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CITY DEVELOPMENT IN THE CITY OF HÄMEENLINNA

The Views of Locals in Correlation with the Official Strategies

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Alkuvuonna 2016 suoritettiin kyselytutkimus Hämeenlinna keskustan alueella. Tutkimuksen tavoitteena oli saada tietoa hämeenlinalaisten mielipiteistä kaupunkisuunnittelua- sekä paikallista identiteettiä koskien. Johtoajatukseksi oli selvittää, kuinka kansalaisaktiivisuuteen kannustava kaupunki onnistuu vastaamaan kansalaisten toiveisiin todellisuudessa. Tutkimus pyrki kerryttämään tietoa kansalaisten tarpeista ja haluista, sekä löytämään identiteettikysymysten avulla kulttuurisidonnaisuuksia näkökannoista.

Tutkimus aloitettiin laadullisina ryhmähaastatteluina, joiden rakenne perustui sana-assosiaatioihin ja vapaan sanan keskusteluihin. Haastatteluissa pyrittiin saamaan esille yksilöiden henkilökohtaisten mielipiteiden lisäksi ns. yleispätevyyksiä, jotka ilmenisivät vapaassa keskustelussa toistuvina asiateemoina. Ilmenneiden teemojen perusteella tehtiin alan kirjallisuuden tukeutuen vertailu yleisten mielipiteiden ja aihepiiriin liittyvien virallisten strategioiden välillä. Lopulta päädyttiin myös johtopäätöksiin selkeimmin ilmenneiden ilmiöiden mahdollisista syistä.

Yksi tutkimuksen keskeisin väite on, että tutkimukseen osallistuneiden hämeenlinalaisten toiveet kaupungin rakentamiselle ovat kautta linjan selkeän konservatiivisia. Todennäköisesti lisääntyvää toimintaa kaupunkirakenteen laadukkaassa keskittämisessä sekä kaupungin elävöittämisestä tuettiin lähtökohtaisesti. Kaikessa rakentamisessa haluttiin kuitenkin pidettävän huoli alueen arvon ja erityispiirteiden säilymisestä, sekä luonnon- ja rakennetun ympäristön perinnöstä.

Toinen tutkimuksen pääväitteistä liittyy suomalaiseen suunnittelu-, tapa- ja kaupunkikulttuuriin. Tutkimushaastattelut viittaavat siihen, että suomalaisten toiveet ja teot ovat osin ristiriidassa kaupunkien kehittämisen osalta. Jokaisessa haastattelutilanteessa esiin nousi esimerkki siitä, kuinka suomalaiset ihailevat ulkomailla ollessaan mm. historiallisia paikkoja, sekä laadukkaita kaupunkitiloja, joita he eivät kotimaahan saavuttuaan enää kykene huomiomaan. Paikallisten paikkojen tai ilmiöiden merkittävyyttä on myöskin mitä ilmeisimmin vaikeata saada kehittämään, vaikka niistä saatava sosiaalinen ja taloudellinen hyöty haluttaisiinkin maksimoida. Kaupunkilaiset epäilivät suunnittelijoiden kykyä tunnistaa yleismaailmalliset vahvuudet kaupunkikuvassa.

Avainsanat Kaupunkisuunnittelu, kaupunkistrategia, kansalaisvaikuttaminen

ABSTRACT

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In the early spring 2016 a series of interviews was carried out at the area of central Hämeenlinna. The aim of the study was to gather in-depth information of the citizens' opinions considering the local city development and identity. The goal of the study was to clarify how the town succeeds with its civilian participation policies in reality. The study also aimed to create information about the citizens' needs and wants and determine some of the cultural thinking patterns through questions considering identity.

The study was started by executing the qualitative group interviews with a structure based on word-association and free speech. From the material of these conversations, continuously appearing views were assorted and analyzed. Based on these typicalities, themes of opinions were formed, which were then compared with the official strategies of Hämeenlinna and the scientific background. Finally, the study concluded on underlining central phenomenon and offering cause explanations in sections of them.

One of the central arguments of the study was that the citizens of Hämeenlinna appear conservative in their own views. The people's conservativeness include the preferred principles of city development as well as environmental views. The city's goals of intensifying the city structure and creating vitality were met mainly positively, with some preconditions. All of the future construction was hoped to be high in quality and sustainable in the view of the land value and heritage values of built and natural environment.

Another main argument of the study was that the local Finnish culture is seemingly contradictory in case of city planning and urban culture. The interviewees' of the study suggest that when abroad, Finns search for enjoyable urban lifestyle and quality in urban surroundings. While being back in Finland the same citizens do not recognize the possibility for the equivalent urban life or they are not able to create similar aspects that the people eventually would appreciate.

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1 INTRODUCTION

City governance in Finland is expected to operate in a democratic way. Transparency, interaction and even co-operation are central concerns of the present times when it comes to describing the relationship between the citizens and the city officials. It is considered important that the municipal citizens have a possibility to influence on what is happening in their domicile. The correlation between the actions of the city planners and the thoughts of citizens with their wishes and motivations is, therefore, as important a study subject as ever.

This thesis focuses on the Finnish city of Hämeenlinna, located on an easily accessible area between the capital city area and the nation's second largest urban area of Tampere. Hämeenlinna is the center of a relatively small Southern Finnish region of Kanta-Häme. The city has over 68 000 inhabitants. (The city of Hämeenlinna website 2015)

In 2013, the percentage of over 65-year-olds in Hämeenlinna was higher than in the nation on average. There were also fewer children (up to 14-year-olds) than in an average Finnish city. 55,1 % of the household-dwelling units of Hämeenlinna lived in private detached- or small houses, which is more than the average of the nation. Additionally, less than the national average percentage of Hämeenlinna citizens lived in rented apartments. (Statistics Finland 2013)

As be read from the statistics, Hämeenlinna is by its nature a calm residential city. Many of the citizens of Hämeenlinna have moved onto the locality, not born there. Those who are locally born citizens might have different viewpoints to the city development than those who have their background in different surroundings. If there can, however, be found a representative, close enough to homogeneous type of a citizen, how would his/her views link to the views of the city planners? Is there any correlation between the general viewpoints of the locals and the official city development plans? This is the research question of this thesis. The study aims to provide information on the citizens' views for the city planning, define some of the key social and cultural demands and survey the suitability of the formed policies.

1.1 The Research Method

The study is carried out in three phases; first a research- or information gathering phase collects samples of citizens' opinions, the current city policies are looked into and the international planning trends and practices are researched. In the second phase, the information from the individual source-investigation is compared together as an entity. Finally, in the third phase, the comparison between policies, philosophies and citizens' opinions is made.

The research of citizens' opinions is made qualitatively by interviewing local citizens living in the Hämeenlinna area. The interviews are carried out at the city center of Hämeenlinna. The interview is a semi-structured conversational interview with given themes and with no further diversion of the conversation from the part of the interviewer. Emphasis is put on selection of the interviewees by their presumably strong knowledge base of the local conditions. The conversation is kept informal to make the interviewees communicate in their natural way.

The original questions on the interview consist of two main themes. The first theme is about describing the local identity and the second discusses the city development. The interviewing method is built on word-association basis. Only four words based on themes are given to the interviewees in order to get individually considered answers. The interviewees are then asked to analyze their thoughts derived from the words. The words given one by one are;

- Tavastian (hämäläinen)
- Tavastia (Häme)
- Land use principles (maankäyttöperiaatteet)
- Landscape gardening (maisemanhoito)

The recorded interviews are then analyzed by emphasizing typicalities recognized in the material. After this, the findings are compared to the existing strategies related to the topic.

The interviews will take place during one weekend at the very beginning of year 2016. The selection of interviewees whose answers are finally analyzed, consists of eight individuals. These eight are randomly picked. The total number of people is divided into two groups of three and a couple. 50% of the interviewees are by gender female, 50% were male. All of the final givers of an interview can be considered to be locals as they constantly live in the area. Four of them were born in Hämeenlinna, four had later on moved to the locality. One interviewee was born in vicinity of Hämeenlinna, making her almost local born. Three of the born locals were men, one was a woman. The answers of the people who were brought up in the area were highlighted. The interview participants were aged approximately between 45 to 65 years. The age group was randomly created and the interviewees were not asked to give their age for the study. The approximated age group can be considered quite representative for Hämeenlinna, considering the average age amongst the citizens. (The city of Hämeenlinna 2016)

1.2 Clarification of Geographical Terminology

Some local geographical terms important in the thesis are specified here to help the readers to orientate through the text. The specified terminology appears mainly in the strategic text. The primary language for the geographical terms specified here is Finnish. The English equivalents are written inside brackets as they are de facto less used.

Häme (Tavastia)

Häme is the name of a former province in Finland. In modern Finnish the word Häme is commonly used as a name for an approximate geographical area, arguably based on the natural, cultural and historical characteristics noticeable around the former province.

Kanta-Häme (Tavastia Proper)

Kanta-Häme is a region located in southern part of the historical province of Häme. Kanta-Häme consists of three sub-regions. These sub-regions are the sub-region of

Hämeenlinna, sub-region of Riihimäki and sub-region of Forssa. The region actively promotes itself as the current day Häme. The claim is based on the fact that the governance of the historical province was located on the area, giving the region indeed a central status for historical Häme. In this perspective, another definition for the word Häme is that it is the area of Tavastia Proper.

Hämeenlinna sub-region

Hämeenlinna sub-region is an urban entity and part of Kanta-Häme region, which is formed by the neighboring municipalities of Hämeenlinna (center of the sub-region), Janakkala and Hattula.

Hämeenlinna

Hämeenlinna is by age the oldest inland city in Finland. The city's name derives from the castle of Häme, located in the inner city area of Hämeenlinna. Hämeenlinna is the largest city in Tavastia Proper.

(Regional Council of Häme website 2016)

2 THE OFFICIAL CITY DEVELOPMENT IN HÄMEEN-LINNA

The written courses of conduct and the strategies concerning city development in Hämeenlinna are representatively reachable from the city's website. This is a good example of aspiration towards open and democratic city management between the decisions makers and their voters. In this chapter the current strategies and action routines formulated by the city officials will be taken a closer look at. Firstly, the national- and regional level strategies, visible in the HHT-program and Häme-program, will be taken a closer look at. These policies have their effect on the current strategy of Hämeenlinna city. The city strategy itself is implemented by a group of associated programs. These programs, themselves based on the lines drawn on city strategy, descend on a more detailed level of each part of city policy. The strategies represented on the thesis are chosen with aspiration to retrace interplay between the views of the citizens and the city policies. Some strategical courses of conduct are therefore excluded from the study, but the importance of them for succeeding on sustainability is nevertheless acknowledged.

One must always remember when reading a list of plans made by city officials that the plans are not necessarily ever undertaken in reality or that they might be accomplished in a reformed way. The city planning is a complex process, which is dependent on co-operation between multiple actors. Many of the goals mentioned in this section of the thesis are not the responsibility of the city alone, but are carried out by outsourced parties or are only incidentally linked to city strategies. The many different parties assigned for executing the programs and projects within the strategy, are not taken into specific observation in this thesis as they are quite irrelevant for the main question of the study.

The first two sections on this chapter are not included in the actual Hämeenlinna city strategy, however, they are closely linked to it and are, in their part, central in importance for the near future efforts taken in the development of the city.

2.1 Growth Corridor Finland - HHT

The most recent addition on the city strategy introduced below includes the nationwide plan for developing the Growth Corridor Finland, or HHT (Helsinki-Hämeenlinna-Tampere). The HHT is a corridor formed by a chain of cities, stretching from Helsinki to Tampere. The regions linked by the project are Uusimaa, Kanta-Häme and Pirkanmaa. EU-funds play their role in financing of the project together with, e.g. regional councils, such as Hämeen liitto. The main aim for developing the HHT is to generate national growth and competitiveness. HHT will be a central level project of national development. In Finland the growth corridor model is planned to be carried out in various locations, but HHT is largest in scale and will be the piloting corridor. All different operators in the project should be working in cooperation so that when implemented the project will be accomplished as an entity. The three main priority areas of the project are refining mobility connections, enhancing the networks in business life and the creation of an intelligent city theme. The intelligent city theme includes, for instance, the development of the community structures, -housing, -energy efficiency and working on city cultures. (Growth Corridor Finland website 2015)

For Hämeenlinna, HHT is believed to build a good basis for additional development as the city is located in the middle of the corridor. For instance, improved infrastructure, trade networks and traffic connections can improve both the net migration level of the city and generate new businesses. As Hämeenlinna already at the present time possesses very good traffic connections, it can be considered likely that, for instance, public transportation connections from- and to the city can be substantially developed. The Growth Corridor Finland aims to be self-sufficient by its energy usage. This could possibly boost the development of businesses related to energy technology also in the vicinity of Hämeenlinna. (Growth Corridor Finland website 2015)

2.2 The regional Häme-Program

The regional council of Kanta-Häme is named Hämeen liitto. Hämeen liitto is a service organization developing the region and supervising the regional interest in

Finland and globally. In 2013, Hämeen liitto published the regional strategy for Kanta-Häme, the Häme Program - Strategic Regional Program 2014+. The regional council of Häme, councils of related regions, councils of municipalities, representatives of co-operation projects, regional youth council and regional entrepreneurs were, amongst others, participants on forming of the strategy for the region. The strategy is divided into two areas. The first forms the strategy to reach year 2040, the second sets the actual policy for the years 2014–2017. The Häme program is built around the vision stating that “people want- and can-, live and work in Häme”. (Hämeen liitto 2013)

The main goal for the regional Häme-program is to create large- and influential entities of development, and for implementing them, to gather available strength from the municipalities, from the region, from the networks of areas, from the state, from the EU and from the business world. (Hämeen liitto 2013)

According to Hämeen liitto, the strengths of the Kanta-Häme region include the central location, the unity of the region, the good competitiveness, and the widely spread know-how. For the successful future growth and prosperity in Kanta-Häme, the Häme-program suggests assembling of development forces and -resources to shared aims and directions. (Hämeen liitto 2013)

As negative changes in the Finnish economy are occurring regularly, the public sector has to seek for ways to diminish the constant growth in expenses. The regional challenges in the future include the stabilizing of the economy, success in domestic- and international competition and the changes caused by the aging population. (Hämeen liitto 2013)

The five main operating lines of Kanta-Häme strategy are:

- growth corridors and accessibility
- versatile housing and well-being
- biotech business and sustainable use of nature resources
- the possibilities in manufacturing industry
- internationalization and attractiveness

With these main areas of attention, the regional council of Kanta-Häme targets for stable and sustainable growth in the region, the enhanced competitiveness of companies, the strengthening of know-how, employment and well-being and nature to stay in good state. (Hämeen liitto 2013, 14)

The regional Häme-program is linked to several EU-strategies. The Europe 2020 – growth strategy is one of them. Another strategy is the Smart Specialization Strategy, which aims to support the business development based on local know-how potential. Also the EU Strategy for the Baltic Sea Region effects the region. (Hämeen liitto 2013, 8)

2.3 The City Strategy 2014–2020

The Hämeenlinna City Strategy 2014–2020 sets goals for the future development of Hämeenlinna city. These goals are also meant to correspond with the regional- and national planning linked to the city with its surroundings.

2.3.1 The Vision of Hämeenlinna

In the year 2013 a vision of Hämeenlinna was formulated to: “Hämeenlinna is a beautiful and cozy culture city in the heart of Finland, which gains vitality from its history”.

At the beginning of the year 2016 the vision was updated presumably because of a need to add the effects of the renewed strategies, the regional program and the project HHT on to it: “Hämeenlinna is a lively, safe and genuine culture city on the growth corridor of Finland”. (The city of Hämeenlinna website 2016)

2.3.2 The Values of Hämeenlinna

In the city strategy in the years 2014 to 2020, the core values of Hämeenlinna are formulated as:

- equality and communality
- resident-oriented approach and service willingness
- creativity and braveness in actions

- sustainable lifestyle.

According equality and communality values, every citizen shall be permitted equally good changes for everyday life and personal development. Citizens should be encouraged to cooperate with each other in miscellaneous fields of life and to take responsibility for their closest ones.

The city officials aim to serve the people in a professional and friendly manner and the citizens should get to be participants on the development of the city and its services.

