



Cruise Traffic and Urban Regeneration



City of Helsinki

City of Helsinki - FINLAND

Experimental experiences at Helsinki cruise port 2011-2020



Helsinki port overview. Photo City of Helsinki

Local Action Plan
City of Helsinki

July 2011



European Union
European Regional Development Fund

Connecting cities
Building successes



Index

Introduction	2
1.1 Synopsis.....	3
1.2 The URBACT II Programme	4
The city of Helsinki.....	6
The Local Action Plan.....	9
3.1 Basic description of LAP intervention area	10
3.2 The local actors: Local Support Group	11
3.3 Main aims and objectives of the Local Action Plan and proposed actions	14
Annex 1: main aims and objectives.....	14
Annex 2: proposed actions.....	26
Annex 3: timetable.....	31
3.5 Links with other E.U. Programmes in the Local Action Plan implementation.....	32
Conclusion.....	33
4.1 Results achieved and actions implemented as good practices	34
Principal contact details	35

1 Introduction



Helsinki overview. Photo taken during the Helsinki site visit, CTUR seminar

1.1 Synopsis

The URBACT Thematic Network CTUR - *Cruise traffic and urban regeneration of the city port heritage* seeks to sustain partner cities, regions and port authorities to actively address and improve practices in relation to the theme of Cruise Traffic and Urban-Port Heritage within the wider framework of the sustainable development of the port cities. The aim of the project is to develop new methods for integrated urban renewal of specific types of deprived areas, to examine and manage new partnerships for integrated urban development, to link the various partners in the project to their regional or national operational programmes, and to assist partners to develop and identify good practice project proposals.

Cruise tourism has now become a new market for the ports. In the past 10 years, this market has literally exploded with over 10 million people who embark each year on large ships. This phenomenon does not only concern the southern ports nor the ones disconnected from merchandise flows. It also concerns the northern ports and all the big trading ports.

For the waterfront development, cruise activity is offered as a strong element of the port cities will to develop and reinforce the urban tourism industry contributing to solve the tensions between port functions and urban functions, to answer to inhabitants' aspiration in terms of employment, quality of life, housing and satisfying offers of equipment and public spaces.

Considering the key problems and challenges pointed out by all CTUR partners, the main topic *Cruise traffic and urban regeneration of the city port heritage as a key for sustainable economic, social and urban development* was structured along three general themes which analyze it with an integrated approach. They can be described as follows:

1. Transforming, regenerating, adapting the physical and environmental components of the “port-city system”:

- Increasing the **attractiveness** of the port city: creation/modernization of port infrastructures and facilities that support cruise traffic; improving and strengthening cultural and commercial infrastructures; adding recreational and cultural places in port areas; neutralizing of the negative ‘gateway’ effects.
- Improving port **accessibility** (multi-modal transport connection at urban and regional scale); improving passenger mobility; reinforcing safety inside the port and at the city-port interface.
- Developing **functional diversity** at the city-port interface and renewing obsolete port areas.
- Protecting and enhancing the port’s **architectural heritage**, re-using industrial port symbols, like highly valuable warehouses, and increasing the iconic and identity value of the port.
- Solving problems concerning **pollution** and contamination in port areas.
- Management of negative cruise traffic **impacts on the environment**.

2. Cruise traffic and port heritage as economic and social benefits

- **Evaluation of the cruise and tourism impacts** on the local/sub-local economy in order to identify strengths and weaknesses and build an efficient port city strategy (Research of methodological approaches).
- **Development of the cruise industry sector** in the port city revitalising the maritime tradition and know how in a global approach: attracting the cruise industry head-quarters; proposing **training courses and vocational education** adapted to the skills required by the cruise industry and tourism activities associated (land based and onboard jobs; skilled jobs in the tourist sector, etc.).
- Awakening the local economic sphere to the cruise challenges: offer of specific products and services; adaptation of the **time of the city to the**

- **cruise calls**; proposing **innovative tourist guides and routes**; consciousness raising to **re-use the port heritage** in an economic but also in a social way.
- Allowing and encouraging **the access of young and low-qualified workers** to the employment opportunities in the cruise and tourism sectors.
- Orienting the positive cruise and tourist impacts towards the **derelict neighbourhoods**.
- Offer of **social housing** in mixed programmes developed on the obsolete port areas.

3. Planning and managing the cruise development within a global port city project

- Institution of a good (better) **governance between port, city and other local stakeholders** including the citizens.

1.2 The URBACT II Programme

URBACT II is a European exchange and learning programme promoting sustainable urban development, to enable cities to work together and to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT is 300 cities, 29 countries and 5,000 active participants. URBACT is jointly financed by the European Union (European Regional Development Fund) and the Member States. Following URBACT I (2002-2006), the URBACT II (2007-2013) European exchange and learning programme promoting sustainable and integrated urban development takes part in implementing the Lisbon-Gothenburg Strategy (priority to competitiveness, growth and jobs).

Methodology

Each partner city in a Thematic Network commits to developing its own Local Action Plan as an output of its participation in the network. Where as cities

- Development of **public-private partnerships** in economic and social matters.
- Conception of new tools to allow, encourage and integrate the **participation of the citizens** in the decision-making process.
- Conception of **innovative planning tools** to transform and organize the city port in an integrated vision.
- Creation of **innovative communication tools** to promote, in a global dimension, the port city and its features (specific know how and skills; tourist potentialities, etc.).

The CTUR project is established under URBACT II EU Programme and the output of this project is the elaboration of Local Action Plans focused on the cruise tourism opportunities connected to the sustainable development and regeneration of deprived or under-utilised areas on the waterfront, and to allow for the preservation of waterfront heritage buildings.

are the core target of the programme, it is important that National and Regional Authorities having responsibilities in the urban areas concerned are associated to networking activities as much as possible. In order to allow for an effective impact of network activities on local policies, each partner in a thematic network sets up an URBACT Local Support Group. Involvement of relevant partners at local level is a core component of the URBACT II methodology for enhancing urban sustainable development policies. The ULSG gathers the local key stakeholders concerned by the issues addressed within the network and by the city's LAP to be developed. Their composition depends on the theme and on the type of project and partner.

Objectives

URBACT enables European cities to work together and to develop effective and sustainable solutions to major key urban challenges. Each project brings

together 6 to 12 cities or other partners during two to three years and focuses on a specific urban issue .

Specifically, URBACT aims to:

- Facilitate the exchange of experience and learning among city policy-makers, decision-makers and practitioners;
- Widely disseminate the good practices and lessons drawn from the exchanges and ensure the transfer of know-how;
- Assist city policy-makers and practitioners, as well as managers of Operational Programmes, to define action plans for sustainable urban development.

