

Helsinki  
Finland

# Commercial plots

A quick guide to leasing and purchasing  
commercial plots from the City of Helsinki





Cover photo: Jussi Hellsten / Helsinki Marketing  
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## Contents

Welcome to Helsinki! ..... 4–5

Helsinki as a landowner ..... 6–7

This is how Helsinki leases and sells .... 8–9

- What kind of commercial plots are available?
- How can a commercial plot be obtained?
- Who qualifies for a commercial plot?
- Lessee or owner?
- How much do commercial plots cost?

This is how the process goes ..... 10

Additional information ..... 11

# Welcome to Helsinki!

The City leases and sells plots for all kinds of commercial purposes. Whether big or small – we welcome your company to a growing Helsinki, a place where services work and there is room for new ideas.

It pays to build in Helsinki because...



...we have about 1.5 million people in the Greater Helsinki area. They offer your company a broad market with plenty of customer profiles, collaborators and networks.



...as the capital city, we are the engine driving the Finnish economy. We are an economically and politically stable marketplace where investment is safe.



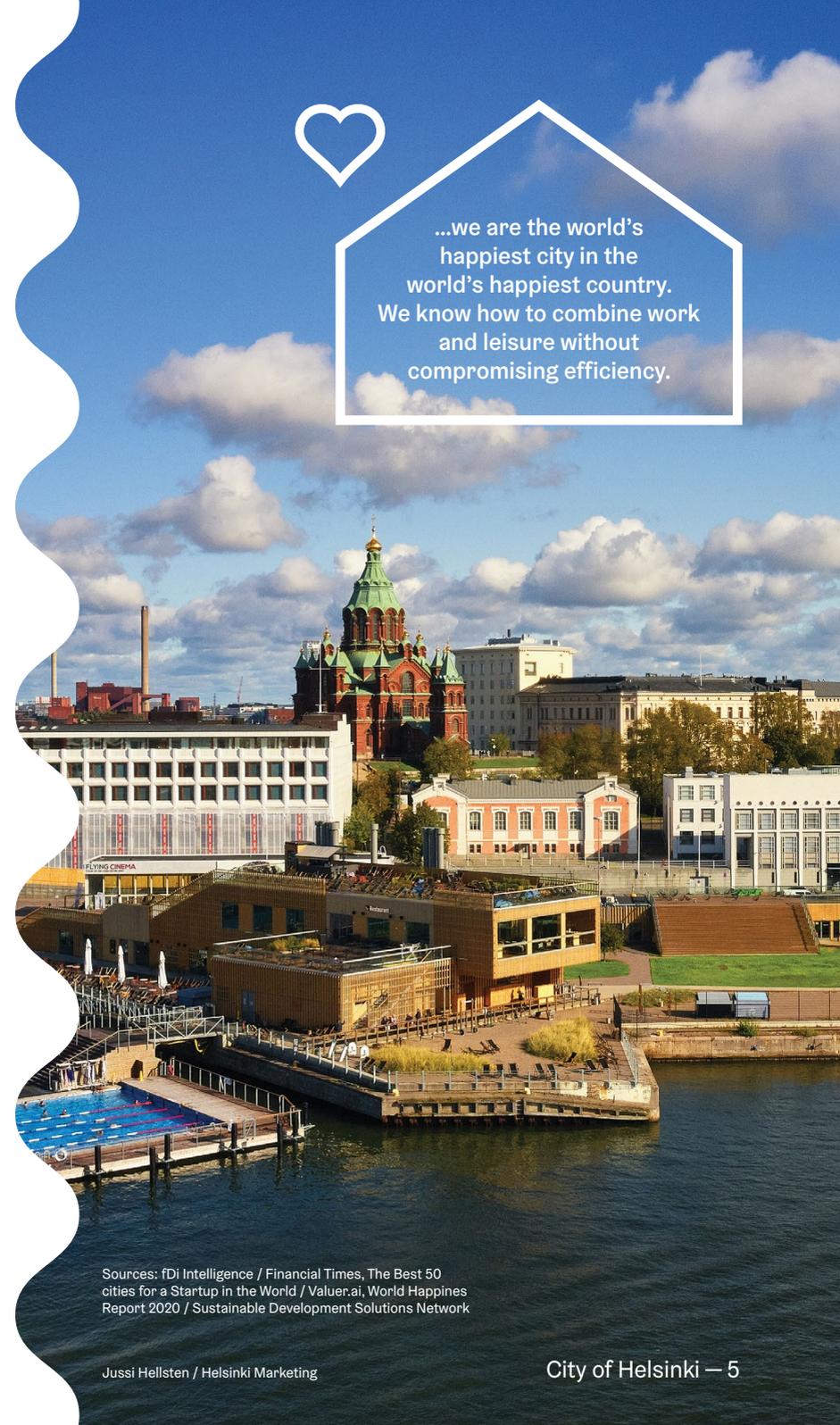
...we are continually growing. Together with Espoo and Vantaa, we were voted Europe's number one area in the category of economic potential.