The city aims to be creative and fresh in its decisions and initiative of the citizens should be supported.

The sustainable lifestyle includes a responsible manner of conduct towards economical, ecological and social aspects when building the city. The built environment will be taken care of and the clean nature shall be preserved for future generations.

(The city of Hämeenlinna website 2015)

2.3.3 The Main Objectives of the City Strategy

The key objectives of the strategy aim on developing the:

- creative and vital economic environment
- services that support the good everyday life of the citizens based on partnership and need
- desirable environment and sustainable city planning
- balanced economy and improvement of the outcome
- healthy, competent and improvement willing personnel

(The city of Hämeenlinna website 2015)

2.3.4 The Critical Success Factors of the City Strategy

The critical success factors for enhanced economic environment include:

- fluently working placement processes of new enterprises
- flexible and efficient economic life with cooperation within all the parties
- strengthening of- and benefitting from the HHT-corridor project
- corresponding amount of education availability for the needs of economic life.

On supporting service objective, the critical success factors include another four main points. These points are:

- effective, overall economical and quality services
- services and functions developed insightfully and innovatively
- well-being, participation and activity supporting procedures
- leadership and decision making based on know-how and knowledge.

The environmental sustainability goal includes the following success factors:

- comprehensive, proactive and sustainable planning for land usage
- building lot offering supporting controlled growth, diverse possibilities for residency and appropriate service networks
- deployment of environmental- and energy innovations and utilizing of new technology
- preserving the diversity of the nature, healthy environment and clean water systems.

The financial objective is set to meet the critical success factors of:

- strengthening of income- and financing structure
- execution of the new financial balancing- and outcome program
- estimating, comparing and prioritizing the effectivity of investments
- efficient politics on ownership.

Finally, the personnel competence objective aims to meet the success factors of:

- appreciative and supportive leadership for personnel
- desirable and interesting employer
- improvement on know-how and initiativeness
- joint responsibility for well-being and success on the work

(The city of Hämeenlinna website 2015)

The most significant area of the current strategy for this thesis is the vision of the city as it is both essential for pinpointing the future development direction of the city building and as it is comparable to the wishes of the citizens for the future. If the vision of future development collides harshly with the common ideals of the locals, the contentment level of citizens towards the actions of the city is likely to go down.

When taking a closer look at the strategy objectives, perhaps the most central ones for this thesis are the desirable environment and sustainable city planning and creative and virile economic environment. These are the objectives that can be compared in most depth with the opinions of the locals as the nature of answers given in the study interviews emphasized majorly on them. The economical area of the strategy which interests the citizens appears in the study material mainly by acknowledgement of costs of building and maintaining (e.g. infrastructure and buildings). The sustainability aspects arose in the conversation considerably more than the aspects of economy. The question of virility of economic life as a concept was in discussion typically put as an influential part of living environment rather than a term of business life. This was likely influenced by the nature of conversation and theming of the interview. The conversation circled around the surroundings and appearance of Hämeenlinna as a living place. Another probable explanation is the nature of relationship between the citizens and decision-makers. The citizens might be more likely to accept a role as mere generators of ideas as the officials would be left worrying about the costs of fulfilled ideas.

2.4 The Course of Conduct for Development of City Structure

The Course of conduct for Development of City structure showcases Hämeenlinna's policy on actual city building. It is closely connected to overall city strategy and works on the basis of its principles. According to this policy, the main aim for continuous process of reactive land usage planning in Hämeenlinna is to support the growth and vitality of the city. (The city of Hämeenlinna website 2016)

2.4.1 The Vision and Values of Developing of City Structure

In the course of conduct for development of the city structure the vision for future is defined as: "Hämeenlinna is the most attractive residential city in Southern Finland as well as a reforming and serving, cozy and sustainably developing waterfront city". The same definition "residential city" is also mentioned for instance in official principles of building plans and construction, mentioned in the city website. The mentioned keywords of city structure building and its planning as whole are: residential city, sustainably developing, waterfront city, proactive city planning, encouraging to commonplace exercising, communality, pluralistic, active leisure functions, overall planning of residency, mass transit and service structures. (The city of Hämeenlinna website 2015) (The city of Hämeenlinna website 2016)

When comparing the course of conduct for city structure development with the main city strategy, the vision and the keywords fit to the overall policy. The need for specific terms rise from centralized attention to building and planning. The "waterfront city" and "residential city" are both in line with the overall strategy. The values of city structure development are the same as the ones mentioned in city strategy. (The city of Hämeenlinna website 2016)

2.4.2 Outlook on Development of City Structure

When a municipal merger in Hämeenlinna was carried out in 2009, the city gained extensive areas of rural land as addition to the urban area possessions. Five municipalities around Hämeenlinna merged to the city. This is influencing the strategy needed for city structure development as the actual city area includes now districts which appear as individual centers. In land usage planning of Hämeenlinna are

therefore several notable land usage types, -or 'as we might call them', city structure types. These city structure types include sparsely populated countryside, summer housing by the waterfronts, healthy villages and easily approachable countryside, former municipality centers and other population centers of different districts, countryside adjacent to inner city, inner city expansion zones, inner city transformation- and complementary construction, city center's expansion areas and grid plan downtown. (The city of Hämeenlinna website 2016)

On a concrete level the inner city area is to be under complementary building and controlled expansion. The city center will be strengthened and the district centers will be improved. The biggest need for change is identified to be focused at inner city area. The strategical approach on city center development states that the downtown area should be the most important trading center of the locality. The buying power should be centralized to city center. However, also the requirements for continuation of living in countryside parts of the city have been put on agenda. The focus outside the inner city will most likely be following the line of HHT, mainly because of the existent motorway and railway connections. When building new residential areas, too one-sided building patterns should be avoided everywhere. (The city of Hämeenlinna website 2016)

The areas dedicated to industrial and entrepreneurial actions are located on the outskirts or completely outside the inner city. Presently the main industrial business area grows south of the city. The industry areas being built on the outskirts of the city are planned in co-operation with the officials of the neighboring municipalities. (The city of Hämeenlinna website 2016)

At the moment the commercial hotspots of Hämeenlinna are the city center, the shopping mall Goodman (which can also be seen as a part of the city center area) and the Tiiriö-district located north from the inner city. Tiiriö is a super- and hypermarket area approachable mainly by private cars. According to the available information on websites of the commercial areas, there are 71 different shops in the Goodman shopping center and Tiiriö hosts all together 100 different businesses. The current commercial areas are likely to be accompanied by additional shopping-

dedicated center points. These new areas are likely to be built on the east side and south side of the current city. (The city of Hämeenlinna website 2016) (Tiiriö district website 2016) (Goodman mall website 2016)

The policy of city structure development is majorly concentrated on city transformation- and complementary construction. The city center is also going to be expanded onto the available areas in the vicinity that have still unbuilt expansion space. In the current city strategy it is stated that the city aims for 0,5% yearly growth of population. To a population of 68000 this growth would mean yearly an addition of 340 individuals. On the course of conduct for the development of city structure is stated that there should be a readiness to gain a population growth of 500 persons per year. (The city of Hämeenlinna website 2015) (The city of Hämeenlinna website 2016)

2.5 The Sustainable Lifestyle Program 2014–2020

One of the important policies for this study was the Hämeenlinna's selection of routines for sustainability in its actions. The sustainable lifestyle program supplements the overall city strategy in ecological, social and economic sustainability topics. The program focuses on sustainability questions on present day Hämeenlinna, viewing its future goals in the field. The program drives to advance the implementing of environment commitments. (The city of Hämeenlinna website 2016)

The question of sustainability is central for the operating principles set by the city. In summer 2004, at the Aalborg +10 conference, Hämeenlinna endorsed the so called commitment of Aalborg. This engagement obligates Hämeenlinna to strive towards a better level of sustainability in its actions by fulfilling the ten named commitments. These commitments include the following aspirations:

- to have more democratic governance
- to be implementing effective management cycles
- assuming responsibility to protect, to preserve and to ensure access to natural common goods

- to use resources prudently and efficiently and to encourage sustainable consumption and production
- to plan and design in addressing environmental, social, economic, health and cultural issues for the benefit of all
- to promote sustainable mobility choices
- to protect and to promote the health and well-being of citizens
- creating and ensuring an economy that employs without damaging the environment
- to secure inclusive and supportive communities
- assuming the global responsibility for peace, justice, equity, sustainable development and climate protection

(Sustainable cities website 2016)

Following the endorsement of the Aalborg commitment, on a project Kymppi in the year 2012, the main focuses of the sustainability policy were named. The current sustainability policy focuses on four primary topics:

- energy efficiency to enhance the economy of energy usage and to reduce the carbon footprint
- functional ecology on everyday life by educating city staff to become eco-support persons and enhancing the good ecological practices
- sustainable consuming by using local providers, enhancing the economic efficiency and considering the environmental burden of procurements
- contributing sustainability in transit by supporting mass transit, cycling, walking and running.

(The city of Hämeenlinna website 2016)

2.6 The Vitality Program 2014–2020

The vitality of the cities and their economic foundations need to be up kept for being able to arrange educational-, health- and social services. A creative and virile economic environment was one of the objectives set to the city strategy. For achieving

this main goal the vitality program names the four key success factors of the city strategy and supplements them with a factor of internationalization. The vitality program seeks to be proactive. (The city of Hämeenlinna website 2016)

2.6.1 Vitality Program's Aim

The vitality program aims for growth on practically all economically beneficial aspects of the concept of a municipality. These aspects consist taxation, know-how, employment, investments, well-being and population. (The city of Hämeenlinna website 2016)

The number of senior citizens is growing. This citizen group adds pressure for enhanced vitality and with it, economic growth in order to satisfy the growing social needs. Also the educational-, social- and healthcare needs of others than seniors need to be met. (The city of Hämeenlinna website 2016)

2.6.2 Vitality Factors

The Vitality Program 2014–2020 pays attention to creating a strong brand of Hämeenlinna, ensuring the local source of suitable workforce, benefitting from the Growth Corridor Finland and the prosperity of enterprises. (The city of Hämeenlinna website 2016)

According to the vitality program, the creation of a strong brand for Hämeenlinna is to be endeavored for being able to do well in a competition for gaining new people and know-how to the city. For achieving the wanted brand the city officials cannot be the only ones influencing the customer image but all the other service providers in the city affect the perception of the city image as well. This is why all the operators in the city and its surroundings should be working for a unitary brand creation. The brand of the city have been enhanced by launching a new sign, an easily recognizable and linkable picture of the Häme castle, which is connected to all promotion of the city. Another promotional action has been the work on the concept “The world capital of Sibelius” – which was particularly much promoted during the 150th anniversary of the composer in 2015. (The city of Hämeenlinna

website 2016) (Hämeenlinna brand website 2016) (Hämeenlinna The world capital of Sibelius website 2016)

Ensuring of the local source of suitable workforce for the economic life is the second vitality factor stated in the vitality program. For enhancing local know-how, the city co-operates with several educational institutions. The importance of tourism income is recognized as well as the vitality growth on summertime city based on numerous summer cottage inhabitants in the surrounding lakesides. The program recognizes that the majority of professional- and creative workforce in Finland live in an area that surrounding Hämeenlinna from south to north. Persuading a portion of this quality workforce to move to city is in a central position in importance. Business-related politics are also to begin understanding their responsibility to prevent creation of long term unemployment as it is an important negative factor on city vitality. The efforts made for the workforce-issue include directing educational focus on businesses, which create employment, improving the performance of the local university for applied sciences HAMK, improving the suitability of unemployed workforce for the needs of work life and ensuring the reachability of employment services. (The city of Hämeenlinna website 2016)

The idea of benefitting from the Growth Corridor Finland (HHT) has its basis on observation that the growth in mobility of people via good traffic- and communication connections between Helsinki and Tampere have banded the area together as unitary zone of urban areas. Commuting will be a central term in the plans of HHT. The development and supporting of commuting becomes an issue especially in the middle of the growth corridor, where also Hämeenlinna is located, because of the long distances to biggest concentrations of employers. The commuters who shuttle to different cities to work are stated to be not only a source of tax income but a reserve of workforce for Hämeenlinna's own economic life as well. According to a study made in 2014, the most important aspect in commuting is the time used for the travel – in Hämeenlinna the average time was just over an hour. In the future Hämeenlinna concentrates on developing its transportation hubs, especially by providing enough parking areas for commuters' needs. (The city of Hämeenlinna website 2016)

The fourth main factor theme in vitality program is the prosperity of enterprises. The foundation process of new businesses is aimed to be quick. The already existing businesses are hoped to be successful and become more international by networking and co-operations. Finally, the things influencing directly to the quality of life of every citizen through economic vitality program:

- the amount of events is increased for purposes of boosting the tourism industry and the overall conspicuousness of Hämeenlinna
- the entrepreneurship around quality of life is growing by, among other projects, commercializing the water areas
- the summer-housing is spreading and evolving

(The city of Hämeenlinna website 2016)

Tourism plays an important part as a provider of vitality in the city. Hämeenlinna is gaining much of overall attention in the regional tourism plans made by several different organizations. There are multiple tourism concepts in Kanta-Häme, many of which situate by their operations in the vicinity of Hämeenlinna. The strategical emphasis on tourism has been put on development of meeting- and conference tourism, on hobby tourism such as horse-riding, golf and recreational aviation as well as on nature- and family tourism. (Creamentors 2008)

The most recent addition to the areas tourism resources is the event concept, which aims to make specifically Hämeenlinna livelier. For creation of vitality, a company named Linnan Kehitys Oy has been founded. It is responsible for the Kantola Event Park constructed for mega events and it also does tourism promotion efforts in Russia. (Linnan Kehitys website 2016)

2.7 The Housing Program 2014

The housing program is linked to the desirable environment and sustainable city planning –part of the city strategy. From a nationwide perspective all the Finnish municipalities are obligated to provide housing suitable for people with different

life situations and needs. Hämeenlinna's housing policy follows this principle line of the national level policy. (The city of Hämeenlinna website 2016)

According to the housing policy, majority of the city's residential construction in the future years will be physically located inside the HHT traffic corridor. This policy line is set both for the effort of being able to unite and densify the built-up areas and to support the future development of area's mass transit connections and mass transit usage in general. (The city of Hämeenlinna website 2016)

2.7.1 Goals of the Housing Program

The goals of the housing program consist of:

- securing the building lot availability for businesses
- growth of population, supporting versatile housing, creating good living environment and supporting the groups with special needs
- considering energy efficiency and the existing service structure in future residential construction (considering sustainability)

(The city of Hämeenlinna website 2016)

When taking a closer look at the goals, the parts essentially related to this study include the topics of growth and sustainability. The goal on growth of housing names several central aspects for future consideration. In the residential construction the aim is to build a large amount of private homes in future. Majority of the new residences will be private homes together with homes on apartment buildings, both creating on average 40 per cent of yearly house construction in the city. Amount of row houses constructed will stay lower. The explanation for the dominance of these two building types lie at the land usage principles. The private houses are according to policy of the program built on the expansion areas of the city, mainly on outskirts of inner city and on suburb centers. The building plots in inner city are aimed to be space-efficient. The apartment buildings are built mainly on the inner city and majorly as complementary construction. According to policy,

enough of unite green areas are to be maintained also in the future intensified inner city structure. (The city of Hämeenlinna website 2016)

The residential areas are intended to have differing profiles, changing building types etc. to meet the various needs of individual citizens. None of the areas are supposed to be developed too one-sidedly by using too few building types, however the preservation of genuine representative profiles of different places should be also minded. The residential area profiles are differed by their characteristics. For instance typical service-, countryside-, city- or suburban surroundings create individual characteristics for areas. (The city of Hämeenlinna website 2016)

For accomplishing sustainability in housing actions, the downtown area with its vicinity should be constructed by supporting complementary building philosophy. The efficiency of land usage in downtown should be enhanced. Any new construction should be benefitting from existing service network and infrastructure, also in the case of Hämeenlinna's countryside villages. (The city of Hämeenlinna website 2016)

2.7.2 The Pull Factors of Housing in Hämeenlinna

The key pull factors of Hämeenlinna from housing's point of view are:

- historical heritage
- good accessibility
- high quality natural environment
- sociological factors (such as possibilities for exercising and freetime activities).

