

# Niemela Development Proposal

## Urban and Interactive Planning

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\*Layout in A3 Landscape Spread View



# Contents

Introduction Heinola Site Profile .....	10	Proposal Planning Methodology .....	22
Introduction Niemela Site Profile .....	12	Proposal Master Plan .....	24
Introduction Local Building Rules and Regulations .....	14	Building Character .....	26
Research Benchmarking .....	16	Interactive Landscape .....	28
Analysis Site Analysis .....	18	Conclusion .....	30
Analysis SWOT .....	20	References .....	34





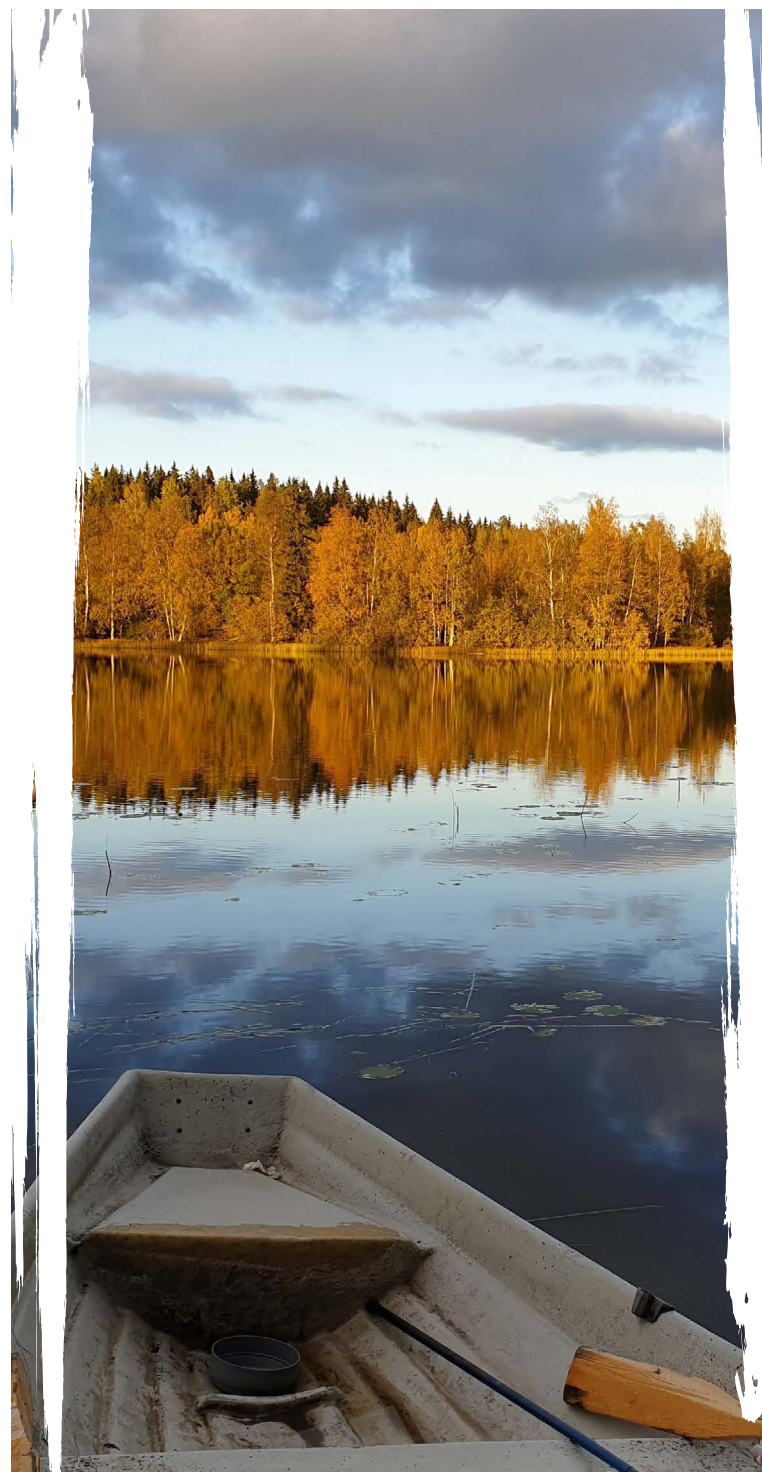


**LAKE**

**COMMUNITY**

**NATURE**





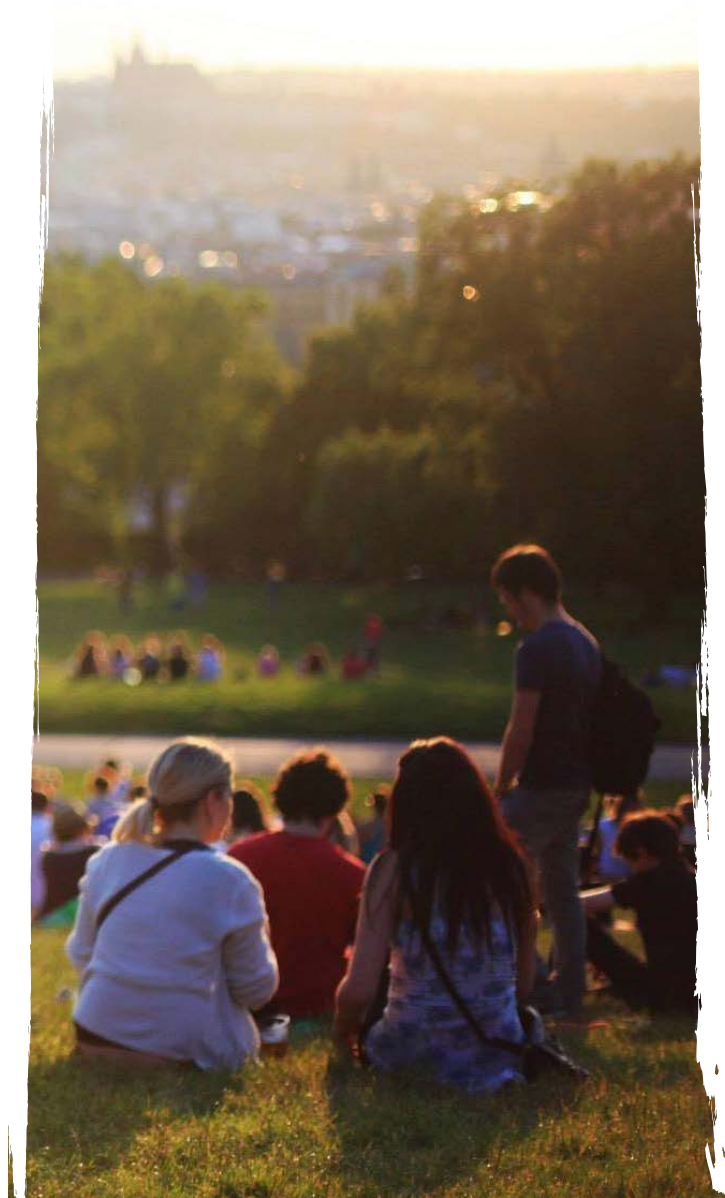
# what

- Waterfront urban design
- Sustainable new urbanism
- 15 minute city concept
- Place for getaways
- Housing opportunities
- Place making: Inspiration to reimagine and reinvent public spaces as the heart of a community
- High cultural values



# who

- Local community
- Seasonal population
- Youth
- City dwellers
- Young families



# why

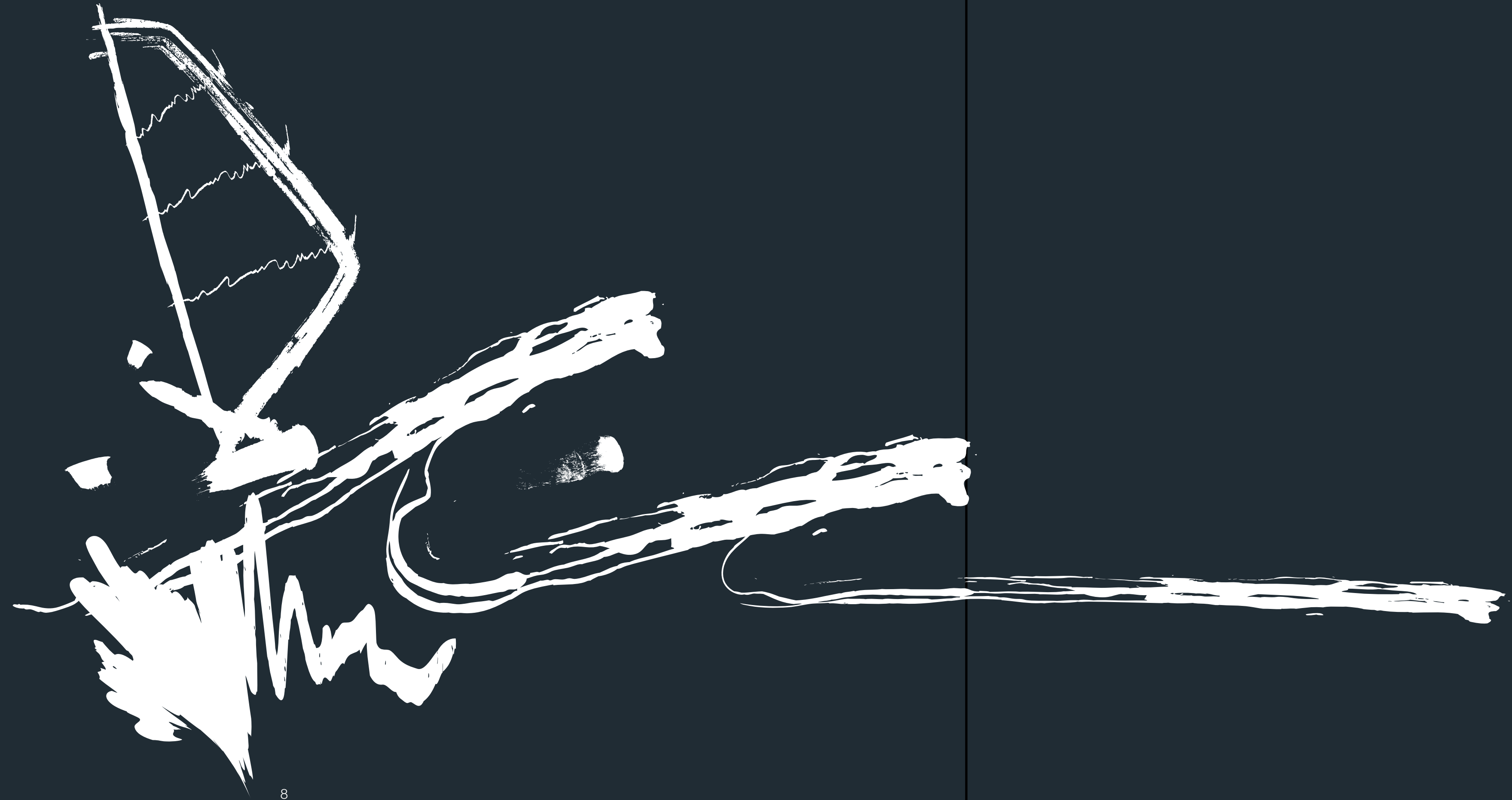
- Promote local industry
- Boost the micro-economy
- Use of the space
- Healing spaces amidst the city life
- Sociability
- Accessibility
- Climate change mitigation contribution with sustainable use of space
- Raising the profile of the city



