

An aerial night photograph of the Helsinki skyline, showing illuminated buildings and a harbor in the background. The image is dark, with city lights providing contrast.

CASE STUDY

Aligning public and private interests in the project TRIPLA in Helsinki

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project Trigoni by YIT

This aerial night photograph captures a sprawling urban development in Pasila, Helsinki. The scene is dominated by numerous illuminated buildings of varying heights and architectural styles. In the upper right, a cluster of tall, modern skyscrapers stands out against the dark sky. To their left, a large, interconnected complex of mid-rise buildings is visible. The foreground and middle ground are filled with a dense arrangement of smaller, brightly lit structures, some with unique, angular designs. A major railway line with multiple tracks runs diagonally across the lower left portion of the image, with light trails from trains suggesting movement. The background shows the city's edge meeting a body of water under a twilight sky. The overall atmosphere is one of vibrant, modern urban growth.

project Tripla by YIT

Railyard Quarters, various developers

PASILA, HELSINKI

Pasila Helsinki:

Maximizing connectivity

22 minutes to Helsinki Airport

Train every 10 minutes

Axis of Growth




Pasila

Vallila

Distance to Downtown 3 km

Kalasatama

Central Railway Station

	Railway
	Metro
	Main roads

Pasila 2025



850
buses
every day



130 k
passengers
every day



900
trains
every day



400
trams
every day



Now

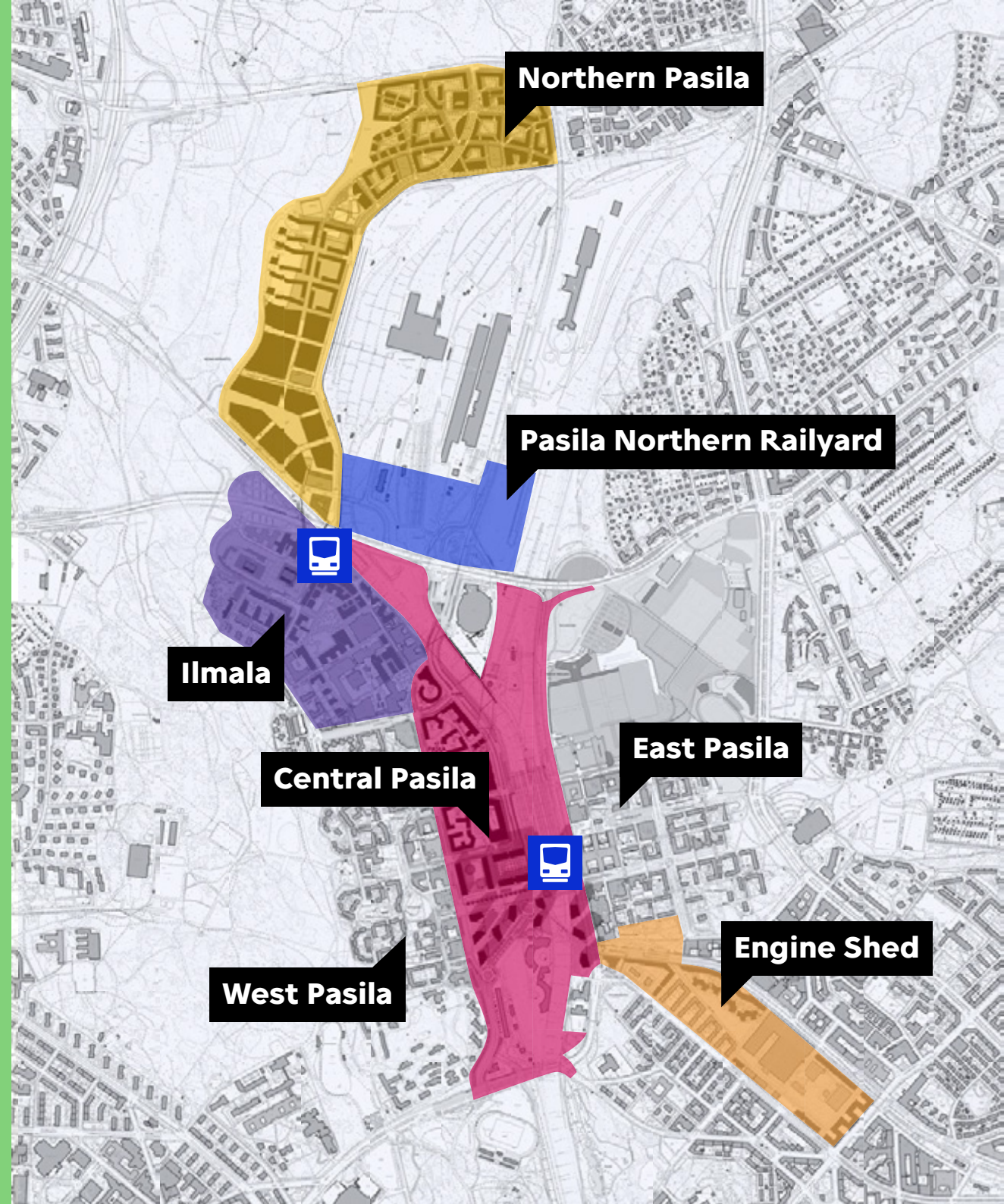
Over
23,000 jobs
1,1 million m²

Over
10,000 inhabitants
0,5 million m²

2040

50,000 jobs
2,2 million m²

23,000 inhabitants
1 million m²




Axis of Growth

The City is committed to developing the emerging Axis of Growth, Pasila-Vallila-Kalasatama Axis, together, seeking synergies between the three “power districts”.

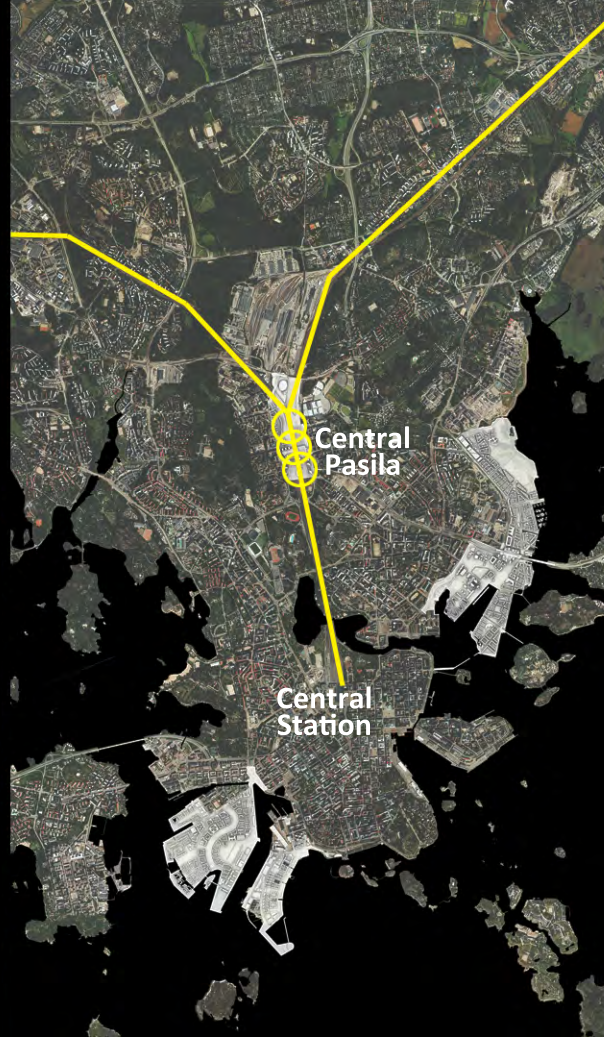
All the districts have their own profile and own strengths, but taken as one entity, they can provide a wealth of opportunities for companies and citizens alike.