Priority Axes

URBACT is structured along 3 Priority Axes:

Priority Axe 1 - Cities, Engines of Growth and Jobs

- 1.1. Entrepreneurship
- 1.2. Innovation and knowledge economy
- 1.3. Employment and human capital

Priority Axe 2 - Attractive and Cohesive Cities

- 2.1. Integrated development of deprived areas and areas at risk
- 2.2. Social inclusion
- 2.3. Environmental issues
- 2.4. Governance and Urban planning

Priority Axe 3 - Technical Assistance

The Programme Area

The programme area consists of:

- The EU 27 Member States (so-called Member States)
- Norway and Switzerland (so-called Partner States). Partners from these countries cannot make use of ERDF allocations, but can participate at their own cost.
- Instrument for Pre Accession (IPA) countries. Partners from IPA countries can participate in operations using IPA funding, without receiving ERDF co-financing.
- Other countries. Partners from other countries, anywhere in the world, can participate with their own funding.

2 The city of Helsinki



Helsinki port overview. Photo City of Helsinki



Helsinki, the capital of the Republic of Finland, is a modern city with over half a million residents and is situated on the Baltic Sea. Helsinki together with the neighbouring cities forms the Helsinki metropolitan area with more than a million inhabitants.

Capital where Eastern and Western cultures meet; Helsinki is unique among Northern European cities. The lifestyle in the second-most northern capital city in the world is full of contrasts and activities in the form of hundreds of events and friendly people. Helsinki's identity has been formed by cultural influences from both the East and West. The archipelago that surrounds Helsinki with hundreds of tiny islands creates an idyllic environment for cruises.

Over 450 years of history, several architectural layers and the impact of different periods can be clearly seen in Helsinki. Finnish design has also made the country's capital city world famous. The beauty of the surrounding nature blends seamlessly together with high-tech achievements, while old traditions mix with the latest contemporary trends. The city centre has many beautiful parks, and the nearby forests offer an ideal setting for peaceful and quiet walks.

Helsinki's rhythm is laid back yet at the same time refreshingly active in terms of both the number and quality of restaurants and nightclubs. Everything is nearby – Helsinki is a pocket-sized metropolis that is ideal for visitors. The City as Helsinki was ranked as the world best place to live by a British Monocle -magazine in 2011. Helsinki is also organizing events for its World Design Capital -festivities in 2012.

The city

Location : Finland
Population (2007) : 568 531 (city)
1.3 m. (metropolis)
Rate of employment : 75,3%
(metropolitan area)
Unemployment rate : 5.2% (2008)
Income per capita : € 22 621 The port

The port

Ranking : international - first port in Finland
Administrative statutes : Municipal port managed by an Harbour Committee
Total traffic : 13.4 m G.T. (2007)
Container traffic (EVP) : 431 000 TEU (2007)
Total passengers : 8.5 m pax (2006)
Cruise passengers : 330 000 pax - 270 calls (2008)
Direct employment : 276
Employment in the cruise sector : 470 (direct - 2007); 700 (indirect and induced - 2007)

1 - Key features of the city and the port

Demographic trends

Helsinki is the capital of Finland on the southern coast of the country. Helsinki has about 500 000 inhabitants and the whole metropolitan area i.e. Helsinki and the neighbouring cities of Espoo, Vantaa and Kauniainen, about 1 200 000.

One of the main demographic trends is the continuous growing of the proportion of immigrants (today 8 %) and of the number of elderly people and single households.

Strategic importance

The capital status means that Helsinki is Finland's leading city of all transports, port activities, amount of tourists and has the largest number of universities and institutions giving higher education (over 10). Helsinki was one of the nine European Cities of Culture for the year 2000. In that year Helsinki celebrated its 450th anniversary too.

Business & employment sectors

The economic structure is very much service-orientated, covering 83 % of jobs (commerce, services, public services etc.), the percentage of production



is 17. High level services are typical of Helsinki as well as high technology businesses.

Place of the port in the local/regional economy

The Port of Helsinki is Finland's main harbour, which has by far the best ship connections to destinations abroad. The Port of Helsinki is specialized in unitized cargo. The national importance of the port is illustrated by the value of transports: one third of Finland's entire trade is transported through the port of Helsinki, or, 40 per cent of Finland's seaborne foreign trade pass the Port of Helsinki. The hinterland of the port is the southern part of Finland, and when imported consumer goods and forest industry export are concerned the whole country. The Port of Helsinki also forwards unitized transit cargo to and from Russia. The port's bulk transports consist of oil products and coal for the region's energy supply.

2 - Key features of the cruise activities and of the urban and port heritage

Evolution and position of the port city on the cruise market

Since 2005, the cruise traffic registers an important increase with, in 2008, an estimate number of 330 00 passengers and 270 calls.

The cruise ships moor at the West Harbour or at the South Harbour, which is also Finland's largest passenger port. Some six million passengers pass through it annually.

There are regular scheduled sailings both to Stockholm and Tallinn twice a day throughout the year. In summertime there are also numerous connections with high speed vessels to Tallinn starting in April and stopping in the end of December. The West harbour serves Tallinn and Rostock traffic. There are up to 8 departures a day to these cities. Some five million passengers pass yearly through the West Terminal.

Evolution and state of the urban tourism

The Economic and Planning Centre of the City of Helsinki has produced a Strategy with a title "The City of Helsinki – a Good Partner for Businesses", in which one of the main growth sectors is Tourism. Within this part of the strategy a main stress is put on the development of seaside travel destinations and the promotion of Helsinki as a potential hub for cruise traffic (home port status).

Nowadays, the most visible trend in the tourism evolution concerns the change in the nationalities of the cruise tourists: as in earlier years the majority came from North America, the share of South and Middle Europeans is in a steady increase. Also the increase of special groups is a challenge to organize interesting shore excursions and special programmes for these groups (e.g. gay, family, sport and other interest groups).

Urban and port heritage

In South Harbour there are already some examples of enhancement and conversion in urban facilities of the port heritage: Hotel Grand Marina, which used to be a harbour building, Hotel Katajanokka, a previous jail, both in the area of a cruise ship pier.

When the cargo traffic moved to the new port of Vuosaari and the redevelopment of the West Harbour areas has begun, there are already several projects to converse the old heritage.

3 - Key problems, challenges and thematic focuses

Problems to resolve and challenges

Creating a new residential area surrounding the West Harbour

The most visible change in the physical aspect concerning West Harbour is that the whole cargo and container traffic was moved in November 2008 from the city centre to the new Vuosaari harbour east of the city centre. Ferry and cruise traffic will be left in West Harbour. The vast areas left empty from container fields will be reconstructed for housing during the coming 20 years.

