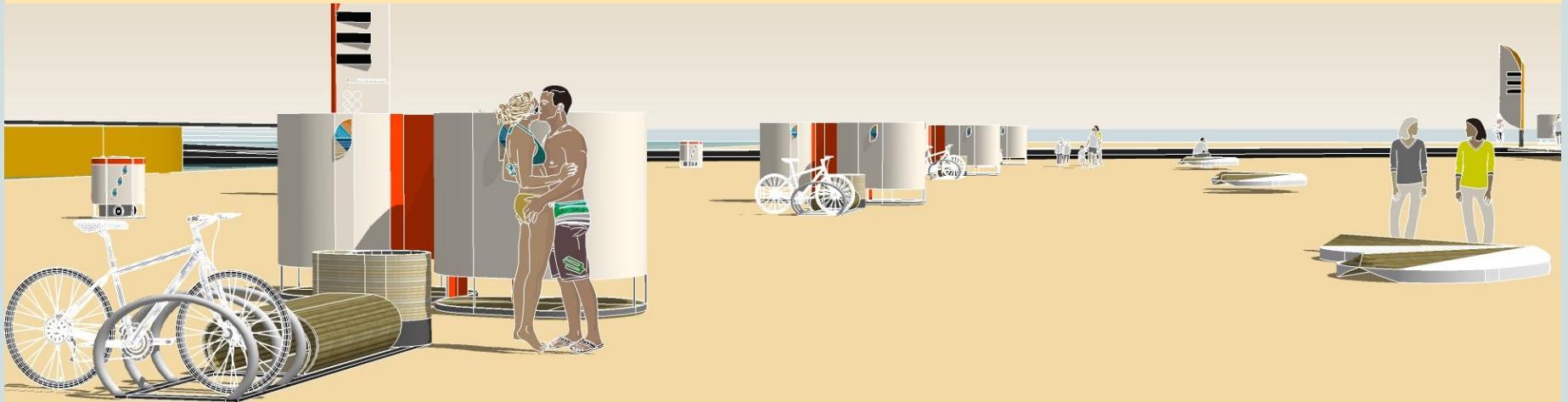
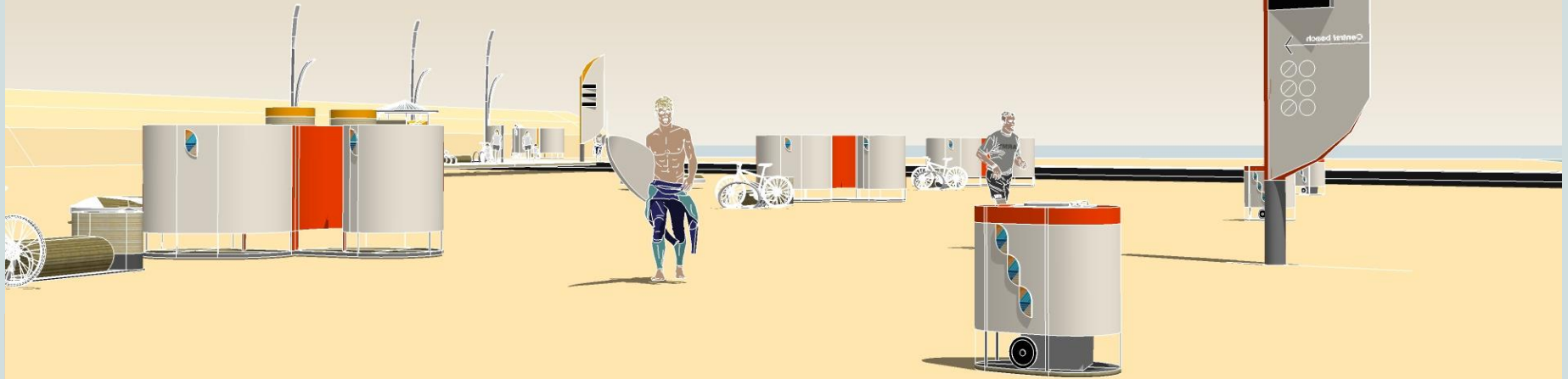
ENVIRONMENTAL_SOLUTIONS

EQUIPMENT GROUP – SEASHORE GATES



ENVIRONMENTAL_SOLUTIONS

EQUIPMENT GROUP - SEASHORE



ARCHITECTURAL_SOLUTIONS

MAIN ARCHITECTURAL OBJECTS

CENTRAL PIER – ‘The LOOP’