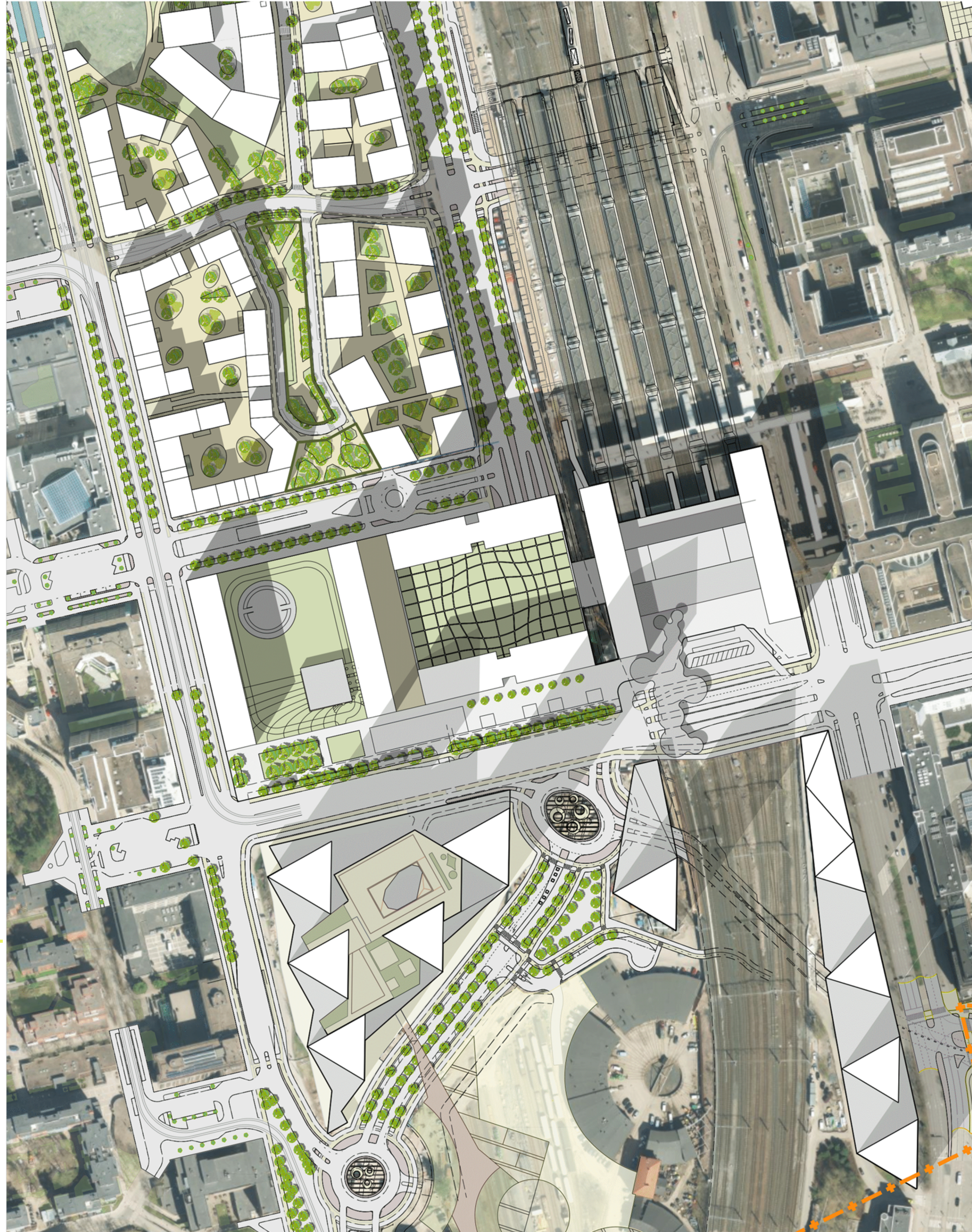
Axis of Growth is the engine for Helsinki's growth.