The delocalization of the port activities in the Vuosaari harbor represents an opportunity to create a completely new concept of waterfront to Cruise Harbour of Hernesaari in West harbour, which proposes to combine housing - both private and municipal one - maritime activities from small sailing boats up to Genesis class cruise ships.

The planning of the Hernesaari project is in a master plan phase. The project is based on sustainable development even though environmental issues in the will be demanding due to cruise traffic and heliport. The main target of the project is to find a sustainable mix of housing and maritime life, keeping in mind all environmental requirements, the protection of existing heritage and to create a neighbourhood in which both a local resident and thousands of cruise visitors feel comfortable.

3 The Local Action Plan



Hernesaari and Jatkäsaari master plans

3.1 Basic description of LAP intervention area

The Hernesaari an area of 32 hectares which is built up mostly of landfill to facilitate halls for dock yard for building ships at the most southern tip of Helsinki peninsula. Area is isolated by the sea from three sides and in the north the is main dock yard area. As the dockyard activities in Hernesaari come to a halt by the 2020, Hernesaari will become a residential area that emphasises leisure by the sea. A water sports centre, a boat harbour and passenger cruisers will vitalise the area. The seaside park will attract city residents to exercise and enjoy various activities. With 5,000 residents and 3,000 jobs, the area will become a new pleasant part of Helsinki city centre.

In due course, trams will run along the Hernesaari main street. Residential complexes, a water sports centre, a marine commercial hub and a helipad will all be built east of the main street. The western side will retain the existing grain silos, the Munkkisaari industrial building and the Ford factory building. The existing buildings will be supplemented by cruise ship wharfs, a passenger terminal and a small boat harbour with its accompanying services.

The residential complexes will form three urban villages, each of which will have a water pool with boat docking spaces. The pools will be connected to the open sea through water canals, and the green areas between the villages will provide room for playgrounds and playing fields. The complexes will be tightly built and urban in nature. The buildings will range from 6–7-storey buildings in the south to towering blocks of flats in the north. Most car parking will be located underground and in parking garages. Most streets in Hernesaari will be built some three metres above sea level. New landfill will be needed to cover at least 11 hectares. In total, the completed Hernesaari area will be some 44 hectares in size.

Rejuvenating seaside park and water sports centre

A high-quality seaside park, some 750 metres long and 70 metres wide, will be located next to the residential villages along the eastern shoreline. The park will offer diverse refreshment activities for locals, Helsinki residents in general and cruise passengers. An accessible light traffic route will wind between the park and the villages, some seven metres above the ground. When approaching the shoreline, the park will gently descend to sea

level. Water sports centre visitors will be able to try out various water sports and take part in trainings and competitions. According to current plans, the centre will also host a marine hub for commerce and activities. The small boat harbour will provide facilities for a water bus and some 500 boats. The helipad, located at the tip of Hernesaari, will be surrounded by a light traffic route with magnificent views towards the city centre and the open sea. People spending time in the cafés and restaurants along the seaside boulevard on the western shore will be able to observe sailing yachts and the hundreds of cruise ships visiting Helsinki every summer.



1. *Hernesaari and Jatkäsaari project areas in 2030.*

Activities launch before actual construction work

The first new residents will move to Hernesaari in 2020 at the earliest. Before this, the area will be developed as a cruise harbour and a tourist attraction. Every year, some 300,000 cruise passengers and 300 international cruise ships will land in Hernesaari. A water bus wharf, an event market and the

necessary guidance signs and walkways will be built for tourists and residents. Hernesaari is fully prepared to take in new leisure and tourism services. A partial master plan will be drawn up for Hernesaari. Town planning for the area will begin after approval of the proposed partial master plan by the City Planning Board.

3.2 The local actors: Local Support Group

Local support group was originally a collection of individuals interested in cruise tourism. Aim was to get together people who have seldom met regarding cruise tourism instead of having people who have been taken part in cruise tourism for several years. This approach was chosen in order to have a fresh start to tackle the challenge.

Several brainstorm -events were held in order to conceive ideas what should and could be offered in Helsinki for cruise passengers. After brainstorm phase ideas were divided into several projects to be realized which were organized mainly by City Planning Department and Economic and Planning Centre. At realization phase original LSG no longer served as a common platform for the complexed issues presented in each individual project and naturally each project had their own sublevel LSG.

Hernesaari market square -project is a good example of sublevel LSG work method. Realization of the market place was organized by the private sector in co-operation with city of Helsinki. Preliminary feasibility study was funded by state of Finland (Centre for Economic Development). Several workshops were held for interested to-become entrepreneurs of the market place and the current stakeholders in the waterbus, shuttle bus and sightseeing traffic. Peak of the participants was recorded in 23.11.2010 as 70 people took place in the workshop which was held on the spot in Hernesaari. Workshops for the potential stakeholders in the tourism orientated businesses were crucial in order to achieve a common understanding for what should be done to develop business environment.



2. Pictures from the workshops in Hernesaari.

Original LSG participants from brainstorming phase are presented as follows:



Marianna Kajantie

Master's degree in Education at the University of Helsinki: art education at our schools. Annantalo Arts Centre and Alexander Theatre. Now involved in cultural politics and European projects in the Cultural Centre of the City of Helsinki

Helsinki has been a partner in all Urban projects from Pilot 2 to URBACT II and Cultural office has managed to have the Arts as a part of each one, I hope this chain will continue.....

Jari Huhtaniemi



Architect at the City Planning Department of the City of Helsinki

Harbour is the traditional gate to the city. This link is now to be emphasized in Helsinki by increasing cruise and ferry traffic. In Hernesaari temporary solutions to enhance city to port connection enable experiments prior to final building phase in the years to come.

Hilkka Lehtonen



Professor, Dr. Tech., part-time chief researcher at the Centre for Urban and Regional Studies/Helsinki University of Technology

The Centre was founded in 1968 as a national multidisciplinary centre for further education in urban and regional planning and urban studies = can offer expertise

of over 30 academically educated researchers and lecturers.

Malla Paajanen



Licentiate of Science (Econ.) in Economic Geography, Master of Science (Econ.) in Economic Geography, Helsinki School of Economics

Fields of interest:

Tourism product development, compact set of services for cruise passengers, strategic opportunities of tourism, cruise tourism's contribution to the local living environment, networks of tourism organisations

Kaarina Vuorivirta



Master of Science (Chem.Eng)

Quality and Environment Manager in Port of Helsinki

Fields of interest:

Environmental affairs in port operations Baltic Sea and state of it
How to make port area more attractive? People who live near port areas

Jari Kallioniemi



Schooner Captain

B.Sc. (Bus. & Admin.) Helsinki School of Economics

Fields of interest:

Cruise tourism in city structure
- combining cruise services and city activities
Cruise passenger services
- new local services for cruise travellers

Stefan Andström



Master of Science (Economics)

Swedish School of Economics and Business Administration, majoring in Finance.

