We cordially invite you...
...to participate in a remarkable real estate development opportunity in the Pasila area of Helsinki
Pasila: Maximizing connectivity

- Distance to Downtown 3 km
- 22 minutes to Helsinki Airport
  Train every 10 minutes
- Axis of Growth
- Vallila
- Kalasatama
- Central Railway Station
Pasila: Maximizing connectivity

- 850 buses every day
- 130 k passengers every day
- 900 trains every day
- 400 trams every day

Pasila 2025
Pasila:
Building Business
Pasila: Superhub Appeal
Pasila:
Home of the High-rise
Helsinki Unleashed

Helsinki is one of the fastest growing cities in Europe, with many of Europe's biggest urban development projects already underway.

By 2050:

**Helsinki**  
613,000 → 860,000 inhabitants

**Helsinki Region**  
1,402,000 → 1,882,000 inhabitants
**Greater Helsinki** number one with its’ FDI strategy 2018
*FDI Intelligence: European Cities and Regions of the Future*

**Helsinki** fifth in growing and attracting top talents in 2018 and third in 2017
*INSEAD et al.: Global City Talent Competitiveness Index*

**Helsinki** sixth in a ranking 2017 which assesses cities and regions in terms of their potential to attract foreign direct investment.
*FDI Intelligence: European Cities and Regions of the Future*

**Helsinki** one of the cleanest capital cities on Earth 2017
*The Telegraph*

**Finland** is the happiest country in the world.
*2018 The World Happiness Report, UN*
All Eyes on Pasila

The Helsinki Metropolitan Region is developing into a world-class hub of the knowledge-based economy; in 2014, Helsinki was declared the number one Smart City in the world by the leading authority in the field, Dr. Boyd Cohen, in Fast Company magazine.

The local labour market keeps growing, and Pasila is at the very core of this growth. While the de facto functional centre of Helsinki is expanding to the north, Pasila is becoming the heart of New Helsinki that keeps pushing the boundaries of all things urban.
Pasila: The Next Big Thing
Doing the Math

It is no secret that the core Helsinki – located on a small peninsula, surrounded by the sea on three sides – is getting too crowded. As the pressure keeps building, one seeks a way out. The only open direction is to the north.

Pasila is the next, natural step in Helsinki’s urban evolution. So close to downtown; with so much more air to breathe. High-performance, energy-efficient buildings will be the norm here, bringing down the carbon footprint... and paving the way for the entire industry.
Now

Over
23,000 jobs
1,1 million m²

Over
10,000 inhabitants
0,5 million m²

2040

50,000 jobs
1,7 million m²
30,000 inhabitants
1,4 million m²
**No Place Like Pasila**

*There’s no place like Pasila* in all of Finland. Located in the key intersection of public transportation in the Helsinki metropolitan area, Pasila District is already a formidable player in the real estate circles.

Today, *Pasila* is known for national conventions, state agencies, a powerful media cluster and the biggest sports arena in the land. There are already over 23,000 jobs and over 10,000 inhabitants in Pasila. The financial sector has taken a liking to the area as banks and insurance companies keep flocking to the neighbourhood (e.g. Nordea, OP-Pohjola, Fennia, Etera).
Pasila Potential

The coming decade will see the building of close to half a million square metres of new office and commercial space in Central Pasila. To put that fully in perspective: The Central Pasila Development is twice the size of new One World Trade Center in New York. This undertaking, coupled with concurrent development in the larger Pasila area, will double the District’s jobs to 50,000 by 2040.

With the wave of new development, Pasila – with Central Pasila as its core – will become a real Power District both nationally and internationally. New traffic plans and construction activity will simply transform the area – ensuring that Pasila is fully upgraded for the future.
Central Pasila
The first three areas

1. Tripla by YIT
   190,000 / 350,000 m²

2. Railyard Quarters
   180,000 m²

3. Tower Area
   150,000 - 200,000 m²
   Start-Up Area
   67,000 m²
The first three areas

1. Tripla
   2015 Construction begins
   2019 Shopping centre and Pasila station completed
   2020 Entire Tripla completed

2. Railyard Quarters
   2017 Detailed city plan
   2018 Construction begins

3. Tower Area
   2017 Helsinki High-rise Design-build Competition
   2018 Winner selected for the Start-up area
   2020 Detailed city plan
   2021 Construction begins
Best in Connectivity

With the launch of Ring Rail Line (July 2015), Pasila station is on track to become the country’s busiest railway station as the new line links Pasila to the Helsinki Airport. The City Rail Loop, once completed, will add a whole new dimension to urban connectivity. There is even a reservation for a future metro station here.

In addition to trains, trams and buses make their rounds in Pasila, providing the perfect public transport mix – fast, efficient and convenient. Furthermore, the focus on pedestrians and cyclists is considerable: there are, for instance, parking places for 3,400 bicycles.
Pasila
2025

- 850 buses every day
- 130,000 passengers every day
- 900 trains every day
- 400 trams every day
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.
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.
Investments in the infrastructure by 2021

The City of Helsinki € 200 million
State of Finland € 100 million
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.
Introducing:
Helsinki High-rise
The New Helsinki Skyline

Helsinki is no Skyscraper City, this much we know.