# how

- Understanding current situation
- Scenario planning
- Envision design and creativity
- Sustainable approach
- Community participation in decision making
- Short term experiments and long term rectification
- Multipurpose structures





## Waterfront Urban Park



# 1 Introduction

## Heinola Site Profile

### Employment

Employment rate: 71.7% (2018) Unemployment rate: 16.1% (2020)

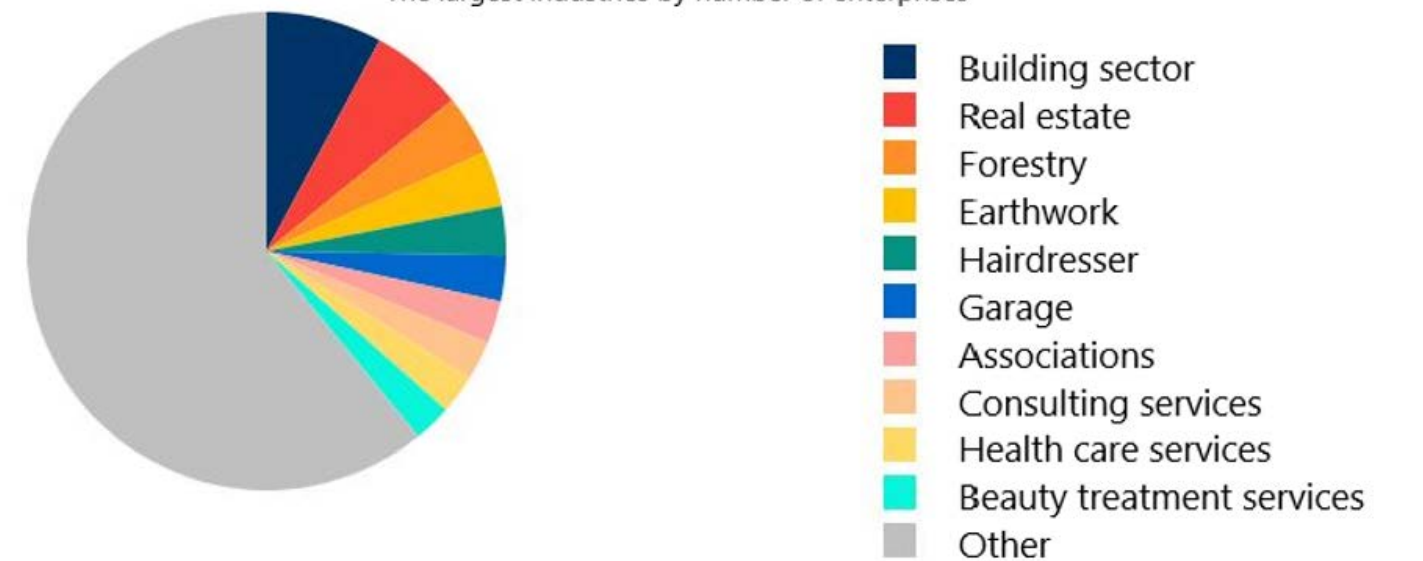
No. of workplaces: 6,199 (2019)

The number of workplaces was 6,199 in 2019 (Statistics Finland 2021). There are about 1,000 companies, and the largest employers are Versowood Oy (lumber trade), Reponen Oy (construction company), Weckman Steel Oy (roof works) and Heinolan Sahakoneet Oy (Finder). The unemployment rate is 16,1 % which is over the 7,7 % average in Finland (Statistics Finland, 2021).

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### Industries in Heinola

The largest industries by number of enterprises



### Housing Market

Average price: 943€ / sqm. (below the average housing price in Finland 2,911€/sqm.)

Housing market is quiet. The average price is 943 € per square meter which is below the average housing price 2 911€/m<sup>2</sup> in Finland (Asuntojenhinnat.fi 2022). Regardless, real estate development is planned next to the planning area on Seminaari. According to the new plans on the area will be versatile land use: A mix with public usage (library), rental sauna, accommodation/office space, residential buildings, restaurant, work, and exhibition spaces (Itä-Häme 2022).

### Population

Population: 18,667 as of 2020

Population of Heinola was 18 667 in 2020. According to Statistics Finland's (2021.) population forecast, the population will decrease -16,44 % by 2044. Even so Heinola municipality's goal is to keep the net migration on increasing level (Heinolan kaupunki 2022).

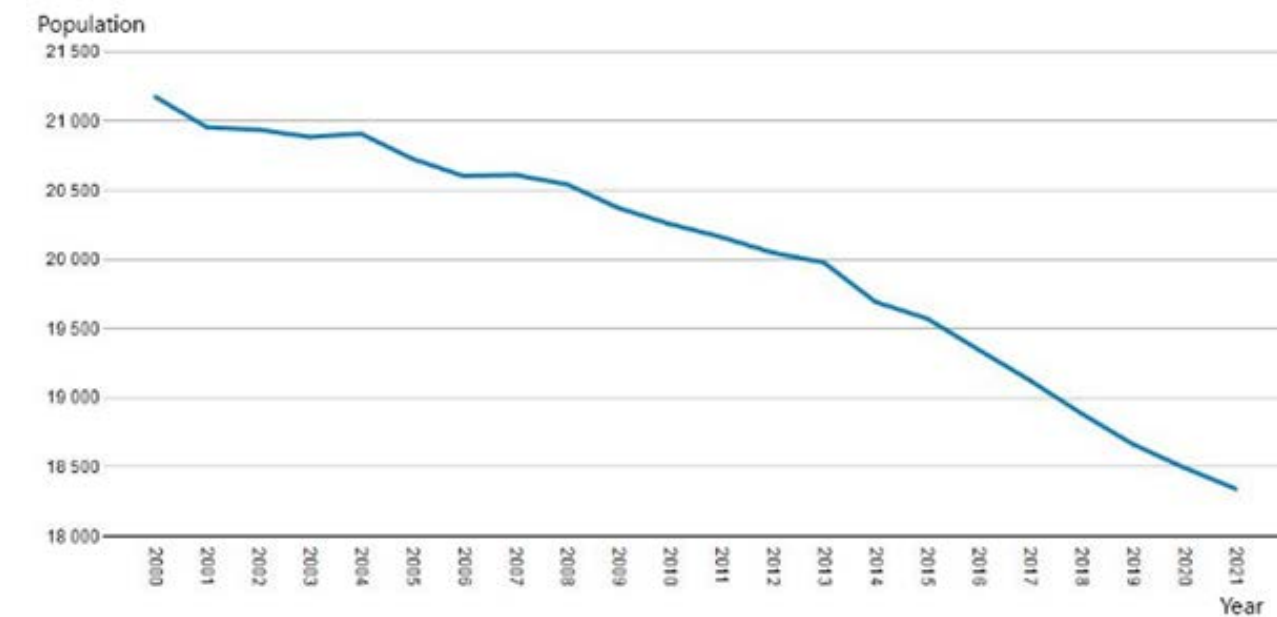


Chart: The population of Heinola in 2000-2021  
(Source: Statistics Finland)

### Tourism

Tourism leans on nature and sports (Vierumäki area). One of the world's best Disk Golf Parks, Kippasuo, is in Heinola. On Heinola area there are many great hiking tracks. Museums and summer theater are in the town centre (Visit Heinola, 2021).

One of the world's best Disk Golf Parks, Kippasuo, is located in Heinola. On Heinola area there are many great hiking tracks. Museums are located in the town centre and in summer a theater.

### Transportation

Local train connection between Lahti and Heinola is under evaluation. City governance vision is that the connection could boost the tourism (Ojanperä, 2022).

## Heinola is a compact town with vivid cultural heritage.

Heinola's biggest challenge is decreasing population. The municipality is looking for ways to stop this decreasing. Part of this goal is to improve the land use. Municipality has begun a town planning process on an area located north of Heinola centre. The process is in an inventory / survey phase. Our work is a part of the brainstorming phase where fresh, new, maybe even crazy ideas are needed to develop the area.

The aim of this work is to discover proper planning methods and theories, create a masterplan for the planning site, and propose methods of participation and implementation. There are several methods and theories in urban planning. In this work we did choose methods that are corresponding with changing climate and the need of inhabitants to affect their living environment.

We did study Heinolas strengths, weaknesses, opportunities, threats, and overall image as well did we map out the specific features of the design area. Our design is based on the idea of sustainable urbanism where everything is nearby and modifiable. We took advantage of existing functions. Our masterplan connects people to nature and the seasons. Our design offers possibilities to improve the quality of life in cooperation with the residents with methods of tactical urbanism.

In consideration to these situations and ideas, our plan will show how the relationship between the Lake, Community, and Nature can interact with each other. Knowing what we aim to do, who is it for, why do we need or want this and how we can achieve a sustainable future for Heinola, with this Waterfront Urban Park proposal.