Finance and Production Director, Skanno Oy.

Concentrating especially on issues production quality and logistics



Kimmo Rönkä

Senior Consultant in Movense Ltd
Working career as a researcher, community planner, director of university institution and last five years as private consultant.

Specialist in innovative living concepts (work, live & play as well as space, content & events)

I hope that URBACT gives us passion-driven new ideas about future living environments with a rich variety of experiences.



Jani Toivola

A finnish actor and TV presenter and in 2011 newly elected finnish congressman.



Markku Hakuri

Artist, Professor of Environmental Art at the University of Art and Design Helsinki

Fields of interest are possibilities of environmental art in the society, astronomy, paddling



Kurt Lonnqvist

Member of International Sailing Federation Council

I'm working on developing a new Water Sport Center next to the new cruise ship harbour



Tuija Aavikko, Helsinki Cruise Network Manager

Representative of Helsinki in Cruise Baltic, since 2006
City of Helsinki's cruise coordinator, earlier sales & marketing experience both from industry and travel.

3.3 Main aims and objectives of the Local Action Plan and proposed actions

Annex 1: main aims and objectives

Experimental experiences at Helsinki cruise port 2011-2020

Objective 1: Vitalising the port area

Enhancing attractiveness and services of cruise port and surroundings for tourists and locals

- Action 1.1: Creating of Hernesaari market place to develop leisure and tourism orientated businesses and events in co-operation with World Design Capital 2012 foundation (state/city/private)
- Action 1.2: Enhancing of the waterfront park for leisure
- Action 1.3: Organizing Open European Helsinki 2011 –The Olympic Classes Sailing Competition at Hernesaari
- Action 1.4: Building 'Sauna village'
- Action 1.5: Creating 'Welcome to Helsinki' art wall to the sea
- Action 1.6: Organizing 'Wastelands' architectural students workshops in 2012

Objective 2: Heritage

New functions to the port heritage for urban regeneration

- Action 2.1: Converting historical Ford automobile factory into a Helsinki House of Dance (eu/state/city)
- Action 2.2: Re-using of ex-industrial dock yard hall for the temporary cruise terminal
- Action 2.3: Re-using of ex-industrial dock yard halls for temporary use for artists and 'workshop villages' for unique made-in-Hernesaari products
- Action 2.4: Re-locating of Helsinki heritage kiosks from 40's to Hernesaari area

Objective 3: Port - city connections

Improving port-city connections to promote tourism

- Action 3.1: Developing temporary cruise passenger orientated sign post campaign with mobile services
- Action 3.2: Re-organizing pedestrian and bus routes from port area to the waterfront park
- Action 3.3: Building temporary water bus quay



'DESIGN SAUNAS'



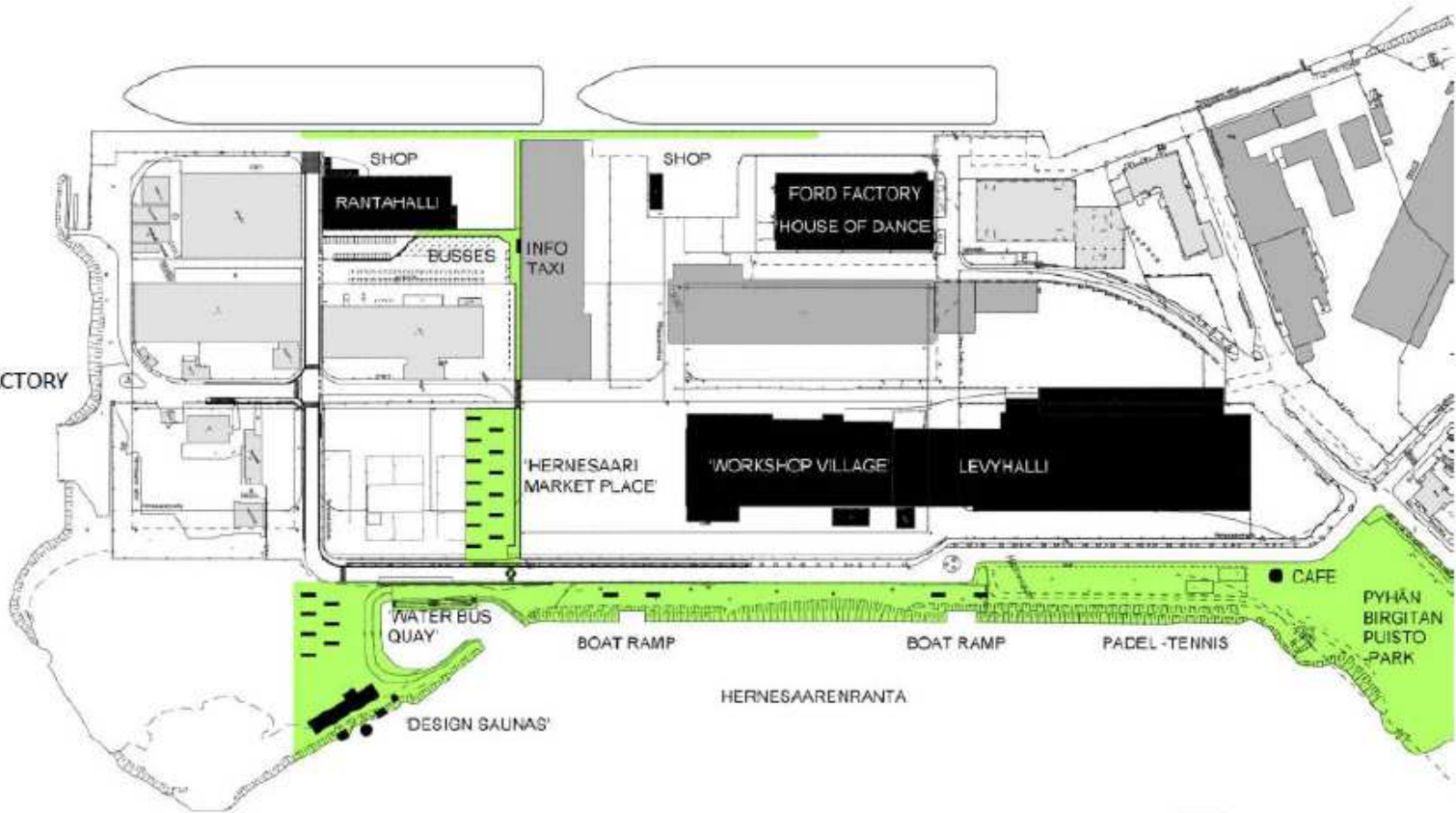
'HOUSE OF DANCE' AT FORD FACTORY



ART WALL TO THE SEA



'WORKSHOP VILLAGE' AT LEVYHALLI



SUMMER 2011

SIGN POSTING



WATERBUS QUAY



HERNESAARI MARKET PLACE



OPEN EUROPEANS SAILING COMPETITION



Objective 1: Vitalising the port area Enhancing attractiveness and services of cruise port and surroundings for tourists and locals

Hernesaari and cruise ship harbour is ready to offer experience services for tourists and residents in summer 2011.