(The city of Hämeenlinna website 2016)

Also in the old municipal centers (the countryside villages), Hämeenlinna should be able to offer possibilities for residency and business. The summerhouses, which are particularly densely present in the former municipalities' lakeside areas, are to

be used solely on leisure time housing. The permanent residency on lakeside cottages is not favored for avoiding decentralizing in housing. (The city of Hämeenlinna website 2016)

On the housing program – Hämeenlinna 2014, there is a table provided by Statistic Finland showing that on years 2009–2013, the net migration of Hämeenlinna was positive by over thousand individuals. However, somewhat alarmingly it shows that the moving pattern was negative for people between ages 20 to 29, supposedly because of moving for studies in other locations. Simultaneously, the biggest growth rate on net migration was visible amongst teenagers of 15–19 years old, presumably because of families moving in. The second clear growth on net migration was visible in age group 60–64. The positive net migration of people nearing retirement-age is clear. (The city of Hämeenlinna website 2016)

2.8 The Countryside Program 2016–2020

The countryside program is closely linked to the vitality program. To start with, the need for a countryside program in Hämeenlinna’s city strategy will be explained.

Hämeenlinna was a relatively small municipality by its geographical area before the merge with five neighboring municipalities in year 2009. The municipalities, which merged together as the present time Hämeenlinna were Hämeenlinna, Hauho, Kalvola, Lammi, Renko and Tuulos. Current day municipality-Hämeenlinna is having a polycentric general view with its “satellites”. Majority of its area is rural by nature. These rural areas are predominantly inherited from the former municipalities. The two still independent neighboring municipalities in Hämeenlinna sub-region, Janakkala and Hattula, are also majorly rural by their appearance. Another mentionable facts is that a 25% (2015) of Hämeenlinna’s current total population live in the former countryside-municipalities. (The city of Hämeenlinna website 2016) (The city of Hämeenlinna website 2016)

2.8.1 Outlook on the Countryside in Hämeenlinna

Hämeenlinna develops the countryside on line with national- and regional countryside development strategies. In Hämeenlinna’s case, an important fact is that the

classification of countryside in the area differs from the national average. In a classification by the Finnish Environment Institute SYKE, majority of the surface area of rural Hämeenlinna belongs to a class “countryside near a city”. There is very little sparsely populated countryside. The countryside near a city is described as a countryside-like area which is functionally and physically near an urban area. In 2010, when SYKE studied the topic, the amount of sparsely populated countryside was 68,9% of the total rural area in Finland. In Hämeenlinna the percentage for it was just 13,3%. Likewise, the amount of countryside near a city was on nationwide level only 10,8%, but in Hämeenlinna as high as 72,1%. These percentages can for their part suggest that there can be a noticeable countryside type in the area. (The Finnish Environment Institute website 2016)

According to the countryside program, the importance of the actual cultivating is diminishing and the importance of so called linked businesses are getting increasingly important. The growth possibilities are seen on, for instance, development of summer housing. The infrastructure and connections on “satellites” of Hämeenlinna are considered good for a countryside area. The typical negative changes include, as addition to the diminishingly profitable cultivation, the aging of total population and lowering amount of young people living on the areas. Many choose not to continue the family-chain of rural life. Majority of the people of the rural Hämeenlinna live in the former municipal centers. (The city of Hämeenlinna website 2016)

Typical and important for the policy of the villages is to remain recognizable, to keep their characteristics and to be able to act independently. The characteristics of individual villages are also wanted to be turned visible on marketing efforts of Hämeenlinna at large. (The city of Hämeenlinna website 2016)

2.8.2 The Goals of the Countryside Program

The goals of countryside program are on line with the overall city strategy. The key aspirations are in fact formed on a reflective manner with the ones in the development of the actual urban area. The three categories of goals are;

- the creative and vital economic environment

- the services that support the good everyday life of the citizens based on partnership and need
- the good environment and sustainable city planning

(The city of Hämeenlinna website 2016)

For the economic goal, the countryside program names the success factors of; raising conspicuousness of countryside in Hämeenlinna, the increase of free time activity possibilities, free time usage and tourism activity in the countryside, the development of agriculture- and forestry economy and finally the infrastructure supporting the needs of the developing economy. (The city of Hämeenlinna website 2016)

The service goal is fulfilled with success on; increasing of co-operation, the strengthened participation possibility for the citizens, generation of well-being and interaction with city development, the private services are developed on side of public services, the saving of existent services on countryside and local food usage becomes more common. (The city of Hämeenlinna website 2016)

For environmental sustainability goal to be fulfilled, the planning of land usage should support both living and business on countryside, the digitalization should be actively advantaged from and the life surroundings should be altogether taken care of. (The city of Hämeenlinna website 2016)

3 HÄMEENLINNA'S CITY DEVELOPMENT IN COMPARISON TO ESTABLISHED DEVELOPMENT PRINCIPLES AND TRENDS

This chapter studies the trends, philosophies and phenomenon concerning the topic of urban development. It also highlights the importance of successfully executed urban planning, as it is the very basis of forming good city strategies. The growing attention on citizen-activating as part of city planning is acknowledged and rationalized. As this thesis in general concentrates on the importance of views of citizens, this chapter gives the grounds on why the democratic policies in all the levels of city development are essential in the actions of a city aiming for a triumphant future.

3.1 The International Trends in Urban Planning and Development

Reijo Väärälä conducted a study for the National Institute for Health and Welfare to further determine the level embedding of social policies in Finnish city strategies. According to the study, when taking a closer look at the city planning and development in Finland, it becomes obvious that in recent decades the importance and influence of international trends have steadily grown. One must however be aware of the fact that urban planning and development is a topic highly effected by the surroundings of its locale. In lightly populated Finland, only Helsinki can be considered to be a metropole-sized city, the metropole-size being in many international cases the starting point of need for enhancement in city planning. Compared to majority of Europe, in Finland majority of the cities are young and consist merely by a proportion of built-up countryside with a small urban heart. (Väärälä 2014)

Even though this thesis considers the domestic studies to be more suitable tool for evaluating Hämeenlinna's strategy, the influence of international- and especially European planning perspectives are worth dealt with also in this study. One of the most recent publications concerning the topic of trends in city development is the UK-based, but Europe wide-focused *Urban Planning: An Introduction* by Chris Couch (2016). According to this topic-overviewing book, the megatrends in urban planning are regularly results of changes in lifestyles and living environments. The

most influential ones of these changes at recent times seem to be the globalization of economies and the observed imminent need for sustainability. In past, the continuous search for living- and life quality and the aesthetics- and functionalities of city features have been drivers for planning.

The regional differences in actions and principles in city planning are definite and majorly caused by different urbanization levels and different needs of development. The cities or states situated in similar circumstances are used to learn from each other, but also in general level the ideal of good urban form is more and more under discussion, however a global consensus on the topic will likely never be found. (Couch 2016)

After the emerging of the actual professional town planning in 20th century the meg-trends of urban planning have appeared during steps still noticeable in the physical cities and in the city policies today. First emerged the well-structured “garden cities” to calm the chaos of old poorly planned cities. The garden city’s ideas of combining the best features of city and countryside were moved aside by modernism’s call for intensified land use and enhanced transportation. The multiple effects of First- and Second World War had significant role in this. On the next step taken in times of post-modernism, the overdeveloped rationality driven by, for instance the movement of functionalism, was replaced by call for new sensitivity with social and cultural aspects highlighted. The first widely lifestyle-influencing economy-based urban change in Europe was experienced when the old basis of employment was shaken after overproduction of goods, automatization and opening of markets. The loss of many jobs led to development and regeneration of working life. The climate change is the great challenge of the current day, which requires actions and change in lifestyles and development patterns. The current economic crisis is the latest change-step in urban Europe, effecting the evolved city working life as well as the cities competing to maintain their position on the national-, or more commonly global-, competition between the cities. (Couch 2016)

3.1.1 International Sustainability Challenges

According to professor Couch, the modern times' main challenges considering sustainability in city development in Europe are the population change, the urban sprawl and the global warming. Sustainability is however a complex entity with links to almost all forms of city planning and development. (Couch 2016)

The population change includes the problematic of aging population and the social problems caused by it. Another essential part of population change is the loss- or win in population of a city, which changes constantly making it hard to estimate and fulfill the needs for services. If the city loses steadily workforce and the average age of its citizens is raising, the service providing and its planning for the future will prove to be challenging. (Couch 2016)

Urban sprawl is a term describing the typical patterns and processes of an inefficient urbanization. The urban sprawl can also be seen to mean excessive usage of land space uninterrupted, monotonous development styles, scattered city structure, scattered city appearance and inefficiency in land use. Urban sprawl and falling population density raise mobility needs in a traditional one-centered city, resulting to risen energy consumption and risen cost of services provided by the city. The social unity of the city will also decrease, because the more wealthy families move to areas of dispersed settlement and the single and poor stay in inner cities. The general international expectation is that the cities provide suitable housing for all kinds of changing needs. The planners have little influence over the actual housing demand, but they can make efforts to establish the unity of the city structure. Even in a compact city structure the benefit of higher density is lost when the workplace of a citizen is located far away from the place of residence. Regenerating existing outworn housing has proved to be effective in maintaining housing value and in meeting the aspects of sustainability. (Couch 2016)

Urban sprawling is a complex issue. It is also closely linked to topic of urban design. If a city fails in its urban design and creates a city space with poor quality and low attractiveness either by failure in aesthetics or need suitability (e.g. bad accessibility or causing heavy traffic), the worsened physical environment is considered to be

suffering from urban sprawl. Quality design is essential partner with modern sustainable development. Its task in planning is to control it by making sure that the market forces don't get to take only the financial costs and benefits into account in a socially and aesthetically unsustainable way. (Couch 2016)

Global warming is a well-known global problematic, which is very much on the agenda of city planning in the Europe. The central goal for the future urban development is stopping the climate change by reducing urban pollution that cause greenhouse effects. Avoiding the depletion of natural resources is another main goal. (Couch 2016)

Couch claims that, basically when striving towards sustainability in its actions, a city should remember the three dimensions of sustainability. The sustainability consists of three dimensions; environmental, economic and social sustainability. The diminishing of ecological footprint of current activities is not enough, but in fact the whole basis of activities should be transferred to a sustainable one, in all three dimensions mentioned above. Environmentally the key goal for the future is to reduce dependency on motor vehicles. Common ways to seek for progress in sustainability are at the moment; developing techniques to lower the emissions, making cities more compact and in case of urban sprawling, building density around public transport hubs, regenerating city, protecting landscape and heritage, developing public transportation, improving management and becoming more socially inclusive. Trying to measure and generate quality of life by its all aspects is becoming increasingly common when creating ways of sustainable urbanization. (Couch 2016)

3.1.2 International Economic Challenges

For cities, strive toward economic success is crucial for list of reasons. A city may just want to increase the output per capita or increase economic activity rates, but also correct unbalances in economic structures, improve wage levels or tackle unemployment. Foremost, funds are needed for social and environmental costs. (Couch 2016)

A strong trend in European urban planning for economic development has been to transform the former productive areas, such as abandoned factories into new and different productive use. Another less profitable use has been to change the purpose of the areas and renovate them for housing, or in need for enhanced social abilities, transfer them to non-profit uses. (Couch 2016)

Another clear urban planning trend internationally is the reforming of city centers. As city centers are traditionally the main focus areas for commercial activity and are therefore widely influenced by retailing trends. The international retailing trends have evolved in steps. Retailing activities have moved from individual shops to supermarkets in city centers. From supermarkets to hypermarkets in outskirts of the city. The hypermarkets have evolved to out-of-town commercial centers challenging the city centers and finally internet shopping has challenged all of the existing forms of retail. The importance of lively urban centers have been recently rising as it has been found a clear strength for a city in an economic competition between the cities. Also the aesthetically high quality of city appearance effect positively directly on local living quality but it also attracts businesses, qualified and creative workforce and tourists. Inversely, if a city fails in its urban design, the local conditions and attractiveness can turn worse. (Couch 2016)

The new success of the larger city centers has sometimes caused the concentrating and centralizing of economic and cultural activities at the expense of weaker towns. As an end result, some of the weaker towns, with a declining economy are having problems with oversupply of commerce or empty business spaces. (Couch 2016)

The book *Urban Planning: An Introduction* lists the typical general features, which a successful post-industrial city has. These are; a good international and regional accessibility, a buildup of businesses with a good local support structure, a working and attractive urban environment, possibilities for high education, research, development and innovation and finally attractive and affordable housing. (Couch 2016)

3.2 Urban Planning and Development in Finland

The look at the international urban planning names the principle need for planning's existence; to ensure that neither, the economic or social capital will decline because of one or another. To start going deeper into the specifically Finnish city planning, the key features, problematics, mistakes and historical background need to be taken into closer look for briefly explaining the current development styles. In this section the thesis concentrates on smaller regional cities as Hämeenlinna belongs to this group. (Couch 2016)

3.2.1 The Finnish City Development of the Past

In the book *Asukkaan ehdoilla - moninaisuutta asumamuotoihin* (2015) written by architect Olli Lehtovuori, the topics of city planning, development and housing in Finland are discussed in a critical and detailed way. Lehtovuori mentions that the genuine traditional architecture is an end result of a long series of everyday life development. However the visible traditions in architecture in Finland are in many places almost absent as the internationally-known steps of urban planning have been in major role during the urbanization of Finland. (Lehtovuori 2015)

The urbanization of Finland has been accompanied by the changes in clear housing patterns. In 1940's and 1950's a wide-scale organized development started in all of Finnish cities as a result of the World War II. The detached "rintamamies-houses" built for the sudden housing need of domestic refugees were an optimized result of economically efficient building and they were built in large quantities in Finnish cities under the national state of crisis. The end result was as good as it could be under the circumstances, but at the same time making the first clearly monotonous patterns in the Finnish townscape. The "rintamamies-houses" were nevertheless quite representative for the typical needs and wants of nature-earning Finns (with their private yards) when comparing to the next big step in Finnish urbanization. In 1960's and 1970's the Finnish countryside lost much of its vitality and simultaneously the town-lifestyle boomed leading to high housing demand. The answer for this second urgent need for housing was to develop apartment buildings in large numbers. The building of standardized apartment houses was supported in national-

level and a large scale building development became a business with a noticeably good win margin. The large amount of same age-built and same style-built apartment buildings made the Finnish city landscapes evermore monotonous and cheaply built. This background has its influence in the views of Finns about the cities still nowadays. (Lehtovuori 2015)

The private sector's construction businesses with their cheap, standardized building patterns have had a strong power over Finnish cityscape during the modern times. Furthermore, the architectural leading trend in Finland has been modernist-spirited; only one type of housing at a time. (Lehtovuori 2015)

Doctor Pekka V. Virtanen has also studied the shortcomings of Finnish society's planning in a book *Yhdyskuntasuunnittelun haasteita* (2003). According to Virtanen, the mistakes made in planning would have been minimized if all the influencing aspects of the development project would have been known and all the viewpoints of the parties influenced by the project would have been taken equally into account. (Virtanen 2003)

Virtanen approaches the "modernist-minded" Finnish city for instance through the shortcomings of functionalism. The functionalistic style, which was popular in Finland, seemed to forget the non-measurable values such as beauty and pleasantness in order to achieve rationality. In a functional city the different functions; dwelling, employment, traffic and recreation zones were separated. This created monotonous patterns in the city structure and added on traffic with its cost- and pollution impacts. (Virtanen 2003)

As a mistake in planning quality urban living in Finland might be considered also the creation of out-of-city hypermarkets with accessibility only by private cars. In the development of these commercial structures, one of the central motives has been to lower the costs of retailing. From the society's point of view, these "meadow-markets" create more negative than positive effects by creating traffic, weakening the existent local amenities and causing social segregation by providing low level of accessibility. (Virtanen 2003)

As a particularly excellent example of well managed city development, Virtanen mentions the garden city of Tapiola in the capital city area. Tapiola is not a truly compact city area by its nature, but it created social welfare and truly and suitably local, Finnish living surroundings, which are still in recent times appreciated worldwide. (Virtanen 2003)

