



TOURISM ROUTE

JOMAS STREET



Jūrmala



1.5 km



asphalt
roads



1–2 h

The name Jomas Street derives from the Latvian word *joma*, a wind-formed depression between dunes.

The street began to take shape in the mid-19th century, when the Riga seaside area, later to become the city of Jūrmala, was only beginning to develop as a resort destination. Laid out between two natural dune ridges, it connected Majori with Avoti, later known as Edinburgh and today as the Dzintari district.

From the outset, Jomas Street became the resort's principal thoroughfare. Shops, guest-houses, hotels, a pharmacy, Horn's Hotel with its concert garden, and an Orthodox church lined the street. At the corner of Jomas and Tirgoņu Streets stood Majori's first market, where both residents and summer visitors could purchase food and everyday necessities.

During Latvia's first period of independence (1918–1940), Jomas Street evolved into the town's main promenade and social meeting place. People came here to stroll, shop, enjoy a coffee or an ice cream, and take part

in the lively resort atmosphere. The street retained its importance throughout the Soviet era.

Even during the interwar years, traffic along Jomas Street was restricted because pedestrians were disturbed by the noise and exhaust fumes from cars and motorcycles. In 1975, a major redevelopment programme was launched to make the street more comfortable and accessible for pedestrians.

In 1987, Jomas Street officially became a pedestrian zone. Decorative flower planters were installed, the distinction between roadway and pavement was removed, and new paving slabs were laid. Distinctive multi-globe street lamps, popularly known as "dandelions", illuminated the promenade, while benches provided places to sit and linger.

A further reconstruction followed in 2003, when decorative paving stones replaced the earlier surface. In 2024, a new lighting system was installed along the street.



JOMAS STREET

TOURISM ROUTE





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TOURISM ROUTE

1

MAJORI RAILWAY STATION

The original wooden station featured a restaurant beneath a covered canopy and served as both a transport hub and community space. It included passenger facilities, offices, waiting rooms, seasonal ticket offices, a buffet, newspaper kiosk and luggage services. Designed in the style of Riga's seaside summer cottages, it reflected the craftsmanship of its era and was recognised as a locally protected architectural monument.

In the 1990s, the historic station was demolished despite its protected status, prompting public debate. Several proposals for a replacement included pedestrian tunnels, overhead walkways and major changes to the surrounding streets. The current station, completed in 1992, was designed by the Riga Design and Research Institute of the Baltic Railway. Its distinctive glazed skylight marks the main entrance and guides visitors through the building to the platforms.

Built with yellow brick, ceramic tiles, anodised aluminium and timber, the station was designed for both durability and comfort, with sheltered entrances and views towards the Lielupe River meadows. The only surviving element of the original station is its restored historic clock, now preserved in the Latvian Railway History Museum.

2

JOMAS STREET 26

Near the building at Jomas Street 28, on the site now occupied by a small car park, the depot of the Majori Volunteer Firefighters Association was built in 1908.

The depot ceased operations after the Second World War, and around 1950 the building was demolished.

3

JOMAS STREET 28

During Latvia's first period of independence, the building housed a wine shop owned by Jānis Hauzers.

During the Soviet era, it became home to the Jūrmala branch of Latvenergo. In the 1960s, the Majori Civil Registry Office and the Housing Administration were also located here.

4

JOMAS STREET 30

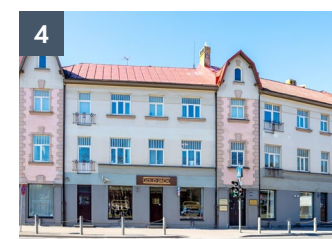
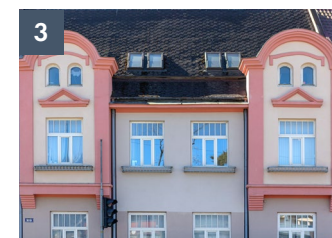
This residential building was constructed in the early 20th century by Jānis Cauka (1877–1933) and his wife Anna (1878–1966). Built of brick with unusually thick walls, its foundations of large fieldstones were designed to withstand flooding from the nearby Lielupe River. After completing the original structure, the owners acquired the neighbouring prop-

erty and added a second section.

Construction was supervised by builder Kārlis Mellenbergs, father of architect Viktors Mellenbergs, who later designed Dzintari Concert Hall. Between 1933 and 1938, Viktors Mellenbergs, then Jūrmala's chief architect, lived in an apartment on the third floor.

After Jānis Cauka's death, the property passed to his stepdaughter Maria Belte. As the Second World War ended in 1944, Maria and her daughter fled to Germany, leaving almost all their belongings behind. Family tradition recalls that she buried silver valuables before leaving, hoping to return. She never did, later settling in Canada, where she died in 1999.