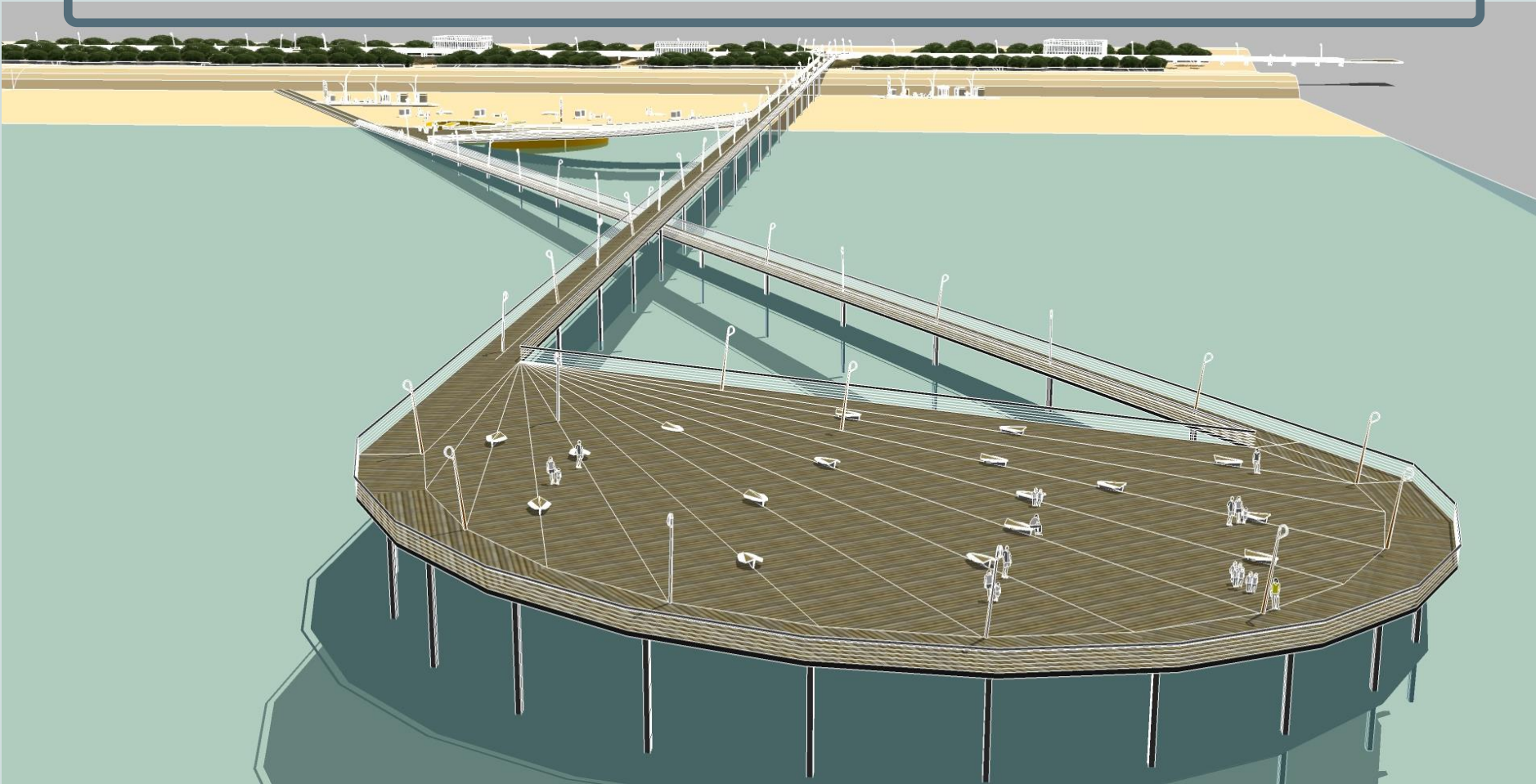
CENTRAL PIER/ PROMENADE/ TRADE FACILITIES

FOOTBRIDGE

WATER SPORT CENTER/ OBSERVATION TOWER/ CAMPSITE

ARCHITECTURAL_SOLUTIONS

CENTRAL PIER – 'The LOOP'