The City of Helsinki is constructing a new waterbus quay, marketplace, sign posting and walking paths in the area. Partners are currently being sought to offer design saunas and an art wall.

Each summer around 300,000 cruise ship passengers arrive at Hernesaari. City of Helsinki hopes that entrepreneurs will find cruise port and its customers.

Hernesaari's new waterbus quay will offer cruise ship passengers a new way of getting to the Market Square and Suomenlinna. In addition, a sign system offering a mobile service will be built for tourists to guide them from the harbour to the city centre via Telakkakatu and Bulevardi streets.

In the market at Hernesaari, stalls and containers will be rented to businesses as sales points. The plan is convert the industrial building next to the market into a "workshop village" where businesses could also rent work facilities. The company Vuotekno Oy is responsible for all rental activities.

The marketplace will also serve as a venue for events in the area. Next summer the Open Europeans 2011 – European Sailing Championships will be held at Hernesaari. This major event is expected to attract up to a thousand competitors and tens of thousands of spectators.

Partners being sought for design saunas and an art wall. Architectural firm Avanto Arkkitehdit has drawn up a plan for the shoreline around Hernesaari based on modern wood-heated saunas that could be used year round by residents, cruise ship passengers and other groups. Partners are currently being sought to implement the plan.

The saunas would serve as a display case for Finnish design and wooden construction products. A seaside restaurant or lounge bar could also accompany the saunas.

Partners are also being sought to create a 170-metre-long art wall along the side of the industrial building. The wall would welcome over four million ferry and cruise ship passengers to Helsinki each year.

The wall would be a good vehicle for the Finland or Helsinki brand in the spirit of World Design Capital 2012,

The "House of Dance Committee" is looking into the possibility of converting the Ford House in Hernesaari into a centre for dance. The City Planning Department is carrying out studies of the building's history and its suitability as a cultural venue.

The long-term plan is to transform Hernesaari into a new seaside residential and business district.

In the meantime the area can be used creatively for the next ten years or so. City plans to develop tourism and recreation related activities in Hernesaari even when new residents have moved into the neighbourhood.

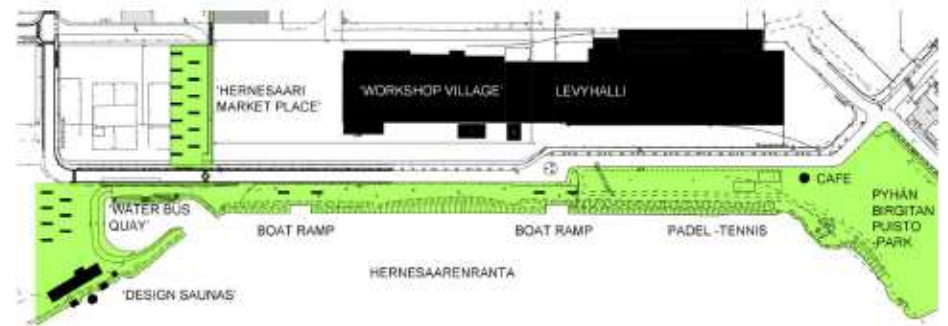




- Action 1.1: Creating of Hernesaari market place to develop leisure and tourism orientated businesses and events in co-operation with World Design Capital 2012 foundation (state/city/private)

In the market place at Hernesaari, stalls and containers will be rented to businesses as sales points. The private sector company Vuotekno Oy is responsible for all rental activities. The marketplace will also serve as a venue for events in the area, such as sailing competitions.

World Design Capital 2012 foundation is interested in co-operating with Hernesaari market place. In summer 2012 it is likely, that in addition with WDC2012 themed design containers, market place is one hot spot of city's several design events.



Action 1.2: Enhancing of the waterfront park for leisure

Hernesaari waterfront park is a part of an industrial area but also a part of the most popular waterfront park of Helsinki, Merisatama. Locals spend their time walking the seaside boulevard and sitting in several cafes watching yachts and majestic views to the sea through the archipelago of Helsinki. This newly enhanced sea side promenade is to be continued to Hernesaari industrial area by temporary enhancement projects.

In Hernesaari waterfront park there are plans for a new permanent kiosk and 'Sauna village' but also for temporary functions for the local such as fishing, beach and agility track for dogs. Water sports are in key role as surfing goes well with strong waves and wind.



▪ **Action 1.3: Organizing Open European Helsinki 2011 –The Olympic Classes Sailing Competition at Hernesaari**

This summer the Open Europeans 2011 – European Sailing Championships will be held at Hernesaari. This major event is expected to attract up to tens of thousand spectators and competitors to Hernesaari waterfront. Event will be free to public and will act as a major kick-off event for Hernesaari developments.

Due to the fact that the area is ideally located in the heart of the city and by the open sea also two minor sailing competitions are held in Hernesaari and the trend is to continue. Therefore two ramps for lifting boats on and off the sea are constructed which will also serve the clubs and active water sports men as well.





▪ **Action 1.4: Building 'Sauna village'**

Partners being sought for design saunas. Architectural firm Avanto Arkkitehdit has drawn up a world class architecture plan for the shoreline around Hernesaari based on modern wood-heated saunas that could be used year round by residents, cruise ship passengers and other groups. The saunas would serve as a display case for Finnish design and wooden construction products. A seaside restaurant or lounge bar could also accompany the saunas.



▪ **Action 1.5: Creating 'Welcome to Helsinki' art wall to the sea**

Partners are also being sought to create a 170-metre-long art wall along the side of the industrial building. The wall would welcome over five million ferry and cruise ship passengers to Helsinki each year.

