

Developing Jyväskylä City Center

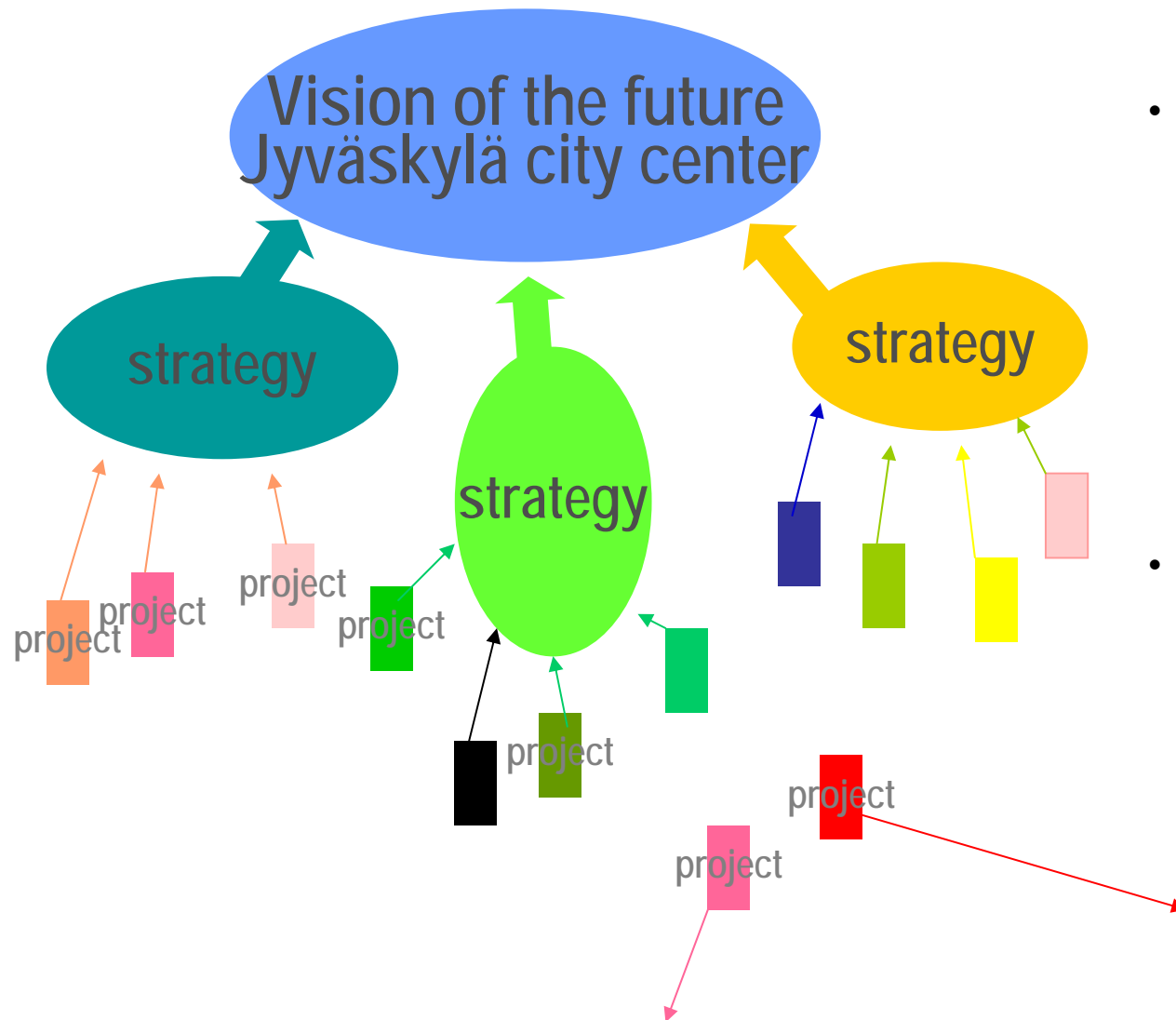


1st phase of the City Center Development programme in 1990-1996

- Building of a bypass road in 1989
- Functional change: Public-private partnership: real estate owners, retailers and the city for a co-operation
- Physical change: Kauppakatu turned into pedestrian area, street heating system, street furniture



2nd phase of City Center Development programme



- Founding of an organisation to develop city center, JEKKU ry.
 - Tasks: co-ordination, information, management
 - Members: city of Jyväskylä, Jyväskylä Regional Development company, retailers, real estate owners, inhabitants, cultural associations...
- Drafting The Jyväskylä City Center Vision 2020
 - to establish a common perspective and a stage of an agreement
 - A tool to to guide projects to common goal