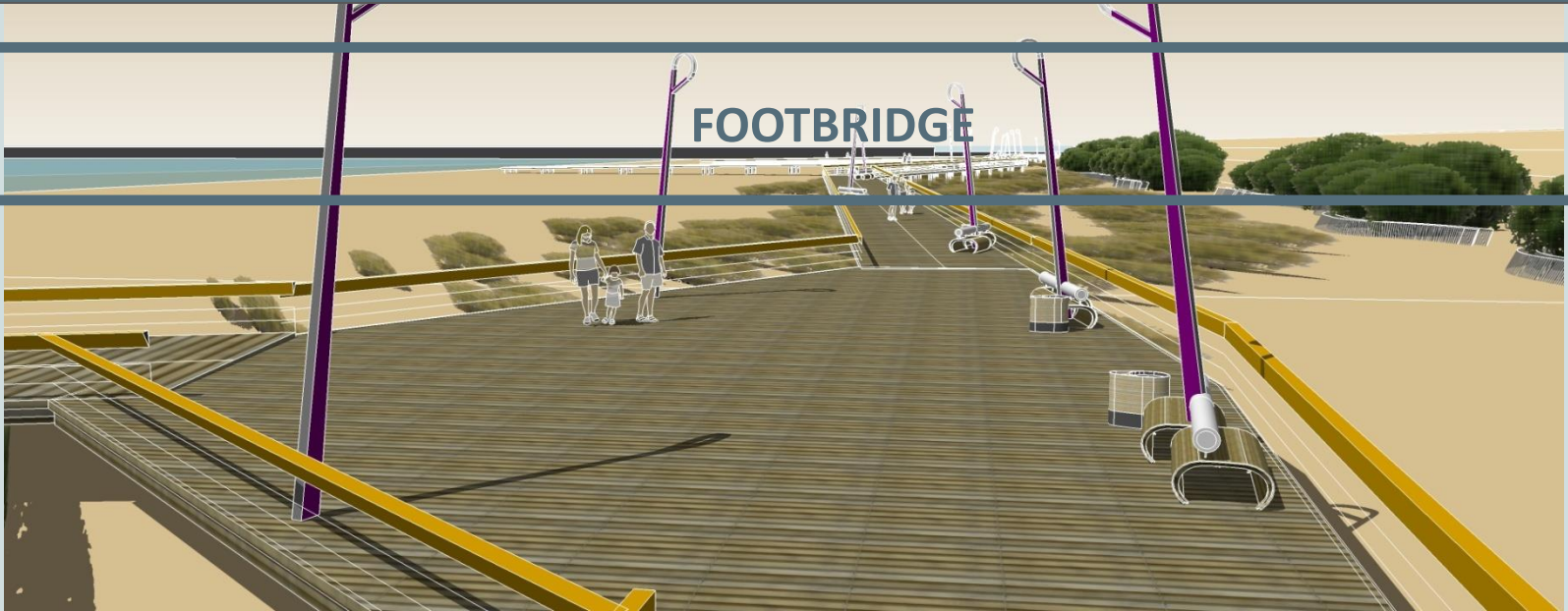
ARCHITECTURAL_SOLUTIONS

CENTRAL PIER/ PROMENADE/ TRADE FACILITIES



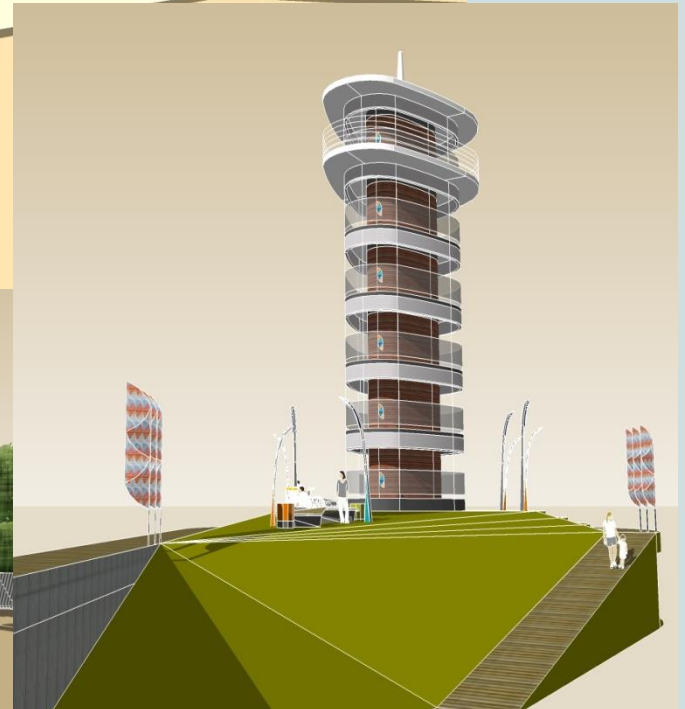
ARCHITECTURAL_SOLUTIONS

FOOTBRIDGE



ARCHITECTURAL_SOLUTIONS

