

RECOMMENDATIONS FOR OULU

Strategic recommendations:

<p>Land use and planning issues</p>	<ul style="list-style-type: none"> • Connectivity between different quarters is key. There need to be early considerations in the planning process to ensure this. • Leave space for changes in the design concept – it can evolve and change throughout the process • Create opportunities for temporary uses (or encourage existing in-official users) through providing services or facilities (such as containers that can be used by several groups) • Set up a specific management group for larger regeneration projects <p><i>An example could be a project specific regeneration board. This board could be inclusive of the local authority, local community, other agencies and independently chaired. An implementation management group could be comprised of members of the local community, city officials and service providers.</i></p> <ul style="list-style-type: none"> • Combine main communication lines in a matter that they can serve local needs as well as provide regional connections. Main routes should direct to the attractions and hence show the uniqueness of the development area • Need to consider soil and land remediation cost and timeframe as soon as possible in planning process. • The programme for regenerating the former industrial shore line must also be matched with an equal and parallel programme for intensification and investment in the city centre. The two areas are mutually interdependent. A vibrant city centre will assist in the extension of synergy (activities, functions and connections) to the shore line. • The integration of land-use and transportation should be a key consideration at an early stage of the design process. The provision of a coastal cycle track from the site to the city centre should be explored to exploit the asset of the waterside location.
<p>Culture and community</p>	<ul style="list-style-type: none"> • Involvement of adjacent communities – showing them the benefits of the development for those communities – “Memorandum of Understanding”: to maximise community benefit (Belfast example) • New cultural development in the area should provide facilities

for the local community in order that they have a strong role and identify with it.

- Partnership agreements to set the frame; investigate the possibility of sponsorships especially for cultural developments (O2 Arena in Dublin)
- Part of the consultation process should take place “on-site” and in adjacent communities (to improve reputation of Brownfield site)
- Private investors have to contribute x % to cultural/art projects
- Project must engage both its potential local, national and international audiences
- Subdivide the building complex of the local centre into independent sections to assign definite responsibilities (Debrecen example)
- Consideration of different funding possibilities for the development of public cultural objects (lottery funding, international grants etc).
- Municipal funds can be limited – maybe revision of the municipal property is needed (land plots or some municipal buildings could be sold on auctions)
- Consider attractive package for private investors in order to carry out successful PPP projects (example Vilnius)
- The importance of Culture as a fundamental element of successful urban development should be incorporated into the vision for the future of a new area. Example of Dublin 6 Themes Approach where Culture is one of the six interrelated elements of an integrated and sustainable approach to the future development of the city.
- A strategic view of Culture throughout the city is important. A strategic approach to culture in the city can promote the enhancement of existing cultural assets and the development of emerging cultural clusters and character areas (example Dublin’s Temple Bar and Docklands).
- People who are involved in/run local successful cultural destinations should be consulted and their experience sought in reviewing ideas for a new cultural centre in the area. They often have good knowledge as to what will be successful in the area and what people will be attracted to. Eg. of Grand Canal Theatre in Dublin and venue organisers recognising the gap in the market for a Broadway type theatre in Dublin.
- Audit thoroughly and map the existing range and capacity of services in the quarter of the city close to the project site including existing and future planned services (commercial, community, leisure, cultural etc). Avoid direct duplication of existing or planned facilities close to the site that will need a large population to make them viable. Ideally target those uses that are not already provided for. This is important to make sure different cultural or commercial locations along the

	<p>"chain of positive experiences" compliment and support each other rather than compete.</p>
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Site specific recommendations:

