

# JOINT APPROACH TO REVITALISE KAUNAS CITY CENTRE

Exploring Possibilities of Economic and Social Regeneration in the  
Context of Post-Socialist City Centre

Ieva Lendraitytė. 4417097



1989

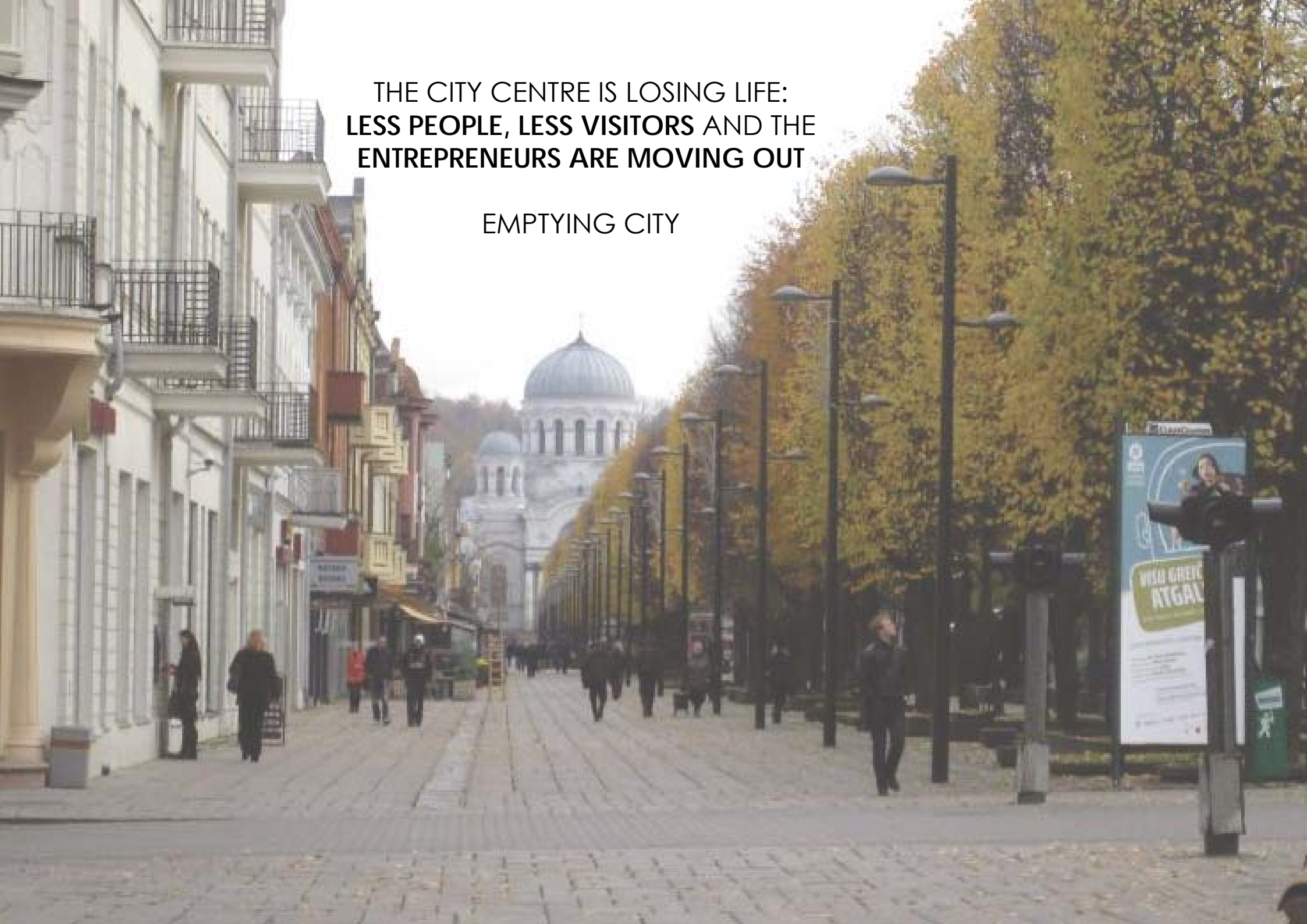


2010



**THE CITY CENTRE IS LOSING LIFE:  
LESS PEOPLE, LESS VISITORS AND THE  
ENTREPRENEURS ARE MOVING OUT**

EMPTYING CITY



## KAUNAS

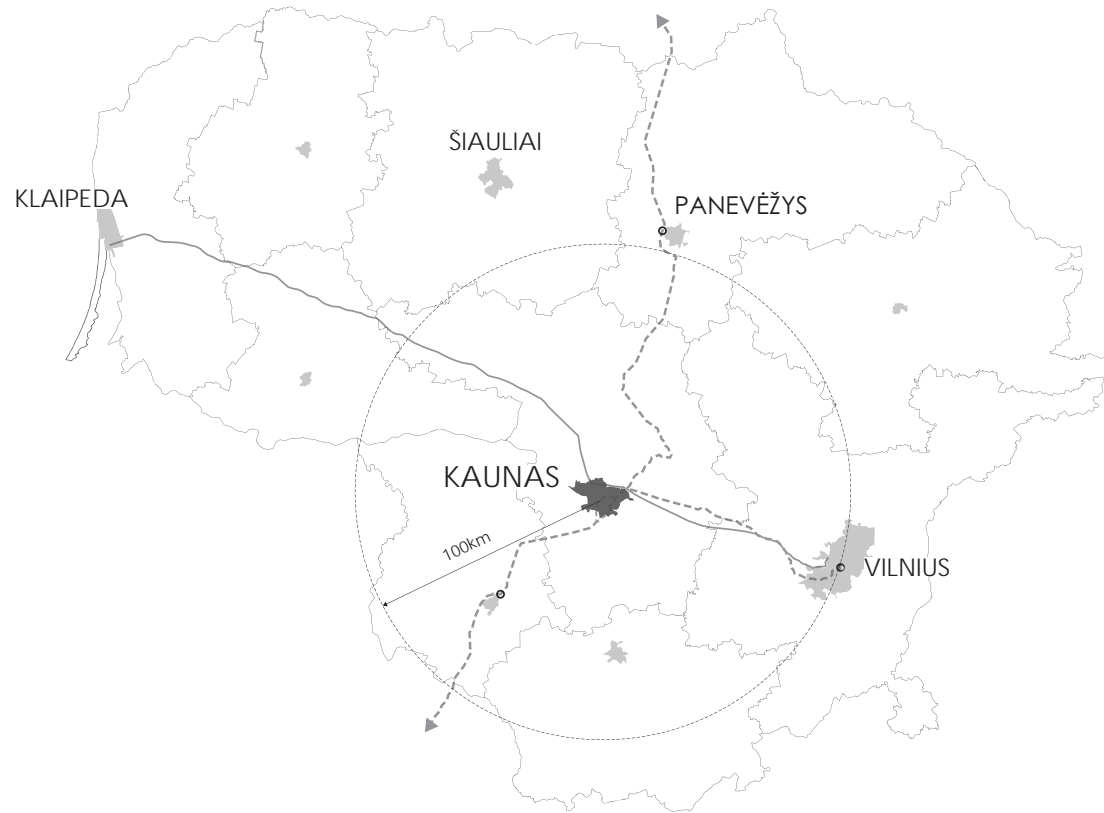
population: 304 000inh

area: 157m<sup>2</sup>

density: 2,279 inh/km<sup>2</sup>

2nd biggest in LT

4th in the Baltic States



# KAUNAS



MAKERS CITY

XV- now



CAPITAL CITY

1919-1940



POST-SOCIALIST CITY

1940-1990

# MAKERS CITY

XV- now



FORTRESS, INDUSTRIAL CITY  
XV-1915



INTERWAR  
1918-1940

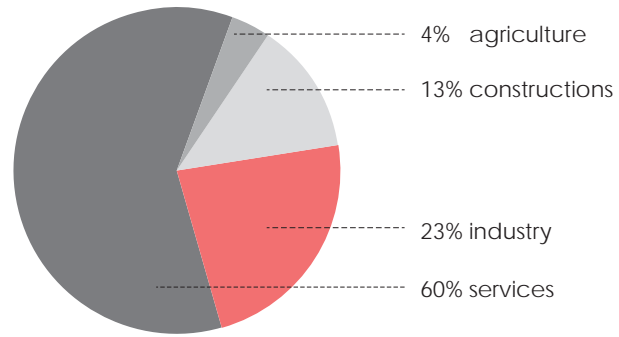


SOCIALIST  
1945-1990



INDEPENDENCE  
1990-2015

# MAKERS CITY



FORTRESS, INDUSTRIAL CITY  
XV-1915



FOOD INDUSTRY



TEXTILE



FURNITURE



ELECTRONICS



FOOD INDUSTRY



TEXTILE



FURNITURE



RUBBER PRODUCTION



SHOES MAKING



METAL PRODUCTS



BUILDING MATERIALS



GLASS PRODUCTS



MASHINE-TOOLS



INFORMATION TECHNOLOGIES



FOOD INDUSTRY



TEXTILE



FURNITURE



WOOD AND ITS PRODUCTS



ELECTRONICS



METAL PRODUCTS

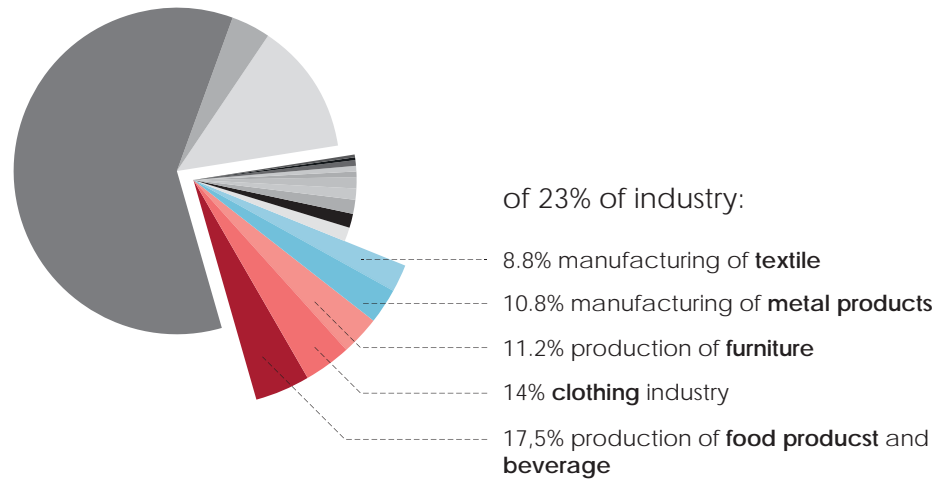
INTERWAR  
1918-1940

SOCIALIST  
1945-1990

INDEPENDENCE  
1990-2015



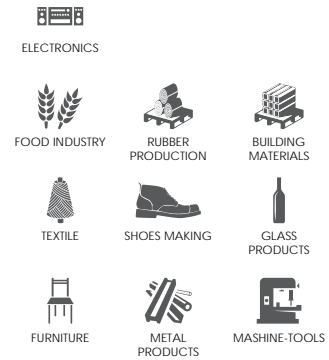
# MAKERS CITY



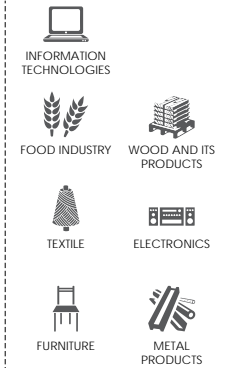
FORTRESS, INDUSTRIAL CITY  
XV-1915



INTERWAR  
1918-1940

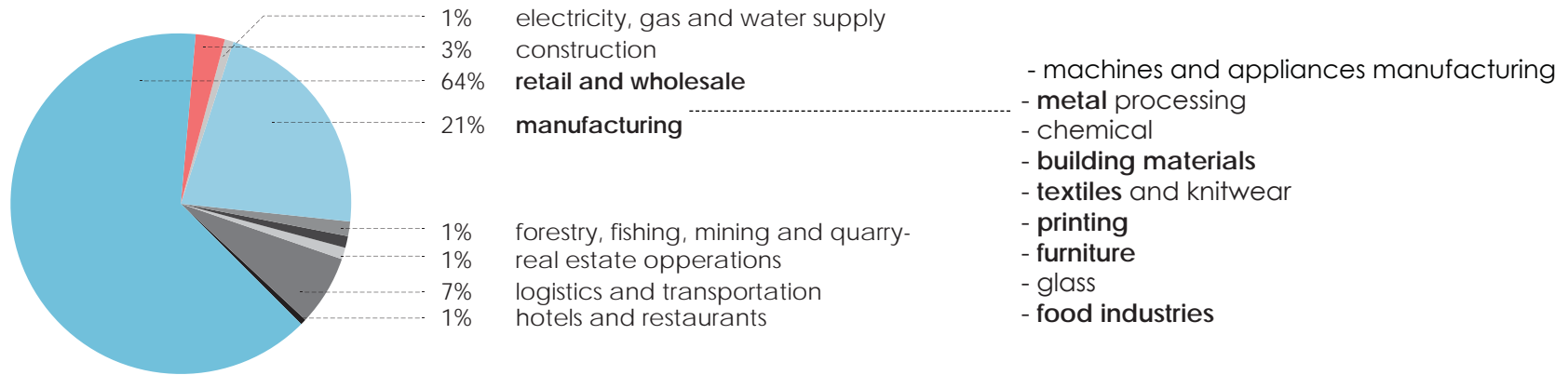
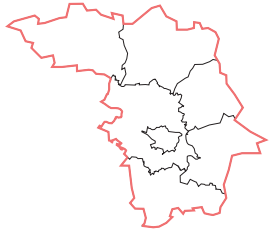