WATER SPORT CENTER/ OBSERVATION TOWER/ CAMPSITE



DESIGN_SOLUTIONS

COLOURS, FORMS AND MATERIALS

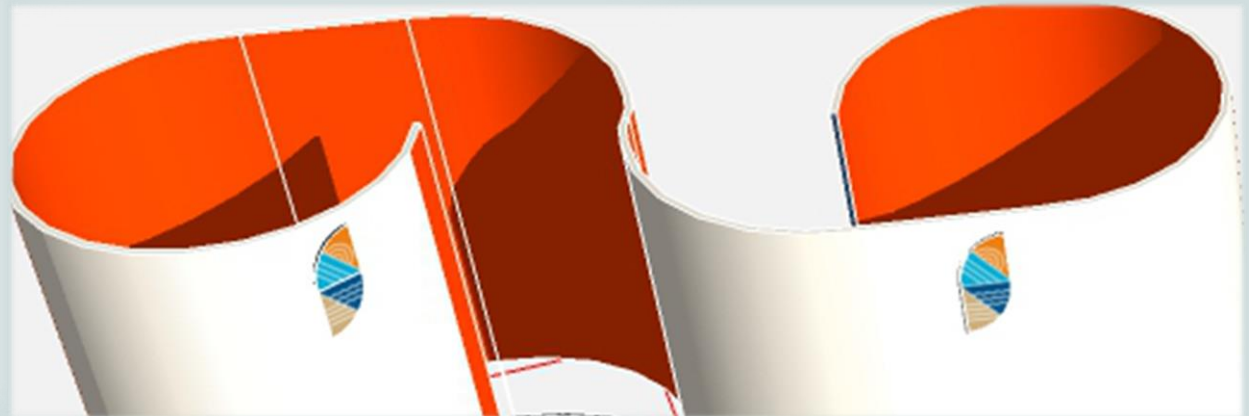
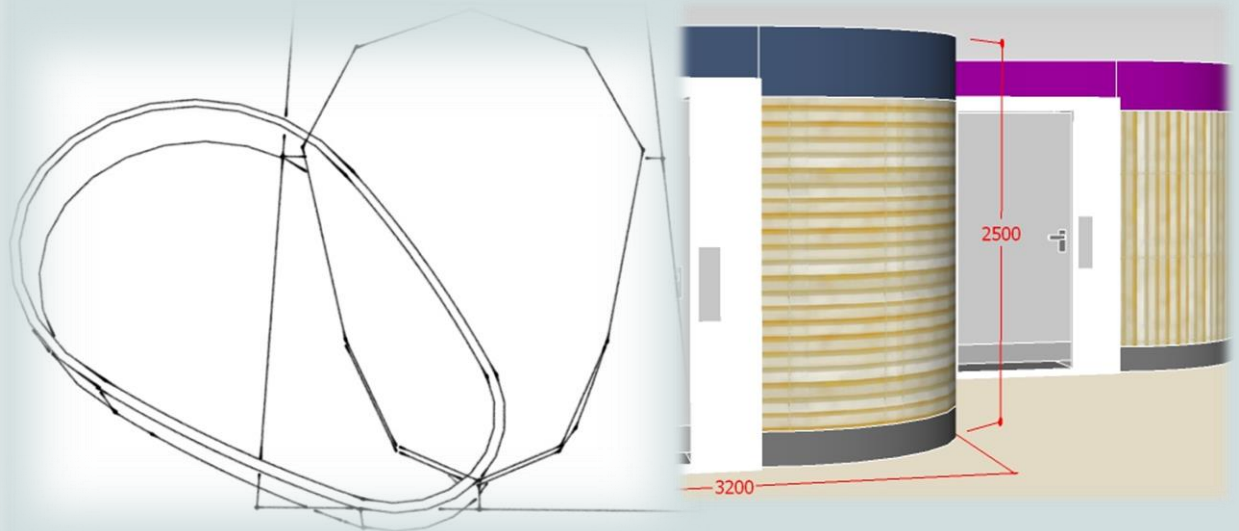
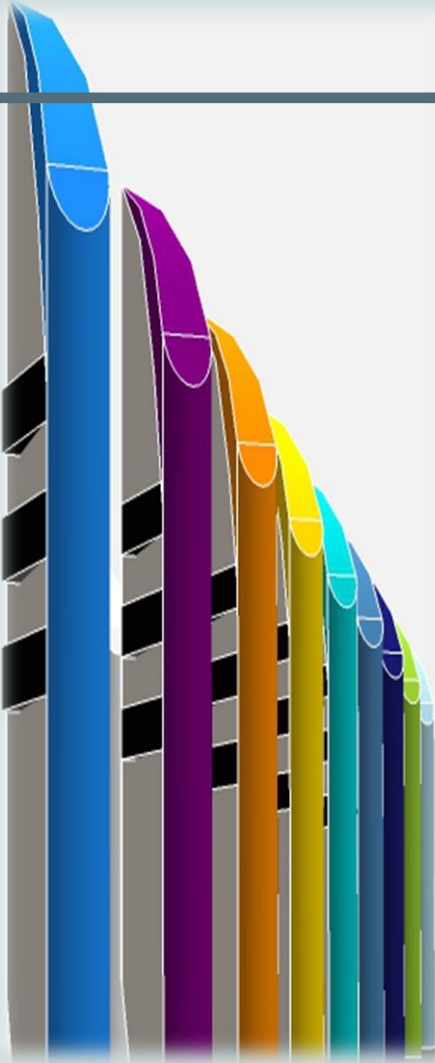
SIGNS AND INFO BOARDS