<p>Land use and planning issues</p>	<ul style="list-style-type: none"> • Architectural competition for certain parts to achieve high quality development • Private sector engaged to evaluate commercial success of sea centre and advise city on what flexibility will be needed to fund projects with a shortfall-sponsorship, "Champion" to promote development seek out financiers and catch imagination of local and national interest in the project. • Keep a continuous green belt between the large park in the north and the manor house compound without neglecting the need for a strong connection between the existing estate and the new development • Need for centre and surrounding area to be an active space summer and winter uses attract people regardless of climate • Use should compliment leisure offer of Manor house and other functions nearby • Key issue for Toppila is the link it provides to and between existing areas and the potential to address current issue or deficiencies in the site to be developed. Connecting to the existing residential area north of Toppila and across to Toppilansaari is critical. Access to new facilities, access to the waterfront, potential for public transport connectivity through new and existing areas. • The site could develop as a focus for surrounding areas and as a destination based on a new attraction if the emphasis from the outset is on connectivity. • There is an opportunity to establish a new entrance to establish an identity for the areas with a new link to Koskelantie (Kauppasourantie) combined with a reduced emphasis for the current power plant access. A new landmark entrance would aid way-finding and signal a new quarter in the area. • Consideration of interim use for space is critical to begin the process of raising awareness for the area and establishing the location or a destination in people's minds. These temporary uses could take advantage of the space that cannot be utilised on a permanent basis, adjacent to the power plant. • These could be functions that are attractive to the public but
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insensitive to the power plant (e.g. do-it-yourself workshop) – power plant as an extraordinary landmark when reducing the threat in appearance?

- It may be possible to accommodate the proposal for the amusement park in the area beside the power plant with the entertainment structures helping to divert the focus away from the dominance of the power plant and the activity beginning to draw people into the area. This would reduce the pressure for development on Hietasaari and spread activity if a connection across to Toppila is developed. It would also see the extension of the string of pearls or attractions for the City into new areas. This synergy with other emerging links should be encouraged and a strong bus/rail/cycle link into new areas would help to develop this.
- Temporary or pontoon bridges could be used in the summer to encourage access or to link the area when used for temporary events or activities.
- If the impact of the power plant is considered to be localised, within the new and surrounding area, it may be appropriate to consider securing a small percentage of the income from the plant to be used to support activity or events in the adjacent areas (similar to the Italian Bank Model but on a smaller scale).
- The Toppila area has an opportunity to become an exciting destination to the north west of the city centre and to develop as an extension to the “ chain of positive experiences” that connect many different parts of the city together. Each location has the potential to be distinctive, especially on route to the Toppila shore where nature and industrial heritage combine. The strategy for the city should continue to promote each location as special but yet emphasise their collective role they all play in strengthening and consolidating the city.
- The inlet feeding the powerplant from the estuary could be made safe and developed as an amenity feature in the area.
- Provide a good physical connection and visual connection if possible between the new Sea Centre and Silo cultural centre project in Koskelantie. In turn a third point in a triangle could be a marina itself on the shore, a new bridge connection, the refurbishment of old mansion buildings on site for cultural uses or the exciting refurbishment of the larger grain silos a short distance east of the site. A critical mass of facilities, each complimenting the other, could be created which helps the viability of each centre. Any one location on its own may find it difficult to attract a significant volume of use. An example in the Dublin Docklands is the triangle of National Conference Centre, O² Concert Arena, new Calatrava bridge and Grand Canal Theatre.
- Providing good connections to adjoining residential developments (roads, public transport, cyclist, pedestrian) and including land uses that adjoining neighbourhoods have