In its local appearance, the urban sprawl has caused also in Finland scattering in city and town structure. In the study by Panu Söderström, the capital city area with its network of multiple urban centers has been analyzed in order to define the quality way of development in loosened city structure. In towns the urban sprawl has been limited to smaller proportions, but the phenomenon is nevertheless noticeable. A change in the lifestyles of urban citizens happened gradually after the emerging of automobiles. The land use possibilities rose and the span of built areas grew. (Söderström 2012)

3.2.2 The Present Finnish City Development

Olli Lehtovuori argues that in Finnish democracy, there are few things that would be as clear failures as the housing principles. The businesses of the Finnish housing production system are used to act on high demand-basis and therefore are used to constructing on the easiest, routine-based ways. The one-sidedly produced house types are still in the very essence of modern housing development and the traditions and geographical circumstances are not visible in the today's development. One answer to this problem might be to increase the project architects' say on financial matters when deciding which elements are crucial for the quality of the building. Also the change in the whole structure of private sector's constructing is a suggestable one. (Lehtovuori 2015)

Another matter derived from the standardized construction is the planning based on it. Many examples can be shown of cases when a standardized housing is zoned- or the building style itself is defined in too continuous patterns. This kind of planning is many times seeking for aesthetic values, but it excludes too much the natural- and the humane aspects. (Lehtovuori 2015)

While the appearance of built environment in the Finnish cities of 20th and 21st century has majorly been an end result of financial efficiency, the city planning culture itself has as well shifted towards the same direction in recent years because of the changes in the economic world. The city's responsibility to provide social services and possibilities has been traditionally seen as a cost for the city development and thus the cost-efficiency is a growing trend concerning the social side of city actions. The impact of city economy on the social side is analyzable, but the impact of social side on the city economy is badly known. (Turok 2006)

By reading Reijo Väärälä's book *Sosiaalinen kaupunkistrategioissa - Asukkaiden kaupunki vai globaalin kilpailun näyttämö?* (2014) a citizen can get acquainted with the current Finnish city strategies and the arguably insufficient role of social matters in them. According to the study of Väärälä, the goal setting of Finnish cities prioritize the vitality and occupation policies. The development of physical core structure is very much economy-oriented and the socio-cultural everyday life structures are commonly in the strategies divided as their own sectors as if they would be apart from the questions of the physical basic structure. (Väärälä 2014)

Increasingly many cities today see the enhancing of competitiveness policy as the most important field of development, but while doing so, the temporal perspective of planning reduces. The well-run economy provides the support for social basis, but if alone the economic questions are considered in the goals of a strategy, the social basis will be narrow and inadequate. Concurrently the economic goals will remain narrow and dominant. The integration of these two sides should be a default. At the moment in many city strategies, the emphasis is too one-sidedly on economic and environmental sustainability - not enough on social sustainability (Väärälä 2014)

The so called "Resident barometer" is a series of qualitative studies, last carried out on 2010. On the study the citizens of Finland can participate by answering the questionnaire considering the dwelling conditions and -wishes. The clearest conclusions of the study prove that the most essential quality aspects for Finns in residential areas were their peacefulness, their natural environment and their location. The

worst aspect for residences was considered the traffic. The communality was found creating satisfaction, feeling of safety and caring of fellow citizens and the living environment. (Strandell 2011)

At today's Finland the intensifying of city structures is as trendy policy in city planning as it is worldwide. If the quality and attractiveness of living in the future's intensified city doesn't fulfill the needs and hopes of the people, they will move to more lightly built areas. (Strandell 2011)

The perceiving of the citizens' living quality and services provided to them was differing according to living surroundings. People commonly were satisfied with very different levels of quality and service structure, because the basic differences of areas were acknowledged. For example, the people living in countryside do not expect to have all the same possibilities as the people living in city, at least as long as their decision of living in certain area is a result of personal choice. (Strandell 2011)

Oppiva kaupunkisuunnittelu (2009) is book about a study conducted by A. Broberg, S. Huisko, M. Kahila, M. Kyttä, S. Melama, P. Nummi, H. Rantanen, R. Smeds, A. Staffans J. Tynnilä and E. Väyrynen, who represent the Helsinki University of Technology. The study concentrates on the development needs of city planning. It states that the city development in Finland is at the moment highly planning-centered. Planning organizations have evolved to be professional considering the land usage principles. Even though the knowledge in planning is high to start with, the participation of the citizens, ultimately impacted by the changes in the planning processes is encouraged. This is done for gaining more detailed and local information about areas in order to accomplish sustainability in actions. From the business world's point of view the enhancement of participative democracy in planning is not always supported. Slowness in decision making might cause problems in competition when quick development processes would be needed for the effective utilizing of opening "market-windows". Even so, the citizens are ever more interested about the state of their living environment. (Broberg et al. 2009)

Three different city planning approaches can be identified. These are firstly the democratic self-governed city which emphasizes participation and aims for well-being, equality and transparency. The second planning approach is the one of a competitive metropole, emphasizing networks and co-operations and aiming for innovations, profitableness and efficiency. Thirdly there is the approach of a Local town, which emphasizes location and experience –based planning and aims for ensuring environmental values, safety and peacefulness. In a sustainable and successful Finnish city of the future all of these planning approaches should be assimilated together and unilateral approach on one or two approaches should be avoided. (Broberg et al. 2009)

The operating culture changes slowly. One reason for citizens' low motivation to participate in decision making lies in feelings that the expressed preferences have not had sufficient influence in the end results. The information given by citizens is commonly contradictive and there is rarely unitary agreements to be found. The information collected from the citizens have per se a status of "opinion" and it is, therefore, not considered knowledge in the planning institution. The usage of electronic forms can help with reflective information acquisition. (Broberg et al. 2009)

Basically in majority of the studies made about the urban planning in Finland, the researchers find Finnish professional planners increasingly skilled. As long as there are no signs of corruption or carelessness, no neglecting of opinions and circumstances, no overrating of rationality, no lack of knowledge of local conditions and no lack of respect towards the local culture, then the Finnish city planners can be fairly happy for doing a good work. (Virtanen 2003)

Finnish cities are in a transition towards increased compactness. The studied information on city development suggest that tightness in city structure does not inflict changes in the perception of aesthetics. The compactness seems to reduce the vehicle traffic and increase walking, public transportation and accessibility. Dispersed city structure is in relation with an unhealthy lifestyle. Middle-density compactness in city enhances the sense of community more efficiently than high-density. In a low density city the natural environment seems to reduce stress. Perhaps the most

important piece of information here for the city officials is that all of the different density-alternatives in the city are likely to be needed as they all have their benefits in meeting the changing needs of the citizens. (Broberg et al. 2009)

3.3 The Development of Countryside

The city of Hämeenlinna has also many rural areas inside its limits. This city-surrounding countryside area is to be considered an area of development and it is special by its nature when comparing to the core urban Hämeenlinna.

Kjell Andersson has studied the future of the countryside through the viewpoint of changing income structures in a book *New Rural Goods and Services - The Foundation of the New Countryside?* (2007) Andersson notices that there is a change happening in the countryside, leading on agricultural restructuring.

Agriculture as an employment has faced several problems during the recent decades. In many, especially disadvantaged circumstances, the competition, lowered need for workforce and overproduction has made farmers to seek for alternative sources of income. At the same time has emerged the phenomenon of counter-urbanization, which occurs precisely in a countryside located near the urban centers. Counter-urbanization as a term means the moving out of the city to live in the rural areas for experiencing the life quality produced by the rural environment. In typical case of counter-urbanization the people bring most of their city-lifestyle with them into the countryside and in many cases, form a recognizable community within the rural community. The citizens moving to rural areas tend to see the countryside as aesthetically high quality and authentic by its lifestyle. Traditions in the environment and culture are searched for, but rarely participated as a true lifestyle change. (Andersson 2007)

In Finland, the counter-urbanization leads the change in revitalization of rural areas. The former productive areas can be seen to transform into consumption areas, as the new “lifestyle refugees” bring along their know-how and gradually make for instance the service and leisure based professions more common sources of local income than any form of agriculture. The successful growth of for example tourism

activities in the countryside are the end result of the people's tendency to see the rural landscapes being attractively high quality and the rural lifestyle being more authentic than the one lived in the cities. Growth of counter-urbanization can lead to philosophically more green countryside, which lives basically from symbols, feelings and experiences it can create. (Andersson 2007)

The major threats of the Finnish countryside are found as well in the counter urbanization and, in fact the urban sprawl, as the successful countryside is located closely to towns. Many choose to only live in the countryside and continue working in the city. Local planning can also create problems; a poorly designed development of rural areas might lead to urban sprawl, by changing the core appearances- losing of the major natural, aesthetic and social resources of the countryside. Losing the strengths of rural surroundings can lower both the business interest and housing demand on the area. Another, perhaps more definite change is the losing of agriculturally productive land space if it's used for industry, commerce or housing. The world's best agricultural lands are, on the basis of historical facts, located near or on the current urban areas, where will the food of the future be produced? (Andersson 2007)

Pekka Virtanen analyses the Finnish countryside as well in his book *Yhdyskuntasuunnittelun haasteita* (2003). According to Virtanen already on 1960's over half of the population in rural areas got their income from other sources than agriculture. However, this population base was not gathering to village centers and thus help the creation of local vitality. In Soviet Union the gathering of workforce was made by force in attempt to create agricultural cities, but it proved to be a mistake. The rural should not be turned to urban, but the strengths of rural areas should be benefitted from. (Virtanen 2003)

4 THE CITIZENS' VIEWS ON CITY DEVELOPMENT

4.1 The Typicalities in Given Answers

In the typicality search the most typical opinions are clarified. It became evident that some topics of conversation generated by the interviewees were the same among all the three participant groups. This can suggest that these views are common among the citizens in general, at least they can be seen as being common among the interviewed age- and sociological group. The effect of the participants' age group, sociological background e.g. cannot be diminished. As the study did not pay extra attention on participants' personalities, the results of the study have to be declared merely directional. The answers can be suggested typical for citizens at the approximated average age of 45 to 65 years old, for citizens in relationships, citizens from average social backgrounds and from neither extremity of income classes as well as with assumable interest to use the services in the city center. For describing a topic of the interview conversation as common and typical, it had to clearly appear in each individual group interview. The reasonably typical topics, which appeared at just two out of three interviews were as well included in the listing given in this chapter. They too might, by their part, reflect certain distinctiveness among local opinions. As the interviews are interpreted qualitatively, the total number of individual words and concepts appearing at the word association are not concentrated on. Also, the considerably small sampling prevents the using of this approach.

The topics generated in all of the word association-based group interviews were:

- The lakeside parks of the inner city – the Lakeside Trail
- Well-run landscape gardening in the city
- Fields of private residences
- Commercial buildings and -areas and their role
- The land space and its usage
- Tourism – the castle and Aulanko
- Tavastian landscape – countryside and the old times

- Characteristics of Tavastians – slow-living, common Finns
- The Finns and their approach on city development.

The topics that appeared in 2/3 of the final interviews were:

- Tourism – Sibelius and the Kantola Event Park
- Modern building examples – the regional archive-building and the barracks of Poltinaho
- Activeness in opposing projects

The topics that appeared in the interviews secondarily often can be nearly- or as important views as the supposedly primary topics. Their disappearance on some occasion can be caused by different ways of communication of people or by simply different personal interests. The topics which appeared only once during the interviews have been regularly excluded from the listing of the main attention points. One should as well keep in mind that all of the topics which appeared regularly in the answers could have been influenced by promotion and/or other possibly biased motivations.

Among the locals perhaps the most important topic seemed to be the question of heritage. This was visible from the continuingly appearing hopes for taking care of built- and nature environments, the landscapes and the characteristics of the area. A good example is the overall city ideal of a Hämeenlinna-born interviewee:

I think that Hämeenlinna is after all a small and an old town and it should remain as one.

Another example is a locally-born interviewee's thought on development of the land usage in Hämeenlinna:

The land usage has been made more regulated, which is good. For instance, people don't use the old sand pits as dumps anymore. In the old times, people used the land quite carelessly, now it's controlled – just as the construction, it's regulated how each milieu can be built onto... ..it's in more healthy foundation now when you cannot do whatever.

For the people that had moved from elsewhere to Hämeenlinna, the question concerning the nature and the local surroundings was very important as well. Obviously their motivation for preserving the surroundings was not so widely based on memories or cultural aspects. The motivation of later-moved citizens seemed to base in keeping the landscape and the living conditions as appealing as they had been when the decision of moving onto the locality was made.

The barefooted citizens seemingly had more specified picture of the landscapes of the region. The overall picture of the landscapes was not as clear for the people that had moved to the locality. The main reason for moving to Hämeenlinna seemed to be the possibility to live spaciouly near nature. Perhaps for this reason the local natural (as well as cultural) resources were widely hoped to be saved for later generations. In the end the general picture of the region was, however, quite vaguely described.

Yet another remarkably commonly appearing topic entity in the study was the pre-set theme of land space and its usage. It appeared in the interview conversations in a continuous pattern and it became one of the central issues considering the question of preserving the local heritage.

4.2 The Commonly Discussed City Development Topics

4.2.1 The Lakeside Parks of the City – The Lakeside Trail

The narrow Lake Vanajavesi runs through the city of Hämeenlinna. “The Lakeside Trail”, as a singular entity was a very popular discussion topic among the citizens. The Lakeside Trail is, in fact, a part of the park entity of National Urban Park Hämeenlinna which is definitely much more promoted brand. (The city of Hämeenlinna website 2016)

Along with the Häme Castle and the Aulanko Park, the Lakeside Trail was the most frequently appearing precisely named attraction of the city. It seems likely that the popularity of Lakeside Trail is based on its natural assets, its ability to create experiences by offering easy access to special, versatile landscapes. The Lakeside Trail is an imprecisely defined entity of trails running along the waterfronts in the city

center area. The Lakeside Trail enables people to go along the waterfronts on both sides of the lake from the city center to the traditionally appreciable park of Aulanko, located 4 km from the city center. The trail makes it possible to see the Häme Castle from multiple angles, as well as many other cultural areas, including both built- and natural sights. The trail is easily accessible. The importance of the Lakeside Trail for citizens is based on a complex set of reasons. The beautiful views are a definite reason, another is the suitability for recreational use as majority of the trail is not influenced by, for instance, direct traffic noise or pollution. Jogging and bike riding are popular leisure time activities on the trail. Another simple reason for the trail's popularity is evidently its central location. An interviewee who had moved onto the location states:

For another thing, such as the Lakeside Trail, one must search for.

The lakesides in general are found attractive and worth visiting. The locals believe that this would also be the case among the arriving tourists. This is why many of the concerns- and hopes of city development include the lakesides. Specifically, more activities are wished for.

The parks of the city as whole are found attractive. However, the parks most central in importance are found to be the ones on the lakesides. The lakeside trails and the surroundings of the castle are found essential areas. Additionally, Aulanko was considerably much noticed (among other things) as an important park entity.

The overall opinion about the usage of the lakesides, which were described precious, was negative. People feel that the lakesides are not utilized enough and the interviews indicated that the city should do more for them. There is demand for activities- and enhancing of the areas near the lake Vanajavesi. Two interviewees emphasize in a complementary way:

One has to say that the city hasn't been able to utilize the waters in the middle of the city and the possibilities created by them... ...When you think about Lappeenranta or something, things are much better there... ...things happen, as in here there's nothing extra. In Lappeenranta people walk around on the waterfront in the

evenings, while in here it's quite silent... ..The promenade-thinking should be enlivened.

Another interviewee describes the same demand in following way:

We have come away from the waterfront now, before it was fashionable that all the terraces were by the lakeside - now prevails the fashion of having an urban European street terrace. But the lake could be utilized in other ways.

4.2.2 Well-run Landscape Gardening in the City

Landscape gardening was a pre-set theme question of the interview. The theme is, nevertheless, very much in the middle of the study topic, so its positive outcome is taken here under a closer look. A clear answer from a local interviewee to the question whether the landscape gardening has importance:

Landscape gardening definitely has importance!

The landscape gardening is closely linked to the discussions considering the park areas. Noticeably, the importance of “keeping the views open” on the lakesides is among the continuously appearing themes. This common view is most likely caused by the recollection of the past. The locals feel that the parks and lakesides had some time ago been in a more natural- or non-maintained state, which was not found as desirable as the current state. The current appearance of Aulanko is also commonly brought up. Aulanko is typically seen as an area needing special attention in the near future. The overall cleanliness of the parks is found important. Also, the maintenance of specifically the old, built environment comes up on conversation considering landscape gardening.