FACILITIES

LIGHTING

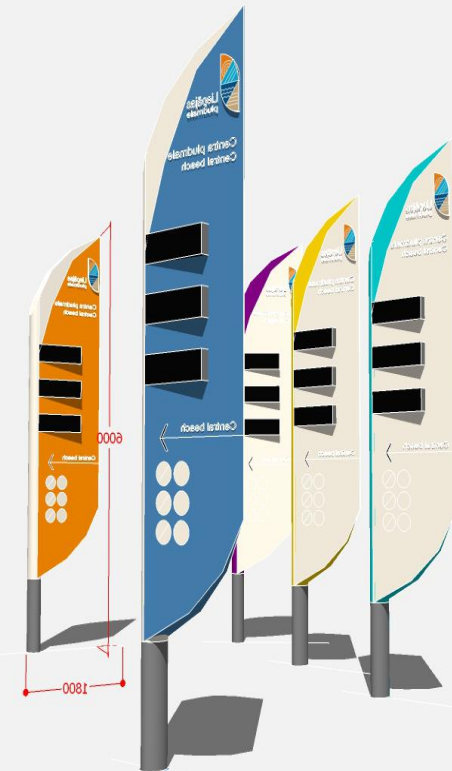
DESIGN_SOLUTIONS

COLOURS, FORMS AND MATERIALS



DESIGN_SOLUTIONS

SIGNS AND INFORMATION BOARD



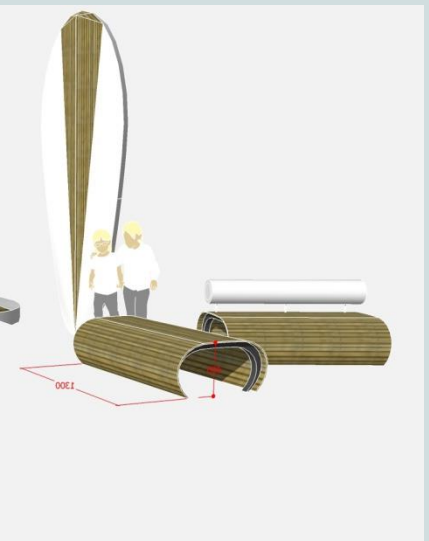
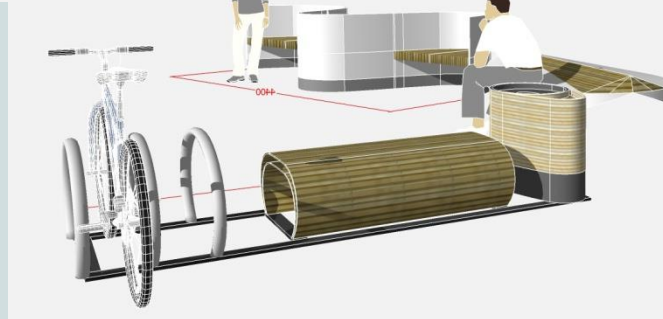
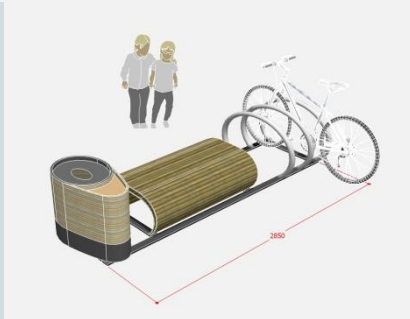
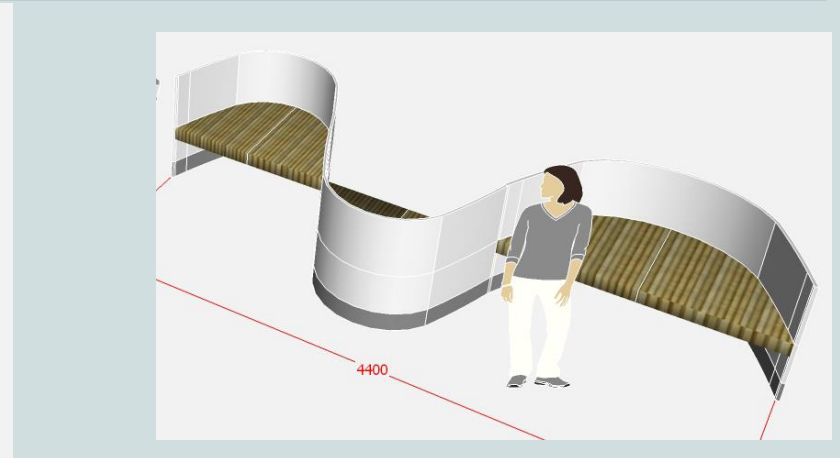
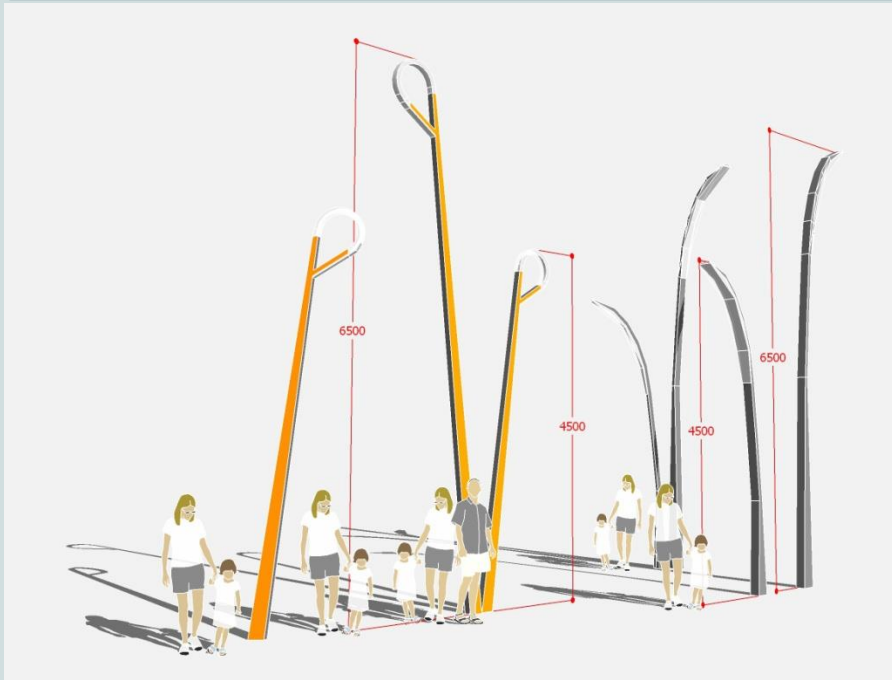
DESIGN_SOLUTIONS