International trends, changes in the society

From Industrial Society to Information Society to Global Network Society

”pendeling, mass production” vs. ”demobilization, mass customization,

William J. Mitchell 1999”

- Work is no longer bound by limits official working hours, or office space
- Mass customizing
- Outsource regular groceries - entertaining shopping

People are the most important resource

- Companies follow people

Creative class leads the way

”While the physical surroundings would be relatively familiar, the feel of the place would be bewilderingly different”. **Richard Florida 2002**

- Seeking experiences, ”like tourists in their own city”
- Authenticity and uniqueness create the value of the place
- Diversity and tolerance
- Third place, a chance for random encounters

Cultural industry, means for a creative, successful city

- Internationally the fastest growing industry, 4-8% GNP



Authenticity and Identity

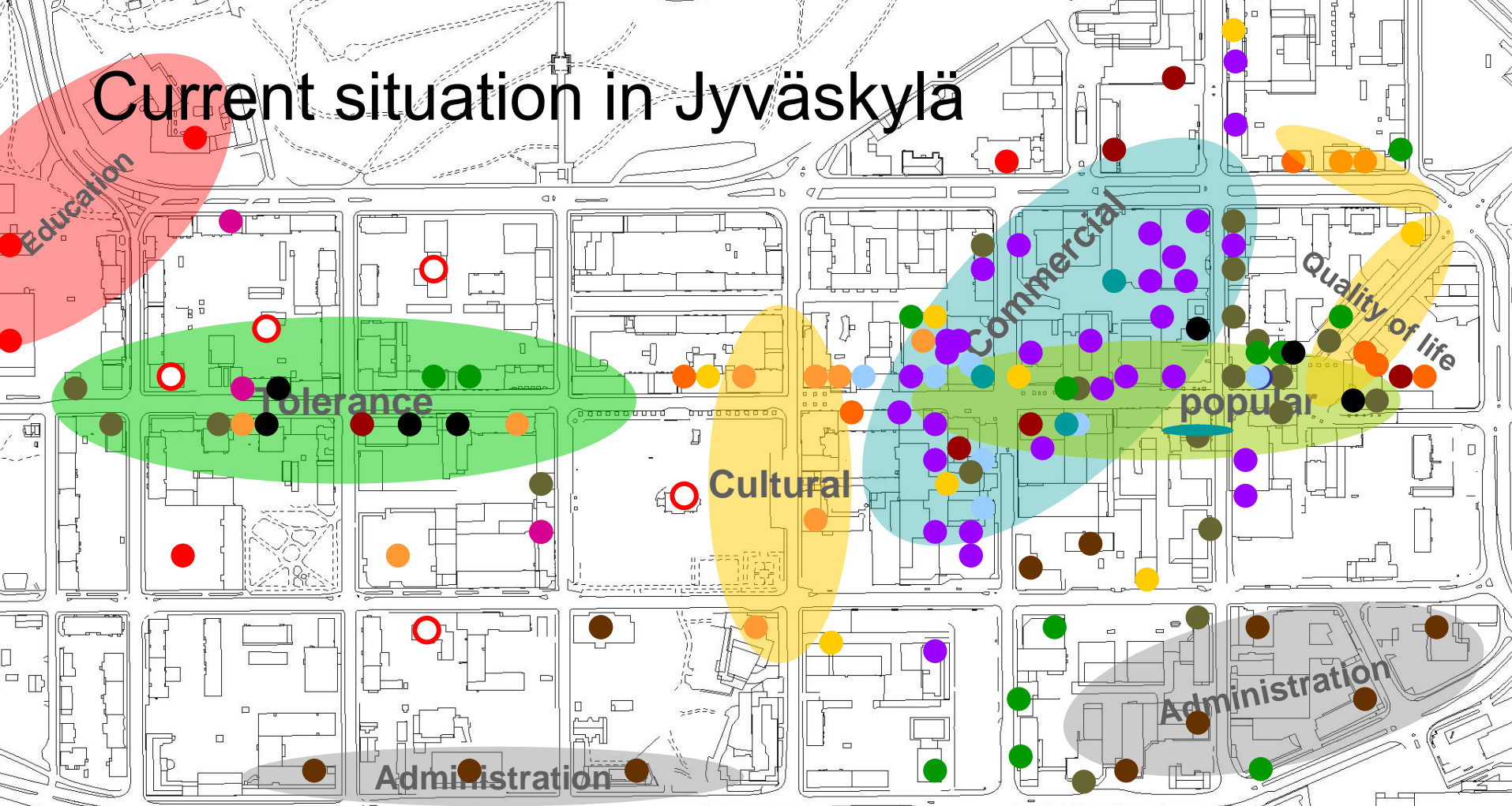
”Power of identity has become a defining feature of the insecure, changing postmodern world resource” Manuel Castells