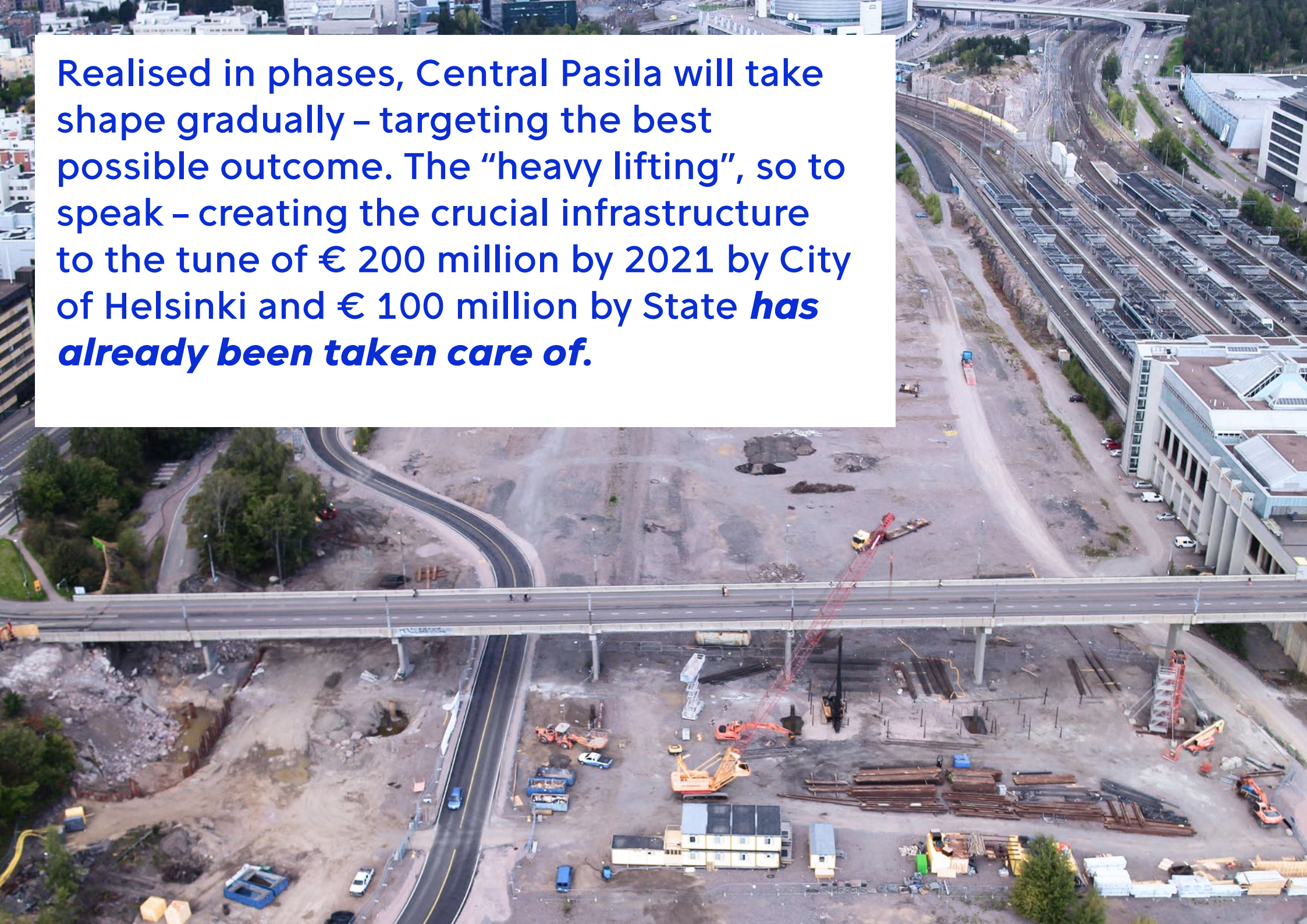
An aerial photograph of a city, likely Stockholm, Sweden. In the foreground, there's a large, modern building with a glass facade and a curved roof, possibly a train station or a public building. To its left is a large, open, sandy area, possibly a construction site or a parking lot. A bridge spans a body of water in the middle ground, connecting different parts of the city. In the background, there are more buildings, green spaces, and a large body of water with many islands. The sky is clear and blue.