The wall would be a good vehicle for the Finland or Helsinki brand in the spirit of World Design Capital 2012,

WASTELANDS



▪ Action 1.6: Organizing 'Wastelands' architectural students workshops in 2012

Architecture student around the world are summoned in the summer 2012 for two weeks to Helsinki to resolve challenges in the neglected areas such as former industrial areas as Hernesaari. During the two week workshop students will craft by themselves from wood and metal street furniture for the waterfront park and the market place.



Objective 2: Heritage

New functions to the port heritage for urban regeneration

The Hernesaari area is built up mostly of landfill that now covers Hernesaari Island, located in the middle of the cape, and Hernematalankari Islet at the southern tip. Maps dating back to as early as 1696 show an island called Ertholmen. In the beginning of the 1900s, Hernesaari was confirmed as the Finnish name for the island.

During summers, the island was used as an animal pasture and an operational base for fishermen. In 1941, Munkkisaari and Hernesaari were connected after approval of the decision to fill the dividing inlet. Five years later, the rocky island rising from the sea was flattened for the use of the newly built Ford car factory. From there on, the area has been used as a dock yard for building cruisers and other ships.

In the long run, only three buildings will be preserved in Hernesaari after the residential building of the area is complete in 2030:

Grain silos

The concrete-built, state-owned grain silos will hold grain also in the future.

Munkkisaari industrial building

The Munkkisaari industrial building, which currently hosts several companies, will be retained in the new plan.

Ford factory

The possible cultural applications of the Ford factory building are currently being investigated.

How ever, there are plans for temporary use of the current warehouse buildings in the area for the next approximately ten years.



▪ Action 2.1: Converting historical Ford automobile factory into a Helsinki House of Dance (eu/state/city)

Ford factory is built in 1948 as a 12 000 sqm factory building for assembling ford cars. Today there is office use and event promoters are the huge halls suit well for events and audience.

The possible cultural applications of the Ford factory building are currently being investigated. A house of Dance would be an institute for contemporary dance, which is one of main cultural export products of Finland. Practise places for the dance schools and halls performances would be the main goal to achieve. Also there is an aim to realize a performance hall for 1000 spectators.



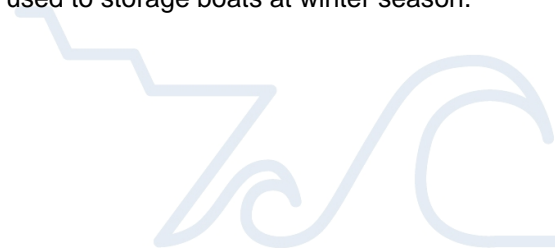
- Action 2.2: Re-using of ex-industrial dock yard hall as a temporary multi-use cruise terminal

Dock yard hall has been transformed by the port of Helsinki into a cruise terminal for turn-around passengers for the cruise season. The hall has been used to store boats at winter season.



- Action 2.3: Re-using of ex-industrial dock yard halls for temporary use for artists and 'workshop villages' for unique made-in-Hernesaari products

The plan is to convert the industrial building next to the Hernesaari market place into a "workshop village" where businesses could also rent work facilities. The idea is to offer small container divided spaces in a huge dock yard hall for artisans to create creative communities and unique 'made-in-Hernesaari' products.





■ Action 2.4: Re-locating of Helsinki heritage kiosks from 40's to Hernesaari

Gunnar Taucher designed in the late 30' small kiosk stalls to the parks and streets of Helsinki. Today there are 19 left of these late functionalistic style kiosks and half of them are either in bad condition or without use. Hernesaari would be the place to temporary relocate these gems of the golden era of Finnish architecture for the use of cruise passengers and locals and to be later permanent relocated for the later use in completed project areas.

Objective 3: Port - city connections Improving port-city connections to promote tourism

Hernesaari is located approximately 2,5 kilometres from the city centre being the utmost southern tip of Helsinki peninsula. As waterfront offers an attractive path way to city centre through Kauppatori market place it is also obvious that faster means of travel has to be offered.

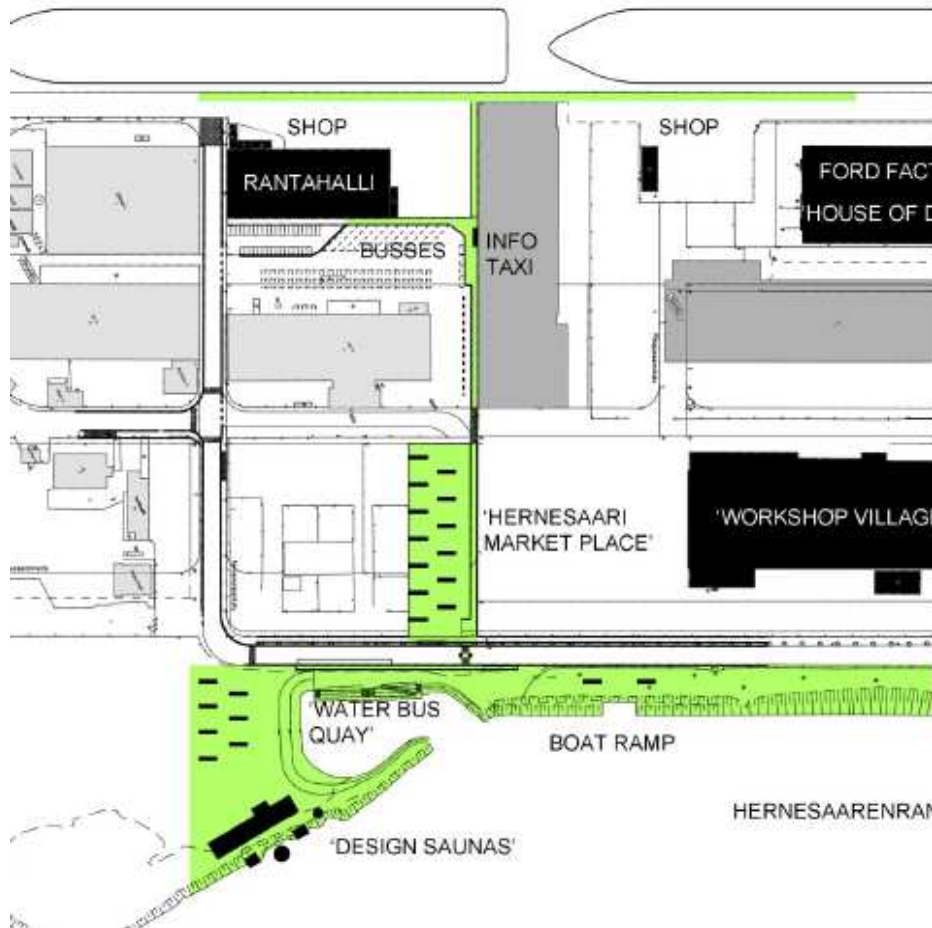
Two additional routes are guided through city, design route and fast route, the latter one being suitable for bicycles which are rented at the Hernesaari market place.