SOUTH SIDE BEACH FACILITIES



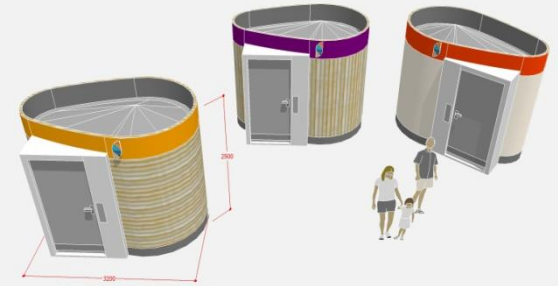
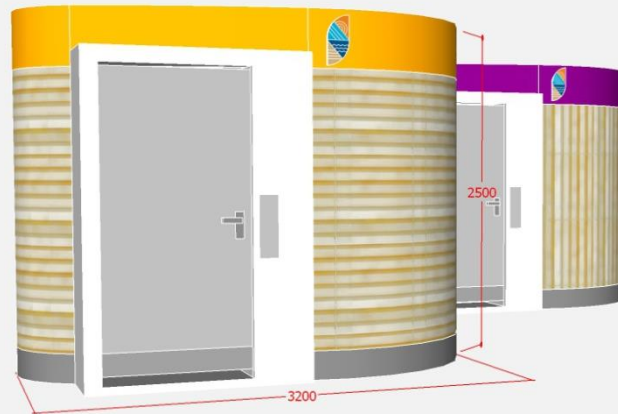
DESIGN_SOLUTIONS