Generally speaking, people are satisfied with the level of landscape gardening in the city. Even the more detailed actions taken for the landscape in the city are noticed and typically appreciated. All in all, the city is found to do its part on landscaping well enough. A locally-born interviewee describes:

I think, this landscape, as I'm locally-born, this area around the castle, has become enormously refined when comparing to what it was in the past. It was abandoned, now the citizens enjoy it.

The landscape gardening in the surrounding rural communities is mainly ignored. The natural assets of the rural areas are appreciated, but there is not much notable conservation-activeness among the interview participants. One interviewee, who originates from the current countryside-Hämeenlinna, expresses several times her concerns on conservation of the countryside landscapes:

Some countryside landscape should be preserved. I understand the young families with their housing needs. It would be horribly expensive to build everything new in the actual city and there's not even enough room for the needs. It's better to use a former field for housing than just waste it. To "cultivate" it in that sort of way. But should also the Tavastian countryside landscape be conserved? For the offspring that is – the landscape is now changing undeniably.

4.2.3 Fields of Private Residences

As recognizable from the interview-sample above, the so-called "fields of private residences" is a landscape issue concerning primarily the suburbs. Many of the citizens of Hämeenlinna live in private houses located at the outskirts of central city area. The private house is a typical dream for a person living in the area. The views on level of desirability of private housing areas built on former rural fields vary. Regardless, all of the participants of the interviews have recognized them as a significant feature in the city structure. An interviewee describes:

People want space, they live like they were on the countryside, there's no city culture... ... in other places that are more densely built than Hämeenlinna, people meet somewhere else than at home. In here they have their yards, their lawns and they make their own coffee.

Another locally-born interviewee describes his thoughts on city structure with a notable hint of preservation-willingness:

Hämeenlinna doesn't need to grow bigger, but the apartments and services should be located inside the city. It is as going in a wrong direction when the city is spreading onto the fields.

The overall looks of the new areas for detached houses are criticized quite a few times. The areas are found too specialized and not versatile enough. The need for private housing itself is, however, unilaterally accepted. The young Finnish families are supposed to be needing- and wanting new private housing. The private housing zoning demands its part from the valuable space of the city's surface area. The lot sizes are, therefore, not as big as they could be, for example, in less attractive locations. An interviewee states:

From all of the neighborhoods, I don't like the private home areas that are built on the fields. I hate that dense building style. It's not the correct way to build detached homes - it's like it is created just for efficiency's sake.

Another interviewee says:

I think overhauling of any old house is magnificent. The salvaging and making of a culture deed. Alternatives and attractiveness in housing is what Hämeenlinna needs. Not filling the fields by boring standard-type houses. If we would have rental detached houses, it would be even better.

4.2.4 Commercial Buildings and Areas and Their Role

If the new areas for private residences are found boring and too compartmentalized, the neighborhoods designed for commercial activities solely are practically unanimously described as eyesores of the city. An area belonging to this category is the Tiiriö district, built on former fields, now filled by super- and hypermarkets. A Hämeenlinna-born interviewee expresses her feelings about Tiiriö in a following manner:

I would never move to Tiiriö. I hate it. I understand though that it too is meant mainly for young families.

Another locally born recalls the former Tiiriö fields:

The land use principles depend on where you stand. The way how I see the current Tiiriö shopping district is contrasted by the remembrance of the crop fields that used to be there. It contrasts to the childhood's memory of horse-riding there and the memory of a field's ditch that had plenty of fish in it. But you cannot stop the progress and the land needs to be used.

A locally born encapsulates his view on Tiiriö followingly:

I won't have a craving to go there. Tiiriö is the same as any commercial district anywhere.

Two other interviewees describe together Tiiriö as:

The landscape of Tiiriö is not nice, it's horrible. ...There's no visible efforts made for landscape-values. There are the parking lots and a hall. ...the buildings are like Industry halls. Couldn't those have been made pretty somehow? ...I think those are the same all around the country - the fieldmarkets. ...There's even the same selection there always; Citymarket, Jysk, K-Rauta etc.

As, by its part, the interviewees' description above reveals, the study participants are mostly convinced that the building of hypermarket areas is a nationwide phenomenon and that these areas have the same appearance everywhere.

Yet another highly common feature becomes evident on the topic of Hämeenlinna's developing of commerce - the emptying of the city center. Many of the interview participants clearly state that they believe the city has made a city planning error when providing majority of the shopping-zoning outside the city center. An interviewee born in Hämeenlinna describes in a disappointed tone:

The city center is totally empty now. There are just the shopping-monsters, which people swarm into by cars.

Another way of describing the problem:

The founding of Tiiriö-district has been a huge mistake... ..the error has caused the emptying of the city center. The Citymarket should have been built to the downtown... ..any commercial development should have been concentrated in the city center in the first place.

A third local opinion on the development balancing issue:

A thing, which is visible from the wretchedness of the current city center, is the building of Tiiriö. It has clearly been a mistake. The commercial center has been moved away from the inner city. These things should be done wisely and from the viewpoint of supporting vitality. The mistake was then corrected by the decision to build shops over the highway, but it either didn't work as planned, it emptied the last remaining business spaces in the old downtown. At least for now.

The final, also very common topic on commercial development, is the topic of the mall Goodman, which opened its doors on year 2014. Goodman mall is located on the downtown Hämeenlinna, directly above the highway E12.

A person, who didn't like the appearance of Goodman in its milieu says:

Goodman is an ugly and expensive solution.

Another person thinks that Goodman is suitable for its need:

Goodman is pretty much the nicest thing that there could be in such a place as the top of a motorway. It's better existing than non-existing.

The Goodman mall, together with the earlier built Tiiriö district, is seen as a central reason for the noticeable degradation of the commercial city center. An interviewee says her opinion about Tiirö, Goodman and the mall's effect on city center in general:

I don't like Tiiriö. But I guess every town needs to have one of those areas. At least it has been built onto fields and not on more valuable surroundings. On the other hand, I think it was a brilliant idea to build over a motorway, which had originally so obscenely been built to cut the city in half. Now they have bravely spread the

downtown over the highway. The goal was to vitalize the city center, but it has not worked, at least not yet, as there was not enough population to support all of the shops.

Another view on the same topic:

Goodman transformed Hämeenlinna's city center into a ghost town. There's nothing amazing or special about Goodman. It has chain stores, which are the same as in every place.

Tiiriö is located relatively far away from the city center, approximately 4 kilometers from it. Majority of the traffic to- and from Tiiriö is made by private cars. Private car is also the most common vehicle to go to the mall Goodman. A local describes the lifestyle of customers of Tiiriö:

People move now by car from a shop on a field to another shop on a field.

The car-based city planning and the culture around it is also among the topics which were discussed during one of the interviews:

Apparently the paid parking is an obstacle for many when they consider visiting the city center. They want to park right next to the place where they are going, so they simply go to the Citymarket of Tiiriö. It's the small town car-culture visible here.

4.2.5 The Land Space and its Usage

The previous themes highlighted in the interviews are by their part closely linked to the concept of land space. The land use principles was a pre-set theme of the interview. It is however an essential theme for the study and the conversation around it led to variety of topics. A common view among the locally born is to keep Hämeenlinna as a spacious, noticeably old and relatively small town. The preferences about the future vary, as some of the interviewees look at Hämeenlinna as a naturally beautiful residence-town and others view it as a town that would need to

get over change to be able to hold its position as a notable Finnish city. An interviewee, who originates outside the region says about the current appearance of Hämeenlinna:

The best features of this city lie specifically on its nature, which then continues out on to the countryside. There's no sudden change between the city and the countryside.

All of the participants notified the current trend in Hämeenlinna's city development; the complementary construction in inner city. The idea of densifying all of the city structure was mostly seen as dubious direction for the town development. Local people want mostly to maintain the spirit of current- and in many cases also, the former Hämeenlinna. Fewer see densifying as a positive aspect and name such development essential for Hämeenlinna's vitality. All in all it could be arguably stated that the study's selection of locals want to keep the inner city as the history-spirited area it is now but there is neither strong opposition to further development and construction as long as it respects the existent city structure. A local with more of a conservation-minded view analyzes:

Today's leading trend in Finland is to densify the inner cities by complementary construction - and Hämeenlinna follows the trend slavishly. I don't believe that many of the people that come here are interested about such efficiency question or that they would become happy by it. I don't think that people, or at least the majority of them, come here to get to live in apartment buildings... ..in the future there should be the rustic- and green-, not dense- cityscape. Greenery, space, multiple chances for hobbies; golf, fishing, horse riding... -everything what this region is naturally made for.

The more progressive opinion on land space usage supports the densifying of city structure:

It would be generally good if there would be more public transportation- but if it's like in Hämeenlinna, where the workplaces are located at the outskirts of the city, it's hard to develop anything on it.

The repair construction is widely supported construction philosophy. As the city's financial resources are considered limited, the importance of private operators in repair construction is acknowledged. Lack of attention to the old buildings is found a threat. A Hämeenlinna-born interviewee compares the current town with history of its land usage:

In Hämeenlinna much has been destroyed. At one point, nobody thought that the old houses would be worth much as there were several full quarters of wooden buildings in the city still left. Everything was destroyed and replaced with something, which definitely cannot be called a triumph for architecture.

Some particular examples of good repair constructions are given:

The former barracks of Poltinaho have been nicely transformed to residences.

The downtown is found too inactive for a center of a city. In many occasions, the activating of the downtown is named as essential for Hämeenlinna as a brand and for happiness of local citizens. Interviewees quite collectively think that the seniors are overrepresented among the residents living in the actual city center. Possibly therefore, opinions include using of the buildable space in the city center for further apartment development. Commonly the need for more vital city center is identified from the viewpoint of tourism activity. An interviewee says:

The downtown needs shops and events. Those are needed so that others than just the old would come here... ...but if you think about tourism, it needs a lively town and the activities around it. How would we benefit from our historical area? You cannot do that if nobody comes here in the first place... ...in the future there should be a vital city center on its old grid plan and the construction should be made based on the terms of our strengths. So that we wouldn't rip and tear down the heritage we've got.

As mentioned above, the fields of residences on the outskirts of the city are found essential for young families' needs, but they are found as mostly non-attractive areas. There are some concerns whether the construction of such areas should be continued in current way. Couple of interviewees suggest the intensified land usage.

Mostly the fields of residences are seen as a problem dealing with the preservation of pleasant landscapes. The surrounding countryside and the existent natural assets are found a clear strength for today's Hämeenlinna.

More industrial activeness is not wished by a single participant in the study.

4.2.6 Tourism – the Castle and Aulanko

Tourism is a topic which appears in the conversation of every single interview. One of the named key aspects for tourism is the liveliness of the city center. It is found continuously decreasing and seen important to be existent for the attractiveness of Hämeenlinna. A local describes the need for liveliness:

I'm not yearning for tourists, but bustle, so that some business would be profitable, as now almost nothing is! The lively city would be more attractive.

The major resources- and best development possibilities for tourism are thought to be the natural appearance of the city, but above all the two main sights of the city; the Häme Castle and the area of Aulanko. The most obvious and specifically much emphasized touristic resource is the castle with its praised surroundings by the lake.

The medieval castle of Häme is located in a closeness of the downtown Hämeenlinna. The castle stands in a park spreading alongside the lake. The presence of the castle is seen essential for the image of current day Hämeenlinna. Three of the interviewees recall that formerly, the castle of their youth, was a neglected city feature. The importance of the castle for present-day culture of Hämeenlinna is, however, unanimously noticed. A locally born man says about the city image:

Hämeenlinna has a good name because of the castle ("-linna"). If you compare to Kouvola or Lahti or Mikkeli, their name doesn't have such a clear bookmark.

The castle area is found to be beautiful but by some interviewees, somewhat inactive. Two interviewees ponder:

The castle creates a solid foundation to build the tourism onto... ...there should be practically more of everything arranged there... ... it should be taken away from

the hands of the national board of antiquities and given to free use of an entrepreneur... ..you could create almost anything there as there is even the lake right by it... ..and the appearance and vitality of the city center play a central role if there would be more tourists visiting the castle.

Another interviewee notes:

Few cities have this kind of waters flowing through the downtown. It isn't capitalized on. And there is even the castle here, which is totally special thing which could be benefited from.

Aulanko Park with its hotel is seen as a brand, almost as noticeable as the castle itself. Some worries are however expressed about its ability to meet the demands of modern tourism. A Hämeenlinna-born interviewee describes:

Aulanko is great, it either hasn't been ruined. It is however fighting for its existence with its share of tourists. But for instance the spa, as a modern addition to Aulanko, has made it more alive. You need to be able to keep up to date! Aulanko is a bit hackneyed. It should be restored to its former glory with its city forest. Now there's not enough money put into it.

Another, non-locally born, interviewee sees Aulanko's current state more positively:

The Aulanko and the city park have been put effort on, which is good. It's good to fix and upkeep that part of the heritage.

The occupational development of the city has been strongly built upon on commercial construction in recent years. This has been noticed by the citizens. The interviewees however question the recent development activity's suitability for the needs of tourism. An interviewee says:

I would love to see new attractions. It cannot simply continue like this that all we've got are the non-unique shopping possibilities.

Another very similar view from an interviewee:

Hämeenlinna isn't anymore even "nice during the summer" as here's nothing to see. People don't come to see shopping centers. The Goodman is ok as a place - and near the downtown, but I doubt that anyone would come here to stay overnight because of it. Definitely not.

4.3 The Discussed Cultural Topics

4.3.1 Tavastian Landscape – Countryside and the Old Times

The previous topics, which appeared in the interviews rise from the given themes of city development and landscape gardening. The questions concerning Tavastia (Häme) and the Tavastians (people of Häme), are sidelined from the central attention of the thesis. The conversations concerning Tavastia are not being carried away as much as the ones concerning the city development. Many participants acknowledge that they have not given the topic a thought before. Most likely people are more acquainted with the city development theme. In this chapter, some aspects of the themes concerning local culture have been highlighted however, as they may have influenced the other conversation entities and at the end, the results of the study. Some topics concerning local culture are discussed in all of the three individual interviews.

In the theme Tavastia, the local landscape and –culture have been paid much attention to. The locally born manage to describe the special features of the region in a more detailed way than the locals, who have moved to the location. The central characteristics of the local landscape derive from the nature and countryside. The described picture of nature is forest-covered, hilly and accompanied by lakes. The nature is described as not very clearly distinguishable. The rural areas' fields are central in the mind picture. The cultural features, when excluding the castle, such as the medieval churches, are not paid attention to. A Hämeenlinna-born interviewee describes shortly the local landscape:

The Tavastian landscape is one of a kind. It's hilly and not too much cultivated.

Another analysis on surroundings:

For me, “Tavastian” is a synonym for cultivated lakeside landscapes, like the shores of Lake Vanajavesi. There’s nothing rugged, nor rough, but everything is fertile... ..there are hills covered by junipers and the curly village roads. The lush lake views.

The common mind picture of Tavastia has a link to the past times. The spirit of Hämeenlinna and specifically the image of the countryside is found traditional and romanticized. A locally born describes the views:

To my mind, a mental picture of Tavastia brings the Niskavuori, crop fields and countryside views, lakes and... ..the countryside near the big cities. And lakes... ..it’s hilly. Traditional countryside... ..off course there are lakes and countryside in Eastern Finland too, but there the forests are so endless, it’s totally different in here. In here the forests are not so dark, maybe.

According to interviewees, the ideas of the concept Tavastia are romanticized. An interviewee, who is not born in the region states:

The old black and white films affect horribly much the mental picture of this kind of things. You see things through those nostalgia-eyes, not through your own eyes.

Another non-locally born says:

When we talk about Tavastia, it brings to my mind the older times. This has always been a center of fairs, due to the castle.