SOCIALIST  
1945-1990



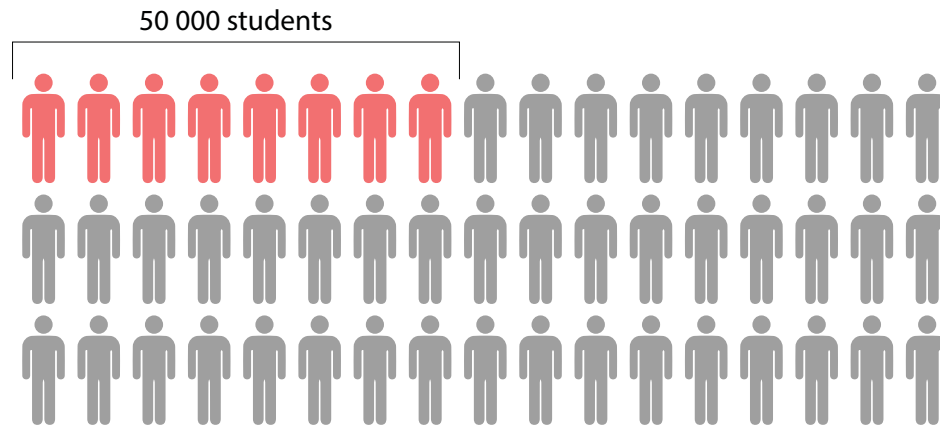
INDEPENDENCE  
1990-2015

# MAKERS CITY



## INNOVATIVE CITY

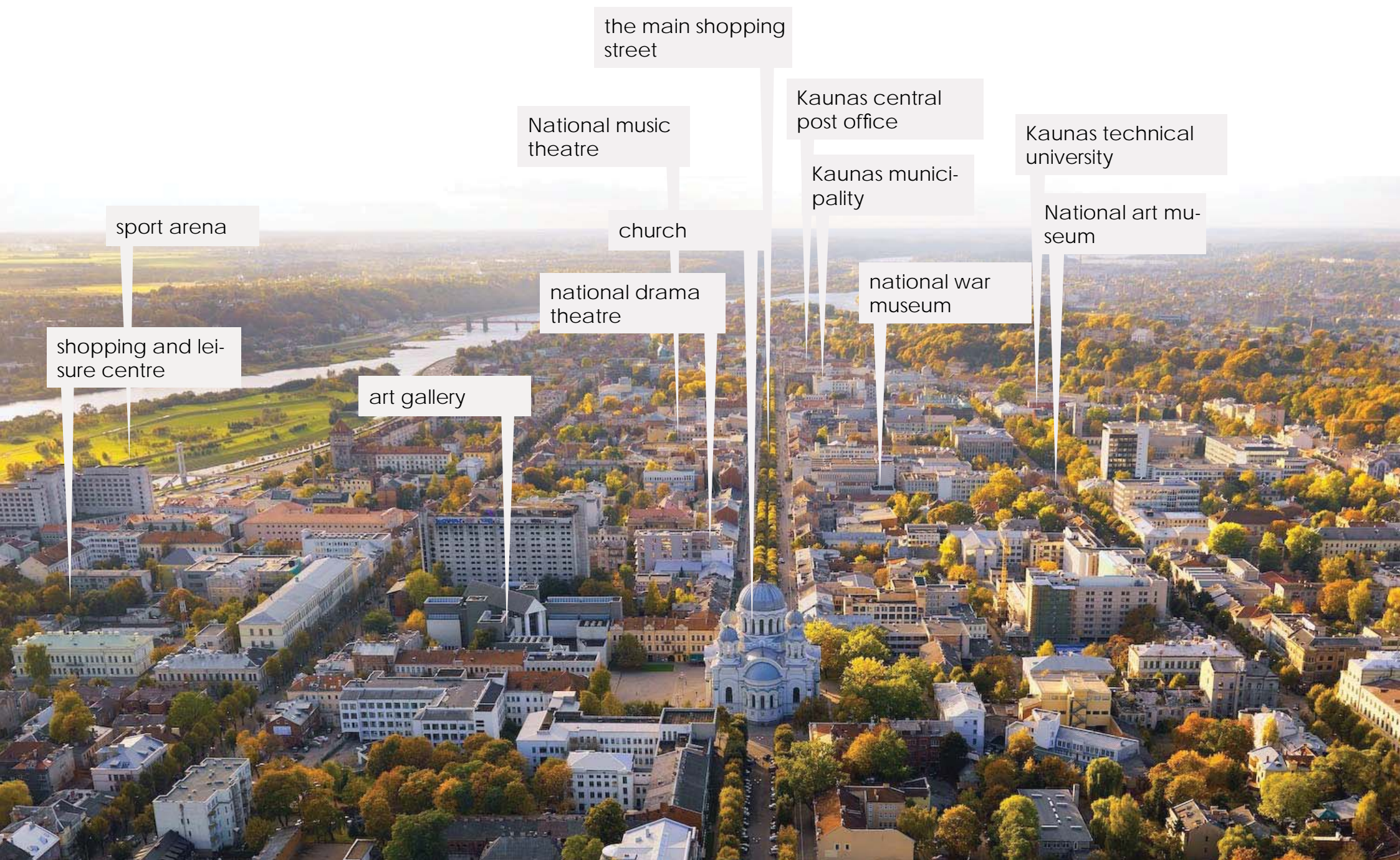
- biggest hospitals complex in the country
- 7 universities (50 000 student population)