During the Soviet period, the building was nationalised and housed a household goods shop, a savings bank and municipal offices. Ownership was restored to Maria Belte in 1994. After her death, her grandchildren inherited the property and sold it in 2015. Today, the lower floors are occupied by businesses, while apartments remain on the upper floor.





JOMAS STREET

TOURISM ROUTE

5

SQUARE WITH THE LĀČPLĒSIS STATUE

The square opposite Majori Railway Station marks the historic beginning of Jomas Street. It was created after the devastating fire of 1913, which destroyed several buildings.

In 1953, the sculpture Lāčplēsis ("Bear-Slayer"), created by Leonīds Kristovskis and Vladimirs Rapiķis, was installed here. Originally designed as a fountain, it featured a basin, decorative frogs and water flowing from the dragon's mouth.

The monument has an unusual history. Around 1950, it was created as a statue of Saint George for Georgia. After being rejected, the artists transformed it into Latvia's legendary hero Lāčplēsis by altering the head, adding a sword and changing the pose. However, the sculpture still depicts him fighting a single-headed dragon rather than the three-headed monster described in Andrejs Pumpurs' epic poem.

Nearby are the contemporary artwork Jūrmala's White Seagull (2020) by Kristaps Gulbis and the Horizon fountain by sculptor Inta Berga and architect Andris Kronbergs.

6

JOMAS STREET 27

At the beginning of the 20th century, this site was occupied by a striking Neo-Gothic

building belonging to pharmacist and public figure Ernst Zēbergs.

It is believed that in July 1904 the building hosted an exhibition of Baltic artists. Eight artists presented around eighty works, including paintings by renowned Latvian masters Vilhelms Purvītis and Jānis Rozentāls. Contemporary newspapers record that Ernst Zēbergs was among the exhibition's principal organisers and made rooms in his summer residence available for the event.

The building also housed the pharmacy operated by E. Zēbergs and G. Janson.

In 1913, it was destroyed in the great fire that consumed numerous buildings on both sides of Jomas Street.

7

JOMAS STREET 29 – FORMER HOTEL MAJORI

The former Hotel Majori, built in 1925, is a state-protected architectural monument. Until the 1970s, it was known as Hotel Jūrmala.

Designed by architect Artūrs Mēdliners as an elegant resort hotel, the complex contained more than sixty guest rooms, four halls, terraces, landscaped gardens and a fountain park. Its architecture combines Historicist, Neo-Classical and Neo-Baroque elements.

The complex consists of a two-storey masonry building with an attic floor, towers, corner pavilions, service buildings and a stone prime-

ter fence. One of its most distinctive features was a tower with a viewing platform.

The hotel promoted itself as a modern holiday destination, offering sunny guest rooms, a first-class restaurant, a breakfast buffet, a pastry shop, garden terraces and live music.

Every afternoon, guests could attend the traditional English-style "Five O'Clock Tea Dance", enjoying tea, music and dancing. The hotel quickly became one of the resort's leading social centres, hosting balls, club evenings and various cultural events.

When the new nine-storey Hotel Jūrmala opened in 1974, the historic property was renamed Hotel Majori.

Today, the building remains in private ownership and no longer functions as a hotel.

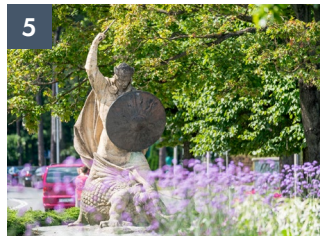
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JOMAS STREET 33

At the beginning of the 20th century, a summer cottage with a small shop stood on this site. The building was destroyed by fire during the winter of 1914.

A one-storey commercial building was later constructed in its place and served a variety of functions over the decades. In the 1930s, it operated as a warehouse for the Ilgūciems brewery. During the 1950s, it became a grocery store.

In 1968, the beer bar Sencis opened here. Instead of a traditional signboard, a beer bar-





JOMAS STREET

TOURISM ROUTE

rel hung above the entrance, while the interior was decorated in a distinctly Latvian style.

During the 1980s, a petrol station operated in the courtyard, accessible from Omnibusa Street.

Following reconstruction in 1993, the restaurant Orients Sultāns opened on the premises. Orients Sultāns quickly gained popularity and remained here until 2008. Today, the building houses the Georgian restaurant Kaheti.

9

JOMAS STREET 35 – HORN'S GARDEN

In 1870, this area was covered by dunes and young pine trees. Its first tenant, Albert Horn (1833–1893), gave the garden its name.