The area of current day Tavastia is described to be spreading around the city of Hämeenlinna, in the countryside. Another quite suitable description for the Tavastia area would be to name it as the region of Kanta-Häme (Tavastia Proper). Tavastia is found to be a vague geographical term, which can be interpreted to be a historical entity or an existing cultural entity. The historical value of the region is mainly noticeable in the talks concerning the city of Hämeenlinna. An interviewee recalls:

Tavastia was always linked to Hämeenlinna and its surrounding area - but now it's a bit wavering concept. The province of Tavastia generally speaking... In Hämeenlinna it was essential as all the provincial offices were here; the governor and the province's administration. Hämeenlinna was the province capital - and that is central in it.

The sustainability of rural lifestyle and living countryside is brought up to conversation a few individual times. The countryside scenery is seen as a typical Tavastian landscape. An interviewee, who is born in a former rural community nowadays merged to Hämeenlinna, is concerned for the Tavastian landscapes:

How much can the city spread out? The residential areas will continue spreading to the new Hämeenlinna's rural villages- to Lammi and Kalvola etc. People buy there lots for building for cheaper price and the rural landscapes become fields of residential areas. A Finn wants a private home - but it changes the milieu. In the same way as in the city, the Tavastian countryside culture and countryside landscapes should be protected.

Another two interviewees hope that the local countryside will stay lively:

The countryside around the city should remain its vitality. There should really be farms where people make their living; growing crops and doing forestry... ..and the villages should be alive. Countryside is not a museum, people don't need to go around on horses there anymore.

4.3.2 Characteristics of Tavastians – Slow Living, Common Finns

Another more independent entity of topics are the analyses about the locals and their special features. The topic is set as a default topic and the valuable information, which is gotten for the study consisted of two main findings.

The most commonly used adjective for describing the character of a person from Tavastia is “slow”. It can be considered a stereotype, but it also is found suitable and well describing word for the cultural specialty of the area. “Considerate” is several times suggested as an equivalent for the word “slow”, also “calm” and

“stiff” are brought up few times. The slowness is found to be characteristic for Tavastians. The young locals are not found to be slow in the same fashion as the older locals, also the citizens of Hämeenlinna are considered less slow than the people living in the surrounding countryside. A named indicator for recognizing someone to be from Tavastia is named to be the special type of speech. Hämeenlinna’s local dialect is considered to be disappeared, but that the local way of speech is still considered recognizable. Two interviewees ponder together:

I don't think that there's any more such a thing as a true Tavastian. The Finnish peoples have mixed so much... ..I think being from Tavastia is noticeable only through the language, in Tavastia there are many different dialects. Yet still, the modern language is quite close to the written Finnish as well, the origin is mainly hearable in the stress and intonation of words.

An interviewee born outside the region comes up with a term “slow living” for describing the Tavastian lifestyle:

A certain minor slowness is totally true feature of people here. Slowness is an attitude of living. Slow living - all is a bit stiff.

Tavastians are not considered a tribe- or other specific group of Finnish peoples, but as representatively common Finns. The Tavastians are considered low-key.

Being Tavastian is not as clear feature in a person than for instance being Savonian. The Tavastians don't hold on onto their background so much when they move to other regions. They don't stick out. They are probably closer to a common Finn than any other group of people in Finland.

4.3.3 The Finns and Their Approach on City Development

The last of the topics appearing in all of the interviews is the topic of Finnish people’s approach considering the city development. It is brought up by the interviewees themselves and it becomes one of the key findings of the study. The wishes and actions of citizens and the perceived reality are colliding in some culture-based situations. The phenomenon is interesting, because the behavior of the Finns can

seemingly be utterly different when being abroad and when being back in Finland. A non-locally born interviewee describes some of her views on Finnish small town culture, which is influenced by the city structure. She feels that the city center is not vital enough. According to her the cultural biases diminish the activeness within city service usage:

Many people don't ever come to the city center! They don't go to the market square, they just use their time to find out from which hypermarket they can find their daily carrot as cheaply as possible. When Finns go for a holiday trip abroad, they go to the local market square and find it exotic and lively and wish that "if we only would have such amazing markets in Finland too". They adore the foreign culture of drinking coffee out on a plaza and - here is the market square open all of the summer with the same possibility! The coffeehouses are even now busy and lively! People become blind for home surroundings, they don't see and do nice things back in Finland.

Another two interviewees view similarly the situation within the changing attitudes of Finns in Finland and abroad:

The tradition of the city should remain visible, this is after all an old town. It must have its value. I think it is a huge prestige for Hämeenlinna when comparing with many others, that this is an old city. It can still be modern as well... ...when people go elsewhere in Europe, they search for the old and pretty cities - because they are old and pretty. The cities haven't been ruined! In Finland, city officials and the people themselves don't appreciate the same values and to me it seems to be very conflicting behavior.

Another interviewee criticizes the careless approach on the local culture and history in the past:

The castle didn't have any importance in my childhood and youth, because it was renovated for decades. In the schools of the sixties, there was no contact taken to the castle or the history of Hämeenlinna. Not by any word. No talk about Sibelius, generally speaking the whole Tavastia didn't seem to have importance and neither

much did the matter the history of Finland as whole. I don't quite know what kind of times those were after all...

An interviewee describes the behavioral conflict of the Finns in a following manner:

I think Sibelius would be a definite thing to brand for Hämeenlinna - but Finns are a bit silly in this. If we go to Bergen, we straight away go to Grieg concert, which they have there every night, live music. If we travel to Salzburg, there is every evening Mozart and the “kugeln” and a theme dinner in a restaurant. We go there, because everybody knows that this and that composer was from there. But how could the restaurants use the Sibelius-brand when they all are empty here to start with?

The discussion about the city development of the past has a certain negative tone in it. The large scale restructuring and urbanization of the towns in 1960's and 1970's is criticized. People in general seem to feel that the city development of those centuries was careless towards the heritage-values. The same mistakes are wished never to be repeated in a way or another. All the actions concerning city development are hoped to be planned, sustainable and made for the citizens' best in mind.

The local conservatism and willingness to preserve old buildings and cultural landscapes can have its roots simply on the noticeable existence of them - can the need for usage of phrase “guess every town has to have one of those then” from the Tiiriö-topic have its foundation in the same phenomenon as described above?

4.4 The Additionally Mentionable Discussions

4.4.1 Tourism – Sibelius and the Kantola Event Park

The secondary tourism topics are not discussed in all of the interview-situations. The first two of these, concerning tourism, have most likely been influenced by the official city development actions. The composer Jean Sibelius was born in Hämeenlinna in year 1865 and lived in the city for approximately 20 years. In year 2015, the 150th anniversary of Sibelius was celebrated also in Hämeenlinna. These venues

can have been affecting the local mindset. Whatever the case, on the previous chapter there was a quote of an interviewee who saw the character of Sibelius as a definite strength for Hämeenlinna. In total, Sibelius's role in modern day culture of Hämeenlinna is found still somewhat unclear. Mainly the approach towards the figure of the composer is however positive. Seemingly there are also doubts whether Sibelius is a representative feature for the actual local culture and hence whether the conspicuousness towards him can be risen solely through modern marketing promotion. (Hämeenlinna The world capital of Sibelius website 2016)

Two interviewees discuss the topic of Sibelius:

Hämeenlinna builds up its tourism somewhat lazily always with that castle. We should stand up somehow... ..by Sibelius maybe, even though I'm not sure if he's that kind of great man that if we'd go for instance to Sweden to ask what they think about him, would they even recognize him? And how much of a true local after all he would have felt himself... ..We should have our own renowned "Sibeliuskugeln" or such. But Sibelius haven't been benefitted from. The year of Sibelius went a bit unnoticed here. Other cities took the advantage. We would have needed more concerts and music here...

Another Hämeenlinna-born interviewee thinks about the prominent Sibelius-possibilities and the lack of marketing skills:

We went to a place called Katinen manor, which was located right in the inner city, to have a themed Sibelius-lunch. It turned out that they had the second biggest ballroom in whole of Finland there and I as a local had never even known that there is such a manor house on that little grove! They had a nice restaurant there, but they should just know how to market it.

In the cases where Sibelius is put on agenda, he is seen as a clear possibility for future tourism branding. The main disadvantage seen is the inability to market and productize Sibelius.

A second entity concerning tourism, which didn't appear in all interviews were the events. The events are above all wished to be held in the areas near the castle and

in the city center around the market square. Near the castle, the events are hoped to be themed suitably to the surroundings. The current amount of events and activities is not found enough for making the areas attractive.

One specific event concept is risen shortly on the agenda. It is the large-scale concerts which can be held in the new concert field of Kantola Event Park. The creation of Kantola-park is seen as a good example of development of the former industrial areas. The way the change has been made, as well as the new usage of the area, is found satisfactory. All in all, the event-organizing is seen in a very positive way. An interviewee concentrates on Kantola as a location:

The concert area of Kantola-spit is a good thing. The former abandoned land has been taken into a good new use.

Another interviewee uses Kantola as an example of vitality:

The mass concerts have been a good thing, this place was straight away full of life. The Kantola Event Park and others like it is the way to go. Vitalizing places would be everything for Hämeenlinna.

4.4.2 Modern Building Examples – the Regional Archive-building and the Barracks of Poltinaho

Even though the overall approach on city development among the interviewees is largely conservative, some of the new constructions and developments are supported. One example is the Kantola concert park, also some particular residential areas are named. The main attention is turned however to two particular concrete examples of buildings.

The regional archive-building is found to be representative and nice as an example of modern architecture. It is seen as a typical example for a well done modern building. An interviewee likes the house of the regional archive:

The archive building was nice. Not too basic design, effort had been put into it.

Another local wants to mention the archive-building as well:

I am after all in favor of constructing new, modern things. By that I mean things, which people wish for, but without destroying anything. There are some true jewels among the buildings - such as the building of the regional archive.

The Poltinaho-barracks are a group of former military buildings with historical value. The barracks are turned to apartments in a heritage-minding way. This is widely appreciated among the study participants. There are several other barrack areas around the inner city that are renovated or are planned to be renovated to new usage. An interviewee, not originally from Hämeenlinna, mentions about the barracks in general:

I have big expectations for all of the barracks with their surroundings as the buildings are old and being renovated.

4.4.3 Activeness in Opposing Projects

The last common topic of the interviews is the topic of project opposition activeness. In Hämeenlinna, there are conflicting interests between the development of vitality of the city and the willingness to save the heritage of the city. In 2/3 of the interviews, the process of implementation of development is paid special attention to. Even though the support on preserving of heritage is strong among the participants of the study, some of the interviewees want also to underline that the conservatism can be too extensive in some situations. The awareness of the economic necessities is shown in a few occasions during the interviews. The understanding of the city's need for income and especially creation of vitality is clearly one reason for criticizing activeness in project opposition. Another reason can simply also be the fact that individual people, and in this aspect also individual organizations, rarely end up to mutual understanding in topics with colliding interests, especially if the time window is short.

Ahvenisto is a natural area inside the city of Hämeenlinna, renown for being a nature reserve and a summer time beach location. In 2014, a private corporation started a process of founding a business in the location. The business idea consisted of a climbing track and a water play feature. As many different parties found the

idea of the colorful Wibit Sports Park to be too much of a disturbance for the appearance of the place, there were several official appeals made to stop the changes from happening. As a result of citizen activeness and despite the permission for the temporary construction already being given by the city, the planned water sport structures were not built in 2015. (Yle news website 2015)

A locally born man describes his approach on the Ahvenisto-case:

I don't think that any building, which has been built recently, shouldn't have been built. On the contrary. For example in Ahvenisto the case with the water park or such – I don't understand why some thought that it shouldn't have been built.

An interviewee, who lived his childhood in the closeness of the area in question, finds the new attraction in Ahvenisto a good addition to the place:

The Flow-park in Ahvenisto is quite awesome. It too caused a horrible fight, whether it could be built or not.

A non-locally born interviewee comments on the Ahvenisto-case:

I don't understand why in general someone would oppose development in here. If someone's that crazy that he wants to start an enterprise here, let him! Maybe the environmentalists are more active in Hämeenlinna than in general in Finland.

They are able to undermine different things. It's not good. The conservation of nature is ok, but we shouldn't go to excessiveness with it.

It remains unclear, where goes the line between a supportable conservatism and excessive conservatism in the minds of the citizens. The interviews suggest however, that the support on a development project is not based mainly on the location of the project, but on the quality and the sustainability of the finished project. The attractiveness-value and the landscape-value seem to be the most wanted features for a project in citizens' opinions.

5 CORRELATION BETWEEN THE CITIZENS' VIEWS AND THE OFFICIAL CITY DEVELOPMENT

In this chapter the views of the participants of the interview are compared to the official city development strategies. Is there any correlation between the citizens' views and the city development supposedly serving the needs and wants of the citizens?

Even though every discussion around the city and its development are in their own part more or less significantly linked to each other, each of the subsections of this chapter begin with reference to which parts of the interview discussions the topic is foremost linked.

5.1 Correlation with the City Strategy 2014–2020

All of the commonly discussed topics are relevant to this strategy.

5.1.1 Correlation with the Vision

The official city vision; “Hämeenlinna is a lively, safe and genuine culture city on the growth corridor of Finland” suits reasonably to the mindset of the study participants. The current city vision has put emphasis on the much requested vitality of the city. But which kind of vitality? The vitality of the traditional city structure was seen more central in importance than the vitality of the economic life as a concept. The former vision of the city; “Hämeenlinna is a beautiful and cozy culture city in the heart of Finland, which gains vitality from its history” corresponds quite well to the current circumstances of the city. It also corresponds to the thinking patterns of the study participating citizens. (The city of Hämeenlinna website 2016)

When descending to the details and comparing the two visions together from the viewpoint of the citizens' opinions, the new vision in a sense seems to bypass the fundamental conservativeness. The need for the protection of the heritage is visible in the usage of the words “genuine” and “culture city”. The term “culture city”, let alone the word “culture” can, however, be seen as very broad terms in their interpretation. In the older vision, the authenticity (or genuineness) of the city was

worded by expressions “beautiful”, “cozy” and “vitality from the history”. The locational (and connection-referencing) phrasing “in the heart of Finland” of the older vision was replaced by the “along the growth corridor of Finland”. “Safety” is a new feature to be mentioned in the vision, it is mainly linked to the old vision’s “coziness”. The existence of the rural Hämeenlinna is not mentioned in the current vision.

The vision of future’s Hämeenlinna as a lively, safe and genuine culture city on the growth corridor can become just as much realism as the previous vision, which is quite well comparable with the current day city appearance. Based on the interviews, the genuineness of the city would likely be found as an important aspect and not to be ignored on the search for liveliness. An interviewee’s statement supports this assumption:

I wouldn’t like this city to become something like the city of Lahti. Hämeenlinna shouldn’t modernize itself too much, or mimic other cities. The city could be modern, but its traditions should stick out.

Another interviewee just mentioned at the end of a conversation considering commercial development policies:

Genuineness is important.

5.1.2 Correlation with the Core Values

The core values of Hämeenlinna’s actions are: equality and communality, resident orientation and good service -approach, creativity and braveness and sustainability. (The city of Hämeenlinna website 2015)

The value of equality and communality appeared in the study in two topics, these were the talks concerning the versatility of construction activities and the talks about the future of the countryside Hämeenlinna and the region in general. For equality’s sake the interviewees’ wished for alternating possibilities for housing as well as for affordable housing in the city center area. The countryside was seen as

a treasury of Tavastian heritage and, therefore, important for the community and its identity. An interviewee praised a good example of equal housing in the city center:

There is a fine residential area right on the opposite side of the lake from the castle - where the polluting plywood-factory used to be. That area is not expensive or luxurious but instead made for the ordinary people's reach.

During the interviews for the study there were no conversations linked to the value of resident-oriented services of the city officials.

Linking to the value of brave creativity there was on the contrary plenty of, yet mostly indirect, talk during the interviews. The need for enhanced liveliness in the city was clear and the interviewees wished to see creative solutions based on the local possibilities. Both, entrepreneurial activeness and fresh, unconventional approach on actions of business and construction were called for. A good example of Hämeenlinna's actual brave creativeness is for instance the usage of popular computer game Cities: Skylines as a tool of participative city planning. In spring 2016, the city has used the game as a platform for asking citizens to go ahead and plan an in game area according to their will. The area of the game has its equivalent in the real life and the good ideas can be possibly turned into reality. (The city of Hämeenlinna website 2016)

Yearning for sustainability in ecological- and cultural lifestyle was perhaps the clearest message that transmitted through the interviews. The up keeping of the built environment was central in the conversations as were the concepts of landscape heritage and natural heritage preservation. The economy of the city was typically taken into consideration as a restrictive necessity, but it was not the main point in any discussions.