CAPITAL CITY  
1919-1940



# CAPITAL CITY



the main shopping street

National music theatre

Kaunas central post office

Kaunas technical university

sport arena

church

Kaunas municipality

National art museum

shopping and leisure centre

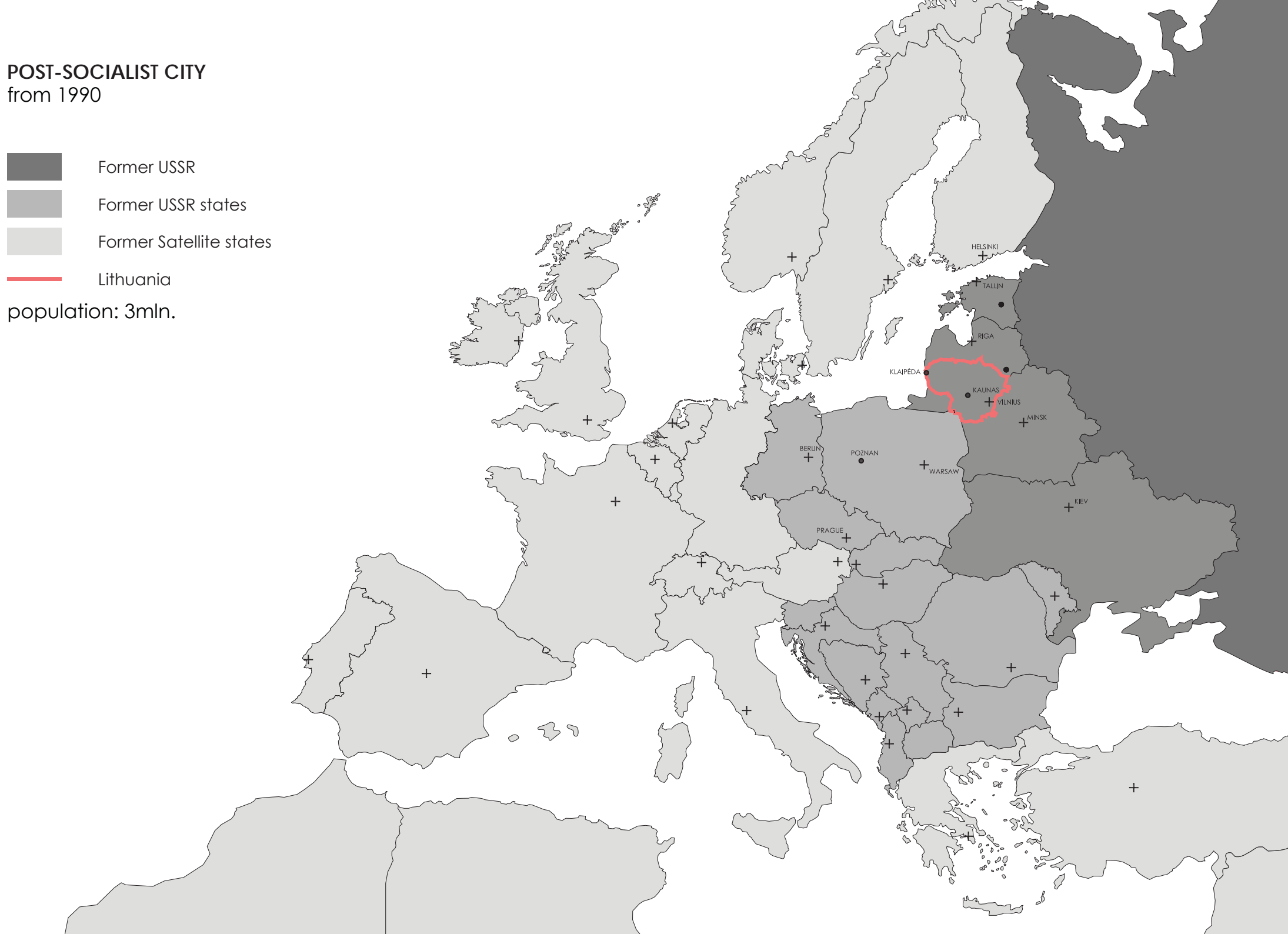
national drama theatre

national war museum

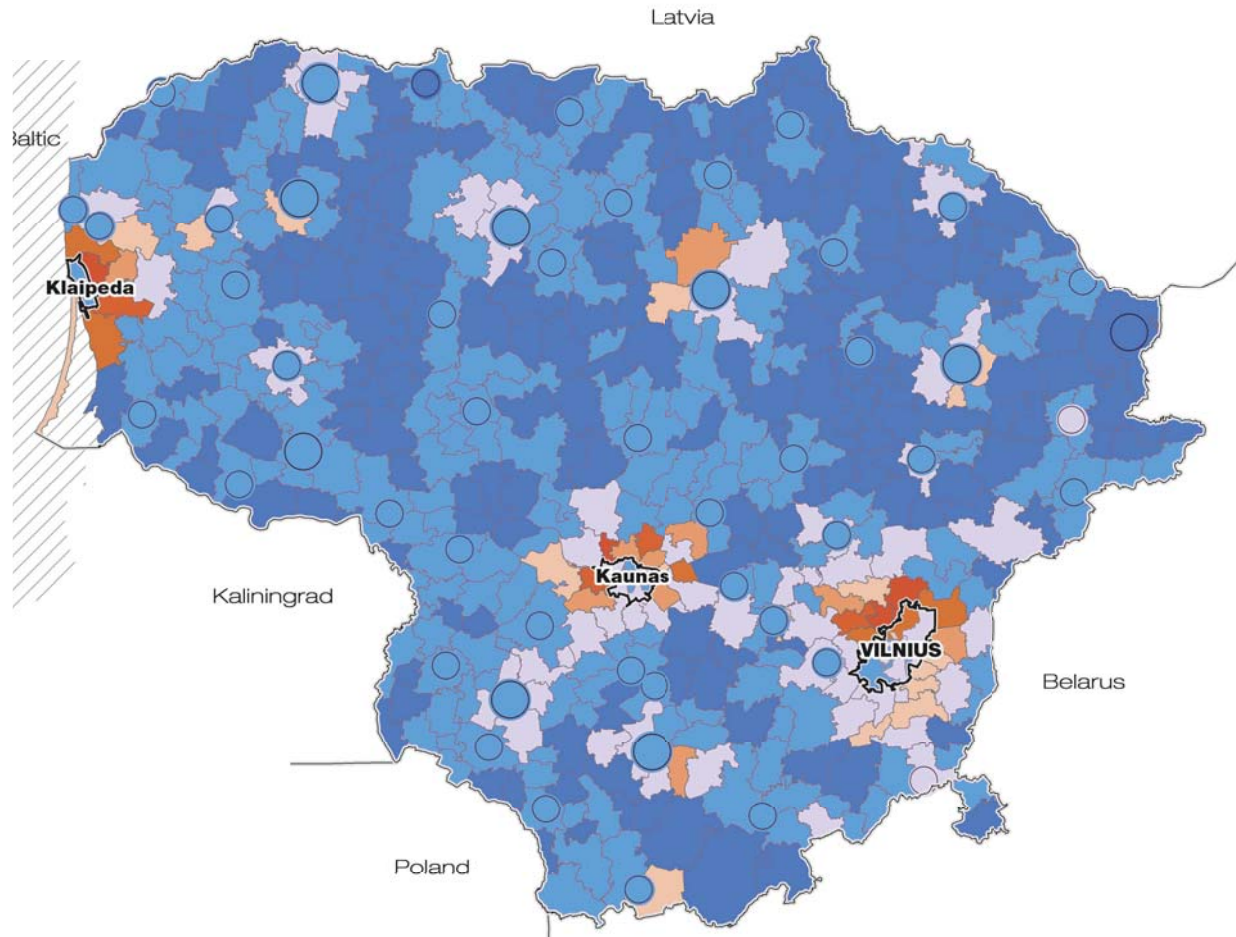
art gallery

**POST-SOCIALIST CITY**  
from 1990

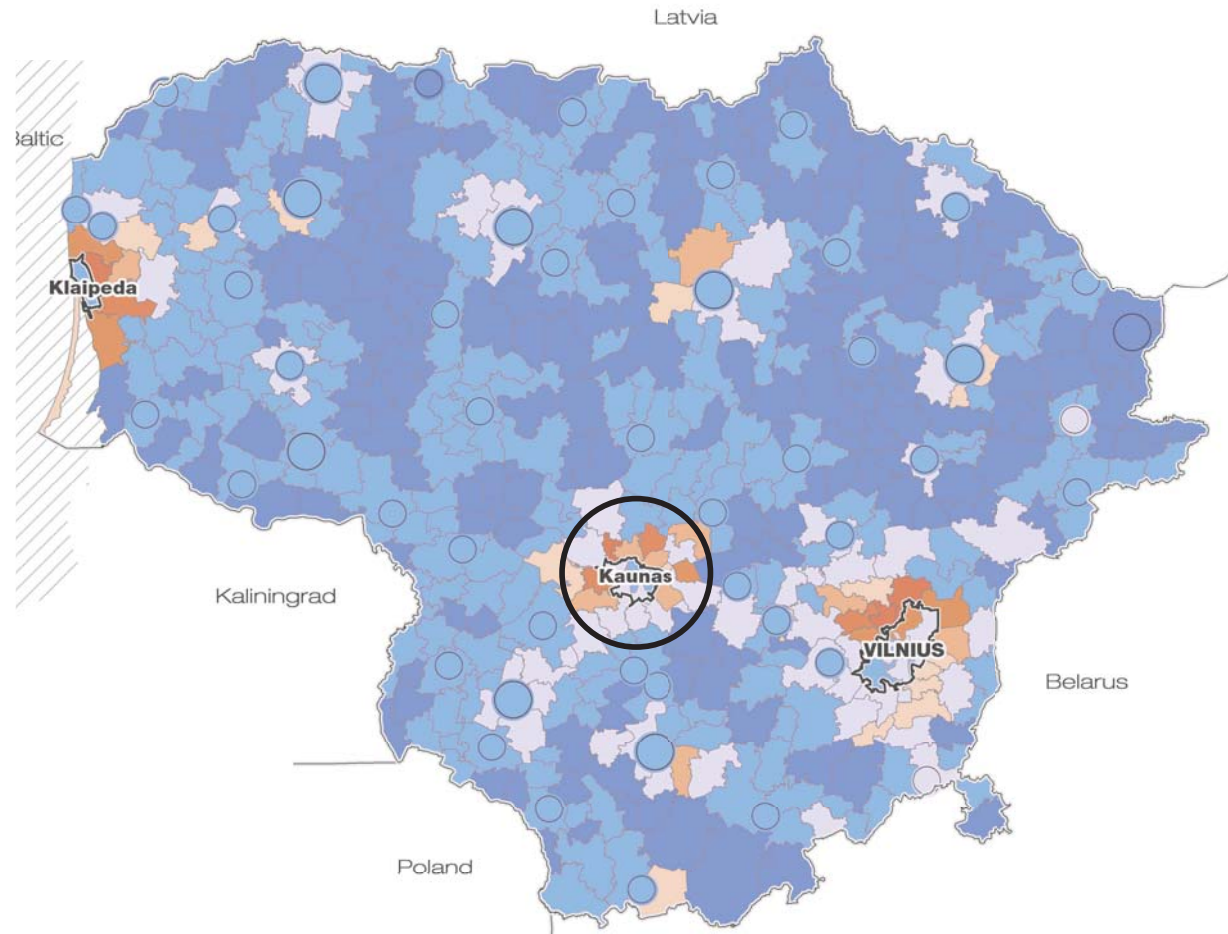
- Former USSR
  - Former USSR states
  - Former Satellite states
  - Lithuania
- population: 3mln.



# POST-SOCIALIST CITY demographic changes



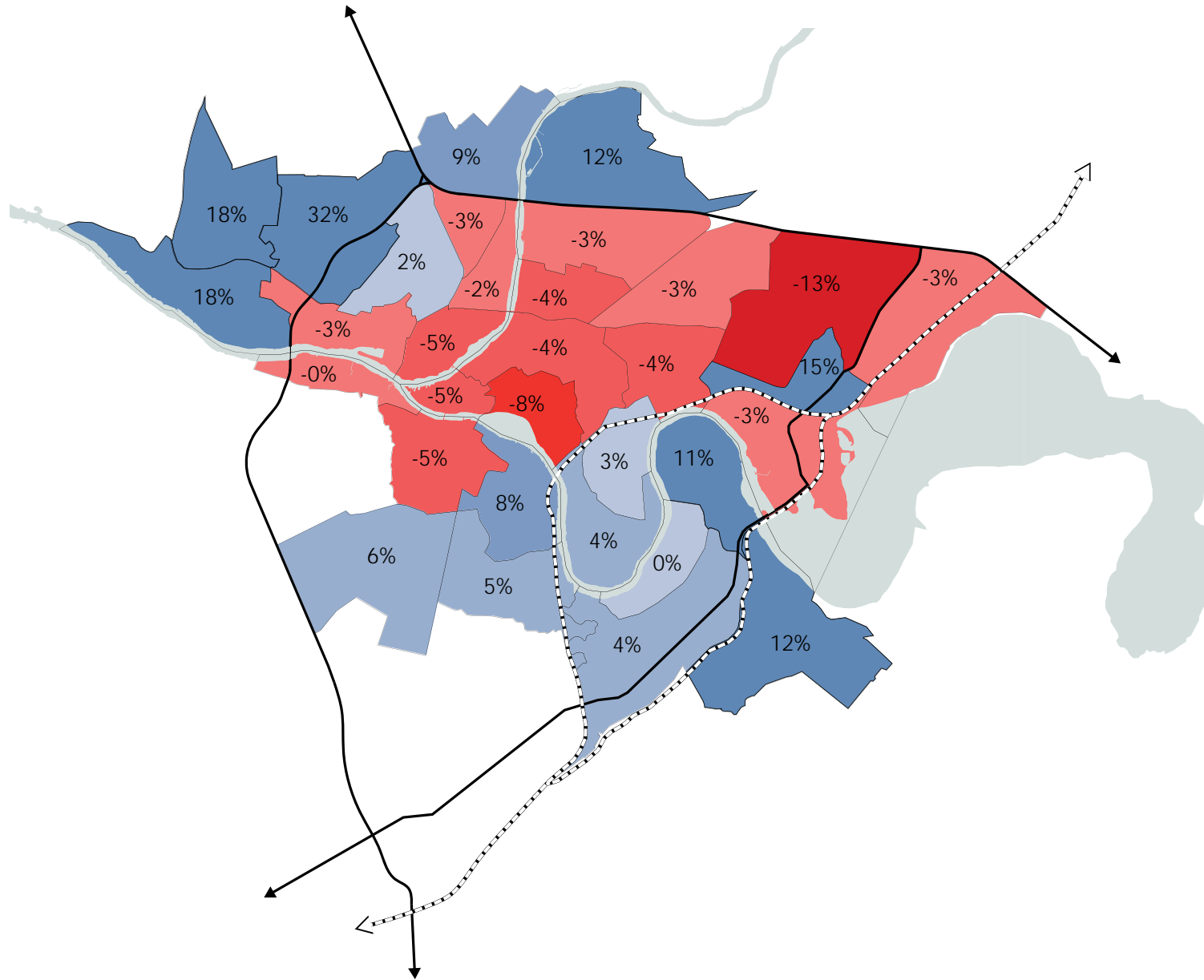
# POST-SOCIALIST CITY demographic changes





# POST-SOCIALIST CITY

demographic changes



## POST-SOCIALIST CITY

use of cars and public transport



# POST-SOCIALIST CITY





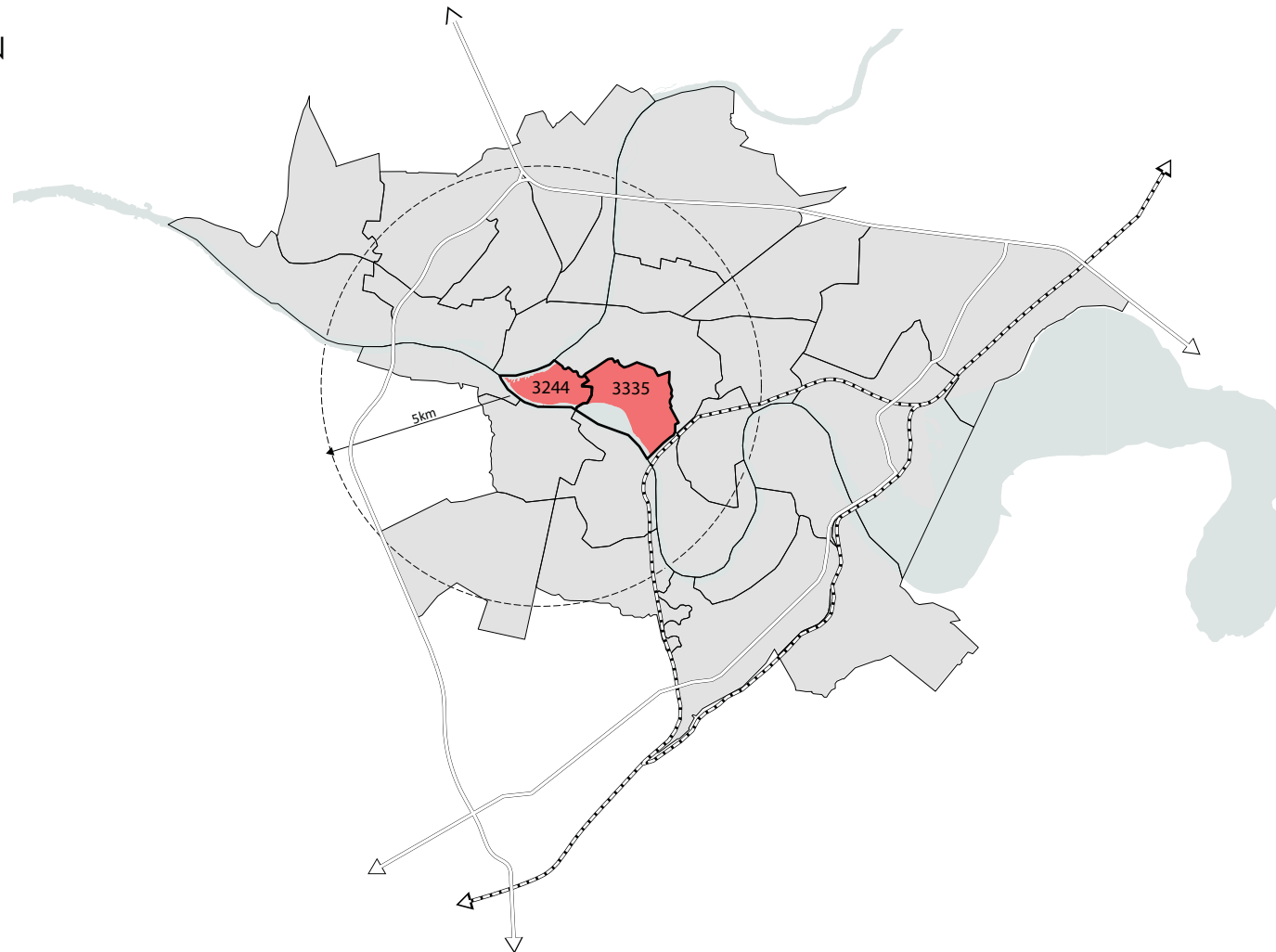
**POST-SOCIALIST CITY**

COMPACT -> SPRAWLING CITY STRUCTURE

USE OF PUBLIC TRANSPORT -> INCREASED CAR OWNERSHIP

INFRASTRUCTURE LED DEVELOPMENT

COMMERCIALIZATION

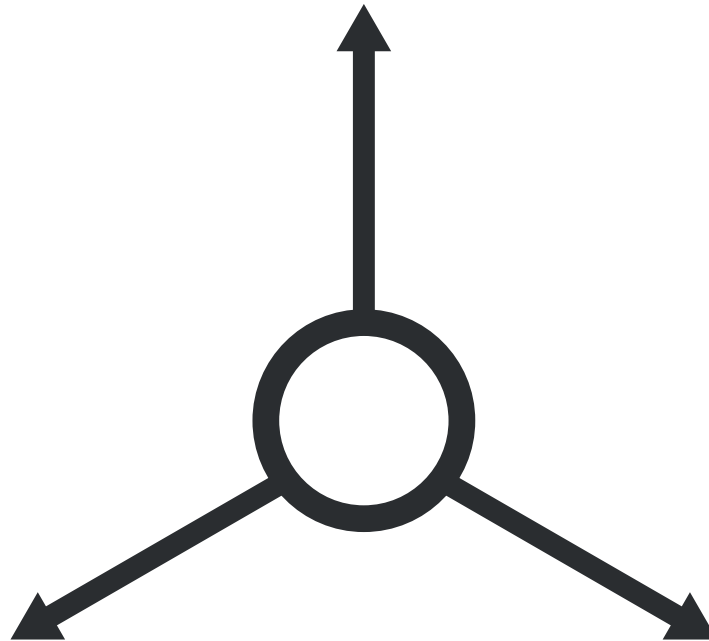




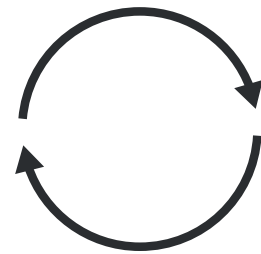


## MODEL OF DEVELOPMENT OF THE CITY

start regeneration from inwards to outwards







DUE TO SOCIO-ECONOMIC DEVELOPMENT PATTERNS THE CITY CENTRE IS STAGNATED. **CHANGED ROLE OF THE CITY CENTRE** TOGETHER WITH STRICT **HER-ITAGE** REQUIREMENTS, AND **LACK OF URBAN DEVELOPMENT DIRECTION** LED TO A DEGRADING CENTRE.