In the city center the identity forms of:

- People, inhabitants and the users of the city
 - Heterogeneous age groups and races
 - Social context
- Functional diversity
 - Administrative services, commercial services, cultural services
 - Spending time and loitering
 - 24 hours / 7 days
- Built environment
 - Multiple layers of time
 - diversity of public and semi-public spaces



Current situation in Jyväskylä



Analysis of functions:

Retailers

● Groceries

● Clothing

● Interior decor.

● Culture

● Sex shops

Services

○ Spiritual

● Cultural

● Administrative

● Educational

Restaurants

● Diner

● Ethnic

● Fast Food

● Café

● Bar, Night club

Education

Jyväskylä city center vision, year 2020

UPTOWN
'bohemian quarters'

CULTURAL AXIS

visual arts, music, architecture, literature, theatre

out-door living rooms

PEDESTRIAN CENTER
shopping entertainment*

out door living rooms

Housing

Administration

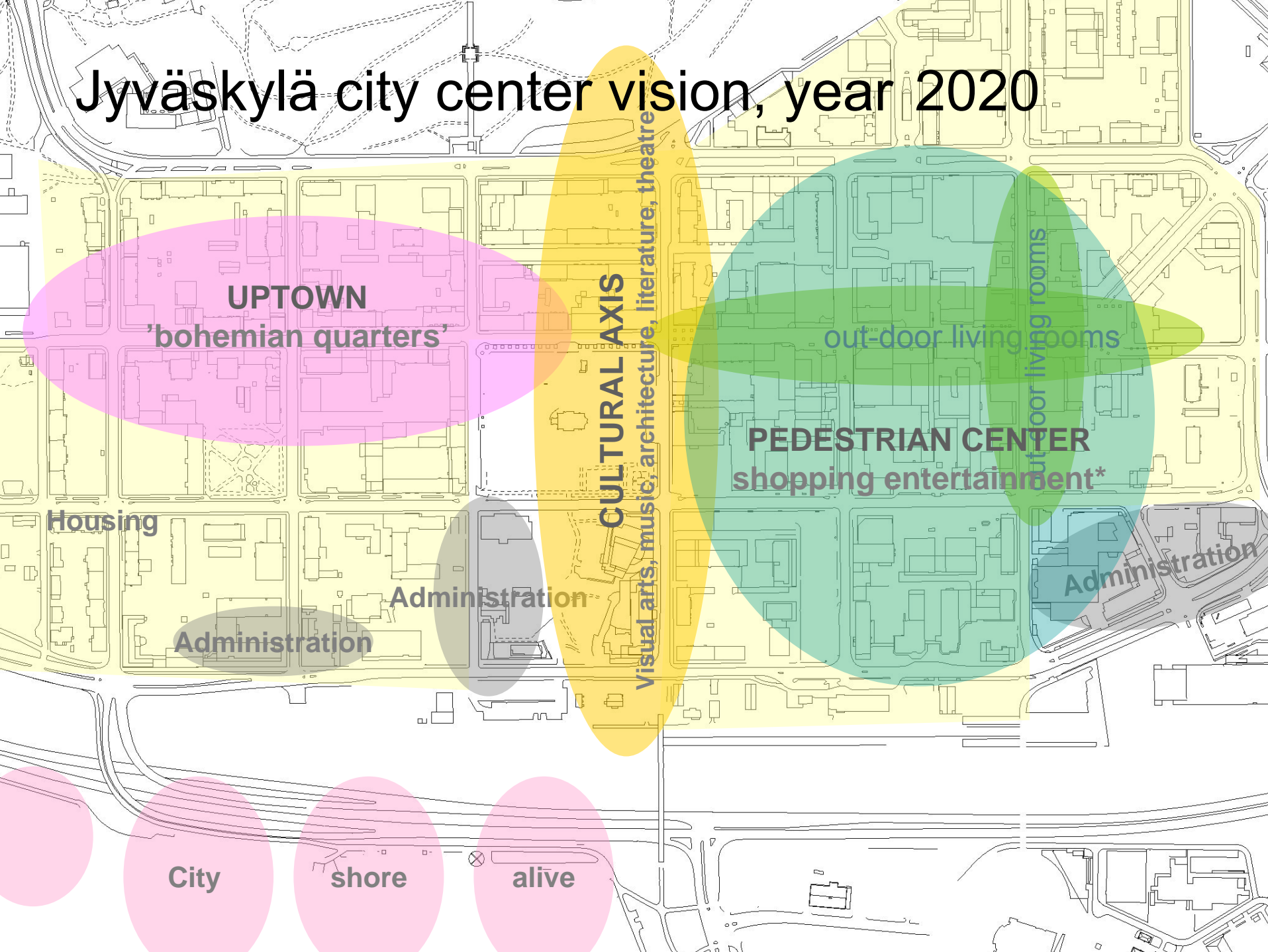
Administration

Administration

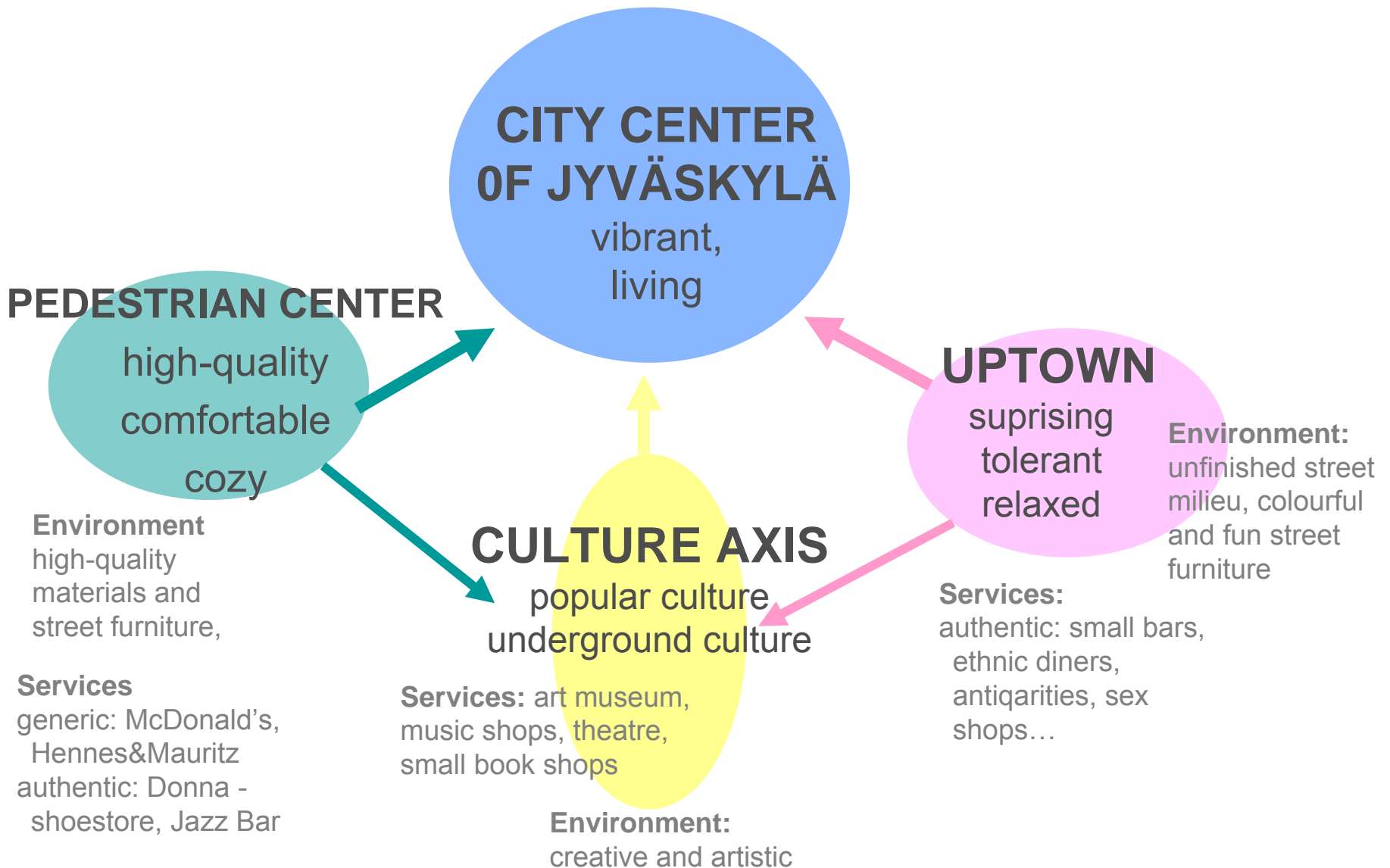
City

shore

alive



Forming the identity



Strategic town planning

Quarter Hierarchy

- Small shops by the streets
- Large offices and department stores inside the block