In the late 19th century, Horn established a hotel, restaurant, cinema, concert hall and open-air concert garden. Seating more than 2,000 people, it became the social centre of Majorenhoff, renowned for symphonic concerts, public celebrations and its modern electric lighting.

In 1905, Horn's Garden hosted the first major Latvian music concert conducted by Juris Jūrjāns, where Kārlis Baumanis' God Bless Latvia—later adopted as the national anthem—was performed before a record crowd.

A devastating fire in 1913 destroyed Horn's Garden and many neighbouring buildings. During the 1920s and 1930s, the site was

transformed into public gardens with a new open-air stage and a linden-tree avenue along Jomas Street.

Today, Horn's Garden once again hosts cultural events and summer concerts. A gazebo marks the former stage, while bronze seagull sculptures are placed throughout the park.

10

JOMAS STREET 35 – JŪRMALA CULTURE CENTRE

The present building was constructed in 1964 as a widescreen cinema with seating for 500 visitors.

Between 1974 and 1977, the cinema Jūrmala underwent extensive reconstruction. New facilities included Aeroflot airline ticket offices on the second floor and the café Aero on the ground floor.

The café served German, French and Italian cuisine, while the waitresses wore uniforms inspired by those of airline stewardesses. Today, the building serves as the Jūrmala Culture Centre, hosting concerts, dance performances and art exhibitions.

11

JOMAS STREET 36

This commercial building was erected around the turn of the 20th century. Its symmetrical façade features Neo-Classical decorative

elements, including columns and ornamental vases.

At the beginning of the century, the premises housed Skribanovic's Ladies' Goods and Handicrafts Shop.

The building was one of the few structures to survive the devastating Horn's Garden fire of 1913 and has continuously served commercial purposes ever since.

The building is protected as a local architectural monument.

12

JOMAS STREET 40

This building was constructed after the great fire of 1913. It originally housed a shop selling household goods.

The business belonged to the Remņev family, merchants who settled in Riga during the mid-19th century. Before the First World War, the family operated several stores and invested extensively in real estate in both Riga and Jūrmala.

Members of the family were also active in public life. Nikolai Remņev served as senior warden of the Orthodox Church of Saints Peter and Paul in Dubulti.

During the Soviet period, the building housed a sporting goods store. Over time it has undergone several restorations and alterations. Today, it remains a protected local architectural monument.





JOMAS STREET

TOURISM ROUTE

13

THE LITTLE RAVEN SCULPTURE

The sculpture The Little Raven was unveiled in 1990 to mark the 125th anniversaries of Latvia's celebrated poets Rainis and Aspazija. The monument commemorates their appearance at a poetry and song evening held in Horn's Garden in July 1905. It also references their years of exile in Switzerland and Rainis' 1917 play The Little Raven.

A raven figure crowns the monument, which was created by artists Zigrīda Fernava-Rapa and Juris Tiščenko-Rapa.

14

JOMAS STREET 42 – MAJORENHOF RESTAURANT

In the 1930s, this address was home to Kārlis Šameitke's restaurant. Contemporary promotional brochures advertised it as the "First-Class Majori Restaurant", with an entrance from Tirgoņu Street, live music from six in the evening until midnight, quality beverages, dishes prepared by first-class chefs and pastries baked in its own bakery.

Today, the tradition of hospitality continues at this location through the restaurant Majorenhoff, whose name pays tribute to the historic origins of Majori.

15

JOMAS STREET 44

This masonry building, distinguished by a two-storey central section, is an example of Historicist, or Neo-Classical, architecture, featuring richly decorated street façades. It is protected as a local architectural monument. Around 1930, the building housed J. Shirjajev's colonial goods store, A. Akerman's book and stationery shop, a fashion store and a hairdresser's salon.

During the Soviet period, particularly in the 1950s and 1960s, the premises operated as a department store and became one of the largest grocery stores in Majori. To accommodate the needs of holidaymakers, it remained open every day without weekends or lunch breaks.

A simplified restoration of the building's façade was carried out in 2020.

16

JOMAS STREET 42, BUILDING NO. 3 – GUESTHOUSE

Located deeper within the property are several historic summer cottages and board-in-house buildings.

A notable architectural feature is Building No. 3, characterised by an asymmetrical Art Nouveau composition and a distinctive corner tower. In the post-war years, it formed

part of the Majori holiday home complex. Today, the building operates as the Airava Guesthouse. The residential building at Jomas Street 42, Building No. 3, is protected as a local architectural monument.

17

JOMAS STREET 46

Between 1870 and 1895, this site was occupied by baker Štegers' homestead, where local farmers traded their goods. The Korovin shop here became the first business in Majori to receive an official trading licence, giving Tirgoņu Street (Merchants' Street) its name. During the Soviet period, it was renamed Kooperatīva Street.

