



Ilmala

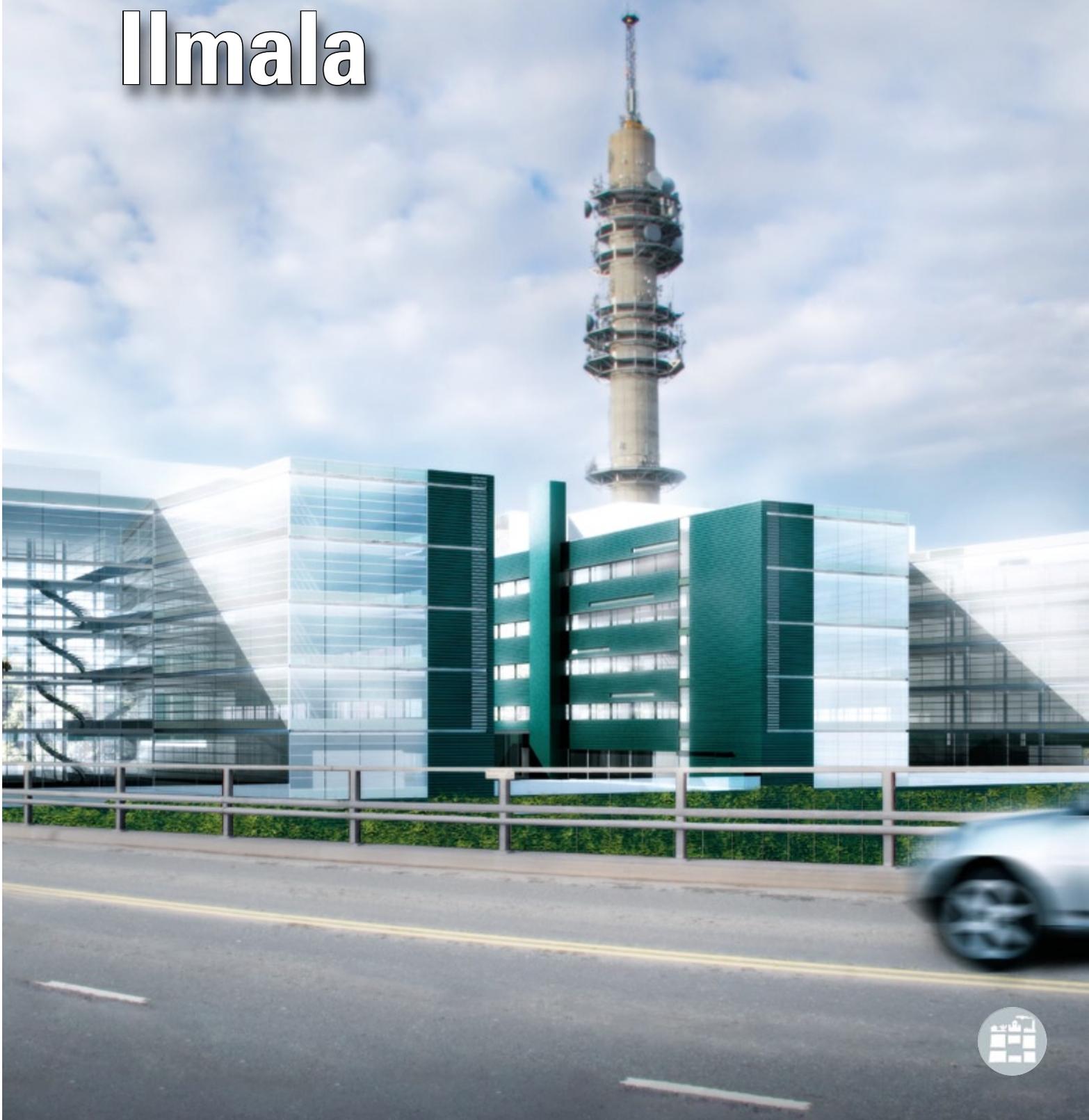




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Ilmala

Ilmala is being transformed into a metropolitan media and business centre area, as well as a prime residential neighbourhood. Ilmala is located on the north side of West-Pasila, south of Ilmala station. The area is bordered in the west by Helsinki's Central Park, in the north by Hakamäentie, in the east by Veturitie and in the south by Radiokatu. The area is characterised by the prominent silhouettes of Helsinki Water's water tanks, and the area is also well-known as the location for the Finnish Broadcasting Company (YLE) and MTV Ltd.

Planning objectives

In the future, the Ilmala area will be a metropolitan media and business centre, as well as a residential neighbourhood. The public transport system in Ilmala will be greatly improved in the future. The terminal for a new trolley car line, number 9, will be located at Ilmala square, which will be built on the north side of the water tanks, and will have light transportation access to Ilmala station and further on to North-Pasila.

Finnish Broadcasting Company area

The Finnish Broadcasting Company area will be developed as a media centre, whose focus will be a site dedicated to the core functions of radio and television broadcasting. The east and north sides of the area will house the commercial properties connected to the media centre, and residential properties will be located on the west side along Radiokatu. The area will be dissected from the east by a new street, Televisiokatu, which will run from the intersection of Pasilankatu and Radiokatu to the new Ilmala square. Veturitie will be relocated from the area's southeast corner to run alongside the railway depot. The media centre office buildings will be in a straight-line formation located between Televisiokatu and the railway, and the overall outline will be moderated by Television square and Studio square. The main thoroughfare for light transportation will run between the office buildings and the railway tracks. The area will total approximately 16 ha. When completed, the area

will provide homes to some 900 residents and will be the location for 7,000 jobs.

