



Detailed plan for urban centre of distribution and marketing

Geographical scope

Island of Hiiumaa: Kärdla Town and Kõrgessaare municipality, linking other municipalities of Hiiumaa island, i.e Käina, Pühalepa and Emmaste

The main aim of the Pilot Action

Kärdla harbour was destroyed during the WWII and has not reconstructed yet. Over the past decade Kärdla municipality has prepared the planning, environmental assessment and building plans for the marina of the harbour. Now is the time to plan the urban area next to the marina.

Detailed plan includes functionally connected areas in the surrounding of Kärdla guest harbour. Urban centre will be the area /chain of marketing facilities where local handicraft and food producers can provide better access to their production for inhabitants and visitors of the island. This would be the first example on the island based in urban and rural cooperation in that field and extent. In connection to detailed plan the potential number of customers both locally and among visitors will be identified. Transportation routes for the products regular delivery will be analysed.

Main problems and challenges tackled by the Pilot Action

- Keeping the centre functioning all year round, despite seasonal changes in number of customers.
- Holding the stable product range and delivery chain.
- Financing the construction of the centre in cooperation with private partners





Strengthening of Quality of Life
through Improved Management of
Urban Rural Interaction

Strategies tackled by the implementation of the Pilot Action

Hiiumaa county development plan and Kärdla development plan.

Expected outputs/results of the Pilot Action

Kärdla Town will have marine oriented commercial centre; increased number of year round jobs; increased interest among young's living in the island; 85% of local producers interested in marketing their products in the urban centre; improved urban environment; improved urban-rural interaction in the island; better cooperation between municipalities.