The property later belonged to Leopolds Vakers and included summer cottages, shops and a bakery. In 1913, a devastating fire broke out in the bakery, destroying Horn's Concert Garden and many neighbouring buildings.

A three-storey masonry building was completed in 1914, with shops on the ground floor and a hotel above. During the 1930s, it housed the Majori Hotel, the Mare-Lū restaurant and the Riga Seaside Municipal Bank. Later, the café was converted into the Jūrmala Magistrate's Court.

After the Second World War, the upper floors accommodated Communist Party offices, followed by the court, prosecutor's office and law firms. In 1952, a fish shop with murals by

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JOMAS STREET

TOURISM ROUTE

artist O. Stankēvičs and an elaborate interior opened on the ground floor. Much of this décor was concealed during its conversion into a gaming hall in 1999.

Today, the building contains shops and has been reconstructed. It is protected as a local architectural monument, while the interior of the former fish shop is recognised as a protected art monument.

18

JOMAS STREET 37 – KORSO SHOPPING CENTRE

The first Horn Hotel stood on this site from 1870. In 1896, it became home to the first cinema in the Riga seaside resort area. Since the building was made of brick, it survived the great fire of 1913.

In the 1930s, a modern café called Mascotte opened here. Its name comes from French, meaning a lucky charm or mascot. The café featured Art Deco interiors, large floor-to-ceiling windows and a modern design by architects Alfrēds Karrs and Kurts Betge. It later became known as Korso.

The venue was famous for dance competitions, music contests, social events, Five O'Clock Tea gatherings, and beauty and tanning competitions. One of Latvia's jazz pioneers, Mihails Aljanskis, led the orchestra that performed there. Korso was also an important venue during the annual Sea Festival,

one of Jūrmala's major celebrations.

After the Second World War, the building housed the Korso cafeteria and the Seven Sisters restaurant, which was particularly popular among jazz enthusiasts.

In the 1990s, the Korso restaurant reopened. From 2000, the building was occupied by a branch of Hansabanka.

Following extensive reconstruction that began in 2013, the site reopened in 2017 as Galerija Korso, a shopping and entertainment centre with shops, restaurants, a cinema, a children's entertainment centre and a rooftop terrace. The project was designed by architect Didzis Krūmiņš.

19

JOMAS STREET 39

Before the fire of 1913, four summer houses owned by the Grīnvalds brothers stood on this site.

The present twin timber building was constructed in 1914 and is now a protected architectural monument.

Over the years, the building housed a jewellery and watch shop owned by Ābrams Rans, a watch repair workshop and a record shop. During the Soviet period, it was home to a stationery shop and the Ritms cultural goods store.

The building was fully restored in 2003.

20

JOMAS STREET 41

This twin timber commercial building was built in 1914 and is also a protected architectural monument.

From the 1930s, it housed the Majori Pharmacy, and during the Soviet period it served as the city's duty pharmacy.

21

JOMAS STREET 48

Before the fire of 1913, Heinrich Grenholm's summer house stood on this site, along with shops selling household goods and fashion items.

The present brick building was constructed in 1914, with shops on the ground floor and apartments above.

In the 1960s, it became a dairy shop called Veselība, or Health, selling milk, kefir, butter-milk, ice cream and dairy sweets.

In 1991, it was replaced by the Pingvīns ice cream shop. At the time, the shop seemed strikingly modern and Western, serving soft ice cream directly from machines into waffle cones. New flavours such as kiwi and mango quickly made it especially popular with children.

Today, the building remains a protected architectural monument.





JOMAS STREET

TOURISM ROUTE

22

JOMAS STREET 50

Before the fire of 1913, a summer house stood here, containing a pharmacy goods shop, a barber's shop and a hat shop.

A brick building was constructed on the site in 1914. Around 1930, it housed a Turkish café. In 1964, the Majori Restaurant opened here, offering live orchestral music and singers. In the 1970s, it became a diet cafeteria, later replaced by the Uzbek restaurant Uzbekistāna. The building was renovated in 2001, with particular attention paid to restoring the balcony railings and rebuilding the bay windows. It is a locally protected architectural monument dating from the early 20th century.

23

JOMAS STREET 52

During Latvia's first period of independence (1918–1940), this site was home to a bakery and pastry shop.

During the Soviet period, the building housed several shops, including a men's accessories store and a furniture shop. In 1969, it also contained a beer bar and a cafeteria called Veselība, or Health.

24

JOMAS STREET 43 – EMPTY PLOT

The building that once stood here no longer exists; only its foundations remain. It was an elegant Neo-Classical timber house, probably built around 1863.