Current Heinola Branding and Integration to Waterfront Urban Proposal





# 1 Introduction

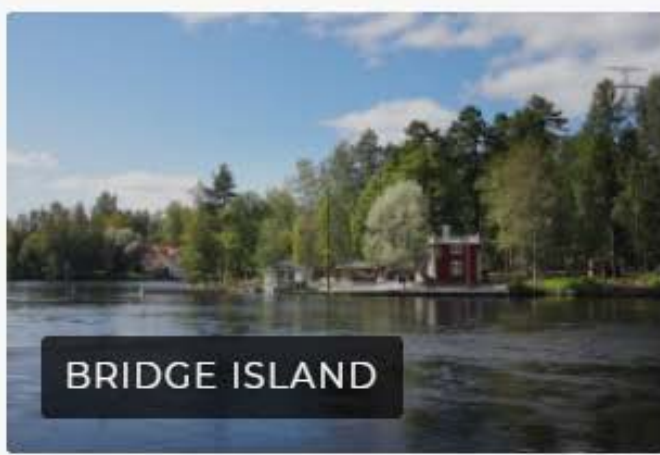
## Niemela Site Profile

The site chosen for development is Niemelänranta with an area of 0.7 sq.km. It is located next to the Heinola town centre.

The site is mainly used as a recreational space with the area partly falling under the National Urban Park and the beach area falling under the list of the Inventory of Nationally Important Cultural & Historical Environment (RKY 2009) but also includes business areas and undeveloped areas designated for construction on a town plan. The water areas and area to the north of the hotel Kumpeli are part of the archipelago Ruotsalaisensaaristo. Hotel Kumpeli and Heinasaari camping sites are two of the attractions in the area.

The area falling under the RKY 2009 inventory list provides restriction with the developments and the prestige of the National Urban Park status limits compromising the values of the area. The City council works closely with the community in development ideas and promotes participatory planning as an essential tool for having tangible changes in the area. The nature of Heinola provides great areas for roaming around in pure nature all year with about 140 kilometers of trails dedicated to outdoor activities such as hiking, mountain biking, and skiing exemplifies the city's natural sports opportunities.

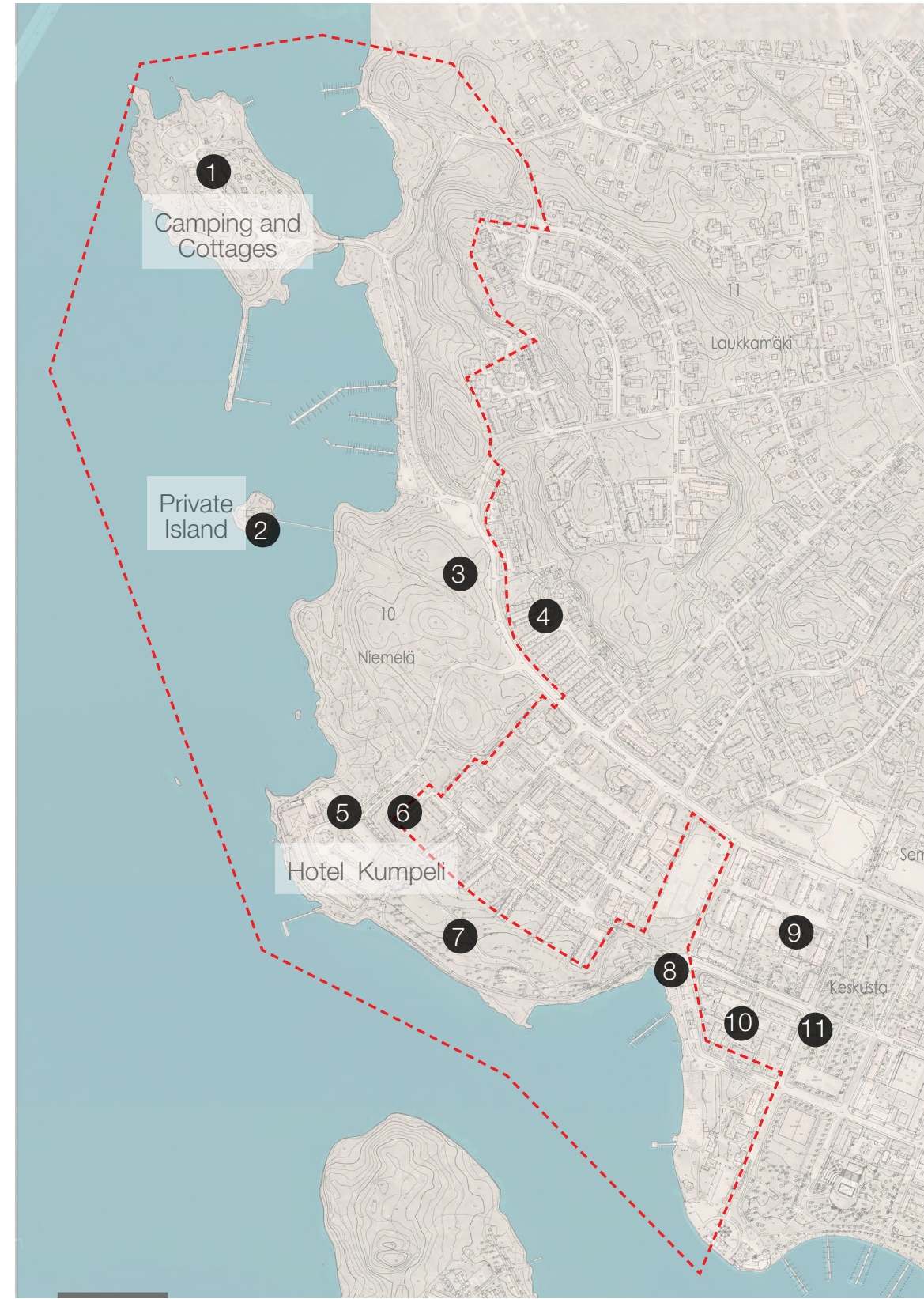
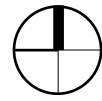
The fact that Heinola is located in an area substantially influenced by the ice age has an impact on local conditions, particularly the quantity of groundwater areas and bodies of water. The environmental protection provisions of Heinola is comprehensively prepared to take into account the protection of the water bodies and environment pollution like noise and emission. Though a small municipality, it promotes its strong motive towards sustainable development with the City Council signing the Aalborg Agreement on 15 April 1997, it pledged to develop the city in a way that is socially, economically, and environmentally sustainable and aiming to carbon neutrality by 2030. The city of Heinola joined the HINKU network of municipalities striving for carbon neutrality in November 2019 (Heinola City Council, 2022).



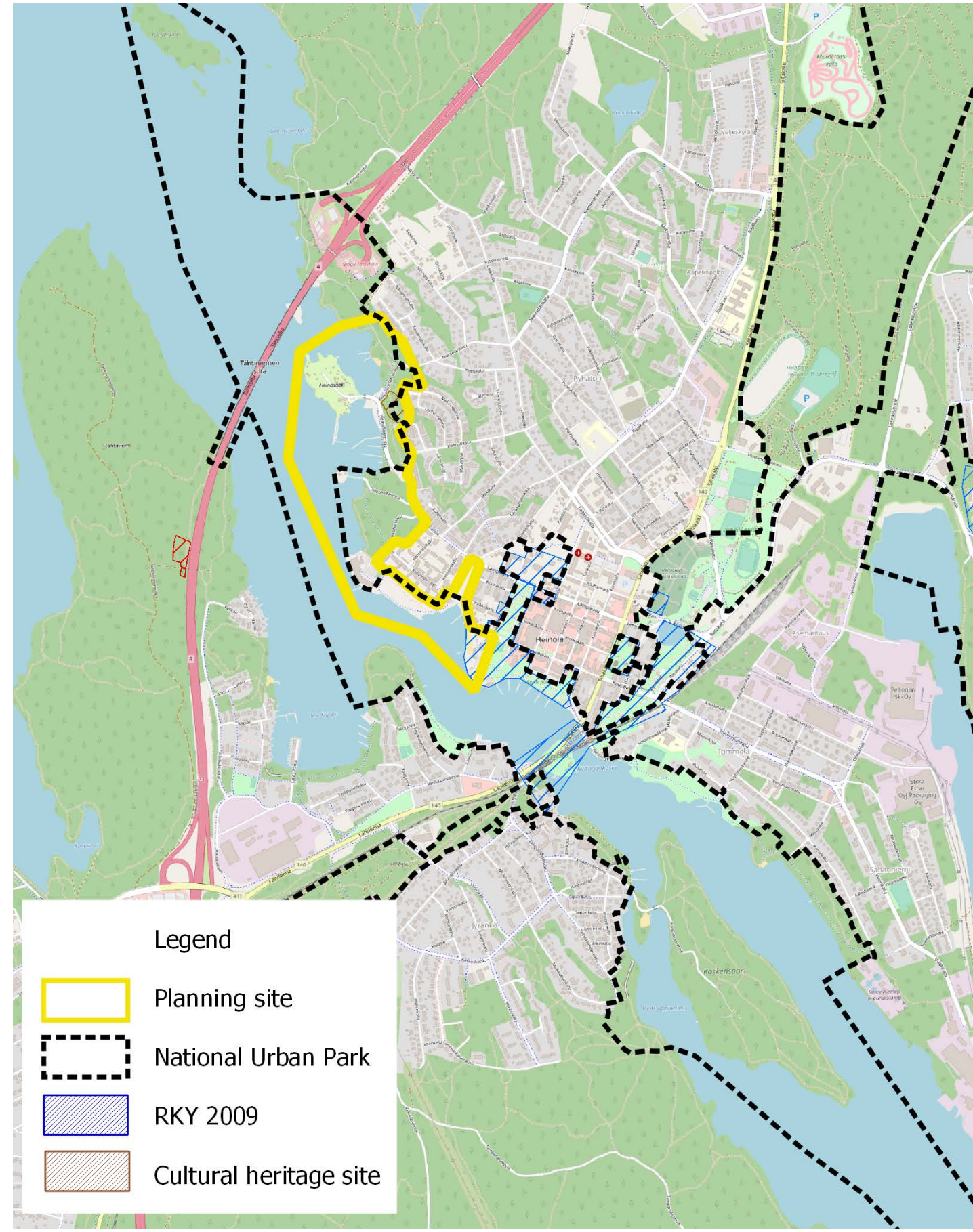
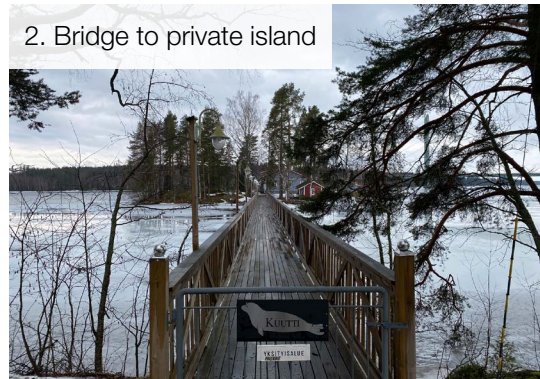
Images Source: Heinola City Council, 2022