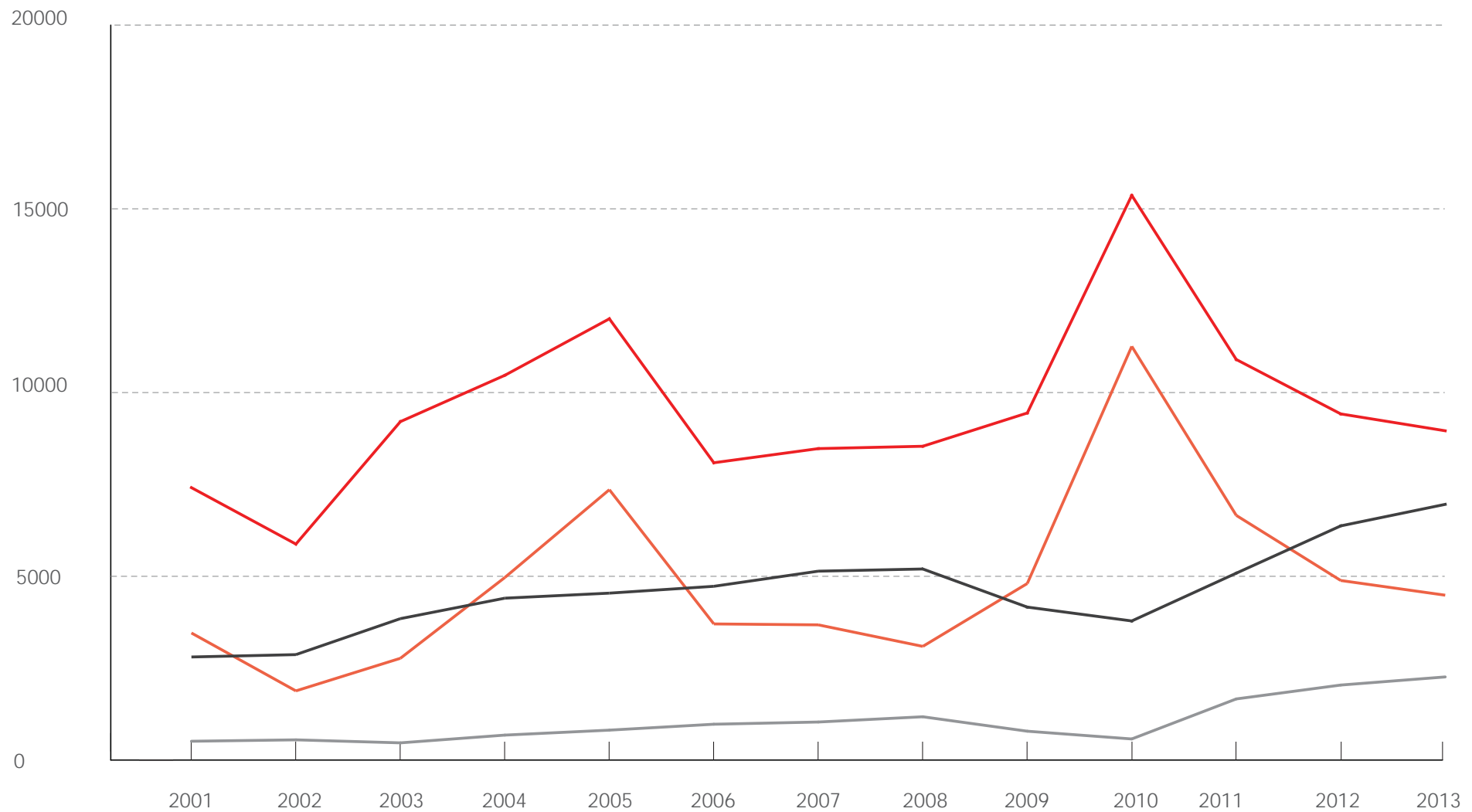
## EMIGRATION FROM KAUNAS

emigration to other regions in the country

immigration from other regions

emigration to other countries

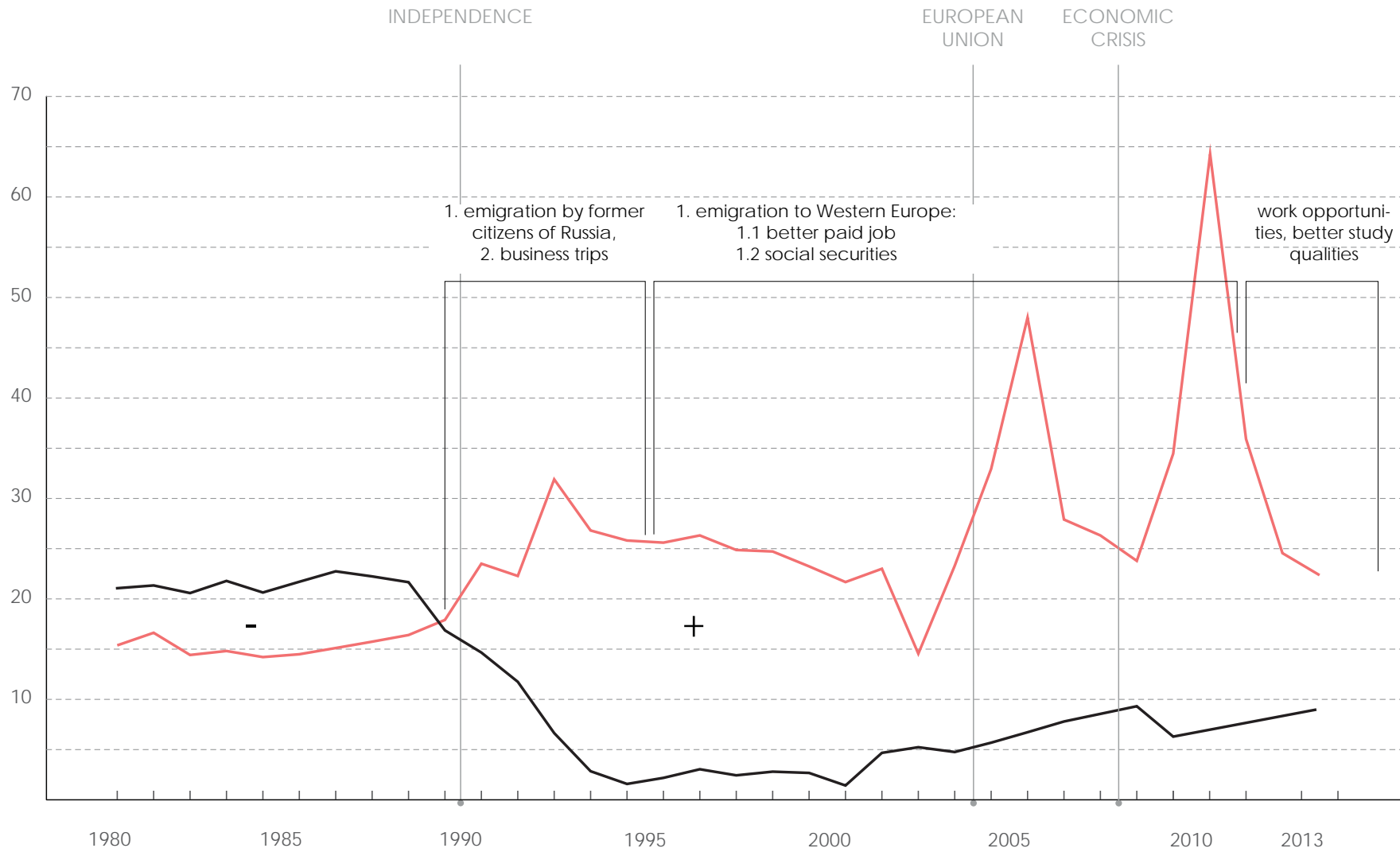
immigration to other countries



# EMIGRATION FROM LITHUANIA

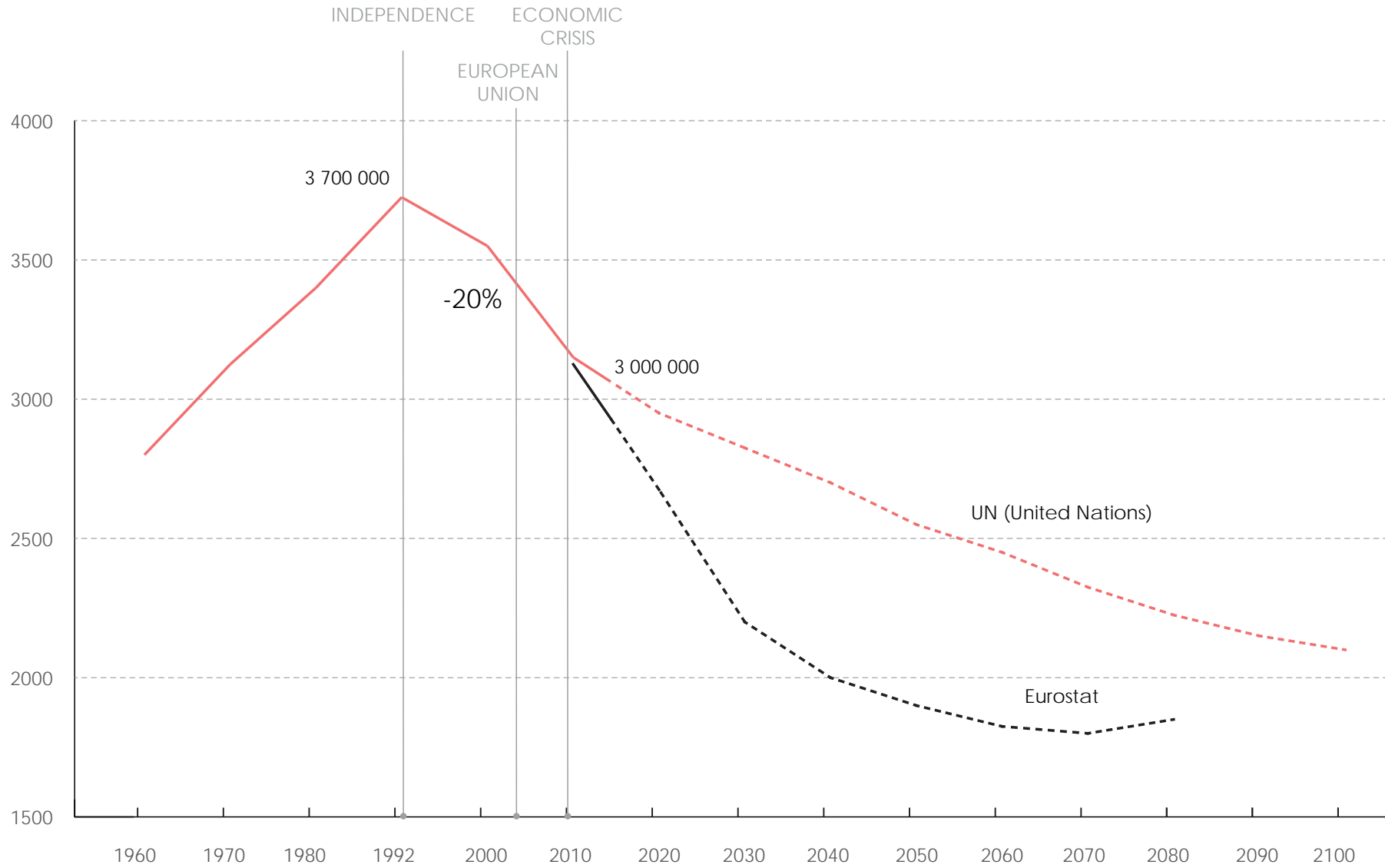
700 000 people emigrated

- emigration
- immigration



# DEMOGRAPHY OF THE COUNTRY

3 mln. people



## REVITALISATION STRATEGIES



Richard Florida



G. Evans

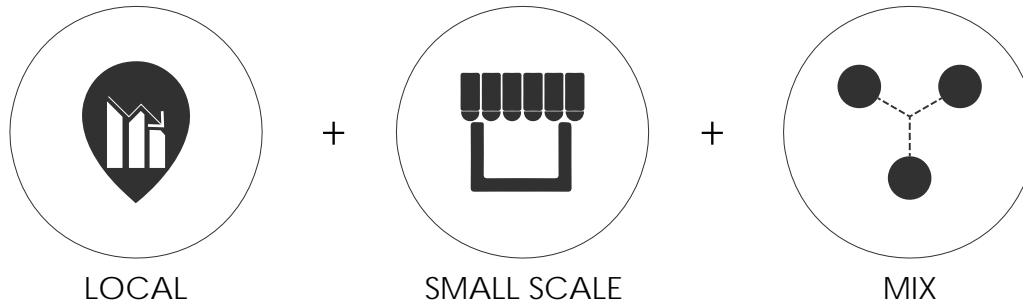


Allen J. Scott

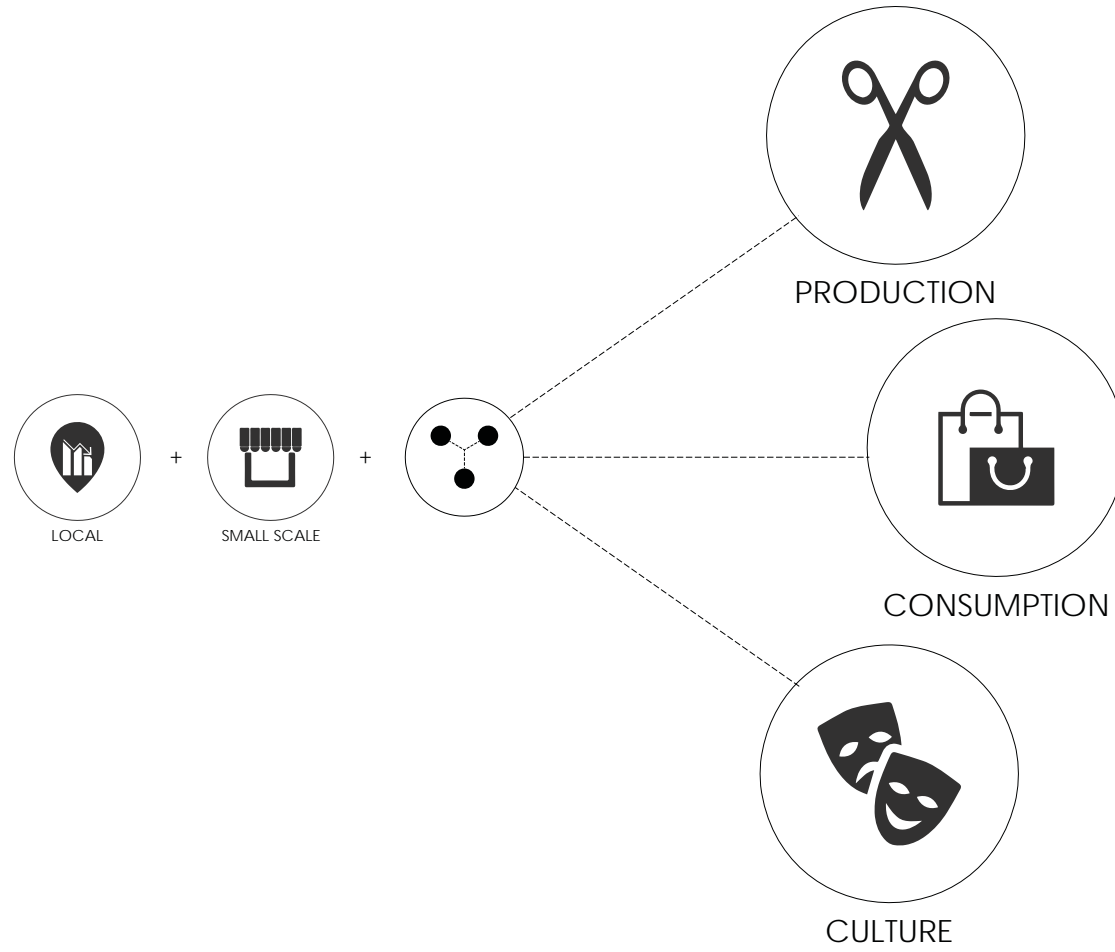


Nawratek - mix solutions for economic development, more similar to the chinas

# AIMED ECONOMIC MODEL

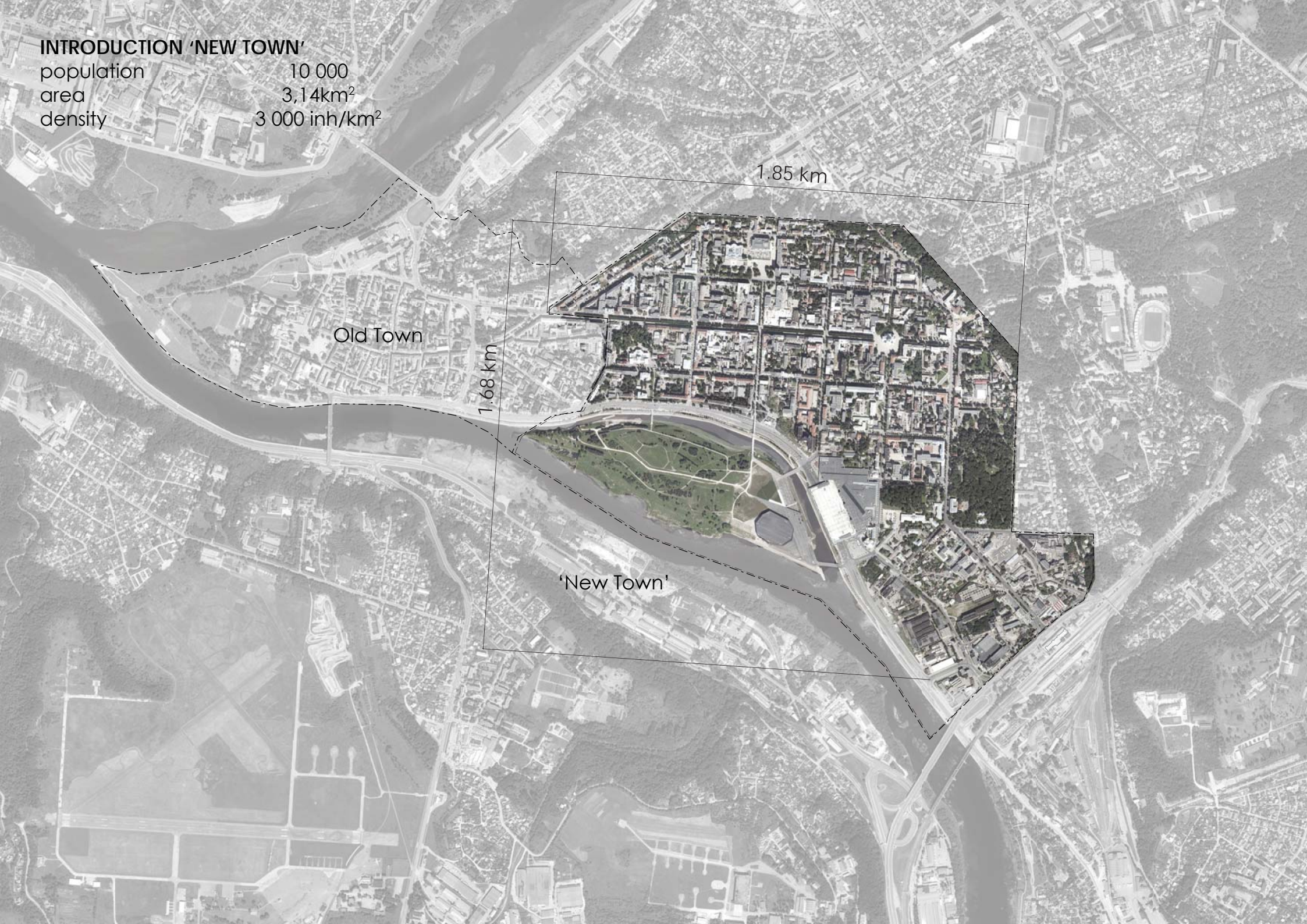


# MIX ECONOMY



# INTRODUCTION 'NEW TOWN'

population 10 000  
area 3,14km<sup>2</sup>  