■ Action 3.1: Developing temporary cruise passenger orientated sign post campaign with mobile services

'Walk and feel Helsinki' sign post campaign guides passengers from the port area to the city centre area where is the drop-off point of shuttle buses. Sign posts also include a mobile service for which a passenger can download a cell phone application from the port city guides.





▪ **Action 3.2: Re-organizing pedestrian and bus routes from port area to the waterfront park**

Hernesaari has two wharfs for two cruise ships. Due to Hernesaari development project passengers from both ships are guided to one gate, where Helsinki guides welcome visitors accompanied with shuttle busses, sightseeing busses and taxis. Concentrating all passenger to one route offers entrepreneurs more clients instead of dividing into several stalls.



▪ **Action 3.3: Building temporary water bus quay**

Helsinki sightseeing is ideal by waterbusses. Due to peninsulas and bays of Helsinki archipelago offers path way to many of the city's touristic attractions but also is an attraction as itself. Now directly from Hernesaari, cruise passengers are able to take water busses to city centre or to Suomenlinna sea fortress, which is part of an UNESCO world heritage. The usage of water busses also reduces the use of shuttle bus services, a frequent traffic between port and the city centre, which has been criticized by the locals.

Annex 2: proposed actions

City of Helsinki					
Experimental experiences at Helsinki cruise port 2011-2020					
Objective 1: Vitalising the port area					
Enhancing attractiveness and services of cruise port and surroundings for tourists and locals					
Action 1.1: Creating of Hernesaari market place to develop leisure and tourism orientated businesses and events in co-operation with World Design Capital 2012 foundation (state/city/private)					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Market place next to cruise port	Private Sector	unknown	Building licence is in process to temporarily place containers to the area, customer survey in progress funded by state of Finland (Centre for Economic Development, Transport and the Environment)	yes	World Design Capital 2012 foundation to enhance market place for the 2012 design year
Action 1.2: Enhancing of the waterfront park for leisure					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Enhancing the water front park for locals and tourists	Public Works Department/ partly in co-operation with private sector	unknown	Preliminary sketch	Not yet calculated	Unknown

Action 1.3: Organizing Open European Helsinki 2011 –The Olympic Classes Sailing Competition at Hernesaari					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Organizing public events to Hernesaari	Helsinki Sail Race Management/ City of Helsinki	unknown	Realization in progress	yes	Private sector partners, city of Helsinki
Action 1.4: Building 'Sauna village'					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Building public use saunas near cruise port	Private sector Soulproductions Oy in co-operation with Sauna from Finland	700 000€	Preliminary sketch, feasibility survey funded by state of Finland in progress (Centre for Economic Development, Transport and the Environment)	no	Private wood industry, state of Finland (Ministry of Employment and the Economy and Finnish Tourist Board)
Action 1.5: Creating 'Welcome to Helsinki' art wall to the sea					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Emphasizing the arrive to Helsinki in spirit of the World Design Capital 2012 – year	World Design Capital 2012 foundation in co-operation with private sector	200 000€	Preliminary sketch, feasibility survey in progress	no	World Design Capital 2012 foundation, Finnish Tourist Board, Port of Helsinki, private sector

Action 1.6: Organizing 'Wastelands' architectural students workshops in 2012					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Unique street furniture to the Hernesaari market place and water front park	32. European Architecture Students Assembly in co-operation with city of Helsinki	12 500€ to organize a student competition	In progress	no	Economic and Planning Centre, City Planning Department, Public Works Department
Objective 2: Heritage					
New functions to the port heritage for urban regeneration					
Action 2.1: Converting historical Ford automobile factory into a Helsinki House of Dance (eu/state/city)					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Feasibility study of cultural use of the Ford building	City Planning Department in co-operation with House of Dance Committee, Cultural Office, Finnish National Gallery and City Museum	30 000€	Feasibility study in progress	yes	Financial feasibility study in progress by the House of Dance Committee
Action 2.2: Re-using of ex-industrial dock yard hall for the temporary cruise terminal					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Temporary cruise terminal in ware house	Port of Helsinki	unknown	In use 2011	yes	none

Action 2.3: Re-using of ex-industrial dock yard halls for temporary use for artists and 'workshop villages' for unique made-in-Hernesaari products					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Temporary 'workshops' for artists in ware houses	Real Estate Department in co-operation with Cultural Office	unknown	Preliminary financial feasibility study funded by state of Finland in progress (Centre for Economic Development, Transport and the Environment)	no	Centre for Economic Development, Transport and the Environment
Action 2.4: Re-locating of Helsinki heritage kiosks from 40's to Hernesaari area					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Placing kiosks near-by port area	Real Estate Department in co-operation with Helsinki City Tourist & Convention Bureau and Public Works Department	unknown	In a pilot phase one kiosk is to be re-placed to Helsinki City Tourist & Convention Bureau next to port gates	no	none

Objective 3: Port - city connections

Improving port-city connections to promote tourism

Action 3.1: Developing temporary cruise passenger orientated sign post campaign with mobile services

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Sign posts for cruise passenger from port to the city centre	Public Works Department in co-operation with Helsinki City Tourist & Convention Bureau , Port of Helsinki, Economic and Planning Centre and City Planning Department	140000€	Realization in progress to be finished in June	yes	none

Action 3.2: Re-organizing pedestrian and bus routes from port area to the waterfront park

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Building pedestrian pathways and parking spaces for the shuttle and sightseeing busses	Public Works Department	350000€	Realization in progress to be finished in June	yes	none

Action 3.3: Building temporary water bus quay

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
A basin and a quay for water busses near cruise port	Port of Helsinki in co-operation with Sports Department	400000€	Realization in progress to be finished in June	yes	none

Annex 3: timetable

City of Helsinki					
Experimental experiences at Helsinki cruise port 2011-2020					
GANTT					
Action 1	Already implemented	2010	2011	2012	2013
1.1.1					
1.1.2					
1.1.3					
1.1.4					
1.1.5					
1.2.1					
Action 2	Already implemented	2010	2011	2012	2013
2.1					
2.2					
2.3					
2.4					
Action 3	Already implemented	2010	2011	2012	2013
3.1					
3.2					
3.3					

3.5 Links with other E.U. Programmes in the Local Action Plan implementation

Helsinki is a partner in the Creative Metropolises project and those experiences have been useful also for the local work in the CTUR-project. Creative Metropolises (CM) is a network of European cities working together to create better urban policies to support creative industries (CI). The aim of the three-year project (October 2008 – September 2011) financed by the EU's Interreg IV C Programme is to "strengthen the capacity and effectiveness of public support to unlock and support the economic potential of the creative economy". Altogether 11 cities are in the search for a well-functioning, focused, flexible and efficient public support system for creative industries: Helsinki, Amsterdam, Barcelona, Berlin, Birmingham, Oslo, Riga (lead partner), Stockholm, Tallinn, Vilnius, and Warsaw. The cities have been working together especially through the following means: research, exchange of experiences, regular seminars and study visits.