Routes

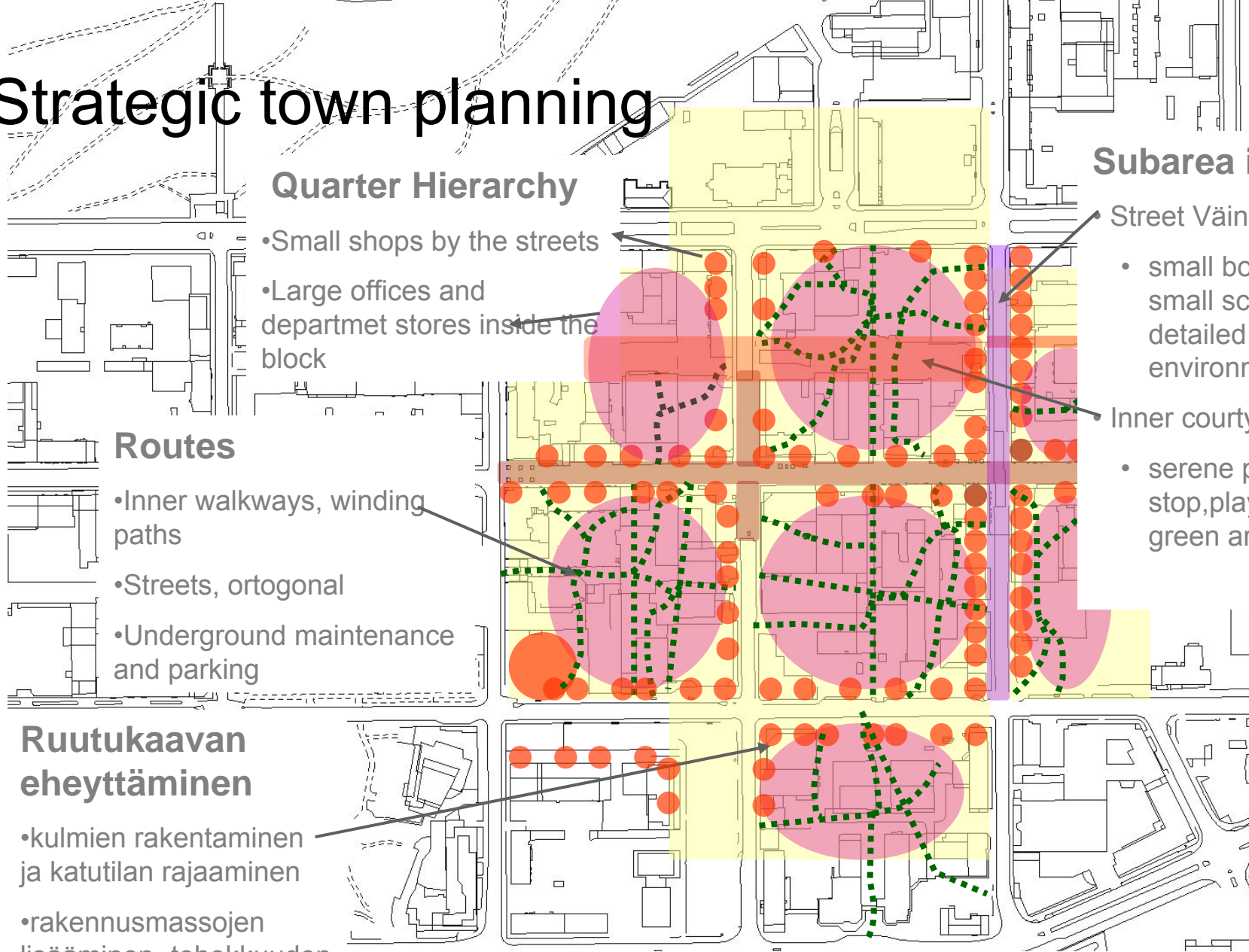
- Inner walkways, winding paths
- Streets, orthogonal
- Underground maintenance and parking