density 3 000 inh/km<sup>2</sup>



1.85 km

Old Town

1.68 km

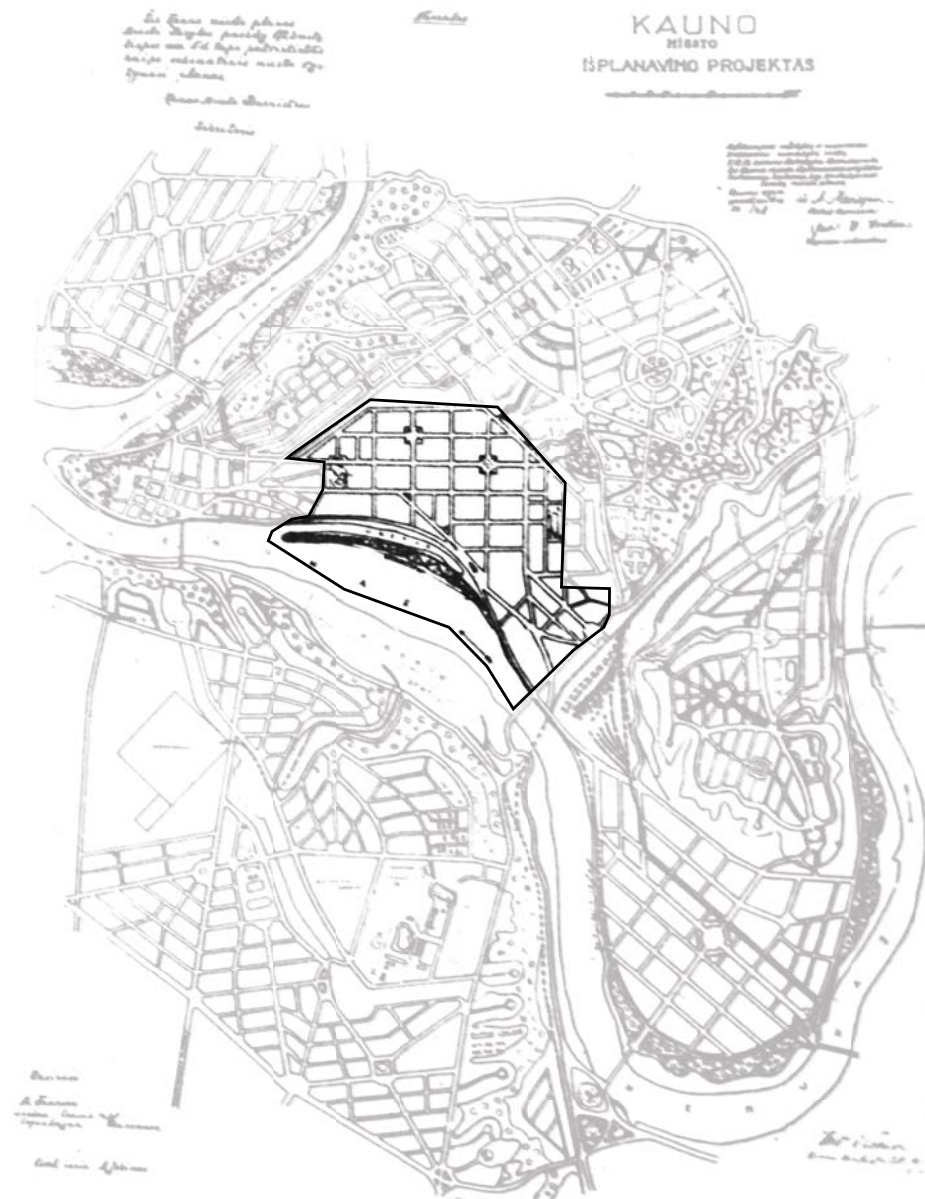
'New Town'



# TEMPORAL CAPITAL

1919-1940

redevelopment of 'New Town'





Milk centre (photo by Gerardas Bagdonavičius)



Architecture of Kaunas inter-war period (source: <http://www.kaunoaleja.lt/kauno-tarpukaris-dar-vienas-zingsnis-pasaulinio-ripazinimo-link/>)



Architecture of Kaunas inter-war period [source: <http://www.kaunoaleja.lt/kauno-tarpukaris-dar-vienas-zingsnis-pas-ulinio-prapazinimo-link/>]



## HERITAGE

57% OF THE BUILDINGS

- limited reconstruction possibilities
- increased maintenance cost





1897. M. F.

TERECCO

ADVOKATŲ  
KABINETA

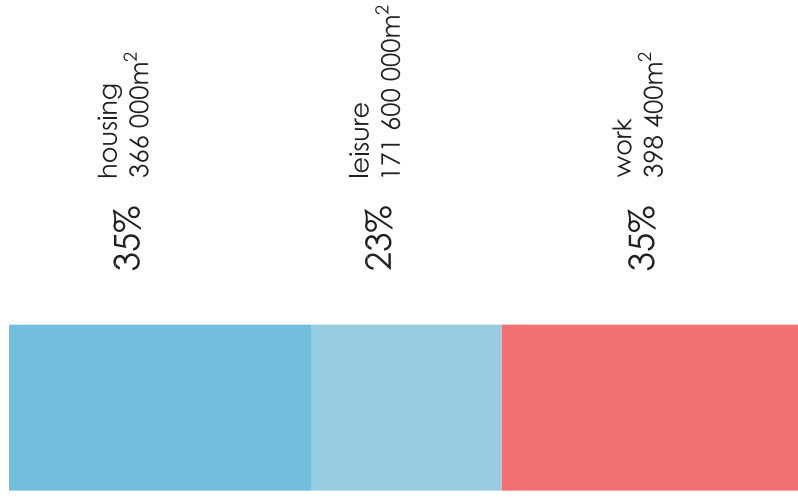
IŠPARDAVIMAS  
PARFUMERIA

Vacant building in the main shopping street (photo by author)