How did we start the development?
Who were the stakeholders?
How did we co-operate and communicate?
What was the win-win deal like?
What was the role of the City and the State?





Realised in phases, Central Pasila will take shape gradually – targeting the best possible outcome. The “heavy lifting”, so to speak – creating the crucial infrastructure to the tune of € 200 million by 2021 by City of Helsinki and € 100 million by State ***has already been taken care of.***





We cordially invite you...

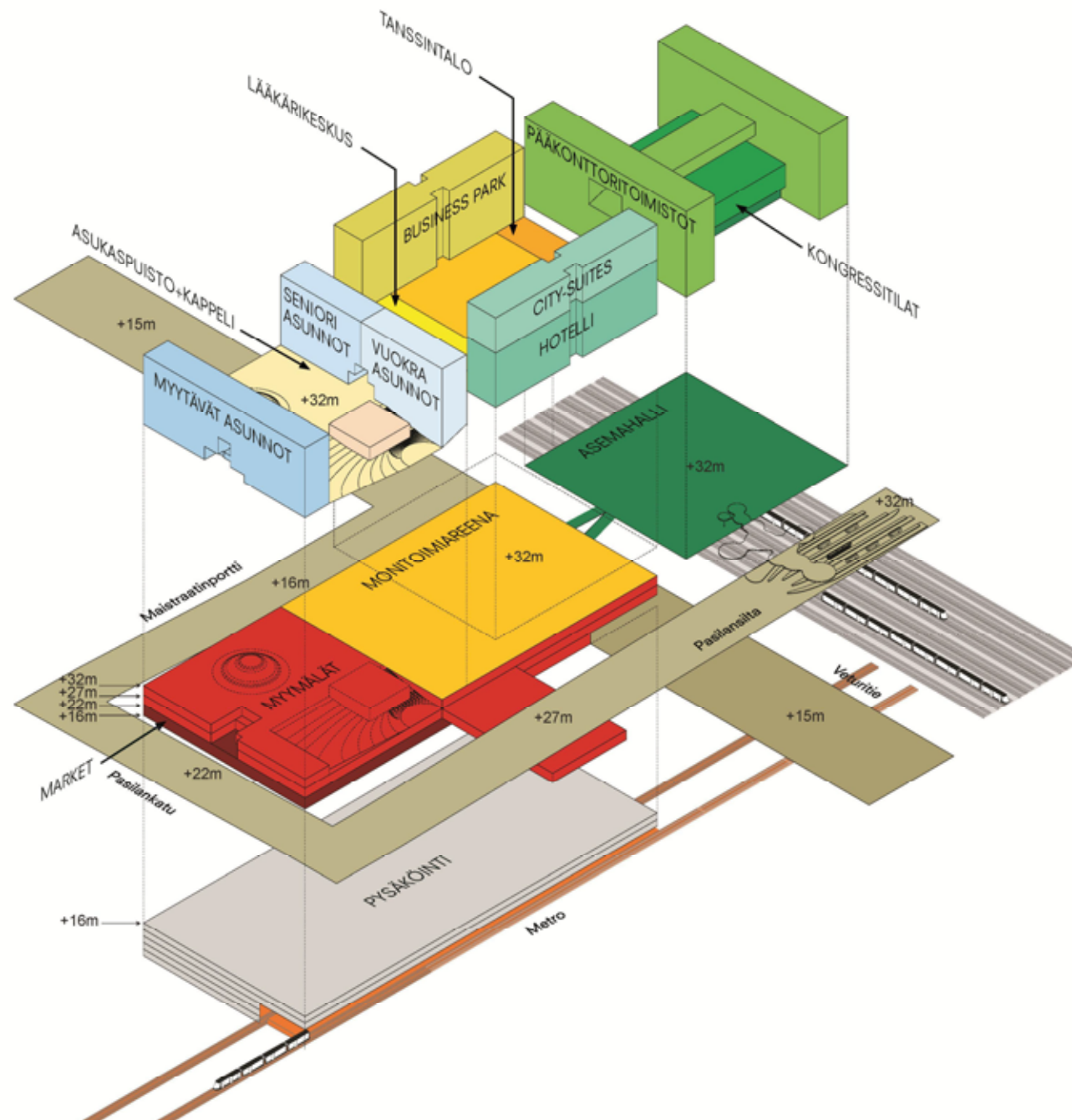


City of Helsinki

Senatit
Senate Properties



...to participate in a remarkable real estate
development opportunity in the
Pasila area of Helsinki



Tripla By The Numbers

Gross floor area

350,000* m²

*Building right 190,000 m²

50,000+ m² office space

7,000 jobs

ca. **400** new homes

400 hotel rooms

115,000 m² of commercial
space in the mall of which

85,000 m² will be let to some

250 stores



01.10.2017



Bridging East and West

From a real estate perspective, the railway tracks have been the separating force in Pasila, pushing east and west apart. Designated as a logistical entity, Central Pasila has fulfilled that role well.

The area, however, laid dormant, in a sense, for decades – until the City of Helsinki started a full-scale operation to reclaim underperforming areas. As railway functions are being reorganised in Pasila, a lot of space is becoming available for construction.

In **Pasila**, the City saw a **golden opportunity** to totally **reinvent** the area.

Unprecedented Collaboration

Globally, there are many sad stories about trying to take a railyard operation and turn it into a successful redevelopment project. Too much bureaucracy; too many players; too many conflicting interests – the list is long.