During the project, study visits were organized between partner cities. Representatives from the Helsinki City Urban Planning Office had the opportunity to participate in the visit hosted by Oslo. Helsinki is developing major port areas and industrial and port activities in housing and in

employment. Oslo has also similar waterfront development areas that they have already partially developed and will continue to develop. For Helsinki, it was extremely interesting to distinguish how and what have been planned in those areas and how they have attracted pop up creative industries in these areas. Helsinki's interest is also to develop cruise tourism to waterfront areas and we found innovative examples of how Oslo had developed conditions to support cruise tourism.

Creative Metropolises -project has had an active role in developing creative economy to Hernesaari market place in co-operation with CTUR. Also a customer survey is in progress which is funded by state of Finland (Centre for Economic Development, Transport and the Environment). The participants of the CTUR and Creative Metropolises projects had also an opportunity to meet and network during the Helsinki seminar organized in March 2011. A common evening event was organized in the old industrial Ford house building in the Hernesaari harbour area.



4 Conclusion



Helsinki overview. Photo City of Helsinki

4.1 Results achieved and actions implemented as good practices

The impacts of the temporary enhancements in the Cruise port of Hernesaari and its surrounding are yet to be seen since the realization of the first projects take place summer 2011. However during the planning phase, departments of the city of Helsinki has reinforced and enlarged the local method of collaboration. Instead of the traditional hierarchy orientated co-operation a more active role has been given to planners who face the challenges of cruise traffic from day to day basis. The relation between the city and the private sector as well as between the city and the state has been strengthened and more direct dialogue has emerged. Guide line has been an open conversation in a round table with all stakeholders concerned. This includes also work shops organized by a third party as a neutral platform for conversation.

Collaboration among the different city departments has been useful targeting with concrete specific issues. In many cases stake holders have spoken

together for the first time of the issues regarding the cruise traffic. Besides the new ideas to enhance the industrial area surrounding the cruise port, departments of the city have challenged assumptions and broadened perspectives and have found ways of working across disciplines.

The LAP of Helsinki includes activities organized for temporary use. This innovative and easily feasible planning approach has been perceived useful for the City as Helsinki is organizing events for its 2012 World Design Capital - year. Approach has also been successful in a situation in which the public sector is cutting down costs at all levels. Helsinki also aims to promote the pop-up activities for creative use in the coming years on an on-going basis and the experiences from the Hernesaari area have been fruitful for this work.



Principal contact details



Managing Authority:

Ministry of Employment and the Economy

Olli Voutilainen
olli.voutilainen@tem.fi

City Council of Departments

Cultural Office

Marianna Kajantie

City Planning Department

Jari Huhtaniemi

Economic and Planning Centre

Saara Aho

Sports Department

Merja Ruotsalainen,

Public Works Department

Anu Kiiskinen

Helsinki City Tourist & Convention Bureau

Katrilena Eklöf

Port of Helsinki

Antti Pulkkinen

Real Estate Department

Merja Sorakari

Building Control Department

Leena Jaskanen

City Museum

Sari Saresto
firstname.surname@hel.fi

Public Bodies

Helsinki School of Economics

Malla Paajanen
malla.paajanen@hse.fi

Helsinki University of Technology

Hilkka Lehtonen
hhlehtonen@kolumbus.fi

University of Art&Design

Markku Hakuri
markku.hakuri@uia.fi
Private Bodies

Vuotekno Oy

Pekka Viukari
Pekka.viukari@vuotekno.fi

Arctech Shipyard Helsinki

Jarmo Saramies
jarmo.saramies@stxeurope.com

Helsinki Sail Race Management

Kurt Lönnqvist
kurt.lonnqvist@purjehtija.fi



City of Helsinki

Edited by City Council of Helsinki

CTUR Partner

Marianna KAJANTIE, Cultural Office

marianna.kajantie@hel.fi

Tuija AAVIKKO, Tourist & Convention Office

tuija.aavikko@hel.fi

Jari HUHTANIEMI, City Planning Department

jari.huhtaniemi@hel.fi

Michaela STENBÄCK, Cultural Office

Michaela.stenback@hel.fi

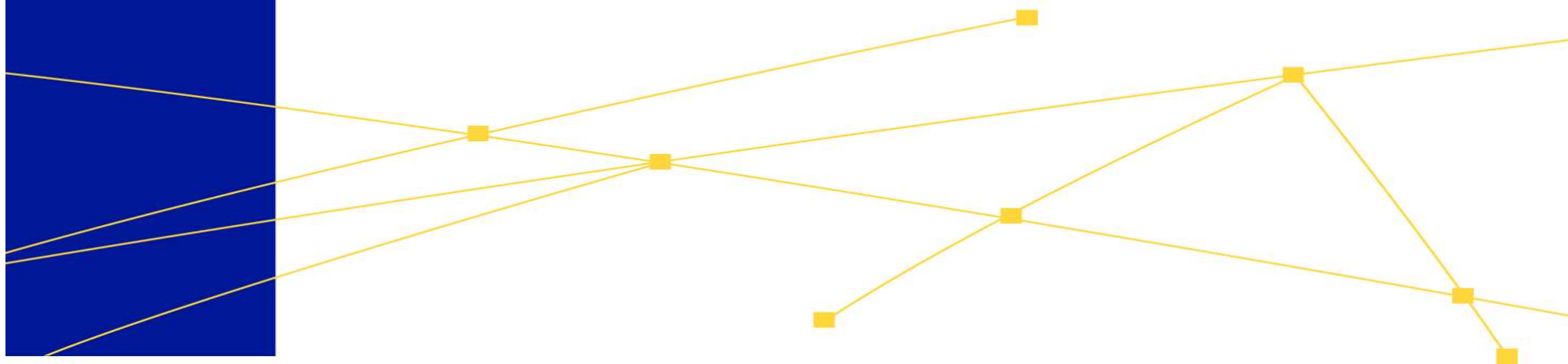
Sara KUUSI, Cultural Office

Sara.kuusi@hel.fi

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part-financed by the European Union (European Regional Development Fund).



www.urbact.eu/ctur