SOUTH SIDE BEACH LIGHTING AND FACILITIES



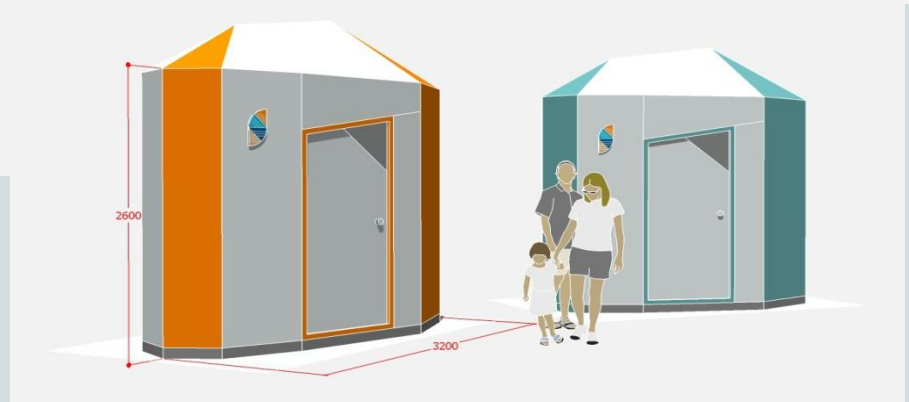
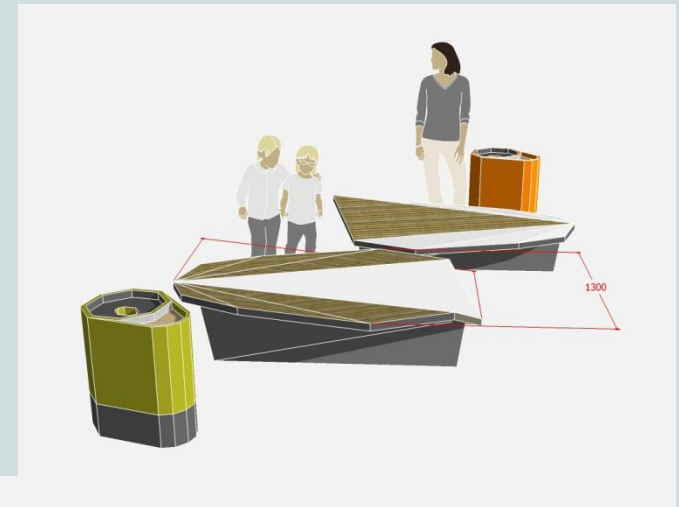
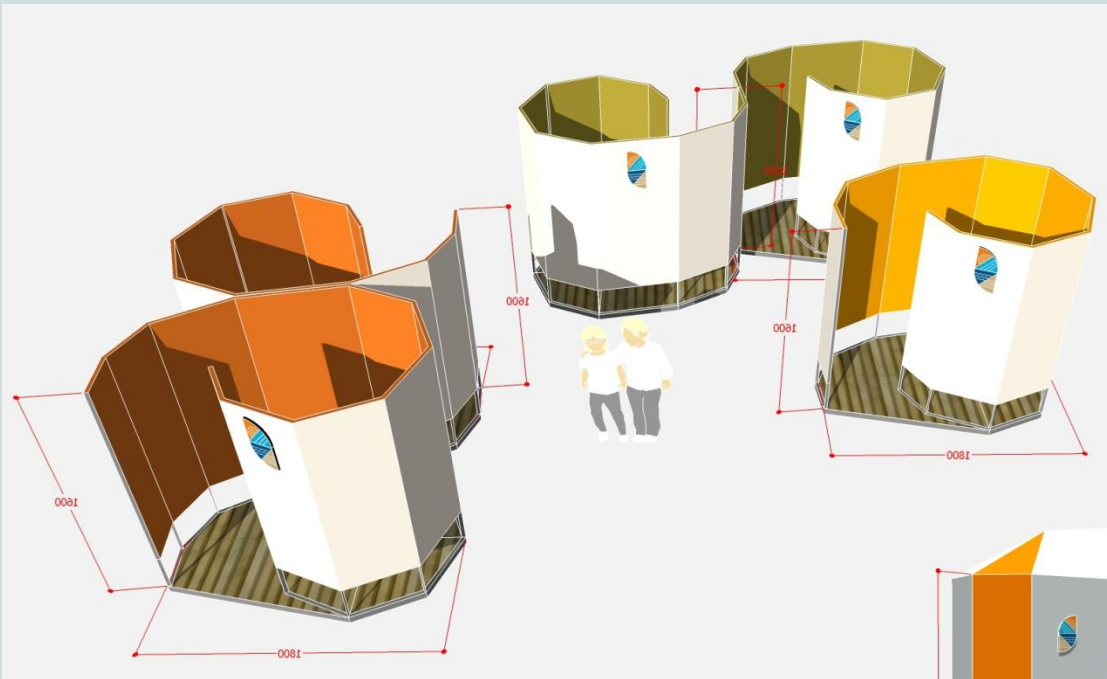
DESIGN_SOLUTIONS