In the second half of the 20th century, the building became Jūrmala's first museum. It initially served as a branch of the State Museum of the History of Riga and, from 1962, housed the exhibition halls and art department of the newly established Jūrmala Museum of History and Art.

After Latvia regained independence in the 1990s, the property was returned to its former owners. The building burned down in 2010 under unknown circumstances. After the fire, the foundations were preserved and the basement openings were covered.

25

JOMAS STREET 54

Before 1913, this site contained summer houses and shops owned by the heirs of Natālija Horna. After the well-known Horn's Garden fire, the buildings were rebuilt, although they have not survived to the present day.

In 1969, the Joma Café was built here. It had a modern design and a stylish interior. The second-floor hall seated around 100 guests and featured large windows with views of

the surrounding area. On sunny days, visitors could also enjoy the rooftop terrace. Live music made it one of the most popular youth meeting places of the 1970s.

Between 2008 and 2013, the café was converted into a small hotel, and in 2020 a glass-covered extension was added.

26

JOMAS STREET 56

At the beginning of the 20th century, Dr Thilo's water-treatment centre was located here. The original summer house has survived.

From the 1960s to the 1980s, the building housed the Jūrmala Travel and Excursion Bureau, where tours were organised and guides were trained. It also contained the city chess club and a branch of a scientific balneology research laboratory.

Today, the building is privately owned and used for small shops. It is a nationally protected architectural monument dating from the early 20th century.

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JOMAS STREET

TOURISM ROUTE

27

JOMAS STREET 58

This building was constructed around 1900. The ground floor originally housed a shop, while the upper floor contained an apartment with a balcony.

The balcony is supported by carved wooden brackets in the shape of dragons, reflecting the influence of Art Nouveau architecture in Jūrmala.

During the Soviet period, the building accommodated a holiday apartment, a shoemaker's workshop and a flower shop. For many years, a well-known mural depicting a coffee cup advertised a café on the premises, although it has since been painted over. Today, the building is occupied by an optical store.

Another building on the property houses the café Lokāls Veranda. In 2022, a summer terrace was added, designed in harmony with the historic character of Jomas Street and evoking the atmosphere of a traditional Jūrmala veranda.

28

JOMAS STREET 47/49 – HOTEL JŪRMALA

The former shop buildings on this site were demolished in the early 1970s.

Hotel Jūrmala opened on 30 April 1974. The nine-storey hotel contained 260 rooms and

could accommodate 360 guests. Its restaurant had seating for 150 visitors.

In the late 1980s, the hotel became known for its popular variety shows. The hotel bar hosted disco evenings, while an open-air café on the second-floor roof terrace served ice cream and cocktails beneath striped umbrellas.

In the early 21st century, the property entered private ownership. Following extensive renovation works, it reopened in 2005 as Hotel Jūrmala SPA, which continues to operate today.

Near the hotel stands a discreet sculpture group entitled Trijatā (The Three Together), created in 1987 by Eduards Geners and Māra Genere.

29

JOMAS STREET 60

This building was constructed in the early 20th century and belonged to R. Bergs, the owner of a woodworking company. His name can still be seen in the decorative details of the façade.

The premises have always been used for retail purposes. During the 1980s, the building housed a shop specialising in porcelain and ceramic tableware.

30

JOMAS STREET 62

During Latvia's first period of independence, various shops operated here, including a store selling household goods and tableware. In the 1950s, the premises housed a tailoring workshop specialising in clothing and footwear.

In 1969, a folk art shop called Rotkalis (The Blacksmith) opened here. Its interior was designed to resemble a traditional rural blacksmith's workshop, featuring stone walls, red brickwork, an oak log and an anvil.

The shop offered a wide selection of traditional Latvian crafts, including pottery, amber jewellery, decorative tableware, leather belts, straw mats and furniture.

Visitors could purchase items, place custom orders and receive advice on furnishing and decorating their homes.

31

JOMAS STREET 53

During Latvia's first period of independence, this address was occupied by a grocery store and a photography studio.

During the Soviet period, the building housed clothing and shoe tailoring workshops, as well as a dry-cleaning service.

Today, the popular café Cafe 53 continues a long tradition of commercial activity on the site.

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JOMAS STREET

TOURISM ROUTE

32

JOMAS STREET 64

This building was constructed in the 1930s. In 1966, a toy shop called Buratino opened here. It sold a wide variety of toys, including wind-up monkeys, toy cars, inflatable crocodiles and horses, cocktail-mixing toys and numerous stuffed animals. The display windows featured beloved story-book characters such as the Three Little Pigs, Moomin, Brother Rabbit and the Ugly Duckling. Foreign visitors often purchased dolls dressed in traditional Latvian folk costumes as souvenirs.