	<p>benefit from (address social infrastructure, retail provision, amenities and leisure, parks and open space etc) will help the development of a socially inclusive new neighbourhood. A mix of residential type and tenure (a wide choice in type of accommodation and housing opportunities for a broad spectrum of different income groups) will help avoid segregation between communities and create a more diverse and socially inclusive neighbourhood.</p> <ul style="list-style-type: none"> • The phasing of development is important. It would be effective to look at developing those parts of the site area first that offer the chance to connect with adjoining areas rather than isolate a new development disconnected from its surroundings. For example providing a connection to the opposite shore with a new bridge (even pedestrian) should be a priority at an early stage to establish the cross water links and generate movement between the two areas. Delivering social, community leisure and amenity and cultural infrastructure at an early stage is also important as it will attract new residents seeking quality of life assurances and help give the new neighbourhood a positive start.
<p>Culture and community</p>	<ul style="list-style-type: none"> • Clustering of functions in the area (Sevilla example) – leisure and cultural uses that will have a benefit from each other • Strong need for every day use for sea centre – it should be possible to use it by local residents in the same way than by tourists • Use of this space whilst recognising the history and heritage must also engage and respond to the interests of the young adult population • Inclusion of heat plant in concept – acceptance of communities around • Check with local communities what “cultural heritage” means to them (exists in the area) – maritime theme very generic? • Possibly combination of culture and technology – for example a centre which focuses on excellence in Finnish design and year-round on-site activity could become a major attraction in the City of Oulu. Finnish design and technology could be reflected by the buildings’ architecture design and perhaps sponsorship e.g. Nokia. An all-year round programme of events which draw crowds will help to establish the location as a place of activity e.g. sailing regattas. • Future workshop exercise would be useful with the adjoining communities to explore their expectations and aspirations for the development in terms of what benefits could be delivered to improve the wider area or communities. • A new cultural centre in the area should be an attraction, not just a nice looking building. Therefore new and exciting uses should be explored including festivals, a temporary concert

	<p>venue, tree-top walks, an outdoor swimming pool heated from the nearby power plant.</p> <ul style="list-style-type: none"> • The people of Oulu should be the primary target-audience of a new cultural centre in Toppilla Shore. The secondary market should be domestic tourism and finally international tourism. Therefore everyday uses are important for example childcare facilities, cafes and as a fun area for young people. • The centre could become a focus of maritime education including a sailing school, a centre for students involved in water-based activities, and a nautical skills training school. • An interpretive centre for the adjoining power plant could be included as part of cultural centre in the area. • A ship under refurbishment could be part of a cultural attraction and also allow for the employment of local people. This could comprise a boat at riverside and/or indoor workshops for training. • The Sea Centre should be a fusion of excellence between Finnish design and craft and the warmth of a varying programme of activity and events all year round to reward the visitor. Active uses at ground level that interact with public space are important.
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Other comments:

- Strategic advantage could form the basis for how site develops – Capital of Northern Finland, Industrial Centre, Capital of Northern Culture, Centre of Education, City of River and Sea

An additional potential is to link in with the large international tourism destination of Lapland, located only 200km to the north of Oulu (overnight stays of 2.3 million in 2008, 40% of which are stays by foreigners-source: www.laplandfinland.com)

- Oulu is a city with a significant advantage and asset compared with many other cities. It is a city close to nature and has developed in a way that incorporates nature within its boundaries. The links to the natural countryside are strong. The experience of visiting the city highlights its freshness and healthy lifestyle, especially walking tracks, cycle routes, interaction with waterside locations, incorporation of beaches and forests within its boundaries etc. The city and its developing areas should use these assets in master planning and market themselves as locations offering a healthy environment and lifestyle. This is important for international city marketing, global benchmarking and attracting investment and visitors to your city.
- Be ambitious: to become a Scandinavian regional centre (both from educational and cultural point of view) which attracts population from Northern Finland as well as from neighbouring countries



- Develop the educational background: Oulu is the most popular student city in Northern Finland – so why not become the most popular student city in all of Northern Scandinavia (Universities that are more open for foreign students; creates attractive market for investments)
- Many old industrial cities and regions are shrinking as a natural process. Therefore Oulu should focus on gradual movement from being an industrial centre to become a well known Capital of Northern Culture/Centre of Education
- Brownfield redevelopment process should be especially transparent and open for the local communities. Regular public events about the development process and further plans should be arranged by the municipality. Open discussion, monitoring process and outcome results should be available for every citizen.