SOUTH SIDE BEACH FACILITIES – WC AND CHANGING CABINS



DESIGN_SOLUTIONS

NORTH SIDE BEACH FACILITIES – WC AND CHANGING CABINS



CENTRĀLĀS
PLUDMALES
Z O N A
Zilā karoga
pludmale



SERVISS



autostāvīšukumi

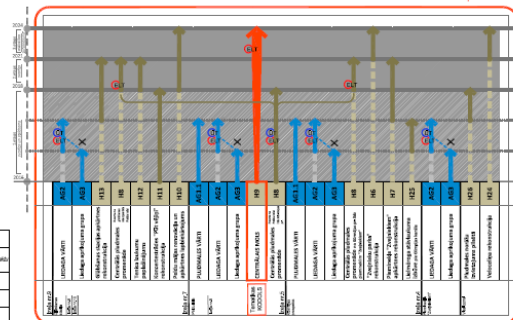


ZONU IZVIETOJUMA SHĒMA

D3 zona ir Līepājas pilsētas galvenā "Zilā karoga" pludmale ar Centra molo un līegada promenādi. Tā ir visatraktīvākā pludmales zona ar lielu piedāvāto tematisko pasākumu klāstu un vēsturiski izteiktu kūrortloģikas un augsta servisa pakalpojumu attīstības nozīmi. Zona ir kā pilsētas centra turpinājums Jūrmalas parkā un pludmalē. Ar pilsētas centru to pa Kūrmājas prospektu un Peldu līdzi vieno marķēts gājēju kustības loks, kas kulminējas Centra molā.

D3 zona atbilstoši peldsezonas tematiskajam zonējumam un stacionāram aprīkojumam ir plaši izmantojama arī reversajā sezonā.

A prioritate



Detalizētu lielo būvobjektu (H) un aprīkojumu grupu (AG) aprakstu skatīt I sējuma pielikumos Nr.10., 11.

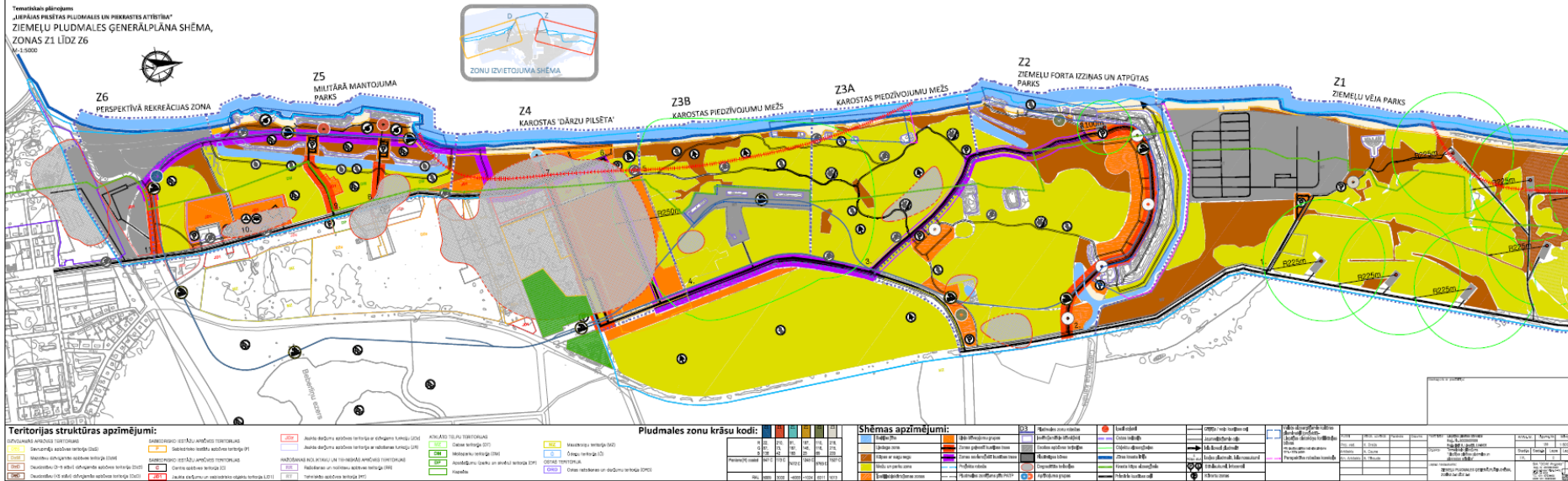
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NORTH_SIDE_BEACH

Z Pludmales kopējais attīstības garfiks



Teritoriālais pārrāvums
„Izveidots pilsētas pludmales un iekšzemes attīstības”
ZIEMEĻU PLUDMALES ĢENERĀLPĀŅĀ SHĒMA,
ZONAS Z1 LĪDZ Z6
W-1-0002



MARKETING

TACTICAL ACTIVITIES

Achieving status as an official resort

Establishing of Large-scale development objects ("tourist magnets")

Creating of infonetwork system

Promoting Liepaja city as a resort destination in the key target countries

Cooperating with other resorts

Enclosing the beach into the single Liepaja City tourism offer

MARKETING

The__brand

The SUN

The WIND

The SEA

The SAND





Meet you in LIEPAJA!