# REGIONAL ATTRactions

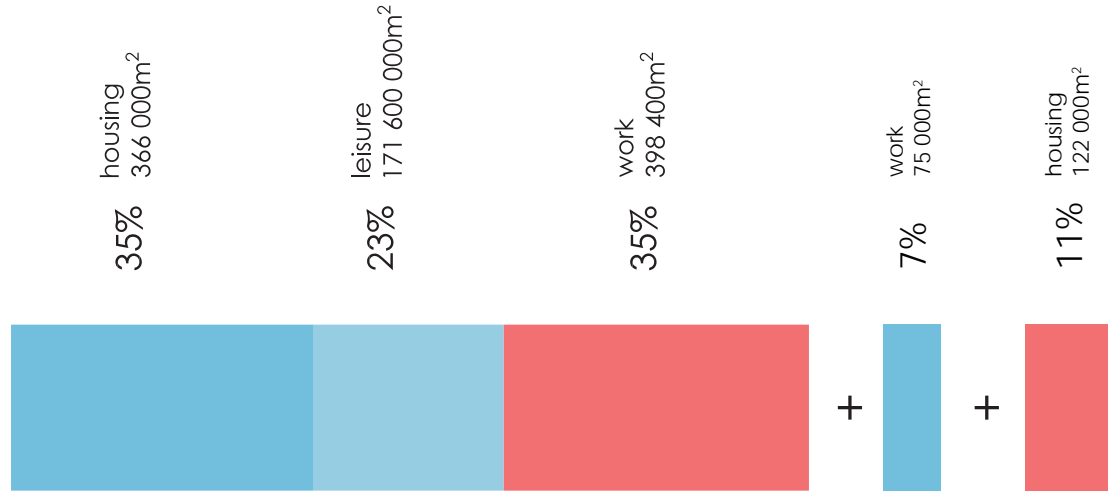


# PROGRAM





# PROGRAM



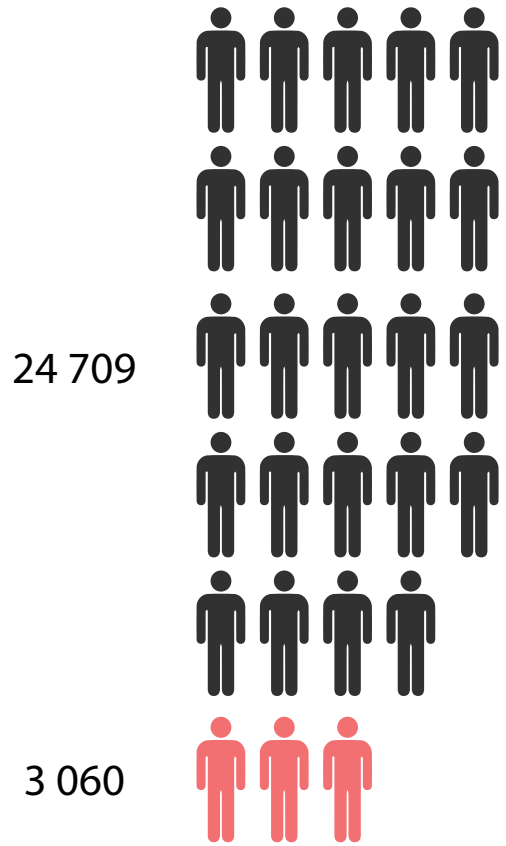
# PROGRAM



PROGRAM

work places

new apartments



7580



2040



## DESIGN APPROACH

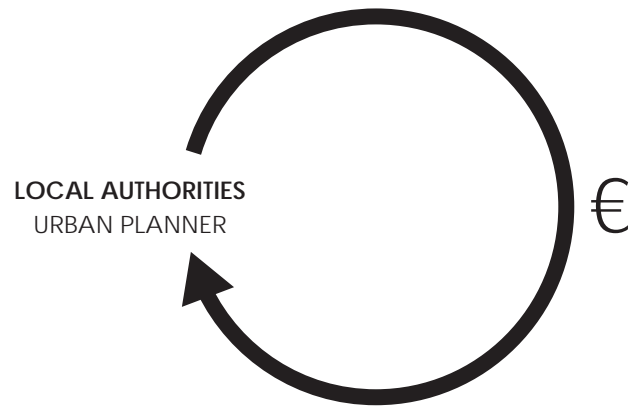
CONCEPT  
FINANCING  
PHASING

# NODES





FINANCING. EXISTING

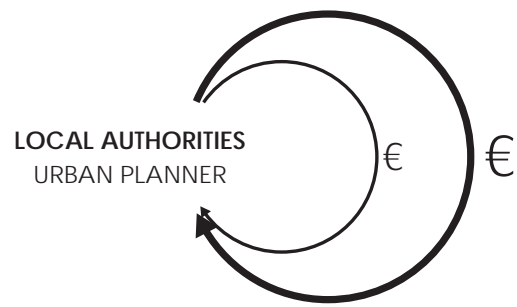


# FINANCING. PROPOSED

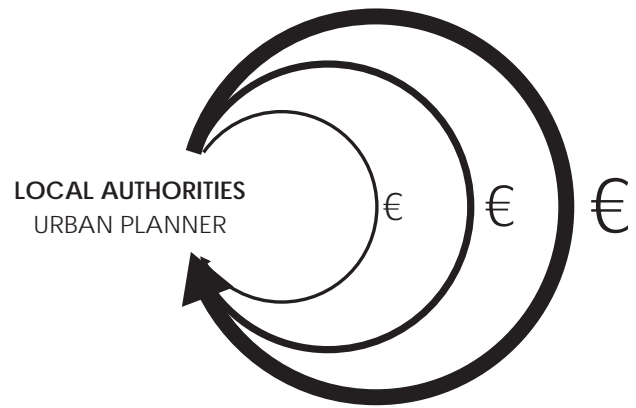




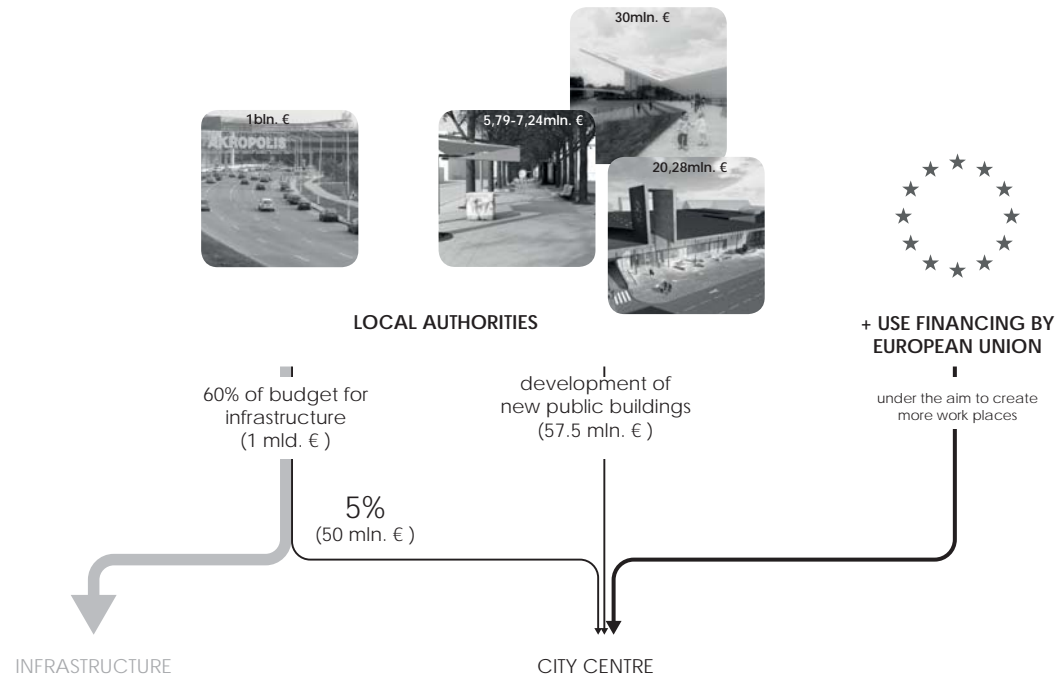
FINANCING. PROPOSED



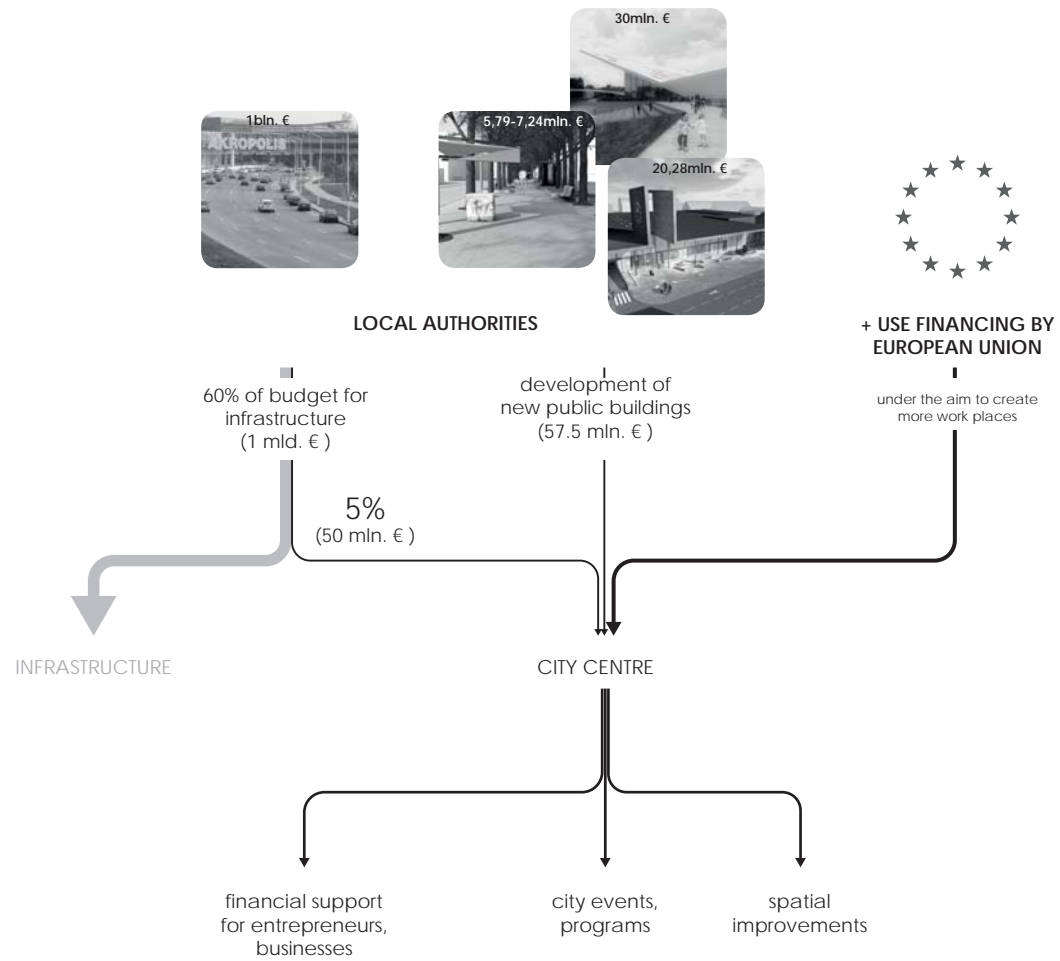
FINANCING. PROPOSED