This is not the case in Central Pasila. There are two land owners, **the State of Finland and the City of Helsinki**, and they **share the same goal**: help Central Pasila achieve its ***full potential***. While the anchor developer, YIT, shares the same vision, it is clear that the redevelopment of the area is getting started in highly favourable circumstances.

Realised in phases, Central Pasila will take shape gradually – targeting the best possible outcome. The “heavy lifting”, so to speak – creating the crucial infrastructure to the tune of € 200 million by 2021 by City of Helsinki and € 100 million by Finnish Transport Agency – ***has already been taken care of***.

Residential Renaissance

Central Pasila District will not be complete with just Tripla and Tower Area in the mix. There is also plenty of room for ambitious residential solutions just north of the Towers. There's no forgetting business, either: about 25 % of the area is reserved for office construction.

The Railyard Quarters will add **3,000 residents and 1,000 jobs** into the big picture. Totalling **170,000 floor square metres**, this compact neighbourhood will have its share of tall buildings, too (5 – 16 storeys).

A grade school for **1,000 students** and a daycare centre are also in the cards for the new area.

Ready for Big Time

One criticism that Finnish development projects often receive is that they are too introvert, too domestic and small-scale to attract a great amount of international investors.

This time around, **size and scope should not be an issue.** Central Pasila redevelopment caters to the hopes and wishes of even the most demanding international investors, putting forth a project that is truly world-class.

Winning Strategy

The Central Pasila redevelopment enters the stage at just the right time, possessing all the right goods.

From **High-rise** to **Green-edge**.

From **Superhub** to **Mixed-use**.

From **commercial** to **office**
to **residential** and back again.

Central Pasila has got it all
– and is ready to deliver in a big way.