5.1.3 Correlation with the Key Objectives

Hämeenlinna will face the future by concentrating on five central entities of development. These key objectives of city development are:

- development of creative and vital economic environment

- ensuring services that support the good everyday life of the citizens
- sustaining the good environment and acting sustainably in city planning
- creating a balanced economy and improving the city outcome
- taking care of the city staff.

(The city of Hämeenlinna website 2015)

The development of creative and vital economic environment do not appear as such in the interview answers. The vitality development was wished primarily for the appearance of the city life. The economical background of vitality creation was largely identified however. As the city in this objective will turn its full attention on business life and the vitality of it, it can indirectly provide solutions to the citizens' demands. A central question appearing here is whether the city will be able to provide the vitalizing changes in a truly sustainable and quality-ensuring way?

The service development objective in the Hämeenlinna strategy is also highly economy-centered. This is naturally caused by the nature of majority of the city services; the services typically generate more costs than income, if generating any income at all. The city aims to be more efficient with its services by innovativeness and cooperation. The interviewees mainly called for innovativeness in business life, not specifically for city services. The highest priority named in the interviews, which concerns purely the city services, was the satisfactory quality of actions.

The objective of sustainability has much to do with the distinctive nature of the answers of the interview. In the city strategy, the objective of sustainability has been detailed to four subsections. Firstly, the subsection of well-planned land usage is taken a closer look at. It has much to do with the city's policy of supporting versatile cityscape and housing structure. An interviewee comments on usage of land space:

It's progress. If the old, wooden Hämeenlinna would still stand and the apartment towers would be outside the central city, Hämeenlinna would be already three times the size it is now. Some parts of the city structure need to be occasionally removed. It also is a part of wise land usage. But the decision phase is crucial. What is decided to be less in value and thus Ok'd to be forever gone?

Another comment concerning land usage and the city structure:

Today's principle is the compartmentalizing of the land. There are light density residential areas, apartment building areas, park areas, parking areas, recreational areas, sports areas... They all are too compartmentalized. The city was once more beautiful. The city used to be quite free and natural by its structure. Now an area has only one type of things, another has only the other type. I don't find it humane, it's too controlled.

The study suggests that the well planned land usage is important to the citizens of Hämeenlinna. The quality of development and the cultural values in general were found important and they were seen central in land usage. The given common examples concerning the land usage included good and bad examples of Hämeenlinna's city development. The good examples included such projects as the event park of Kantola and the Lakeside Trail, the bad such as Tiiriö district and the fields of residences.

The sustainability objective includes also the subsection of ensuring housing conditions that support the controlled growth of the city. In the interviews, the growth of the city was not supported without criticism. The diversity of the development was acknowledged as a necessity and richness of the city structure.

The third subsection in sustainability objective is the usage of the new energy- and environment saving technology. It has only indirect importance for the study as the topic explicitly didn't appear in the interviews. Supposedly the new technology can for example provide possibilities for new, creative services and attractions as well as narrow down the damage caused to the environment by the everyday life in the city.

The fourth part of sustainability objective consists of nature and environment preservation. According to the interviewees, Hämeenlinna possesses a valuable selection of natural areas inside its city limits, which ought to be well preserved. The preservation willingness seemed not to be motivated so much by doctrines of environmentalism or sustainability, but by the want to preserve and upkeep the dwelling

habitat, perceived enjoyable. The local diversity of flora and fauna was not a part of conversed topics, neither was the overall healthiness of the environment. They would have most likely been found important aspects for the local environmental qualities.

Creating a balanced economy and improving the city outcome is the third economy-centered objective of the strategy's five key objectives. The city aims to intensify its financial efficiency. The city economy was not directly discussed during the interviews. The economy has a definite effect on any city development as funds are a necessity for any project. The goal of improving the city outcome can in worst case have negative effects on city resources considered to be desirable. The developing of economy is linked to goal of the creation of new vitality. A question which the city officials could ask from themselves is; considering the two recent city visions - is the vitality still creatable also from the history or does the vitality come exclusively from the national level -thought growth corridor of Finland?

The city's objective for taking care of its staff can be excluded from the observation. It doesn't have a direct connection to the topic of city development and it didn't appear in the interviewing.

5.2 The Individual Programs, Courses of Conduct and Policies

5.2.1 Correlation with the Growth Corridor Finland –Project

The most relevant commonly discussed topics to this strategy are: The land space and its usage, Tavastian landscape – countryside and the old times, Tourism – the castle and Aulanko, Tourism – Sibelius and the Kantola Event Park.

The goal of Growth Corridor Finland -project is to enhance the efficiency of the most densely inhabited part of Finland in order to make the area more competitive in the business life. The project is highly concentrated on the questions of economic policy and the social and ecological sustainability's questions are not so much in the middle of its attention. Thus, the collected citizens' opinions did not reach the topic of planning of growth corridors. The subsections of HHT-plan were among the discussed topics.

The three main attention priorities of the HHT project are:

- refining the connections, enhancing the networks in business life and creating an intelligent city theme
- developing the community structures, housing structures and energy efficiency
- working on city cultures

(Growth Corridor Finland website 2015)

The first attention priority with connections, networks and intelligence in the city building were not among the desired city features. These sectors of city development can be nevertheless seen as supporting structures for other features. The connections were acknowledged in the interviews as a feature of Hämeenlinna. Also the business networks were brought up in few occasions, for instance during the talks about the tourism development.

The second priority, equally important, concerned the intelligent city theme. The community structures included enhancing of efficiency of land usage and traffic connections in the HHT-area. The connections and city structure were themes which appeared in the discussions - majorly the structure of a single city-centered development was supported, even though in housing also wider spreading got support.

The growth corridor -project aims also on supporting the city culture. The creation of whole-corridor-length cultural area could become reality in the future. Meanwhile the enhancement of entrepreneurial culture and the development of tourism activities supported by the existing culture base can be seen as part of growth corridor's positive effects from the viewpoint of the average citizens of Hämeenlinna.

5.2.2 Correlation with the Regional Häme-Program

The most relevant commonly discussed topics to this strategy are: The land space and its usage, Tavastian landscape – countryside and the old times, Tourism – the castle and Aulanko, Tourism – Sibelius and the Kantola Event Park.

The Hämeenlinna's city strategy is compatible with the regional strategy of Kanta-Häme. The vision for Kanta-Häme is: "people want- and can-, live and work in Häme". The mentioning of people's willingness to live in the area could vaguely be seen to include majority of the common views appearing in the study. (Hämeen liitto 2013)

The main goal for the regional Häme-program is to develop the region by enhancing and strengthening the structures aiming for development. For achieving further development, Kanta-Häme region will concentrate on:

- growth corridors and accessibility
- versatile housing and well-being
- biotech business and sustainable use of nature resources
- the possibilities in manufacturing industry
- internationalization and attractiveness

(Hämeen liitto 2013)

The connections and accessibility were acknowledged in the interviews, but the only precise theme linked to them was the once discussed topic of public transport.

The versatility of housing was seen as an important entity among the participants of the study. The well-being was seen to be mainly caused by the quality of the living surroundings.

The biotech industry was not part of the conversations, the preservation of the existing natural features was seen important.

The possibilities in industry were not discussed, once a locally born interviewee stated that from the land usage perspective, she would not prefer to have much industrialization.

The internationalization was not among the wanted features, which emerged from the interviews. There were several opinions which stated that the vitality and attractiveness is important for the city and its citizens, but the added vitality was hoped

to be created locally by local resources. The vitality should benefit the citizens and it was also hoped to be suitable for the local cultural conditions. This kind of spirit came across for example when an interviewee stated that:

As a local, I would not want to have much of new action and lots of tourists in the city. I don't benefit at all from it and they would remove the peacefulness and fill in the feeling of space that there is now.

5.2.3 Correlation with the Course of Conduct for Development of City Structure

The most relevant commonly discussed topics to this strategy are: The lakeside parks of the inner city - the Lakeside Trail, Well-run landscape gardening in the city, Fields of private residences, Commercial buildings and -areas and their role, The land space and its usage, The Finns and their approach on city development, Modern building examples - the regional archive-building and the barracks of Poltinaho.

The policy on city structure development states that the main aim for continuous process of reactive land usage planning in Hämeenlinna is to support the growth and vitality of the city. The future vision of city structure development is stated as: "Hämeenlinna is the most attractive residential city in Southern Finland as well as a reforming and serving, cozy and sustainably developing waterfront city". This vision has a lot in common with the opinions of the interviewed. The attractiveness, coziness, sustainability and being a waterfront city are very close to the key objectives of the citizen-drawn Hämeenlinna of dreams. The vision describes Hämeenlinna as a sustainably developing residential city. These two aspects were central in hopes of the interviewed citizens. In addition, the mentioning of the waterfront city, suggests that the center of importance of future development is put on to the waterfront, which was widely seen as the clearest competition strength and as perhaps the most valuable resource of the city by the interviewees. (The city of Hämeenlinna website 2016)

The strategical approach on city center development states that the commercial actions should be centralized to city center. This hasn't been the case in recent development according to the people of the interviews. More city centered approach was generally requested and in multiple cases the founding of district of Tiiriö was seen as a city structural mistake. (The city of Hämeenlinna website 2016)

The course of conduct for city structure development stated also that the near future development is concentrated on inner city transformation- and complementary construction. This approach was received with complexity of personal opinions and viewpoints. The general view was nonetheless supportive towards the progress as long as the new construction would be fitting to the existent city structure and as long as it wouldn't change the essence of the area in question. (The city of Hämeenlinna website 2016)

The maintaining of versatility was among the key topics covered by the course of conduct for city structure development. The creation of too unilaterally built residential areas should be avoided. According to the interviews, this goal has not been recently achieved as the new residential districts have gotten a nickname "fields of residences". Based on the assumable knowledge gathered from the interviews, the unilaterality in residential areas is not desirable as it is found degrading the landscape quality. The unilateral appearance of commercial constructions were also criticized. If the unilaterality of the city is seen more as a landscaping problem than a distance- and service based structural problem, the topic is closer to the essence of the citizens' views. Even so, the other parts of unilaterality were also mentioned in the conversations. (The city of Hämeenlinna website 2016)

5.2.4 Correlation with the Sustainable Lifestyle Program 2014–2020

The most relevant commonly discussed topics to this strategy are: Well-run landscape gardening in the city, The land space and its usage, Tavastian landscape - countryside and the old times, The Finns and their approach on city development, Activeness in opposing projects.

The sustainability in actions of Hämeenlinna is to be improved towards the direction where all parts of sustainability are thoroughly taken care of. Altogether, the ecological-, social- and economic areas of city life should be covered. The city is committed to respect the sustainability in its actions based on endorsement of Aalborg commitments in 2004. (The city of Hämeenlinna website 2016)

The current sustainability policy's main attention points are:

- enhancing energy efficiency
- educating city staff to become eco-support persons and enhancing the good ecological practices in actions
- using local providers, enhancing the economic efficiency and lowering the environmental burden of procurements
- contributing sustainability in transit by supporting mass transit, cycling, walking and running

(The city of Hämeenlinna website 2016)

The topics, which the sustainable lifestyle program will turn its attention to, are largely environmental. Some parts effect on the economical sustainability, but the cultural sustainability is not among the main attention spotlights.

The efficiency in energy usage, the enhancing of eco-knowledge among the city staff and the eco-sustainable lifestyle in general, the care on sustainability of city's consuming activities and the support on less polluting transit are all good goals when considering the main wants of the interviewees. Taking care of the existent natural-, city- and countryside landscape were important for the study participants and all actions on enhancing sustainability can support their preservation.

Certain cultural sustainability actions would need to be supplemented to the list of attention points to fulfill the sustainability-concerned hopes of the interviewees of the study. Central need for the cultural sustainability would be met by aiming to protect the appearance of the landscapes in effort to save the uniqueness in them.

The lost wooden quarters of Hämeenlinna are just one example of culturally unsustainable city development. Doesn't the cultural sustainability fit under the program's header as it's not part of measurable lifestyle per se? The Aalborg commitment obligates the modern Hämeenlinna to take the responsibility of its culture. The study on common opinions suggests, that the city development should never bypass the conservative opinions if the city wants to grow to be unique. The cultural sustainability of a city is important for the reasons of communality.

5.2.5 Correlation with the Vitality Program 2014–2020

The most relevant commonly discussed topics to this strategy are: Commercial buildings and -areas and their role, Tourism - the castle and Aulanko, Tourism - Sibelius and the Kantola Event Park, Activeness in opposing projects.

According to the vitality program, vitality is gained from the continuous growth on as many different sectors as possible. According to it, through the vitality (gained from the growth in everything), it is possible to fulfill the vision of "Hämeenlinna as a beautiful, cozy culture city in the heart of Finland, which gains vitality from its history". Interpreting the interviews, the vitality from history is gained from conservative and preserving measures instead of measures created from scratch. (The city of Hämeenlinna website 2016)

The Vitality Program 2014–2020 pays majorly attention on:

- creating a strong brand of Hämeenlinna
- ensuring the local source of workforce for local business life's needs
- benefitting from the Growth Corridor Finland
- improving the prosperity of enterprises

(The city of Hämeenlinna website 2016)

For branding purposes, the city has launched a new sign, an easily recognizable picture of the Häme castle, which is used in all promotion of the city. The new sign would most definitely be supported by the interviewees of the study as the castle was clearly the most interest-binding feature noticed in conversations considering

the future development of the city. Another branding-feature mentioned in the vitality program was the enhancement of Sibelius-concept. The Sibelius-concept was quite a few times on the agenda of the interviews, the main approach to it was positive. Also the development of tourism in general was noticed to be important in the program, which would be most likely supportable among the study participants up to the point when the tourism would start effecting substantially the local conditions. According to overall opinion on the interviews, the creation of tourism should be based on truthfully local strengths and resources.

The attention points of workforce education, HHT-corridor and the prosperity of enterprises would be likely to be supported, again, as long as they would not change too erratically the cityscape or the lifestyle of the city. Generally speaking, the city's vitality was seen very important among the interviewed.

Outside the branding, the vitality program aims to boost tourism and Hämeenlinna's conspicuousness by event-organizing. The events were among the unanimously supported phenomenon in the city development.

Another goal of the business life attention points, closely linked to the supported phenomenon among the interviewees, is the entrepreneurship around the quality of life. This area of business includes the development of utilization of the water area resources. In the study, the participants continuously emphasized that the usage of the city resources was not in sufficient level.

The summer-housing was not among the discussed vitality-topics.

5.2.6 Correlation with the Housing Program 2014

The most relevant commonly discussed topics to this strategy are: Fields of private residences, Commercial buildings and -areas and their role, The land space and its usage, Tavastian landscape - countryside and the old times, Modern building examples - the regional archive-building and the barracks of Poltinaho.

The housing program states that the new residential construction will be located inside the HHT traffic corridor. The purpose for this line of policy is to transform

the Hämeenlinna sub-region to be more unite and densely built urban area, which will by its part support the future development of the mass transit structures. This main lining of the housing program opposes in some levels the general views of the interviews. It is likely that the general appearance of the cozy and spacious cityscape of Hämeenlinna will change when the city grows. Also, the landscape of the now majorly rural areas will likely change if the city continues to support primarily the building of private housing. The interviewees were mostly not happy for the spreading of the city based on private car usage. The more centralized approach on urban structure was supported and the appearance of cityscape based on car-mobility, such as the supermarket areas, were not found satisfactory. The problem with the intensifying of cityscape is complex. The interviewees were supportive towards the growth in general, but any new construction was wished to be good by quality (mainly the quality of appearance), respecting its surroundings (cultural and natural heritage) and not changing the overall appearance and spirit of the area. How to fill-up a cityscape without changing its appearance? The even harder task is to develop the usage of the rural areas as changes to it would likely to be even more radical than inside the inner city area of Hämeenlinna.