Forum Virium

The media centre area, alongside Ilmala square, will be the location for Forum Viria Helsinki, a development project for digital media content production and services, which has been established by the largest Finnish companies in the industry. The basis for Forum Virium's activities is future development projects initiated by primary and partner companies. The intention is to create a know-how centre, which would attract the industry's leading domestic and foreign companies and their respective research and development units.

Ilmala square

Ilmala square will be created as the core of the area and the media centre. The terminals of trolley car line 9 and bus service 59, as well as the proximity of Ilmala station, will make the square a public transport hub. The centre of the square has been allocated to a pavilion, which can house a cafeteria and a media workshop. The media workshop is intended to serve as a display facility, where the public can get acquainted with the latest hit computer games, short video clips, TV-programmes, as well as receive guidance on the utilisation of the latest media innovations.

Helsinki Water and Ilmalanrinne area

The water tanks will remain as Ilmala's landmarks and Helsinki Water will con-



Ilmala in numbers

	2006	plan
surface area	26 ha	
total building floor surface area	162 500 m ²	410 000 m ²
residential floor surface area	—	62 000 m ²
commercial floor surface area	162 500 m ²	348 000 m ²
residents	—	1 500
jobs	4 400	11 500
development period	2007–2020	



Foto: © Arkkitehtitoimisto Larkas & Laine Oy

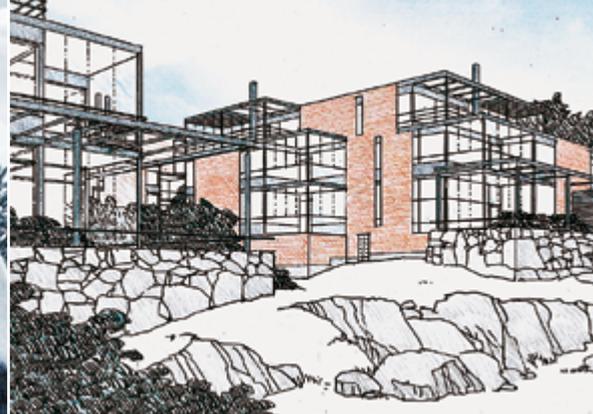


Foto: © Arkkitehtiryhmä A6 Oy



- 1 Finnish Broadcasting Company Area
- 2 FBC's "Iso Paja"
- 3 Televisiokatu office buildings
- 4 Forum Virium
- 5 Ilmala square and Iilmalanrinne commercial property
- 6 Commercial properties in the Central-Pasila partial zoning area
- 7 Water tanks
- 8 MTV Ltd.
- 9 Residential buildings

tinue its operations in the area. A new compact commercial property block will be located just north of the water tanks. The upper floors of the buildings surrounding Iilmala square can also house new urban apartment dwellings. The total area is approximately 6.5 ha and on completion will be the location of some 3,000 jobs

MTV area

The southern and western edge of the MTV area are planned to house residential buildings opening up to Helsinki's Central Park. A new street, Kuluttajankatu, will be routed through the middle of the area. MTV will remain in its current business premises within the area, but they will gradually be replaced with new buildings. The area amounts to approximately 4.3 ha. Once completed the area will have some 650 residents and 1,500 jobs.

Iilmala and Central-Pasila

The media production area under development in Iilmala will be an integral part of the new central area to be built in Central-Pasila, which is intended to have strong inner-city image. In future, the two areas together will comprise a unified metropolitan district located between Pasila station and Iilmala station. Two of the northern-most central blocks of Central-Pasila's partial zoning plan are located in Iilmala – one east of Iilmala station, and the other at the south end of Televisiokatu. The total area of the two blocks is 2 ha, and comprises a total of 30,000 to 50,000 floor square metres of space and approximately 1,600 jobs.

Planning status

The amendments to the zoning plan for the MTV and FBC areas became legally effective on 30 November 2005 and 4 August 2006, respectively. The Helsinki City Planning Department has approved the zoning plans for the Helsinki Water and Iilmala Hillside areas on 11 January 2007.

The area to the east of Iilmala station, as well as the areas next to FBC's "Iso Paja" at the intersection of Radiokatu and Televisiokatu, are part of the Central-Pasila

zoning plan, which was approved by the Helsinki City Council on 14 June 2006. The areas are part of central district operations, which are due for zoning around 2010.

A street lay-out and lighting plan for the Iilmala area was completed in autumn 2006. The objective of the plan is to improve the area's general external appearance and provide a basis for future construction activity in the long term.

Implementation

Development of the Iilmala area will be implemented in stages over the long term. In the FBC area, the construction of commercial property with regard to the Televisiokatu blocks commenced in the autumn of 2006. Construction of the Forum Virium office building is due to start in autumn 2007, and is expected to be completed during 2008. Construction of residential buildings along Radiokatu and in the MTV area on the edge of Helsinki's Central Park commences during 2007. The MTV area will be developed in stages, such that MTV Ltd's prop department will be demolished to make room for Kuluttajankatu and new residential buildings. Otherwise, MTV will continue its activities at its old premises, which will be gradually replaced with new facilities.

History

The Iilmala name dates back to a meteorological observation facility built at the current location of the water tanks in 1910. The first water tank was built in 1959 and the second followed in 1967. The FBC began its activities in Pasila during the 1920s. The oldest building in the area is the Old Mission building from 1927. The area features buildings from every decade since the 1920s. The most notable of these is the FBC's main building, "Iso Paja", located at the end of Radiokatu. The highest structure in Helsinki is the Pasila TV-tower, built in 1978, which is visible from kilometres away. MTV has had its premises in Pasila since the end of the 1960s. MTV's buildings have been built in stages between 1967 and 1982.

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