...we are the most innovative area in the European Union. In 2019, Helsinki was voted third-best city for business start-ups.



...we are the world's happiest city in the world's happiest country. We know how to combine work and leisure without compromising efficiency.



Sources: fDi Intelligence / Financial Times, The Best 50 cities for a Startup in the World / Valuer.ai, World Happiness Report 2020 / Sustainable Development Solutions Network

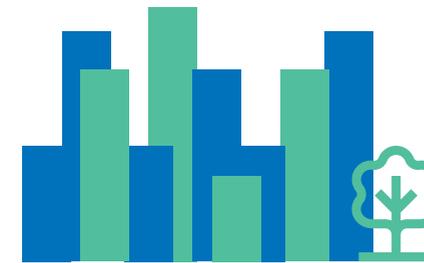
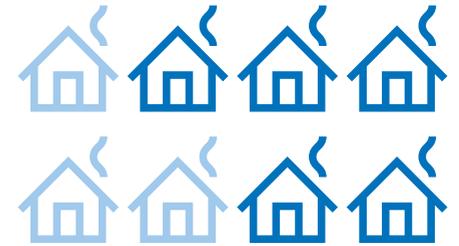
# Helsinki as a landowner

The leasing and selling of plots are regulated by the Helsinki land transfer guidelines and instructions for their application, which were adopted by the city in 2019.

The city owns

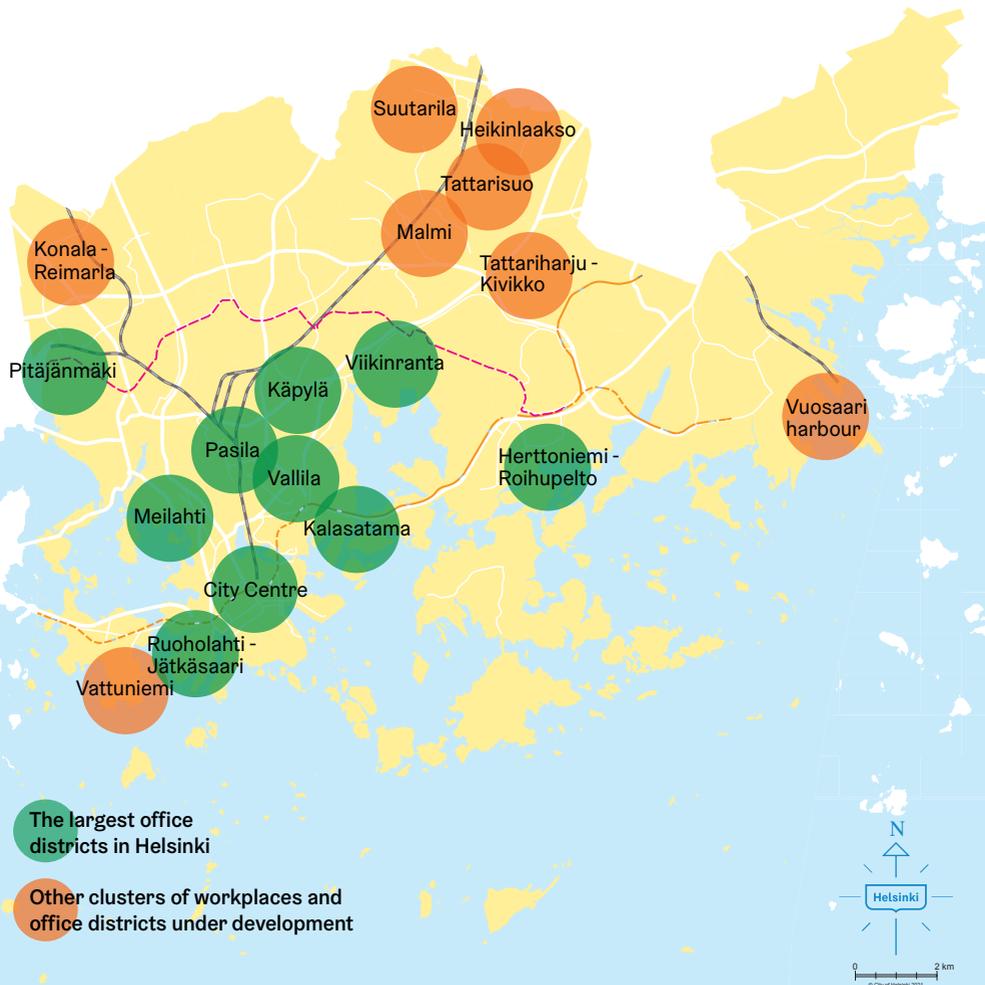
# 63%

of the Helsinki land area.