For reasons both historic and aesthetic, the entire Helsinki downtown area is pretty much off-limits for high-rise construction. Nevertheless, the City of Helsinki has shown a green light for other areas where tower construction would be a better fit.

The **perfect place** for high-rise dreams is **Central Pasila**.
The State of Finland and the City of Helsinki were seeking a developer for the *Pasila tower area* via a design-build competition. The competition was an architectural competition which included a transfer of property on terms and conditions of development agreement, negotiated during the competition.

Participation was open for those who meet the financial, technical and qualitative criteria set by the organizers.

[www.helsinkihighrise.fi](http://www.helsinkihighrise.fi)
The purpose of the Helsinki High-rise competition was to choose a high-quality plan comprising 150,000 – 200,000 m² of office, residential and commercial floor space, which can serve as a basis for zoning and implementation.

The competition aimed at finding of a buyer and executor for 40,000 – 65,000 floor square meters Start-up Area.

Finland’s most accessible area is now open for ambitious redevelopment.
Helsinki High-rise
Design-build Competition

- Start-up Area
- Central Area
- West Area
- East Area
- Study Area
- Tripla
- Pasila Station
Content Requirements

The plan entity comprises the Start-up area, West area, Central area and East area. The planned entity must encompass at least 150,000 floor square metres. Tower buildings which have at least 15 floors must be designed in the entire plan area, and four of these must be located in the West area. There will be at least two towers in the start-up area.

Office, residential and commercial space as well as a hotel may be planned for the Start-up area.

It’s high time Helsinki goes vertical.
Helsinki High-rise Competition concludes in 2018

2017 The competition was launched with an open call for entries in January and in May ten groups submitted their plan proposals for the first phase. The second phase started in October. Four groups were chosen to continue to the next stage of the competition.

2018 Spring Negotiations on the Development agreement concerning the Start-Up area & more detailed plans for the Start-Up area

4.10.2018 Award decision for the Start-Up area

2019 Development agreement and pre-contract of the property transaction on the Start-Up area

2020 Detailed plan

2021 Construction of the Start-Up area begins

Competitions for the rest of the Tower Area will be held separately, once the draft city plan has been completed.
Helsinki High-rise winning proposal

YIT’s proposal Trigoni has been put forward as the winner of The Helsinki High-rise Competition.

Picture: YIT in collaboration with Architects Lahdelma & Mahlamäki Ltd.
Helsinki High-rise winning proposal

Pictures: YIT in collaboration with Architects Lahdelma & Mahlamäki Ltd.
Introducing: Tripla
The Missing Link

The versatile urban complex will feature offices, a shopping centre, apartments, hotels and the Helsinki metropolitan area’s new-and-improved public transport hub.

Tripla will be completed by 2020 and will encompass the area around the current Pasila station – finally linking both East and West Pasila.

Tripla will form the core of a true hallmark district.
Tripla By The Numbers

Gross floor area

350,000* m²

*Building right 190,000 m²

50,000 + m² office space
7,000 jobs
c. 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
The Versatile Urban Complex
Dynamic Duo

Taken together, Tripla and the Tower Area create an irresistible combination, a fresh new slice of urban Helsinki. Tripla is the anchor for the neighbourhood’s commercial services and local residents are Tripla’s key users and customers.

Tripla offers a variety of services for the Tower Area, including parking for 700 cars. The towers also present a highly attractive housing option.

Tripla and Tower Area will reach new heights together.
Introducing: Railyard Quarters
Railyard Quarters by The Numbers

180,000 floor m²
3,200 residents
1,000 jobs
1,000 students
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 Tripla. There’s no forgetting business, either: about 25% of the area is reserved for office construction.

The Railyard Quarters will add **3,200 residents and 1,000 jobs** into the big picture. Totalling **180,000 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.
Wanted: Green-edge

In the past, the colour that especially many natives associate with Pasila has been grey. Thanks, in part, to Railyard Quarters, the new dominant colour will be **green**.

In accordance to City strategy, Railyard Quarters will be developed sustainably, with an over-all guiding vision of a **Garden City**. For example, greenroofing is the standard here and rain water is utilised where applicable. The local companies will also be able to reap the benefits of these new, sustainable ways.

Zoning plan for Railyard Quarters was completed in 2017, with construction kick-off to follow in 2018.
Meet the Neighbours

**Vallila**, a former industrial area, is transforming into a multifunctional area with housing, offices, and commercial services. The area’s strong workplace concentration, housing, and large corporate head offices will be complemented by new residential housing and premises for business in the former railway depot and industrial blocks.

**Kalasatama**, a former harbour, is being developed into a business/residential centre, with 25,000 residents and 10,000 jobs by 2040. A metro station serves as a hub for this easily accessible and compact urban area.
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.*
Tale of Two Cities

In the Helsinki rental market, prime and secondary office areas and buildings demonstrate markedly different performance. Despite the persistent economic challenges, the best premises in prime areas continue to attract tenants for relatively high rents, whereas in the secondary areas, vacancy rates remain high and rents continue to decrease.

Bottom line: High-performance premises are hot. Low-performance premises are not.

Central Pasila redevelopment is that rare beast which has the power to do more than just lead the way. It has the power to move the market.
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.*
R.S.V.P.

Plots and cession of land,
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