The named future goals of the housing program are:

- securing the continuous building lot availability for businesses
- population growth, versatile housing, good living environment and support for groups with special needs
- considering sustainability and city structure's unity in residential construction

(The city of Hämeenlinna website 2016)

The building lot availability for businesses was only indirectly discussed. Among business activities, mainly the traditional commerce has been growing in Hämeenlinna recently, this was the primary attention point among the citizens. The interview answers suggest that the citizens find that the commercial activities are currently gathered outside the city center. In city center they recognized a number of business lots to be available now. For the actual future business development, many

interviewee suggestions considered the areas of the market square with its surroundings, the lakesides of Lake Vanajavesi and the area of the castle.

The population growth was desired in one interview, in which an interviewee also expressed fears for lowering attractiveness of the city in general. The versatile housing was mentioned and supported in all of the interviews. The good living environment had a majorly conservative undertone linked on it as people felt that the current environment, perceived to be good, should be preserved. The groups with special needs were mainly not discussed. The notable quantity of senior citizens living in the downtown was seen as somewhat negative aspect for the vitality of the city.

The sustainability and the city structure's unity were found important by the interviewees. When the housing program states its primary focuses on construction, the questions of sustainability and unity become central; the future Hämeenlinna is endeavoring to build lots of private homes on the expansion areas of the city. The apartment buildings are built in inner city to complement the existing city structure. The dense style of building homes was criticized to not look attractive and to be changing the general spirit of their locations. All further construction activity around the city was insisted to be built suitably to their existing surroundings. The preservation of the current park areas was also found essential, among the interviewees, for the sake of cityscape and for the citizens' possibilities of leisure time alternatives.

The key pull factors of Hämeenlinna mentioned in the housing program represent the general conservative motivations of the interviewees. The pull factors include the central aspects of historical heritage, good accessibility, high quality nature and possibilities for recreational activities. If Hämeenlinna is able to hold on to its noticed pull factors, the citizens of the interviews will continue to be mainly satisfied with the city's actions.

Finally, the housing program takes a stance on the development of the Hämeenlinna's countryside villages. Even though the city development largely centralizes to the urban Hämeenlinna, the possibilities for housing and business in the rural areas are to be offered. Many wishes were heard in the interviews, that the rural

Hämeenlinna should remain rural as it was seen to bring unmeasurable value to the regional attractiveness. Between the lines of the interview answers, it becomes arguably readable that there is willingness to intensify the control considering construction also in the countryside for the cause of enhanced support to the saving of the landscape-heritage found there. Mainly the vitality of the countryside was wished for to keep the rural areas as they are. The landscape resources of the rural areas were seen to be less maintenance demanding for being more organic by their nature. An interviewee described her views on landscape gardening in countryside:

In the countryside the landscape gardening can happen more or less on its own, because that area is more natural by its landscape. It looks good as such. The forests and the fields etc.

5.2.7 Correlation with the Countryside Program 2016–2020

The most relevant commonly discussed topics to this strategy are: Fields of private residences, The land space and its usage, Tavastian landscape - countryside and the old times.

The countryside program concentrates on the same development aspirations as the overall city strategy. The rural Hämeenlinna endeavors to:

- build an creatively vital economic environment
- upkeep services supporting good life
- preserve the good environment and plan the development sustainably

(The city of Hämeenlinna website 2016)

For the economy's sake the rural parts of Hämeenlinna are attempted to be made more well-known. The leisure time possibilities and tourism activities are attempted to be grown. The traditional forestry and agriculture are supported and developed. Also, the infrastructure for growth is to be taken care of. As mentioned before, the interviewees supported the creation of rural lifestyle-supporting vitality in the countryside. The current countryside was seen as a resource worth caressing. A non-locally born interviewee commented on possibilities of countryside:

Something like the village of Hauho -which is insanely nice, old, rural parish- should be learned to benefit from. The city has satellites of old parishes around it.

The services of countryside were not taken into consideration in the interviews.

The environmental- and sustainable land use in countryside was mainly not discussed, but according to the general lines of opinions, it would be very likely that they would have been found important in the discussion considering development of rural Hämeenlinna. The sub-region of Hämeenlinna was seen as a cultural entity, of which most recognizable characteristics were seen to be best sensed outside the urban area, in the countryside. The main value of the countryside for the interviewees was seemingly the enhancement of landscape-based life quality.

5.3 Local Culture's Appearance in the Views

All of the commonly discussed topics are relevant to this theme.

How did the cultural approaches seem to affect the creation of discussion topics? Expectedly majority of the topics were happenings, phenomenon and development projects, which had been on the city's and media's agenda considerably recently. This freshness of some topics made for instance the themes of commercial development, housing development and tourism very common. Also the topics considering project opposing activeness and complimentary building activities are linkable to the recent happenings in the city. All in all, the topics have numerous branches to each other, making the recent happenings for instance subjects of comparison to historical perspective.

Judging the interviews, much of conservativeness and preserving-willingness was noticeable among the common opinions of the locals. The age group of the study participants was almost definitely a factor on what kind of answers were given. Another reason for conservativeness can be found from satisfactory resources in living environment, which the citizens of Hämeenlinna likely are remarking. Another motivation for the preserving needs are likely to be deriving from the more careless Finnish city development of the past, which has led to grown awareness of the living surroundings and its vulnerability to changes. Some interviewees of the

study acknowledged that earlier in the history the approach on cityscape had been indifferent and the loss of historically valuable resources has led to increased respect towards the city environment. The mature average age structure has effects for the local culture in general. The mentioned case of Lake Ahvenisto and stalling of Wibit-park, which was referred to as an example of perceived excessive preserving-willingness, was in fact an initiative of young citizens. For the development objection, aesthetics, nature and historical values were the key reasons named by the youngsters. (Hämeen Sanomat 2015) (adressit.com 2015)

The cities of Finland are young when considering Europe as whole. Hämeenlinna is the oldest inland city of Finland, but for much of its existence it has been a small size township. The urban planning's importance escalated after the urbanization in Finland started in a more noticeable scale. In some circumstances, the interviewed citizens mentioned that the city landscaping and city development principles had been evolving to a clearly better average level during their lifetime. The city's parks had evolved to reach a more distinguished general appearance and the new construction activities were found to be more respectful to the historical values than the constructions of the past. The current city's performance was seen as clearly better than the performance of, especially, the city of 1960's and 1970's. The enhanced vitality was hoped for and some of the city resources were seen to be poorly benefitted from. At the same time however, majority of the talks circled around the topics of heritage and preservation of the old cultural resources. The nature of most of the conversations was conservative and a few of the current city development practices were mostly disapproved.

Why did this phenomenon of conservative future view occur? After World War II, the urbanization has continuously changed the appearance of Hämeenlinna. Some of the interviewed locals had experienced the most drastic changes in the inner city at the time of the fastest population growth. Basically all of the interviewed groups stated that the urbanization of 1960's and 1970's was irrespective towards the local culture and landscape. The conservativeness of the interviewed citizens has most likely its roots on their varying experiences and impressions of city development of

the past. The perceived planning has been seen that of low quality in some situations, with results of degraded living surroundings, especially aesthetically. The locals seemed to feel that Hämeenlinna has multiple areas with such valuable resources that any new construction activity on them would need strict controlling. Further construction should suit its location and the entity of the city. Yet still, today Hämeenlinna was stated to possess historically valuable general appearance.

The inconsistency in the behavior of Finns was recognized in several topics considering the Finnish approach on city development. Interviewees implied that Finns tend to seek abroad for pleasant experiences, surroundings and landscapes which they find pleasant but neglect the sustaining and improving the conditions in their home country that could in fact meet their needs. The local business life's incompetence to market their products for gaining the much requested vitality for the city was among the noticed local features. The vitality was hoped to be generated through local strengths and abilities, not through internationalization or other external ways. The words conservation and heritage were in the middle of the talks on topic of city development.

The city development acts, which the interviewed citizens didn't like, hadn't caused them to protest or officially object the progress. The existence and appearance of criticized Tiiriö, for instance, was simply regarded as "something that a city apparently must have nowadays". Some critique was addressed to the seemingly extensive project opposition.

The old city structure and the traditional city resources were respected and preferred by the interviewees. The Aulanko Park and the castle of Häme were both among the most discussed topics, even though they haven't belonged recently among the development hot spots. The Aulanko and the castle continue to have undisputable significance to the local culture and their up keeping and developing was seen crucial. The commercial district of Tiiriö was criticized by its eminently bad suitability to the city structure and the landscape. The area was seen to be too plain. The commercial buildings were seen all together average and non-attractive. In principle,

any modern construction was supported, but it was requested to have quality appearance and suitability to its surroundings. The uniqueness in city development was supported.

For the people's characteristics the slow living and down to earth approach of the locals were named. The interviewees felt that the people of the area represented the archetype of Finns.

Does the city operate in a distinctively local way? The believe on having ability to influence on the city's decisions seemed to genuinely exist and people were happy to see that the city development has continuously headed to a more sustainable- and considerate direction.

The city's future vision is not as much responding to the common view of the locals as the older vision was. One needs to remember, however, that the vision is always merely the guideline of the developments direction. Yet still, it needs to be noticed, that the current vision with the growth corridor-centered approach doesn't mainly correspond to the most essential city development views of the interviewed locals. The vitality is in a central position in the city strategy, but the vitality's sources somewhat vary from those of the citizens' hopes. The citizens prioritize social- and life quality based vitality sources and the city seems to pay most of its attention on economy. The HHT-project and the Häme-program concentrate as well to the problematics of enhanced vitality and economic efficiency.

The city structure development- and housing policies, with the attention on complementary building in inner city and mainly private housing planned at the outskirts of the city, are in line with the views of the locals as long as the appearance and heritage of the surroundings of construction are taken care of. The key pull-factors mentioned in the housing program are very close to the best local housing strengths named by the citizens.

The sustainable lifestyle program is not considering much about the essence of cultural sustainability as it is quite one-sidedly concentrating on questions of environmental issues. The sustainability of the city ought to be in an acceptable level for

the study participants' needs in the future, because Hämeenlinna is obligated by its promises in Aalborg-conference.

The vitality program is quite well in line with the interviewee's wishes. The development of events and branding of Sibelius and the city with the castle logo are among the supported vitality endeavors. The vitality program, as all the other economy-centered policies, is well in line with the interviewed citizens' views as long as the needs for the sustainability, quality and possibly even creativeness are met.

The countryside program has turned its attention mainly on vitality, the interviewed citizens hoped that this vitality would appear especially in the traditional rural lifestyle.

6 CONCLUSIONS

Before continuing to the actual conclusions, a few critical words about the reliability and validity of the thesis must be named. On the study, the expressions of the interviewed citizens were scrutinized for finding similarities in the material. The rule considering people's opinions (referred also in the scientific literature -part of this thesis) is believed to be that people have very individual opinions based on their professions, personal needs, wants and personalities. In this study, the interviews included 8 individuals, making the overall research material quite narrow and light in comparison with the whole of population of Hämeenlinna. The average age group of the interviewed was tight, but could be seen representative for the citizen average. However, for instance the income level could make clear differences in the end results and as the study doesn't refer to the average income in the city, this aspect's good validity remains an assumption.

The basic standpoint for the thesis is to provide the city with up to date information about the citizens' opinions and suggest ideas generated from the common man perspective. As Kanta-Häme and especially Hämeenlinna sub-region in general has a very similar age structure with Hämeenlinna, the opinions gathered in the interviews can be seen representative. The conservation willingness in the answers can be argued to have connection with the average age and social situation of the interviewees. All in all, the study can be seen less directly dependable as a source of information and more as a suggestive overview. The appearance of the up-to-date theory on urban planning, the actual strategies by the city and the citizens' opinions on individual phenomenon can all together lead to enhanced ideas (in different actors' minds) on where Hämeenlinna stands now and in the future.

The study itself concludes on several claims considering the common citizen's views on the topic of the city development in Hämeenlinna. The majority of arguments of the study are, however, not linked directly to the concrete city development, but are in fact culture-bound. This was to be expected when considering the assumptions of the modern city planning theory; people tend to feel that city planning is not taking the public opinion into consideration sufficiently. Thus, the city

planners need to be continuously informed what aspects are essential in the local living surroundings and what things should never be lost from the local set of resources.

The study participants commonly supported the creation of vitality in the city as a necessity. The main city strategy of Hämeenlinna and the strategies and sub-strategies linked to it are built for enhancing vitality. Simultaneously, outside the economy, the official strategies and the views of local citizens corresponded principally well. The citizens were satisfied with the city's improved performance when it comes to topics of sustainability and above all building regulations. Especially, the landscaping was considered to have become better-ran than in the past. The critique considering the city development was directed on the appearance, need and future development of the commercial activities. When judging afterwards, the historical background of Finnish city planning policies were not clearly acknowledged by the interviewees. If a development project such as a new construction was seen excessively disturbing for- or clearly transformative in the city's appearance, the development was commonly stated dissatisfactory or degenerative.

The interviewed citizens supported in general the high-quality development of the city structure. The support of a chosen development project was typically not based on the location of it, or on the general idea of it, but more on the project's final quality and the level of its synergy with its surroundings. The end result was essential. The attractiveness-value and the landscape-value were the most important values to rate a finished development project. The existent city structure was seen worth saving. The discussed topics considering sustainability were somewhat differing from the city's official policy's key aspects of attention. The natural environment and its quality were seen, however, important, as they appeared in the interviews as examples of Hämeenlinna's strengths as a domicile.

The interviewees mentioned the lakeside areas and the parks around it, the castle and the traditional city center as central aspects to develop for vitality and as well to maintain central in importance in the city structure of the future. This remark is in line with the planning theory's observation of importance of "rediscovered" old

urban centers. The organizing of events was supported in Hämeenlinna as a principle. The city's housing policy was also mainly accepted, especially by the parts of complementary construction, which was seen as most supportable. The building quality and level of aesthetic design in some cases of commercial and private housing areas was considered lowered and the building style in some occasions too standardized. The district of Tiiriö was criticized as an example of low quality urban design and partially the structure of new "fields of private residences" were found monotonous. These cases imply that urban sprawl has not completely been avoided in Hämeenlinna. Urban sprawl is noticeable in reality in, for example, the local culture of private car usage. In the topic of complementary building, the strong undertones of hopes for sustaining of heritage and the social equality commonly appeared. The countryside-Hämeenlinna was wished to stay rural and vital.

The most important findings of the study included the ones considering the local culture and its effects on opinions about the city development. The citizens of Hämeenlinna participating in the study seemed fairly positive about the possibilities of directing the decision making. In this aspect the study suggests that, from the people's point of view, the city democracy has already evolved to a better direction in Finland. The neglecting of the voice of public would be seen as a severe aberration.

To finalize the conclusions, a very interesting matter of subject emerging from the interviews was the common speculation of nature of Finnish people and the Finnish city development. The interviewees commonly stated that Finns have different practices in their domestic cities compared to practices which they find pleasant abroad. The travelling Finns seek for urban surroundings and experiences that are perceived to be high quality in their nature, but fail to sustain or improve the similar conditions in their home country. Moreover, the existing built- or cultural qualities in domestic urban structure and urban life are not typically noticed. This cultural phenomenon cannot be fully derived to be caused by the adjusted expectations of various living surroundings as the citizens were able to directly compare the similar living conditions internationally and see the differences as lack of qualities. Would this phenomenon call for changes in the construction and city planning patterns in

Finland? Could the future's intensified city provide housing suitable for Finnish preferences but with the qualities of Central European cities that the citizens yearn for?

Also the question of rural Hämeenlinna's development can become central in the future. The decision on providing much requested private housing possibilities is not only a question of risk for urban sprawl and monotonousness. Will the rural areas of Hämeenlinna eventually be part of the typical urban growth, changing the environment now perceived enjoyably traditional by the locals? How could Hämeenlinna benefit from its rural landscape in its quest for enhanced vitality and how to detect the best of possibilities of the rural communities?

Hämeenlinna is a small Finnish town and it does not have immense influence even nationwide. Even so, according to the interviewed citizens of it, it has done several things right in recent times. In the future Hämeenlinna is looking towards profiting from projects like HHT, creating vitality from its advantage of domestically good geographical location. Will the future bring the old Hämeenlinna down by generating growth unilaterally to surrounding bigger cities such as Helsinki and Tampere or will Hämeenlinna find its economic footsteps from specialized aspects provided by its special urban-rural attributes? Only time and further studies will tell.

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