We annually lease and sell **60,000 m<sup>2</sup>** of building rights for company purposes.

We have on offer about **100 vacant** commercial plots for a variety of purposes. New plots are zoned each year at the initiative of both the city and companies.



The largest office districts in Helsinki

Other clusters of workplaces and office districts under development

# This is how Helsinki leases and sells

## What kind of commercial plots are available?

The city can offer companies different-sized plots in different parts of Helsinki. Available plots are zoned for offices, retail, industrial and warehouse purposes etc. Specifics of the zoning for the available plots can be found at <https://www.hel.fi/plots/commercial>.

## How can a commercial plot be obtained?

- ▲ **Through continuous plot search**, where the available commercial plots are freely accessible on the city's website. This mainly relates to industrial, office, hotel, day care and similar plots.
- ▲ **Through competitive bidding for price or quality**. In price competitions, the decision is based on the purchase price or rent. As a rule, the plots for service stations, restaurants, kiosks and supermarkets are assigned in this way.

The quality competitions emphasise the architectural quality, functionality and suitability of the plans for the environment.

- ▲ **Through separate registration procedure**. In this procedure, the assignment selection criteria are decided on a case-by-case basis.
- ▲ **Through direct reservation**. The city can reserve plots without an open application procedure for development projects or on other special grounds. The city may also make a direct reservation to the tenant of the plot and/or a nominated partner for completion or new construction.
- ▲ **Through development reserve**. This two-step reservation procedure can be used if the project involves more than the usual amount of inputs, e.g. the development of zoning and land use issues. If the project proves feasible during the development reserve, it will be granted a plot reservation for implementation.

## Who qualifies for a commercial plot?

Selection of a plot recipient takes into account several issues, including:

- ▲ how well the project achieves the city's economic policy and economic objectives
- ▲ the suitability of the activity for the area, the scope of construction and how well the project implements the objectives of the city plan
- ▲ security of project implementation, other plot reservations of the applicant and success in previous projects.

## Lessee or owner?

Hotel and office plots are usually transferred by sale or by lease with purchase options. The call option means that the tenant has the right

to purchase the plot at the agreed price by a set deadline once it has been built as agreed.

Plots for industrial, warehouse and logistics purposes will be released by the city for rent. Other commercial plots are mainly leased but can also be sold or leased with a call option on a case-by-case basis.

## How much do commercial plots cost?

The pricing of plots in the city of Helsinki is based on market value. The correct price level is ensured either by price competition or through an assessment by an external valuer. The annual rent for plots is five per cent of their market value and is tied to the cost of living index.



# This is how the process goes

Most plots will be released through a continuous plot search procedure, in which case the process is as follows:



## Contact or application

The customer finds an interesting plot on the city's website. Preliminary negotiations will be held on the basis of contact or application.



## Deadline for other interested parties

Once the city has received a viable application, other companies will be given about a month to submit their own application for the same plot.



## Selection of the plot recipient

Based on negotiations, surveys and land transfer guidelines, the city selects the plot recipient from among all the applicants.



## Reservation

If the implementation of the project requires more detailed studies, the plot can be reserved for the applicant for a limited period before the lease or sale decision. The reservation is decided by the city's commercial department. A typical booking period is about a year and the booking is free of charge.



## Building permit

After the booking phase, the plot can be leased for six months so that a charge an amount corresponding to two months' rent of the plot.



## Plot handover and construction

The plot will be released either by sale or a long-term lease. The owner/lessee of the plot will carry out the construction in accordance with the terms of the deed of sale or land lease.

# Interested? Contact us!

## Commercial Plot Team

Commercial, office, hotel, industrial and other corporate plots  
[hel.fi/plots/commercial](https://hel.fi/plots/commercial)

## Real Estate Development Team

Projects requiring significant zoning or project development  
[hel.fi/real-estate-development](https://hel.fi/real-estate-development)

## Area Management Team

Short-term rental of areas, e.g. for events and temporary use  
[hel.fi/plots/temporary-use](https://hel.fi/plots/temporary-use)

## Helsinki business advisory and services

[hel.fi/yritystenhelsinki/en](https://hel.fi/yritystenhelsinki/en)

## Other information

Helsinki Urban Environment Customer Services  
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Urban environment brochures 2021:2

Jussi Hellsten / Helsinki Marketing