ACTUAL SITE PHOTOS MAP



# 1 Introduction

## Local Building Rules and Regulations

### National Urban Park

There are 10 National Urban Parks (NUP) in Finland. Criteria of NUP are specified in the Land Use and Building Act. The aim is preserved urban nature and cultural environment as an undivided entity. A city can apply the NUP status. Ministry of the Environment grants the status. The city commits to take care of the identified values. (Ministry of the Environment)

Heinola National Urban Park is founded in 6.5.2002. Its area is 839 ha. Its special characteristics are historical parks seminar and spa town heritage, environment that is related to traffic, bird sanctuary and sites with high nature values. Heinola NUP tells the story of an inland administrative, school and spa town by the lake, with good transport connections. (Heinolan kaupunki)

### RKY 2009

RKY area, The Heinola Perspective (Maaherranpuisto) is the central urban space of the governor's residence marked in the 1785 town plan. Perspective, implemented as a representative town plan solution for the new, newly established administrative city, is one of Finland's first new types of public park areas. Heinola Spa Park is located on the south side of Perspective. The beach is part of a historic entity. (Museovirasto 2009)

### Cultural Heritage Site

In the northern part of the planning area is located an ancient monument site. The relic is a stone structure. Stone stacks were made when new ground was broken into fields. In some cases, these types of structures can be demolished, but only after proper evaluation and co-operation with museum authority.(Museovirasto)



# 2 Research

## Benchmarking

### Kemi, Lapland



**SITE AREA**  
95.37 square kilometers

**POPULATION**  
20,437

**POPULATION DENSITY**  
214.3 per square kilometer

**USES**  
hotel and tourism  
fitness sports  
theatre

#### What can we learn from Kemi development?

Space for open theatre in the Meripuisto park

Outdoor gym: Outdoor gym by the Mansikkanokka beach

Bivouacs: stop-off point along the fitness trails and harbour

First municipality in mainland Finland to environmental certificate.

Glasshouse villas: Getaway place with a sea view

Kemi is a city in the Bothnian Bay in the province of Lapland, Finland with an area of 95.37 km<sup>2</sup>. It is also known as the pearl of Bothnian sea and it is home to largest snow castle in the world which attracts a lot of visitors (Lapland Welcome Ltd, 2021). Despite being a small town of about 20,437 inhabitants as of 2020, the city diversifies in terms of attractions to boost the seasonal population. Like other small municipalities, people of more than 60 years old are the permanent inhabitants in the area.

It is remarkable how the city engages its citizens during the long winter months. The snow castle is always a yearly master showcase and the ice breaker Sampo cruise is also a famous adventure destination in the city. The city incorporates interesting design of parks and sauna houses which is a major part of Finnish culture.

### Tychy, Poland



**SITE AREA**  
81.81 square kilometers

**POPULATION**  
126,871

**POPULATION DENSITY**  
1551 per square kilometer

**USES**  
recreation  
fitness sports  
nature park

Tychy is a city in southern Poland's Silesia region, around 20 km south of Katowice, with an area of 81.81 Kilometer square and a population of 126,807.

The relativity in population to Heinola is incomparable although, we have a lot to learn regarding their development along the coastal area of the city. Paprocany Lake is a popular spot for Tychy residents to spend their free time. The modernization of the recreational area at Paprocany Lake is a project aimed at revealing landscape values and improving recreational opportunities for city residents and tourists.

The concept is centered on a wooden promenade that runs down the bank, alternating between meandering out over the lake and returning to the land. This provides for a variety of spatial perceptions from various points along the promenade. The promenade connects to a backside pedestrian/bicycle route that descends nearly to the lake's edge before crossing it. There is an aperture with a net stretched over the sea on a promenade, as well as particularly built benches that might be used as tribunes for events. There are other facilities such as an outdoor gym, a sandy beach and lots more (RS+ Robert Skitek, 2015).

These developments have aided in the growth of tourism in Tychy, bringing the town to life and beautifying the surrounding area.

#### What can we learn from Tychy development?

Innovation

Undisturbed nature

Use of natural shading

Pedestrian/bicycle path

Interactive open space



# 3 Analysis

## Site Analysis

### Social and Cultural Aspect

Like most of the other municipalities in Finland, Heinola is also experiencing a decrease in population and migration of the youth to major cities for employment. The population count is 18,497 as of 2020 (www.citypopulation.de). However, most of the population falls within the age of 60-69 years old as the younger population relocates to other bigger cities. While it is of concern to the municipality, the wellbeing of the current inhabitants is also a priority. According to the Resident Experience Survey conducted by the city council, the residents of Heinola are mostly satisfied with the services provided by the city. They felt safe in their community and the environment was liveable (Resident Experience Survey, 2021). The residents prefer the proximity of services and recreational opportunities which aligns with the design concept of “15 minute city” for the site development proposal.

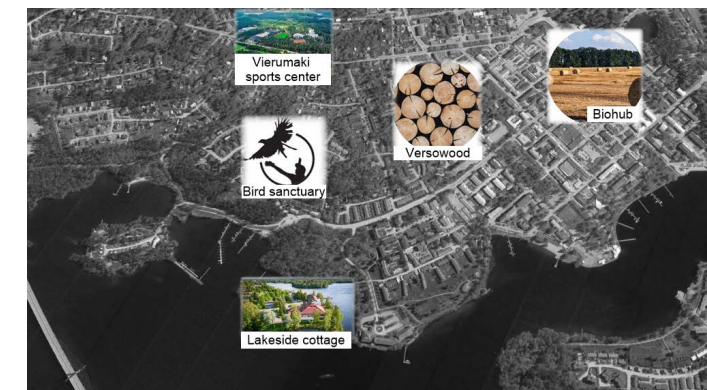
Heinola aspires as “Small city, Big life” as the city always finds innovation to incorporate the advancing technologies and not lagging. Growth is not only concerned with the city's growth in terms of space and infrastructure, but growth to Heinola means growth of well-being, embracing new opportunities and focussing on economic balance (Heinola City Council, 2022).



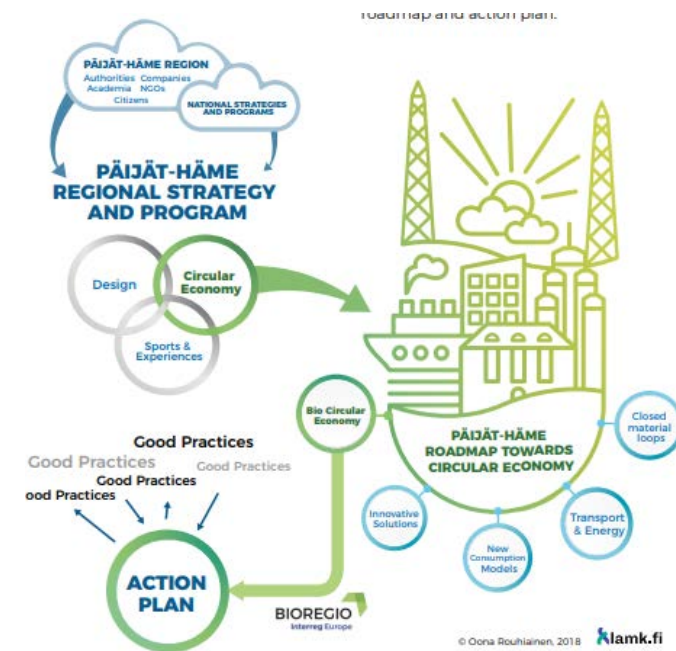
(Picture Source: hienol.fi, 2022)

### Economic Aspects

The bio economy has long been a major industry in Päijät-Häme, particularly in the forestry and food industries with headquarters of Versowood, largest wood processing company in Finland based in Heinola. According to the final report of the Green Growth Biopillage project compiled by the LAB University of Applied Sciences, the Heinola region is well suited as an investment site for a biorefinery using corset biomass. The Päijät-Häme Bio-based Circular Economy Action Plan was created by the Regional Council of Päijät-Häme and its partners, and it lays out concrete targets for boosting the bio circular economy in the next years. The action plan is now being implemented by several players and projects (Carbon Neutral Päijät-Häme 2030: Climate Action Roadmap).



The city of Heinola is investing in new business development for the bio- and circular economy innovation chains working closely with the universities like LAB University of Applied Science. The initiative of Biovillage project looks into how to make straw-based bioprocessing profitable in the Päijät-Häme region, as well as developing the supply chain and process.



### Climatic Aspects

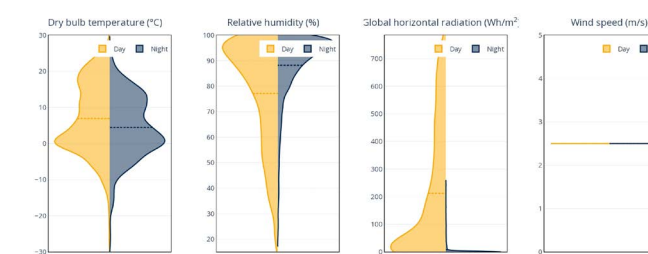
Cold region climate like in Finland can be challenging when it comes to designing summer activities as the summer months last for about 3 months with average of 22.2 degrees and winter taking most of the months over the year. The times of sunrise and sunset in Finland are significantly influenced by the country's very northern hemisphere.