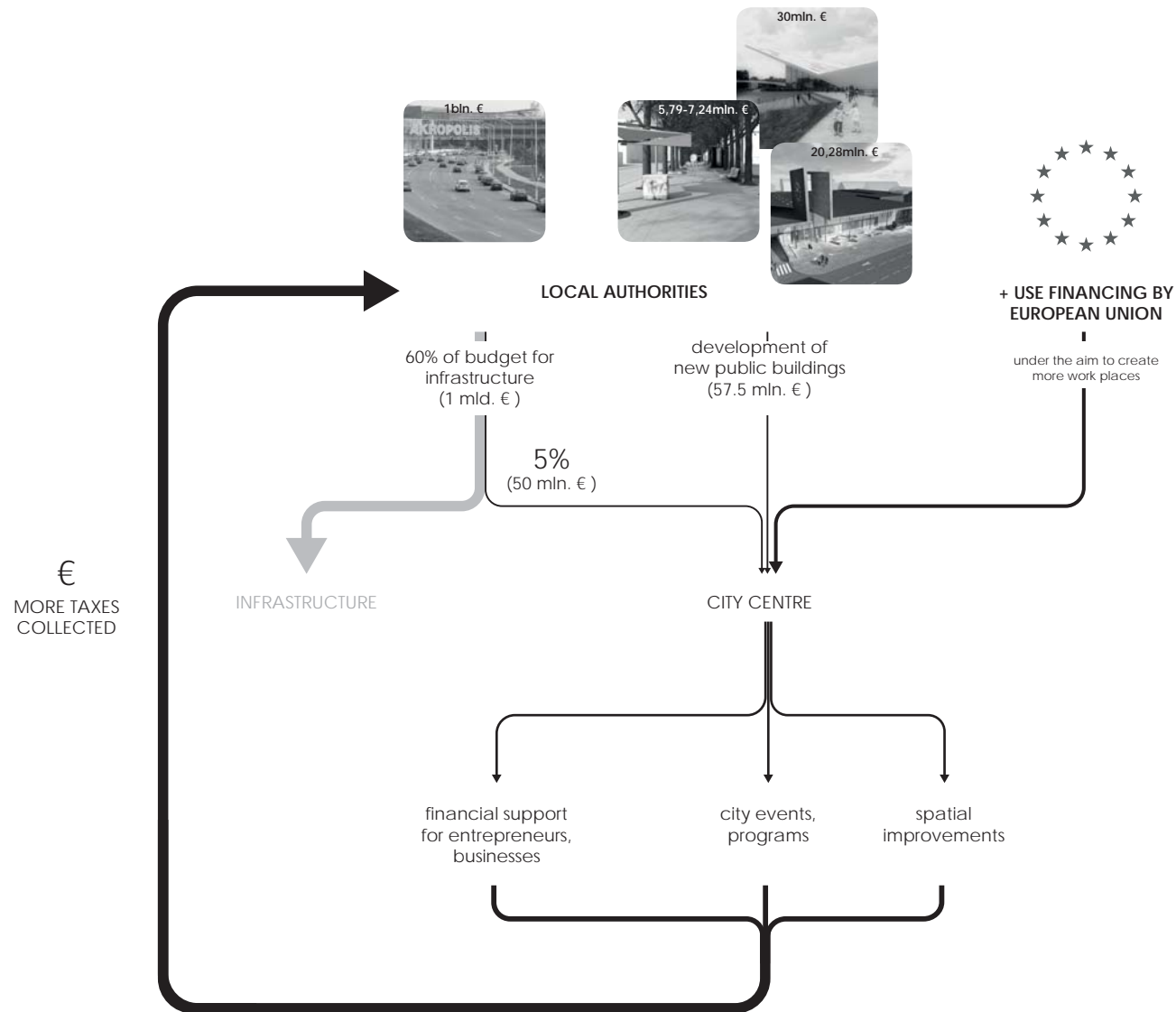
# FINANCING



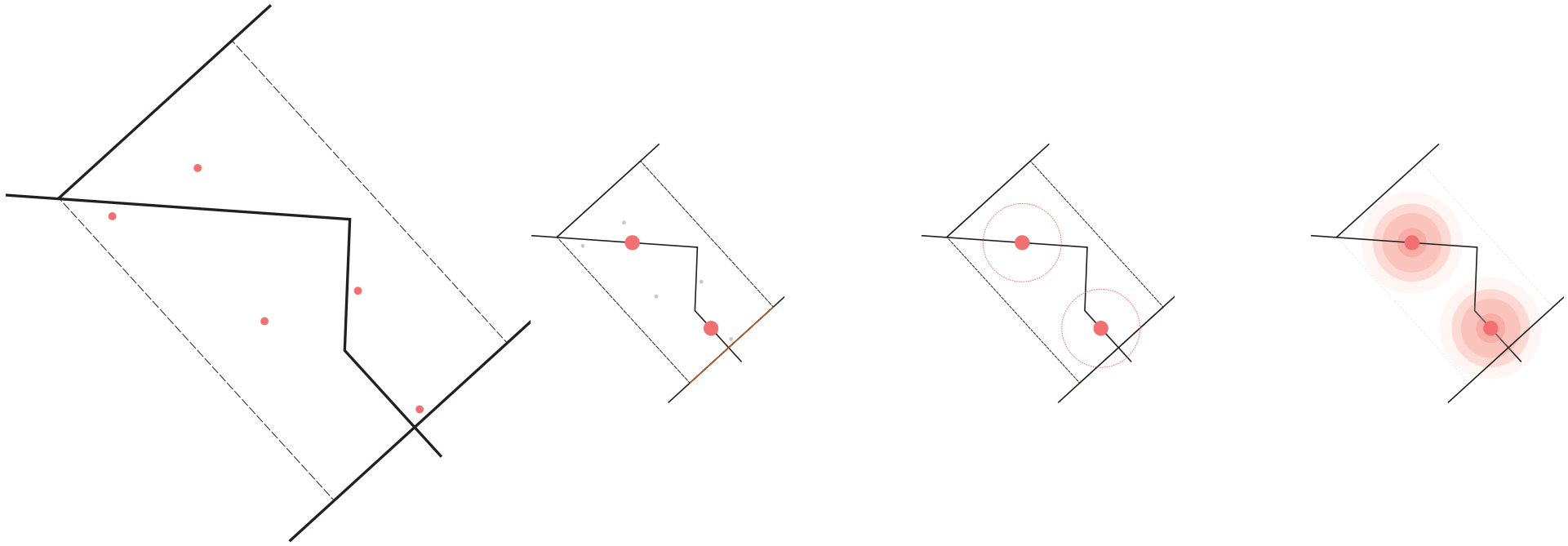
# FINANCING



# FINANCING

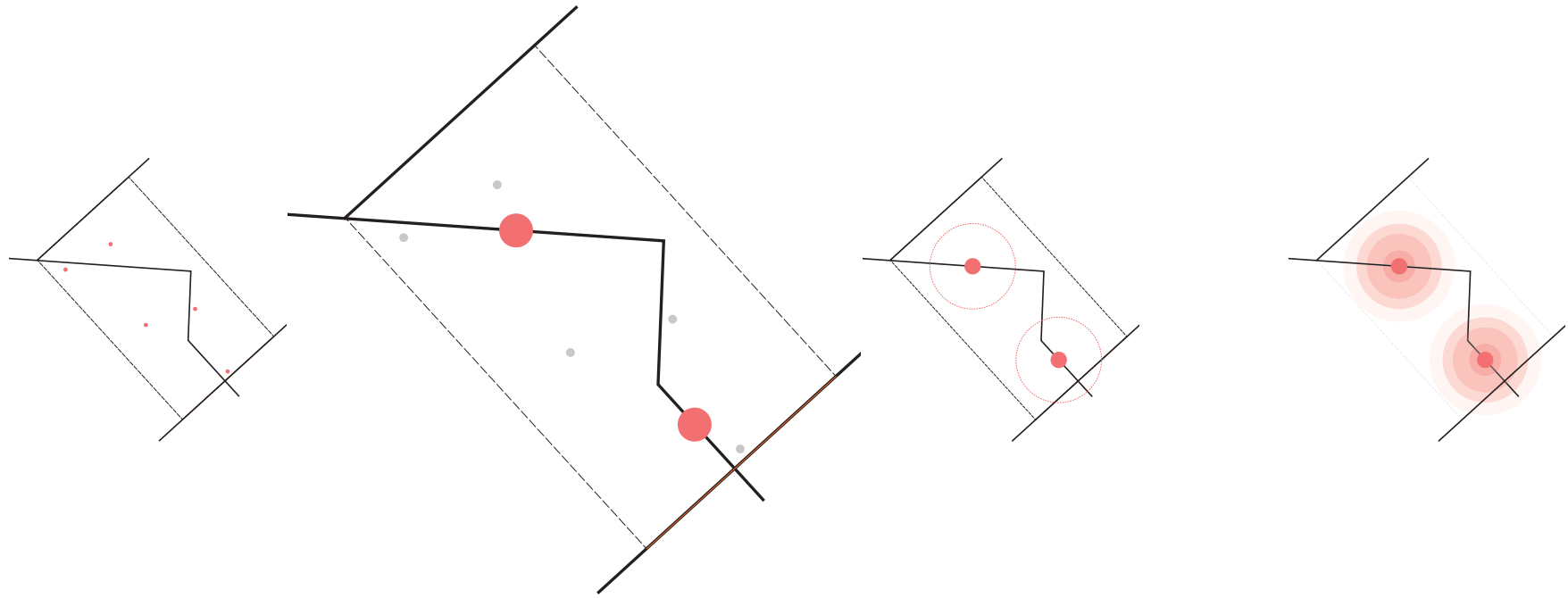


# PHASING



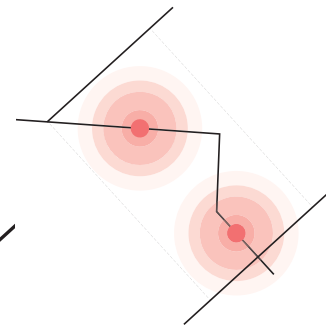
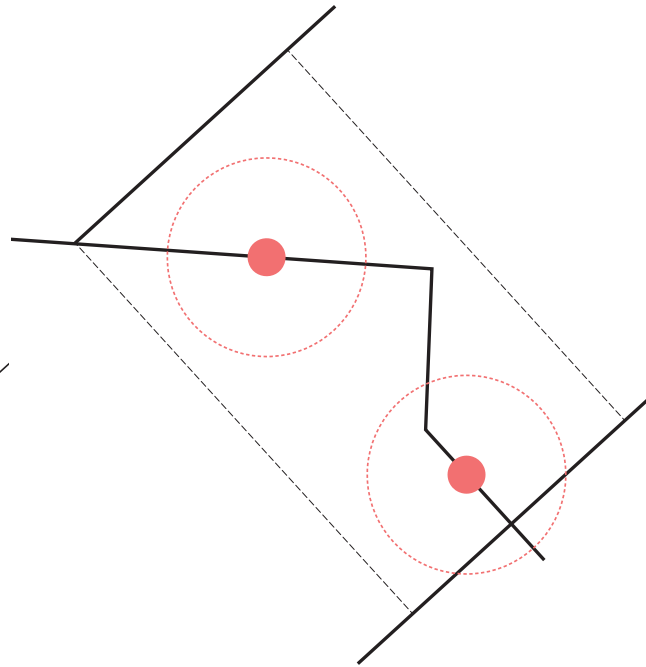
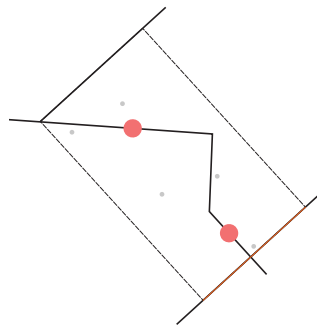
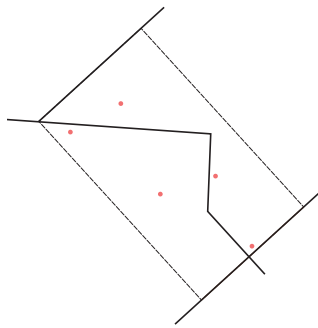
A. RAISE AWARENESS

# PHASING



B. ESTABLISH IDENTITIES

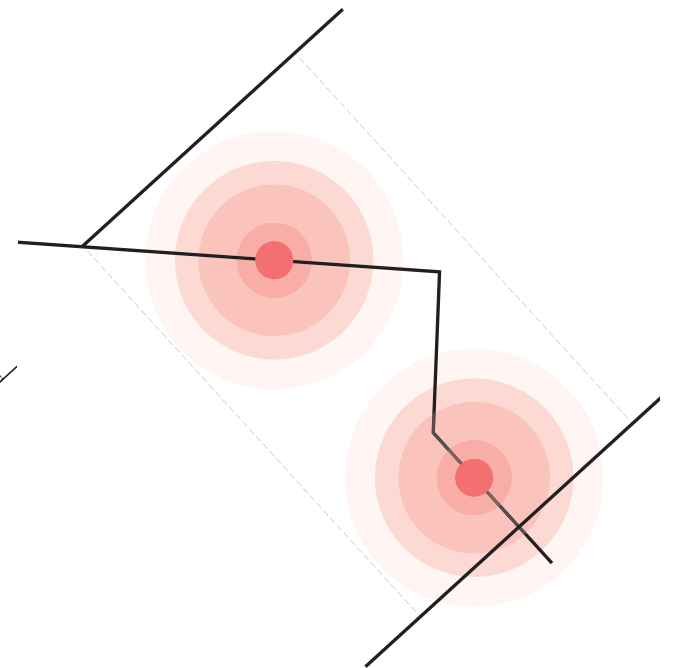
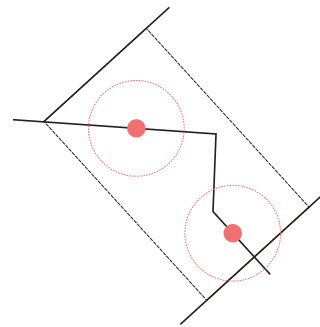
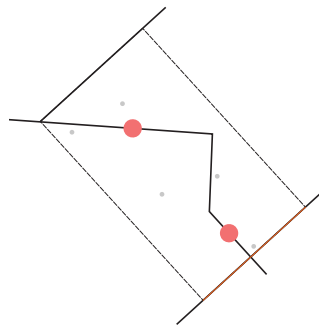
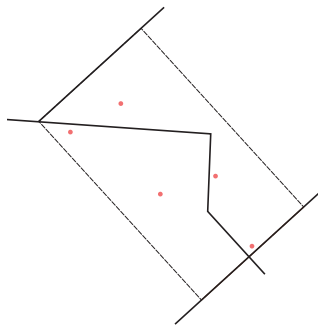
# PHASING