Ruutukaavan eheyttäminen

- kulmien rakentaminen ja katutilan rajaaminen
- rakennusmassojen lisääminen- tehokkuuden nostaminen

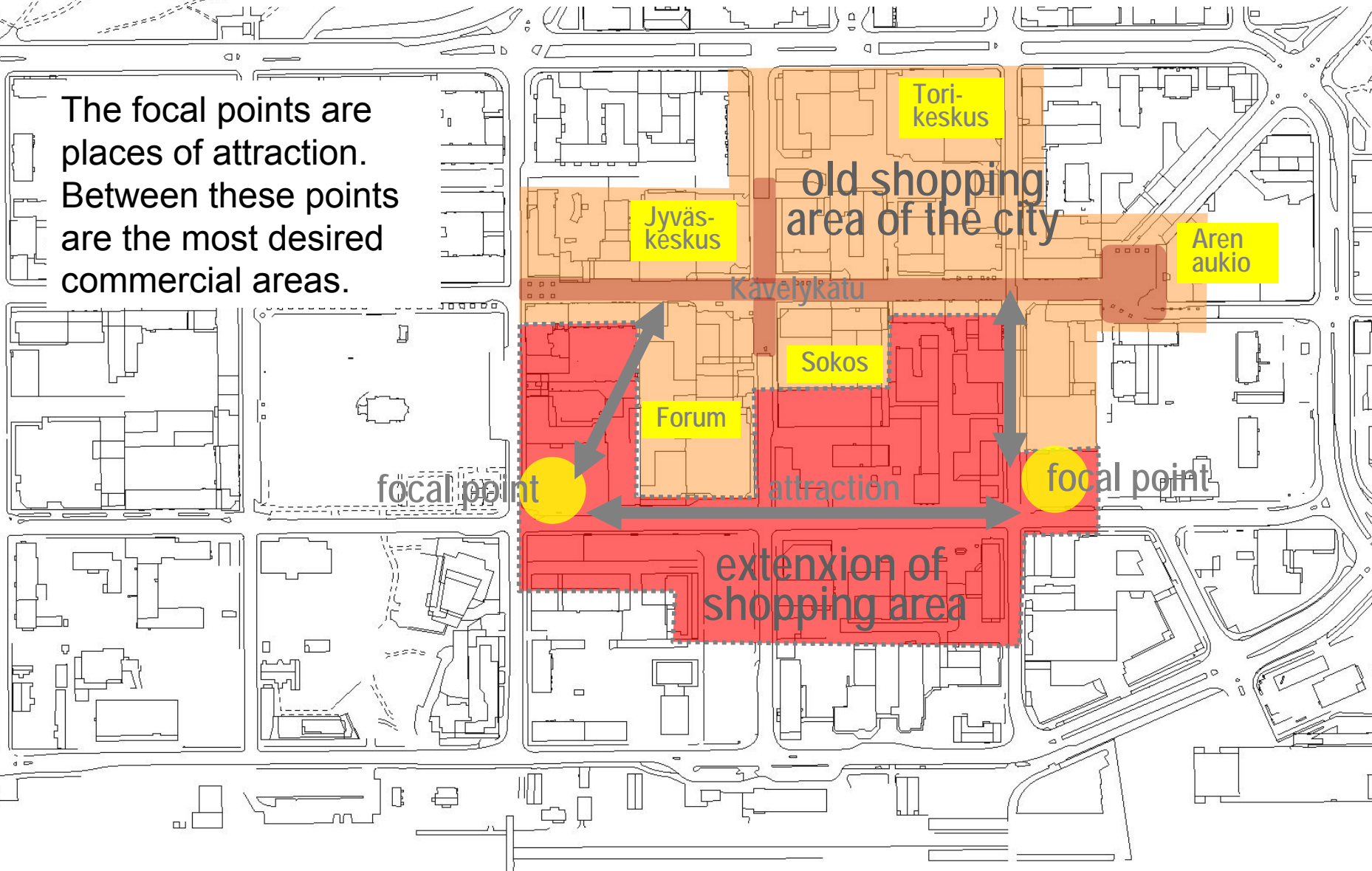
Subarea identity

- Street Väinönkatu
- small boutiques, small scale, detailed environment
- Inner courtyard
- serene place to stop, playground green areas



Dynamic of the center

The focal points are places of attraction. Between these points are the most desired commercial areas.



City of Jyväskylä, Department of Town Planning

Town planning architect Anne Sandelin, anne.sandelin@jkl.fi