The average wind speed is between 2.5 and 4 m/s inland, slightly higher on the coast and 5 to 7 m/s in maritime regions. Wind speeds are typically highest in winter and lowest in summer. Moderate winds are typical of Finland; high winds are rare, particularly inland.

Winter sports like skiing, cross country walk on the frozen lake stimulates the healthy lifestyle in the area. Taking advantage of the prolonged winter months and objective to boost the attraction in the area needs focussed and innovative concepts as the winter activities in most part of Finland is similar. Sauna baths is an integral part of Finnish culture which can be designed in most innovative ways.

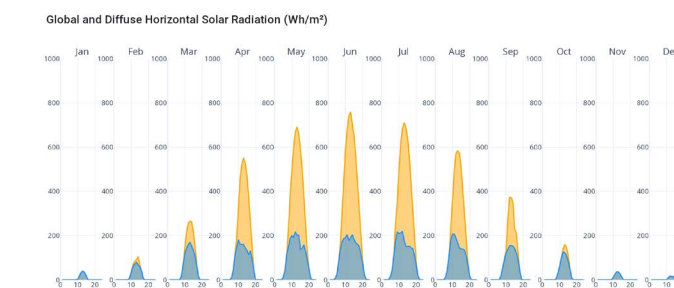
#### Temperature

- Nov. > Mar. The days are short, and the sunlight is poor. Tourists experience the Aurora Borealis or the northern lights during the peak of the cold season in the north.
- Jun. > Aug. Warm temperatures, usually in the range of 17.8°C (64°F) to 22.2°C (72°F), are comfortable for outdoor activities



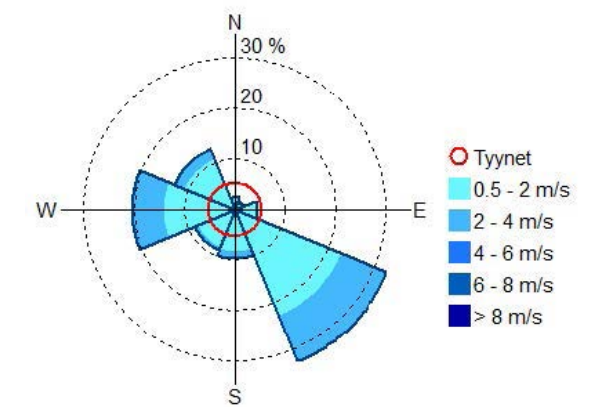
#### Sun

- The times of sunrise and sunset in Finland are significantly influenced by the country's very northern position in the hemisphere
- Relatively high in the north the days in summer are long and short in winter. With up to approximately 19 hours the longest days happen in June.



#### Wind

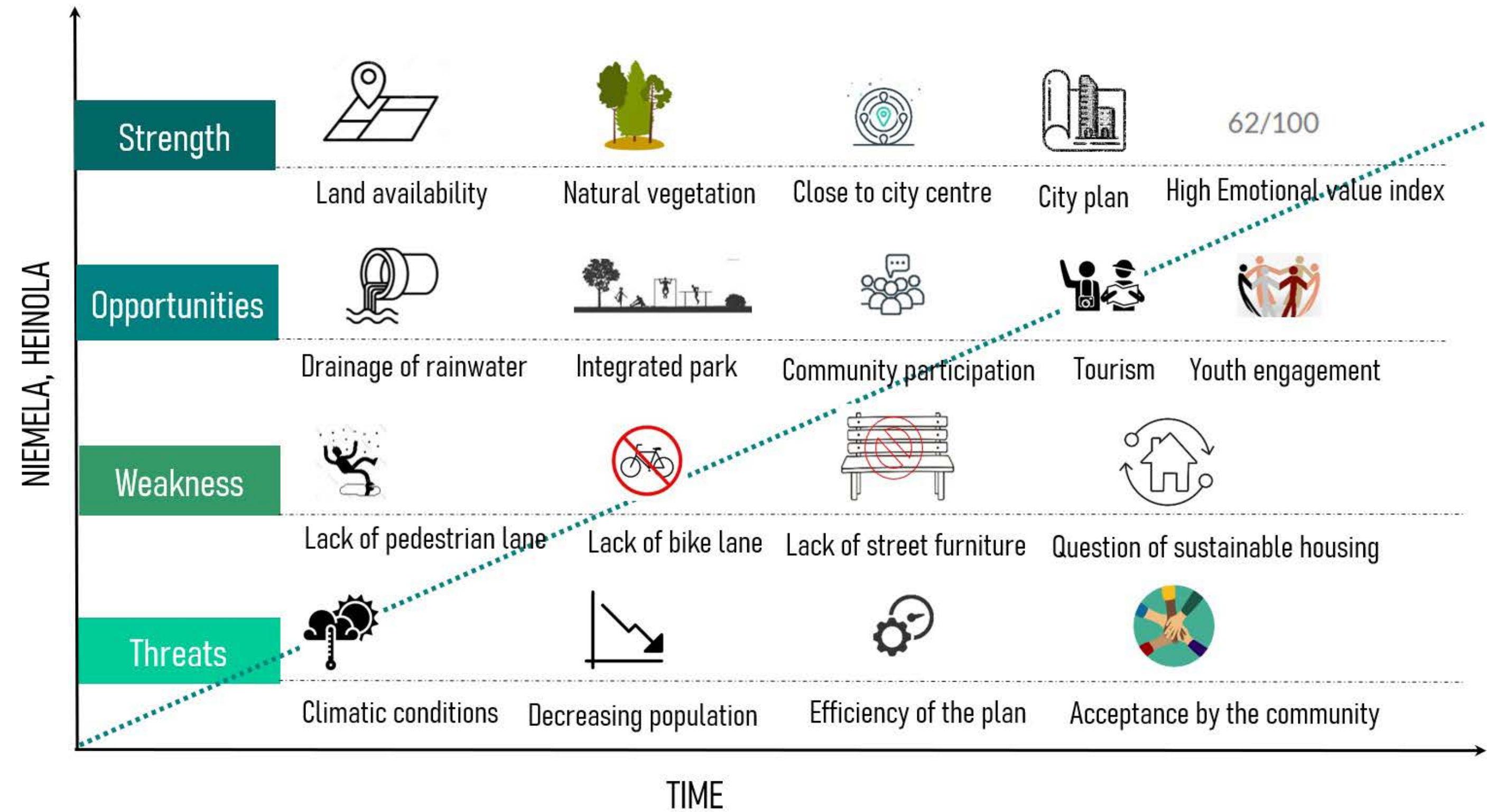
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# 3 Analysis

## SWOT



### Strengths and Opportunities

Niemela identifies as close to nature area with most of the land retained in its natural state. The abundance of natural vegetation in the area not only contributed to the clean air quality and mitigating extremities from the anthropogenic emissions but also provides solace from being located in the proximity of the city. People in the area have high emotional value for the place and feels safest according to various survey carried out by the city council. The bridge and the water tower are absolute landmark to the people in the area and they emphasize on the importance of being by the water. The existing natural park equipped with park furniture has potential to improve the usage of the park. Heinola provides teleworkers with a fantastic opportunity to combine work and a comfortable stay in a lovely setting.

### Weaknesses and Threats

The demographics of the declining population is vital in the design concepts as the window of planning should look both from the window of boosting the population and also retaining the current inhabitants. Participatory planning is an important tool to be considered that engages the youth also, so that the area place making is realized with tangible results. Planning for more residential areas would also be a risk with provision of more housing opportunities in the future. Overcoming the weaknesses of the area is an opportunity in itself as the community support has always been rendered for any new development ideas.

<p><b>SOCIAL &amp; CULTURAL</b></p> <ul style="list-style-type: none"><li>• Migration to bigger cities</li><li>• Loss of cultural infrastructure</li><li>• Ghost streets</li><li>• Comfort of existing inhabitants</li><li>• Declining population</li><li>• Need for sustainable tourism</li><li>• Cultural stability promoting the grid pattern and wood construction</li></ul>	<p><b>ENVIRONMENT</b></p> <ul style="list-style-type: none"><li>• Carbon Neutral Päijät-Häme 2030: Climate Action Roadmap</li><li>• Good air quality</li><li>• Increase in noise pollution due to increase in vehicles</li><li>• 23% emission reduced between 2007-2018</li><li>• Protection of water bodies</li><li>• Energy efficiency agreement implementation</li><li>• Maintenance of public areas</li><li>• Circular economy</li></ul>
<p><b>ECONOMY</b></p> <ul style="list-style-type: none"><li>• Wood industry</li><li>• Construction services</li><li>• Marine transport</li><li>• Bio-diversity museum</li><li>• Sport city</li></ul>	<p><b>GOVERNANCE</b></p> <ul style="list-style-type: none"><li>• Active interest of the municipality for development</li><li>• Focus on sustainable housing to be incorporated in the planning</li><li>• Community driven approach</li></ul>



# 4 Proposal

## Planning Methodology

### Heinola's Urban Landscape and its Present Situation

Lynch did create this method for bigger cities than Heinola, but the method is still viable. Heinola was studied with maps and Google Street View.

- Paths have strong characteristics in Heinola centre. There are lots of shops, restaurants, and cafes on ground level. Some paths are bordered with old buildings, and these paths have a unique characteristic because of the façades. Right outside the centre paths characteristics do weaken. This applies also to the planning site. Weak paths do not encourage people to move on further on.
- Strongest edges in Heinola are the railway and highway. Lake is an edge, but if one can use the shore freely the edge gets weaker and more usable. On planning site, the private and semi-private functions do create edges along the way up north.
- Districts in (small) towns aren't often very clear apart from the centre. This applies for Heinola. Probably resident have another opinion, but to identify the districts better, an interview method should be used.
- Strongest nodes are placed into the centre and into the sport district. On planning site there are some weak nodes like parks, playgrounds, beach. Camping area is a node, but it's behind an edge, one must be a customer to enter the grounds.
- Most important landmarks are the railway bridge and highway bridge. Also, the water tower is a strong visible landmark. There are several lesser landmarks in and around the centre. Planning site does have many quite strong local landmarks.