33

JOMAS STREET 55

This building is protected as a local architectural monument. Constructed in the early 20th century as a two-storey boarding house, it is distinguished by its rich wooden decorative detailing. Several original interior features have survived, including the staircase and a ceramic fireplace stove. During the Soviet period, the property became part of the Draudzība boarding house complex. It was privatised in 1997 and restored in 2001. Today, the building operates as a hotel.

34

JOMAS STREET 64A – ALUS KRODZIŅŠ

One of the oldest buildings on Jomas Street, this former summer cottage dates from approximately the 1860s. In the 1930s, it housed a bicycle repair workshop. When buses still travelled along Jomas Street, there was a bus stop nearby and a soda-water machine in the courtyard. During the Soviet period, the building served as a holiday cottage for employees of various organisations. In 1993, the café Alus Krodziņš opened here. After the property entered private ownership, its owner undertook a careful restoration. Many historic elements characteristic of Jūrmala architecture — doors, windows, stained glass, carved woodwork and fireplaces — were rescued from other historic buildings, flea markets and even discarded building materials. Original second-floor windows with hand-blown glass have survived to this day. During restoration works, newspapers dating from 1880 were discovered beneath the wallpaper. The courtyard was landscaped while preserving several impressive oak trees estimated to be around 300 years old. Today, the property contains a guesthouse and a café serving traditional Latvian cuisine.

35

JOMAS STREET 64A – SHOP BUILDING

This building was constructed in the 1920s and originally served as a telephone exchange. In 1938, a shop belonging to the Union confectionery and chocolate factory opened here. During the Soviet period, the premises operated as a grocery store with a small café serving coffee, cakes and sandwiches. Following extensive renovation, the café Promenāde opened here in 1992, offering traditional Latvian dishes. Today, the building continues to serve commercial purposes as a retail shop.

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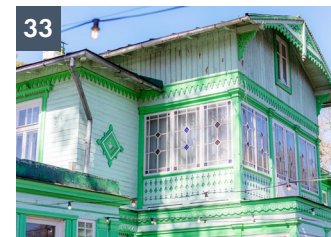
JOMAS STREET 66

In 1929, one of Jūrmala's most popular cafés, Marseille, operated on this site. Every evening, guests could enjoy live orchestral music and cabaret performances, while the café remained open until 2 a.m. In 1930, the building was transformed into the Eden Cinema, one of the most modern cinemas in the area at the time. Films were screened daily. After the Second World War, the cinema was renamed Dzintarkrasts. It operated year-round, although the lack of adequate venti-

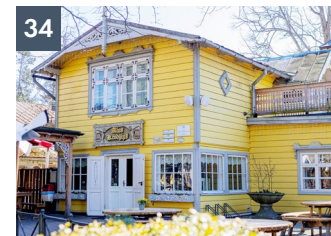
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JOMAS STREET

TOURISM ROUTE

lation often made the auditorium uncomfortably warm during summer.

Following the opening of the new Jūrmala Cinema in 1964, the building gradually acquired new functions. Over the years, it housed a club, an engraving workshop, a hat-making workshop and a hair salon.

During the 1990s, the premises accommodated a beauty salon and a video rental shop. Today, the ground floor is occupied by retail premises, while apartments are located on the upper floor.

37

JOMAS STREET 57

Around 1969, one of the largest grocery stores in Majori operated at this address. It remained open every day without a lunch break, serving both residents and holiday-makers.

In the 1980s, the building housed a newspaper kiosk and a shop for stamp collectors.

Since the 1990s, various restaurants and nightclubs have occupied the premises. Among the most notable were the stylish café De La Presse and, later, the Russian restaurant Slāvu.

The present building was completed following reconstruction in 2023.

38

JOMAS STREET 61

Before the Second World War, this address was home to the Danciger fabric shop and a dry-cleaning collection point.

The Danciger family built a successful textile and dry-cleaning business that became renowned throughout the Russian Empire. Their reputation was so widespread that stained garments were commonly said to need to be "taken to Danciger".

After the First World War, the family rebuilt its business in Riga and expanded into textile manufacturing. Their factory became one of Latvia's leading producers of woollen fabrics and yarn.

During the Soviet era, the building on Jomas Street housed an electrical goods store and a watch repair shop. After Latvia regained independence, the premises became a laundry. Nowadays, the laundry is closed, at the corner of the building an Italian restaurant "O Sole Mio" is operating.

39

JOMAS STREET 63

In 1973, an ice cream café called Four Brothers opened on the corner. Its name playfully referenced Riga's famous medieval building complex known as The Three Brothers. The café consisted of four identical pavilions with

seating for fifty visitors.