Planning site is lacking strong path characteristics for people to walk farther. The site also needs nodes, places of interest, where people can meet each other and spend time. The lake shore is a potential area to create a new district with its own recognizable character.

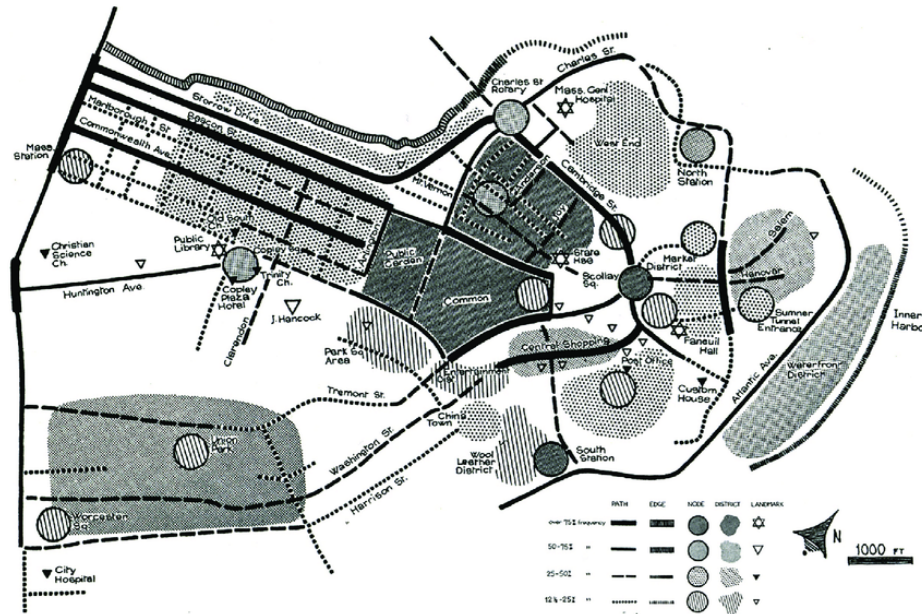
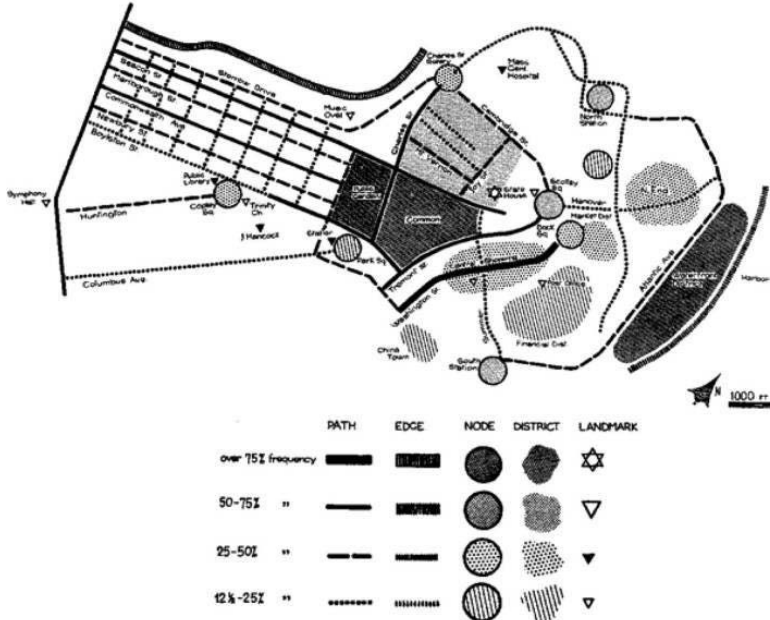


FIG. 36. The Boston image as derived from sketch maps



Note: This is one of Lynch's original mental maps of Boston (Lynch, 1960), which shows both the different elements (nodes, paths, etc.) of the city image and their interconnectedness

### The Image of the City by Kevin Lynch

Lynch did study in 1950's the urban landscape of Los Angeles, Boston and New Jersey. Lynch did analyze these three cities with different methodologies: verbal interviews, sketch maps and field visits. As a result of the studies, he did divide the contents of the city into five types of elements. (Lynch 1960, 46, 140-145)

#### paths

Paths are the channels along which the observer customarily, occasionally, or potentially moves. Paths can be identified for example with width, narrowness, functions, or special façade characteristic. Paths with clear and well-known origins and destinations have usually strong identities. (Lynch 1960, 47; 50-51)

#### edges

Edges are boundaries between two phases, linear brakes in continuity. Edges are often paths as well. (Lynch 1960, 47; 65.)

#### districts

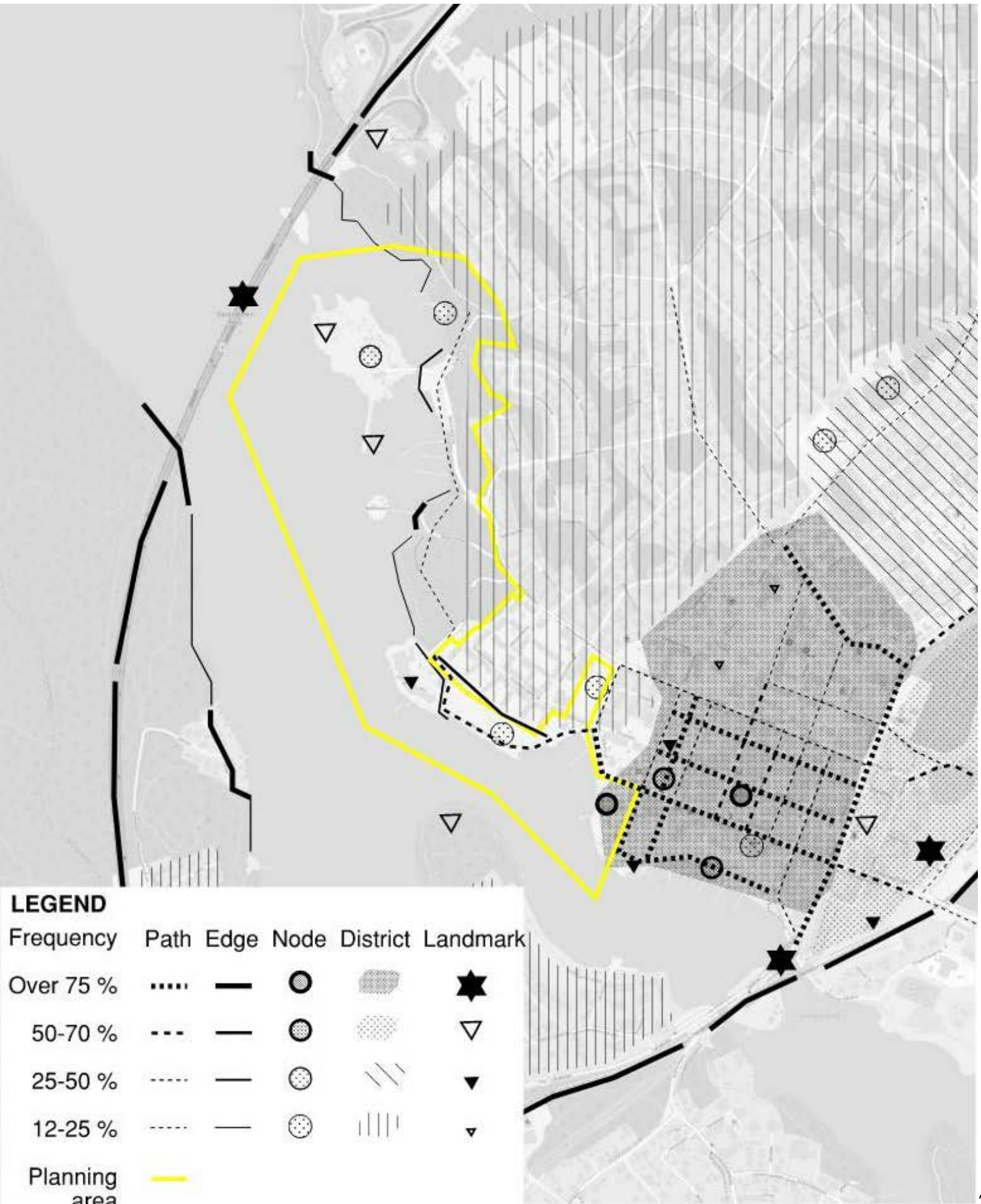
Districts are recognizable common identifying character. The physical characteristics may consist endless variety of components; texture, space, form, building type, use activity, topography, etc. Districts have different kind of boundaries. Some are hard, definite and precise and some regions have no boundaries at all. (Lynch 1960, 47; 67; 69).

#### nodes

Nodes are strategic points in a city into which an observer can enter, he/she is travelling to and from. Meeting places. For example, subway stations are usually strategies junction points. Thematic concentrations are other type of nodes. A strong physical form is not essential to the recognition of a node. (Lynch 1960, 48; 74; 76)

#### landmarks

Landmarks are external point of references. Some are distant ones and some local, being visible only in restricted localities and from certain approach (Lynch 1960, 48).





# 4 Proposal

## Masterplan

Niemela’s territory is a natural monument and a unique landscape within the confines of an urban periphery. Its citizens must be able to make active use of the area’s recreational opportunities. The context of a master plan, as a result, must be considered when planning and designing solutions. As part of the master plan, the following primary considerations are taken into account: responding to the local context, local vegetation and fauna as well as climate and natural systems as influences on the design solutions; creating an infrastructure for comfortable recreation while preserving the unique nature of this territory.

In consideration of the ideals of modern and sustainable planning and tourism, we propose a lodge hotel at the site’s highest point, which will provide spectacular views of the surrounding area. The hotel will be complemented by a variety of commercial and recreational facilities, creating a complete Heinola adventure, lifestyle, and destination.

Within the context of the pandemic, there was a strong emphasis on the importance of outdoor gathering space and the need for it, both for its calming effects and as a safer and healthier place to congregate. By providing accessible public parks and amenities, the master plan aims to increase opportunities for people to use those community-building areas.

Considering the importance of resilience in future-proofing, stakeholders are more interested than ever in the concept – resilience being defined as both support for mental and physical health, as well as responsiveness and adaptability to climate change and the shifts it will bring about. Hence, suggestions for future-proofing are also taken into account in this proposal

### Adventure

The upper portion of the site can be classified as an Adventure district. The forest park’s land is used by a variety of citizens, including sports enthusiasts, nature lovers, families with children, tourists, and the general public. The concept suggests all-season scenarios for using the land. Sports, beach, technical, children’s, and other zones are located near the lakes in the main functional areas. The recreation and social spaces celebrate outdoor-living with direct access to nature and water-front activities, taking advantage of the site’s breathtaking views.

To complement and develop Heinola’s outdoor identity, the existing swimming and boating areas will be enhanced with street furniture and art installations.

### Lifestyle

The central part is where the concept of Lifestyle happens.

The proposed recreational nodes are clustered and linked together in order to mutually benefit from social interaction and economic gains. They are spaced between 300-500 meters apart to encourage pedestrian walkability while also catering to multiple nodes.

### Destination

The lower part of site is characterized as Destination district where there is an existing educational facility and access to the city centre, that can cater to more family oriented users.

The masterplan suggests both an adventurous exploration of the water-front and deeper sense of relationship between the community and its environment.

- Recreation: Park  
Parks in natural setting with minimal landscape interventions
- Recreation: Spa & Saunas  
Unique spa and sauna facilities designed to float in water
- Recreation: Sports  
Enhancement of existing paths to allow for sports such as biking
- Recreation: Boats  
Provision of auxiliary facilities, such as stores, in order to entice guests

- Lodge Hotel  
Located at the highest point of site area to provide beautiful lake scenery
- Open Natural Spaces  
Preserve natural environment
- Commercial: Cafés & Shops  
Provide design themed commercial spaces to cater to visitors
- Swimming Area  
Existing swimming areas with support structures
- Vantage Point  
Provide viewing decks/platforms with views of the lake and surrounding natural environment

- Family oriented neighbourhood  
Located near the city centre with existing schools and facilities
- Pedestrian Pathways & Bike Lanes
- Esplanade Area  
Provide an open area next to the lake where people may walk, socialize, and interact with the nature





## Lodge Hotel and Facilities

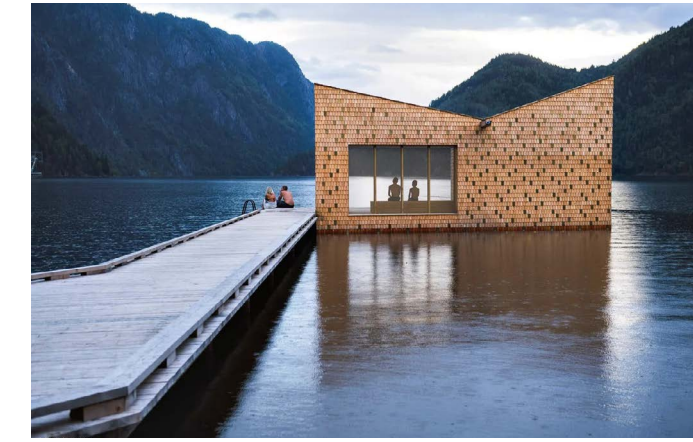


We define a lodge as a place where travellers stay overnight or for a short-term stay. The idea centres on communal spaces that take advantage of the lake's natural surroundings. From the composed house atop a plinth, to the slippages and interpolations that unravel down toward the lake, the lodge on the lake is a democratic marriage of land and architectural typology, introspective private dwelling, and public assembly.

The main purpose in selecting materials was to emphasize the natural character of an area by using mainly natural materials. Wood, glass, and concrete are used in the design. These features are modernized to create a contemporary home that pays tribute to the Finnish architecture.

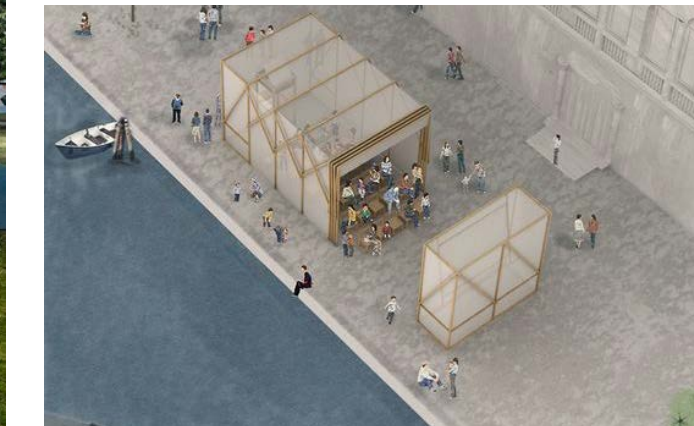
As a means of future-proofing, this development could be used as a water-front residential area in the event that Heinola's demand for additional residential space increases.

## Spa and Sauna Facilities



A unique type of sauna construction that floats on the surface of the water. The unique position provides its users with a one-of-a-kind experience and sanctuary on the lake, providing a different perspective on the landscape making the shoreline accessible to the public community.

## F&B and Retail Shops



The concept behind the stores and café spaces is to provide a unique and intimate place for interactions and happenings—an invitation to shoppers and passers-by from the local community and beyond to stop by and fully experience the area. The structures are designed as a modular “blank canvas” that can be customized for specific seasons or events. The design focuses on modularity to streamline assembly and disassembly and simplify the material bank database. The development features shared amenities.



# Interactive Landscape



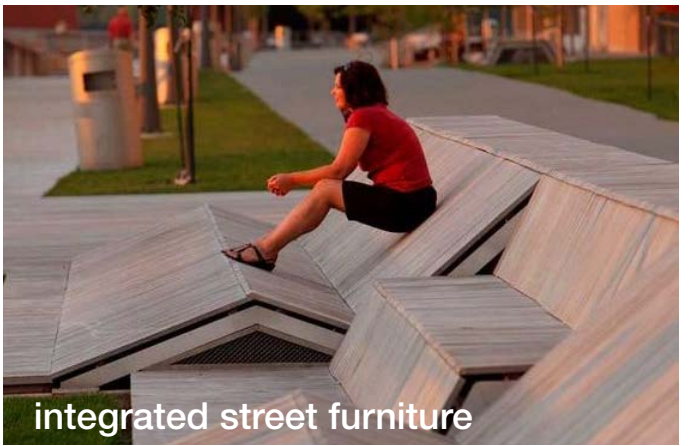
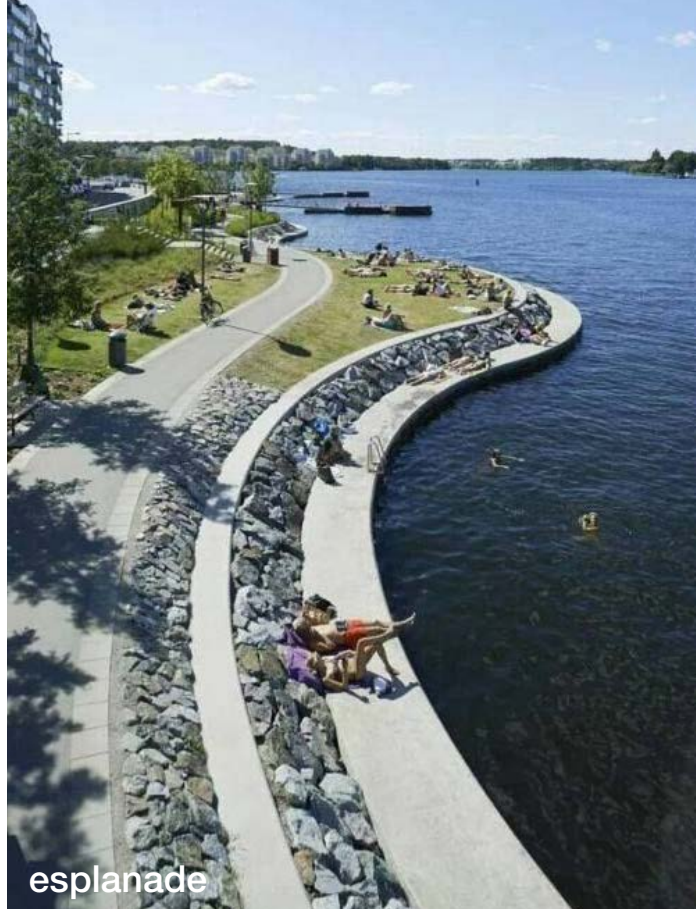
## Art Installations



Multiple art installations are integrated into the landscape, establishing a framework for comfortable enjoyment while preserving the territory's particular character. Wood is the main material for urban furniture, playground and sports equipment, and pathways. Urban furniture and lighting are to be installed alongside pathways. Playgrounds for kids of all ages, changing cabins, first aid stations, lifeguard towers, WC modules, sunbeds, all of them accessible, will be placed at the beach zones. Throughout the park, navigational and informational stands were added, telling visitors about the flora and fauna of the park, rules of behaviour near the water, the importance of being respectful to nature.



## Public Esplanade



The connected public esplanade, complete with integrated buildings and facilities, will entice users to go on an adventurous journey along the water-front. Pathway system is made of wooden flooring and pebbles. In places used by both pedestrians and service vehicles, tracks will be made of concrete lawn grids filled with small-fraction gravel. With direct access to skiing, hiking, and bicycling, the development will integrate with its surroundings visually and materially, promoting healthy living and environmental responsibility.



## Family-oriented Neighborhood



The neighbourhood, which is located near the city centre and existing educational facilities, will feature multi-purpose and open spaces with play areas for children to encourage outdoor physical activity.

As part of future-proofing the neighbourhood for when the population increases, this development could serve as a benchmark for its liveability and attractiveness to neighbouring communities, further establishing Heinola as a prime residential city.

With this, we aim to create a distinctive character for Heinola that would offer the comfort of a contemporary lifestyle and at the same time, establish a tight connection with the strong beautiful natural feature of the site.