Later, the premises became home to a popular fruit and vegetable shop.

The café building was renovated in 2006.

Until 2024, a restored souvenir kiosk stood beside the street. Originally designed in the National Romantic style with a reed roof, it opened in 1958 as a souvenir shop. It later served as a currency exchange office before standing vacant for many years and eventually being demolished.

40

JOMAS STREET 76

Originally a modest timber building, this property was remodelled during the Soviet period.

In 1980, a medical cosmetics clinic opened here, offering a wide range of treatments, including wrinkle reduction, tattoo and wart removal, facial cleansing, therapeutic massage, cosmetic masks, hair and skin treatments, pedicures, waxing and women's hair-dressing services.

In 2007, the building was redeveloped as a leisure and accommodation complex. Although contemporary in construction, it was designed to reflect the character of Jūrmala's historic architecture.

Today, the restaurant Grill & Fish occupies the ground floor.

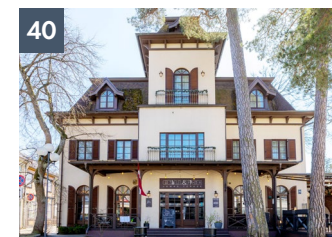
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JOMAS STREET

TOURISM ROUTE

41

JOMAS STREET 78

The building is protected as a local architectural monument. It is a two-part boarding-house-type building from the early 20th century, distinguished by a corner tower. The ground floor was used for shops, while the upper floor contained residential premises. At the rear, facing Jāņa Pliekšāna Street, a large two-storey residential extension with verandas was added.

During Latvia's first period of independence, the building housed a grocery store and a photography studio. During the Soviet period, it contained a shop selling discounted televisions, radios, tape recorders and watches, as well as a sports goods store and a shoe repair workshop.

The building underwent major renovation in 2005. A popular mural depicting an orange once adorned the firewall wall, but it has since been painted over.

42

JOMAS STREET 65/67

In 1968, the Majori department store was built on the site of earlier shop buildings, designed by architect Josifs Goldenbergs. It was a compact concrete-and-glass structure housing shops that sold knitwear, footwear, clothing, haberdashery, souvenirs and fabrics.

Between 2005 and 2008, the Majori department store was reconstructed as a guesthouse according to a design by architect Agris Padēlis-Līns. In 2009, the guesthouse façades were renovated, and a terrace was added to the roof of the extension.

Architect and interior designer Josifs Goldenbergs (1907–1984) is known as one of the pioneers of Soviet Modernism in Latvian architecture. In Jūrmala, his projects included the access route to the sea at the end of Turaidas Street near Dzintari Concert Hall, the glass pavilion of the Kaija café on Dzintari Beach, and the legendary restaurant Jūras Pērle. In Riga, among the best-known projects he contributed to were the Bērnusauls department store, the sales hall of the Sakta retail company and the Piena restorāns in Kronvalda Park. Most of these buildings have either been lost or significantly altered. Next to the department store, a flower shop was built in 1986. It sold roses, gladioli, carnations and asters grown in eight Jūrmala market gardens and in the greenhouses of the Uzvara fishing collective farm. In the 1990s, the Delfīnija flower shop still operated here. Later, the premises housed a gaming hall, while today a café has opened on the site.

43

JOMAS STREET 82

The building is protected as a local architectural monument dating from the early 20th century.

This residential building was constructed in the early 20th century as a large two-storey structure with features of the Art Nouveau tradition, an asymmetrical composition and a tower characteristic of Jūrmala architecture.

44

JOMAS STREET 86

In the 1950s, a branch of the Korso restaurant operated here as a shashlik café. Contemporary newspapers wrote that the branch had no shortage of visitors.

In 1986, on the site of a demolished summer cottage, a yellow-brick building was constructed for the restaurant Orients. Its main façade extended both along Jomas Street and into the neighbouring plot. This spacious Caucasian restaurant, with three dining halls and a bar, attracted many guests from Riga as well, since this type of cuisine was still rare at the time.

The restaurant building was sold in 2001 and demolished in 2013. A guesthouse now stands in its place, designed as a corner volume with extensive glazing.

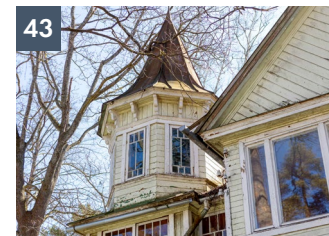
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JOMAS STREET

TOURISM ROUTE

45

JOMAS STREET 77 – LETTIA HOTEL

A summer cottage belonging to actor and theatre director Alekšis Mierlauks, whose real name was Alekšis Frīdenfelds (1866–1943), once stood on this site.

Today, a hotel building has been newly constructed in its place as a replica of the historic structure, preserving the original volume and architectural character. In 2015, a new contemporary extension was added.

46

JOMAS STREET 90

This boarding-house-type building from the early 20th century once belonged to von Kleist.

During the Soviet period, it formed part of the Majori holiday home complex. In 2001, the building was reconstructed according to a design by architect Uģis Šēnbergs and converted into the Villa Joma Hotel.

The building is protected as a local architectural monument.

47

JOMAS STREET 92

This property contains two boarding-house-type buildings from the early 20th century, with shops on the ground floor. Their corner

towers symmetrically define the site at the intersecting streets, while between them stands what may be the oldest building on the property.

The two outer buildings, Building No. 1 and Building No. 2, are protected architectural monuments. Of particular value are their volumes with towers and façades, which visually mark the end of the historic development along Jomas Street. Rich bands of carved wooden details, window surrounds and brackets make these buildings striking examples of Jūrmala's wooden architecture. Their images have often been used in publications to represent the city's earlier wooden architectural heritage.

During Latvia's first period of independence, various shops operated here.

During the Soviet period, Building No. 2 contained apartments and service establishments, including a shoe repair workshop and a women's hairdresser's salon. Building No. 1 housed the Rīgas ekspresis household goods rental point, where holidaymakers could rent folding beds, chairs, inflatable mattresses, balls, badminton sets, chess sets, sports equipment, radios, blankets, bicycles, refrigerators, televisions, tents and tableware — everything that might be needed for a summer stay at the resort.

48

JOMAS STREET 85

This commercial building was constructed in the 1930s on the commission of its owner, K. Milmanis. It stands on the corner of Jomas Street and Turaidas Street, then known as Robežu Street.

The building's volume follows the principles of Functionalism, evident in its horizontally extended composition with vertical contrasts. Its façade reveals the transition from late Eclecticism to early Functionalism. The symmetry of the overall volume and its strict geometry point to the "new rationalism", while certain details — the emphasised central axis and the small round window above it — retain a decorative quality inherited from earlier traditions and display Art Deco features.

During Latvia's first period of independence, the building housed an ice cream and fruit shop, a photographic supplies store and a photographic studio. During the Soviet period, a hairdresser's salon and photo studio occupied the ground floor, while the upper floor housed a household services office.

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JOMAS STREET

TOURISM ROUTE

49

ENVIRONMENTAL OBJECT GLOBE

The historic environmental object Globe, measuring two metres in diameter, is considered the largest globe in Latvia.

It was installed in the early 1970s and has therefore become, for many visitors to the city, a symbol of that era. This is also reflected in the countries shown on the globe's map. Since the 1970s, Jūrmala's sister cities have been marked on the map with illuminated circles.

The globe was reconstructed in 2003. In 2016, it was restored by commission of Jūrmala City Council.

To protect the load-bearing structure from the effects of the environment, galvanised steel was used in its restoration. Some of the copper cladding panels damaged over time were restored, while others were newly made using historic copper-working techniques. The panels were mounted on a newly fabricated equator, meridians and load-bearing structure of the globe. The movement and lighting mechanisms were also restored.

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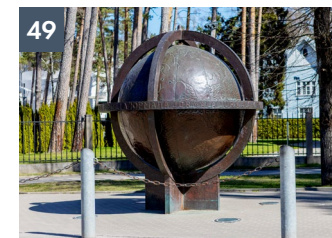
ORTHODOX CHURCH OF THE KAZAN ICON OF THE MOTHER OF GOD

By the late 19th century, the growing Orthodox population of the Riga seaside lacked a nearby church, as travelling to Riga, Dubulti or Ķemeri was slow and expensive. Fundraising for a new church in Edinburg (now Dzintari) began in 1890, and architect A. P. Kīzelbašs prepared the design free of charge. A site between Majori and Edinburg was selected.

Construction was completed in just one year. Consecrated on 23 June 1896 in honour of the Kazan Icon of the Mother of God, the wooden cruciform church featured two gilded domes visible from both the sea and the resort's main street. It was richly furnished through donations, and from 1913 services were held daily, including in Latvian and German.

Although the church survived the Revolution of 1917 and both world wars, it was closed and demolished by Soviet authorities in 1962. Before its destruction, parishioners secretly rescued icons, liturgical objects and sacred books, transferring them to the Orthodox church in Dubulti, where they remain today. Exhibition pavilions and later the café Globuss occupied the site. In the 21st century, the church regained its land, and a new church was opened here in 2019. It remains open to visitors every day.

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