# 5 Conclusion

## Project Transition Management

Residents and visitors to Heinola are familiar with the current view of the lake. Undoubtedly, a change in the lake's vista will come as a surprise. Tactics are required to overcome this resistance/shock. To assist in overcoming the new transformation, transition management would be required to advise and communicate the story about the new tourist destination appropriately. This would help to balance the reactions of locals and tourists to the area, tell a more complete story about the area, and facilitate the avenue's effective start.

## Stakeholders Participation

Tactical urbanism is one of several techniques that planners can use to ensure adequate stakeholder participation. It is often referred to as “DO IT YOURSELF URBANISM,” “Planning-by-Doing,” “Urban Acupuncture,” or “Urban Prototyping” because it focuses on community development (Tactical Urbanist's Guide, 2022).

In a city, organization, or citizen-led approach to community construction, short-term, low-cost, and scalable interventions are used to accelerate long-term change. Tactical urbanism has grown into a global movement over the last decade, resulting in a fundamental shift in how communities approach project development and implementation. This urban development participation strategy does not simply drain energy or resources from the organizations or individuals involved; it also contributes to the urban and human growth of the people and neighbourhood. This method of urban development strengthens the local economy of the community in which it is implemented and contributes to social capital, citizen participation, social engagement, and public education all contribute to the bottom-up approach, participative management, institutionalized cooperation, and established social partnerships, while the physical dimension ensures safety and security, mixed-use vitality, accessibility, and movement, inclusiveness and flexibility, environmental cleanness and preservation, urban legibility, and personalization.

This technique will guide each stakeholder through each process or process(es) involved, utilizing their creativity and opinions while also benefiting greatly from their contributions.

## How to attract more population

We hope that the plan we developed for Heinola will appeal to both tourists and long-term residents. Our long- and short-term objectives are stated, and if met, will contribute to the long-term development of a tourism attraction location.

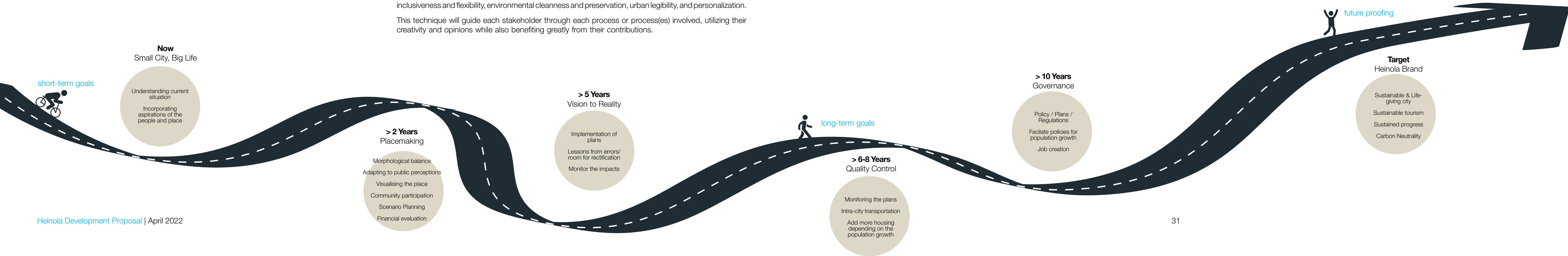
Following installation, strategies for attracting visitors to the new development include optimizing Heinola's website for the new development, creating compelling videos of the new development, forming local alliances, offering unique promotions, and highlighting tourist brand ambassadors.

## Short- and Long-term plans

To access the expansion of Heinola development, a long and short-term plan is required. Beginning with a grasp of the current situation, consider the people's wishes and aspirations.

Place making will be required after two years, which will entail further elements such as financial evaluation, community participation, scenario preparation, and public perception adaptation. After 5 years, the vision and reality check should be revisited to understand the errors and progress achieved since the project's inception, as well as areas where improvements are needed, implementation strategies, and monitoring the project's impact.

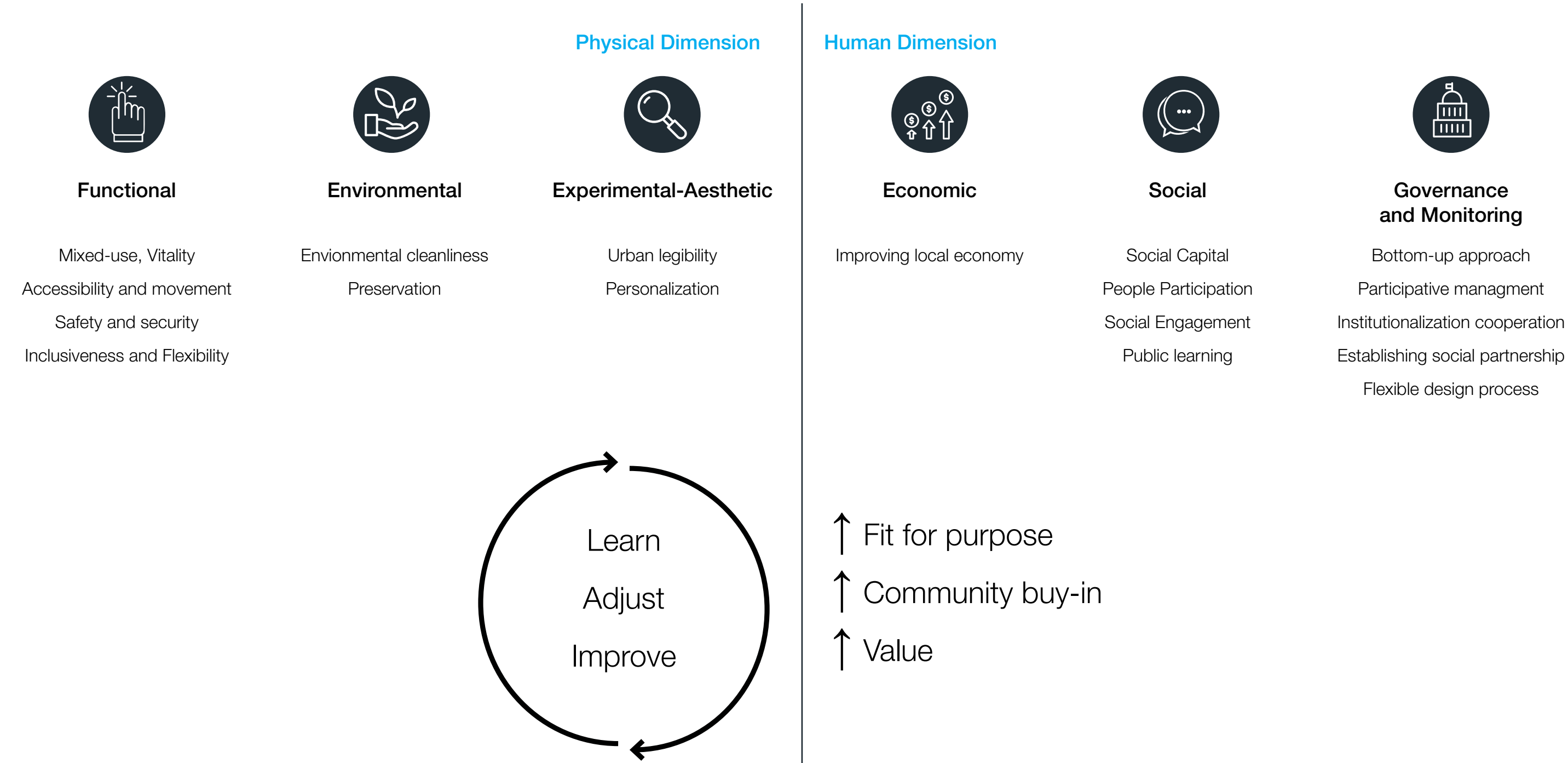
The long-term goal, starting with quality control by monitoring the plans in place through implementation of policy, plans, and regulations after ten years of kick-starting the project, will undoubtedly be evident if they are effectively and punctually completed. In Heinola, a sustainable project with a sustainable tourist impact would be born if the long- and short-term plans are successfully executed.





# 5 Conclusion

## Tactical Urbanism Framework



Urban planning involves a rigorous process of having a vision, place making, consultations and implementation subjected to the availability of the fund which can stretch over a span over few years or more depending on the mentioned factors.

Heinola visions to be a Small City with Big Life which is the core of the planning design approach in our case. While we look into the best practices of lakeshore development plans in other countries, it is important to not dissolve the essence of the area. Place making outlines community participation as an important tool in turning a space into a place which should be a continuous process not only during the initial phase but throughout the implementation phase improving on the lessons. The trend in population decline is one important window considered in the master plan so the opinion of the local residents, understanding current situation would need to be the foremost approach and also incorporate the aspirations of the people and place. There will need to be enabling policies/plan/programmes in place to promote the immigration growth in the area in order to boost the population in the long term. The master plan takes in consideration the future population growth and has the provisions of more housing development. New developments will also create job opportunities which translates to more youths residing in the area. However, there is also need of quality control and monitoring periodically so that more advanced technologies/designs can be incorporated in the city planning. All changes should be led by sustainability to not only promote Heinola city as a brand but also contribute to reduction of climate change risks and achieve the carbon neutrality goal of Heinola by 2030.

In other terms, use of tactical urbanism approach is the new urbanism for the Heinola urban development. As Merriam-Webster's defines tactical as "of or relating to small-scale actions serving a larger purpose" or "adroit in planning or manoeuvring to accomplish a purpose", it conjoins the physical dimension of actions to design a functional, environmental friendly and aesthetically pleasing to that of human dimensions addressing the social, economic and governance to achieve the larger goal of the neighbourhood of Heinola.

We make use of the LEARN, ADJUST and IMPROVE approach for the development the masterplan provides the provision to flexibility for accepting the changes that are deemed appropriate. It gives developers and entrepreneurs a way to gather design input from the community as the beneficiary. It's a technique to advocate and demonstrate to gain the trust and support of the community and the political bodies. Lastly for the government, it is a means to quickly put best practices into action.



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