C. GROW



# PHASING

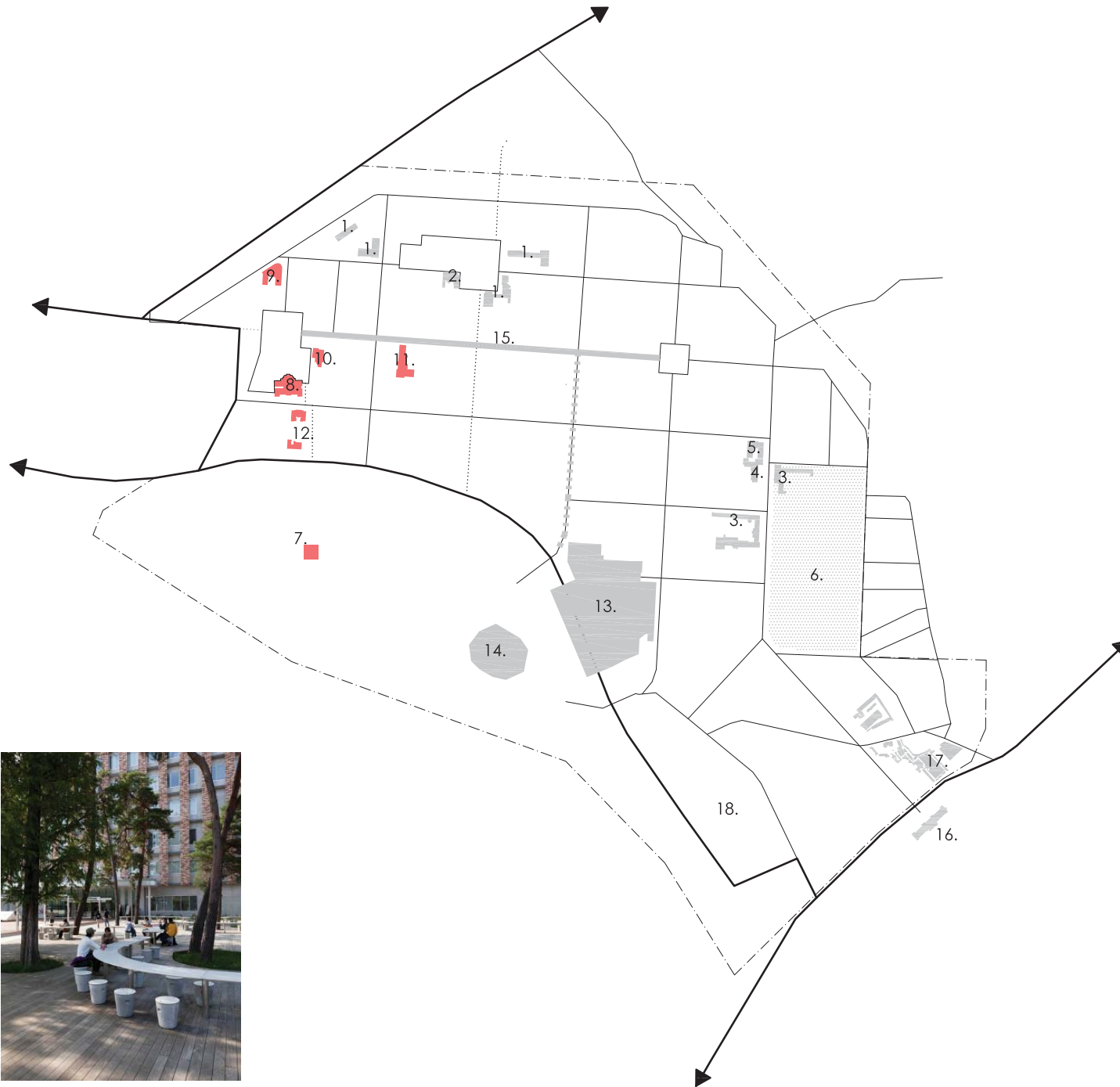


D. CONNECT

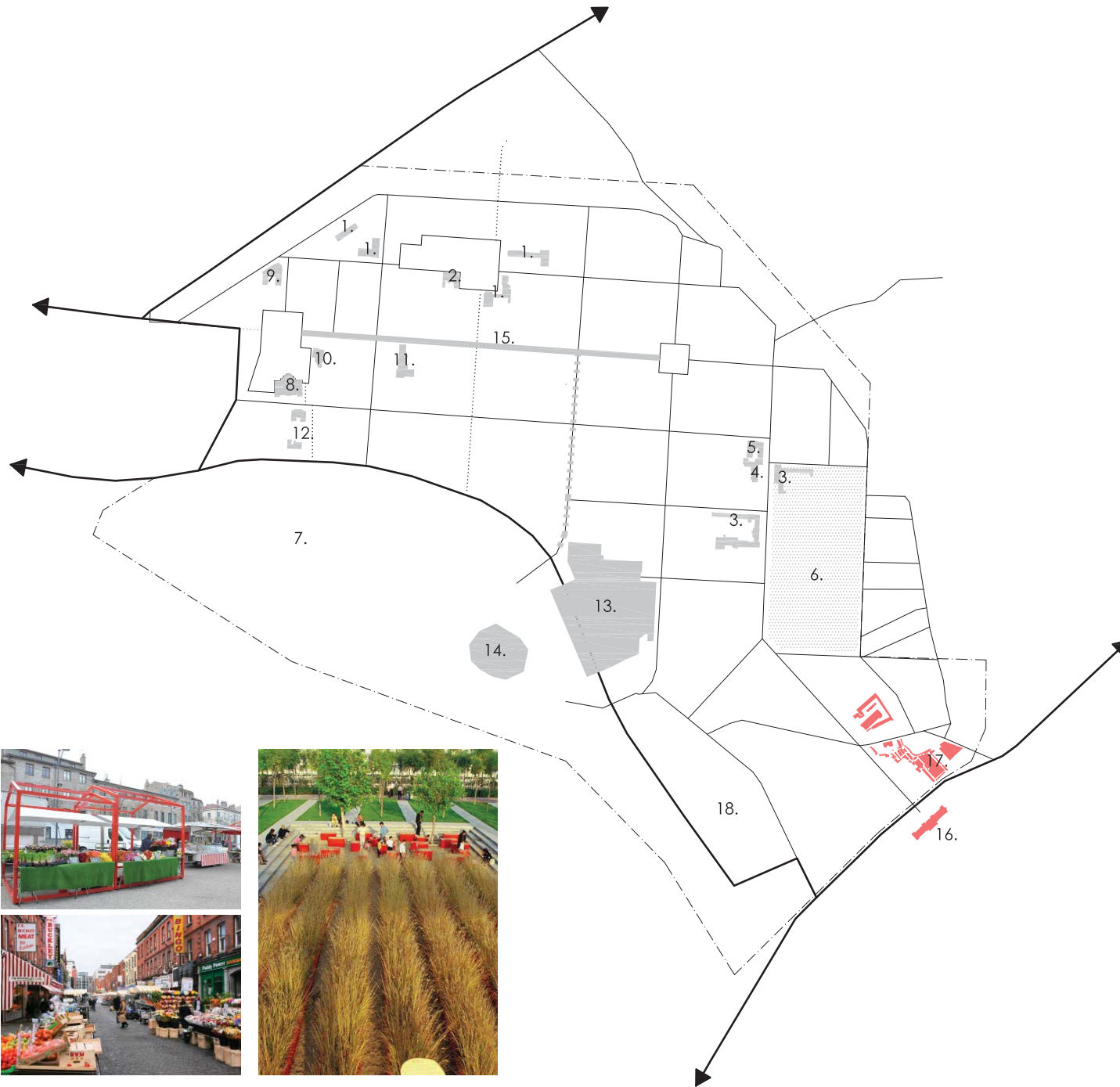
# KEY PROJECTS STRATEGY



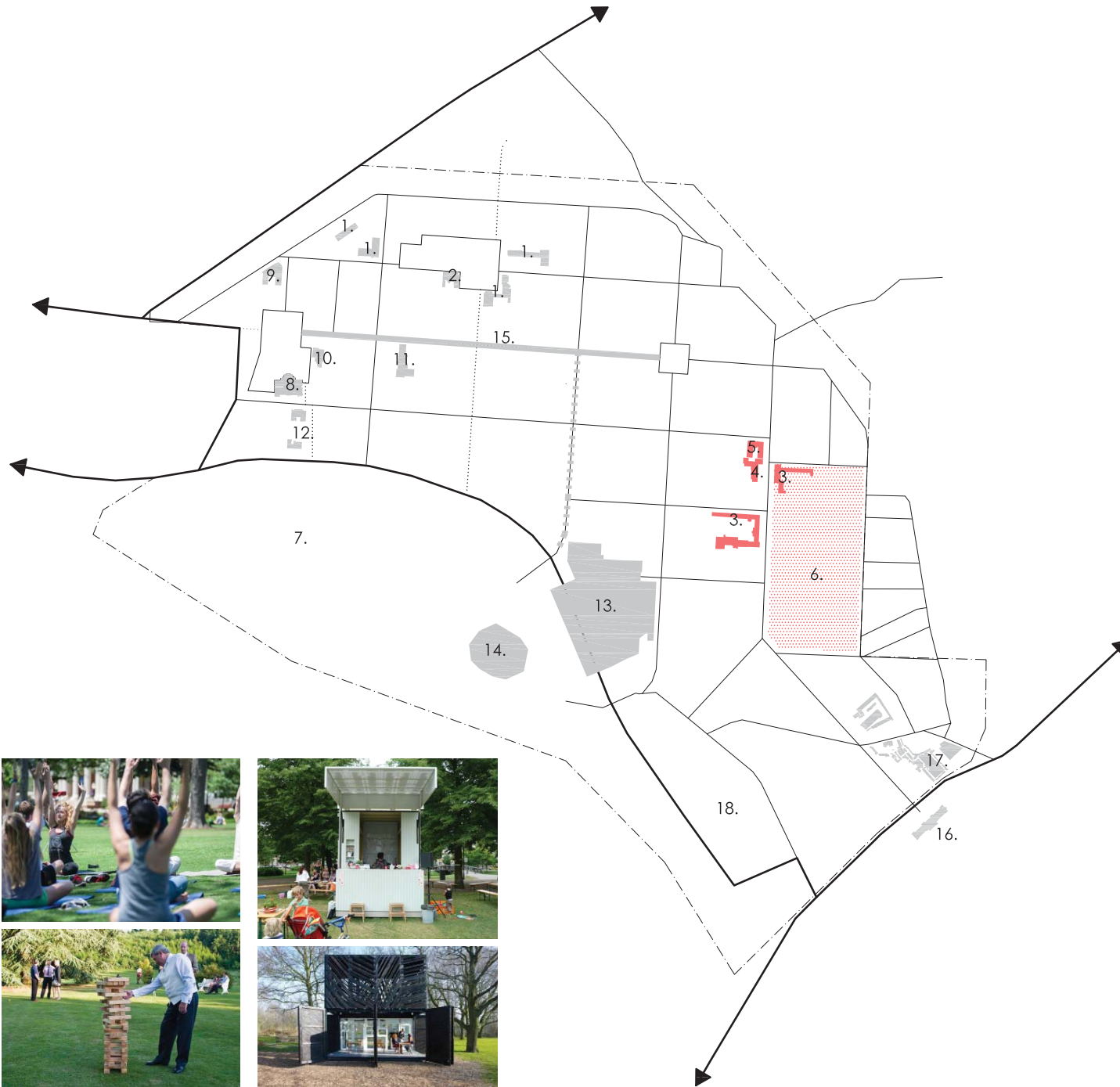
# PHASE C. GROW

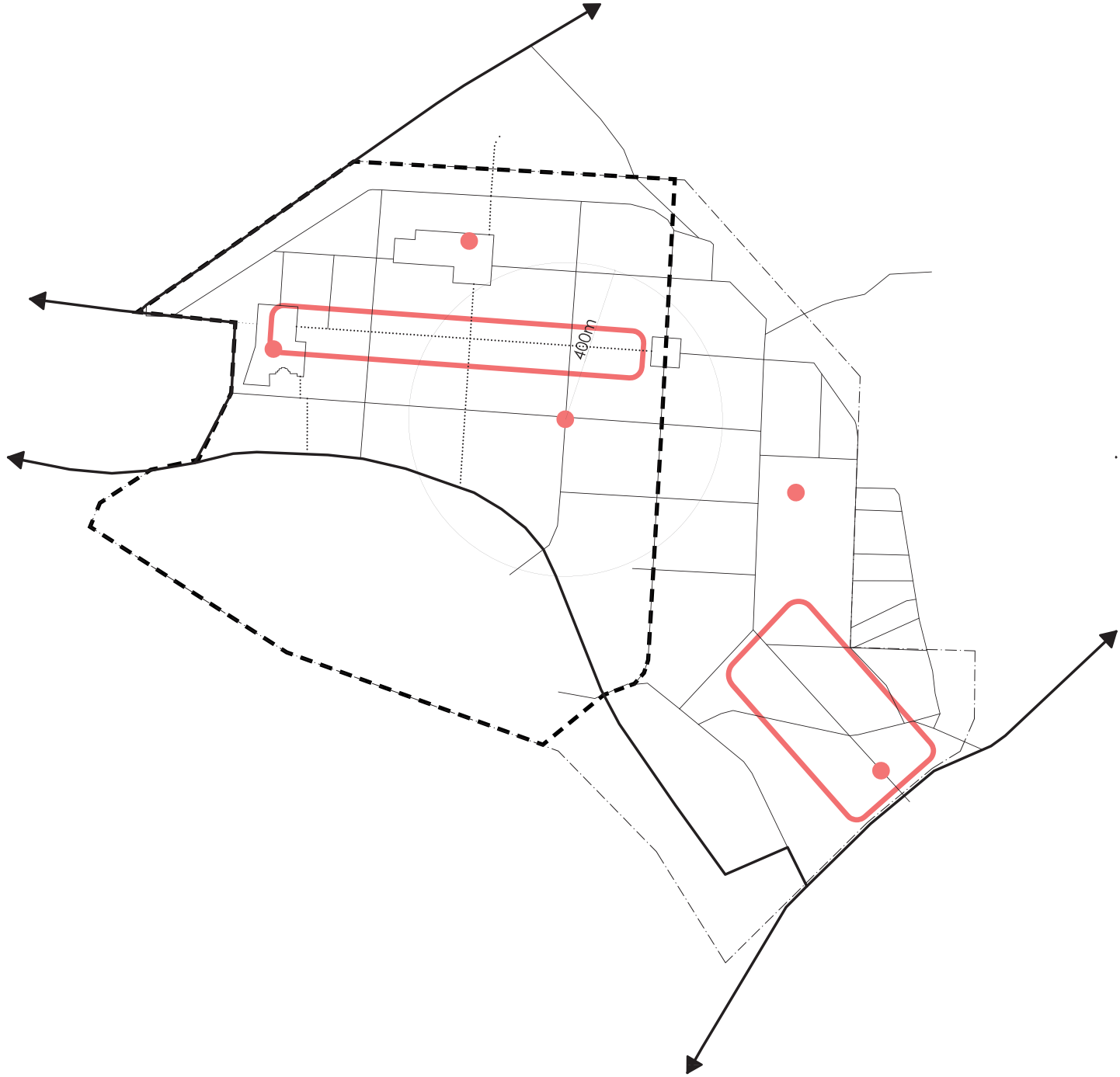


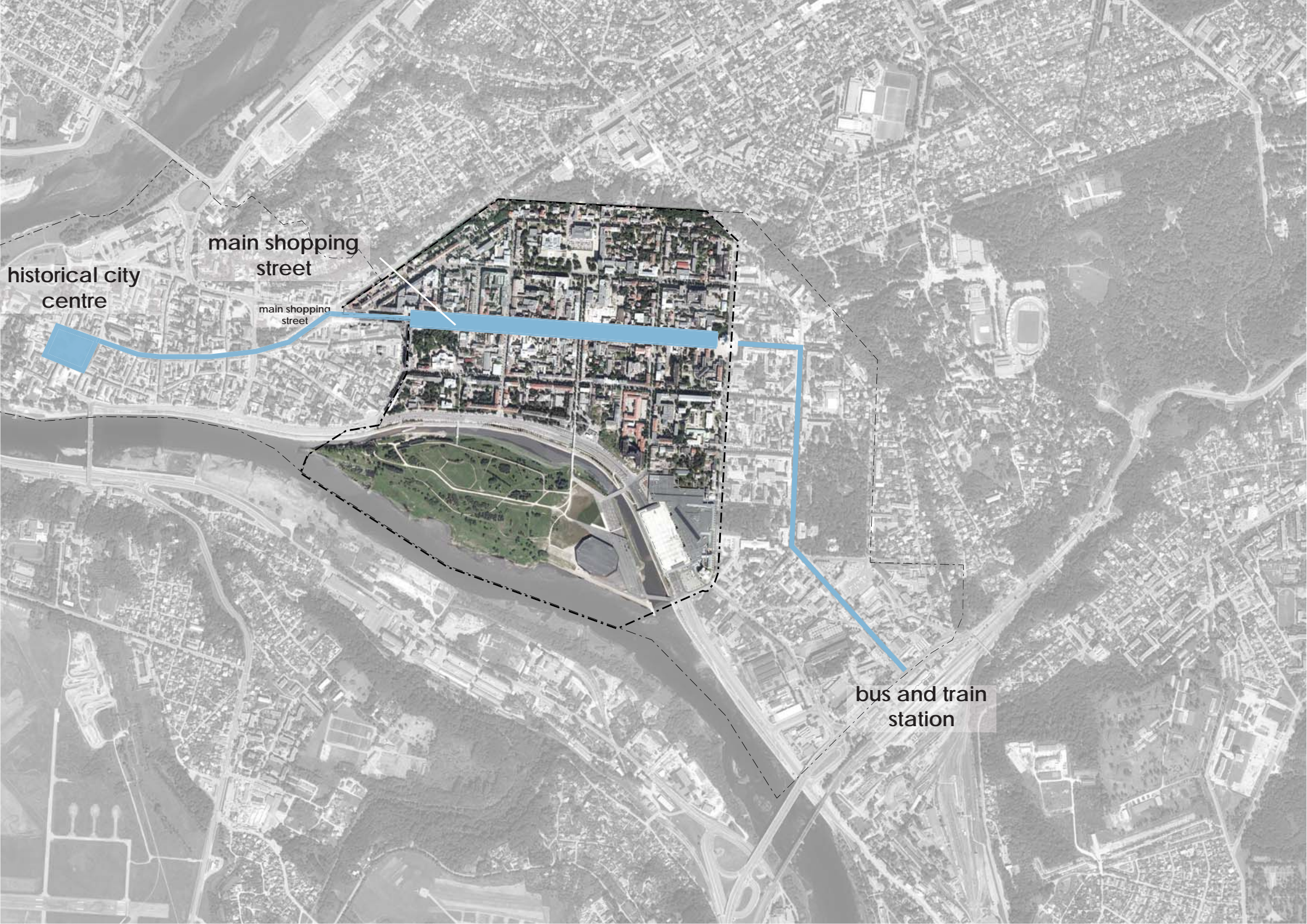
# PHASE C. GROW



# PHASE C. GROW







historical city  
centre

main shopping  
street

main shopping  
street

bus and train  
station



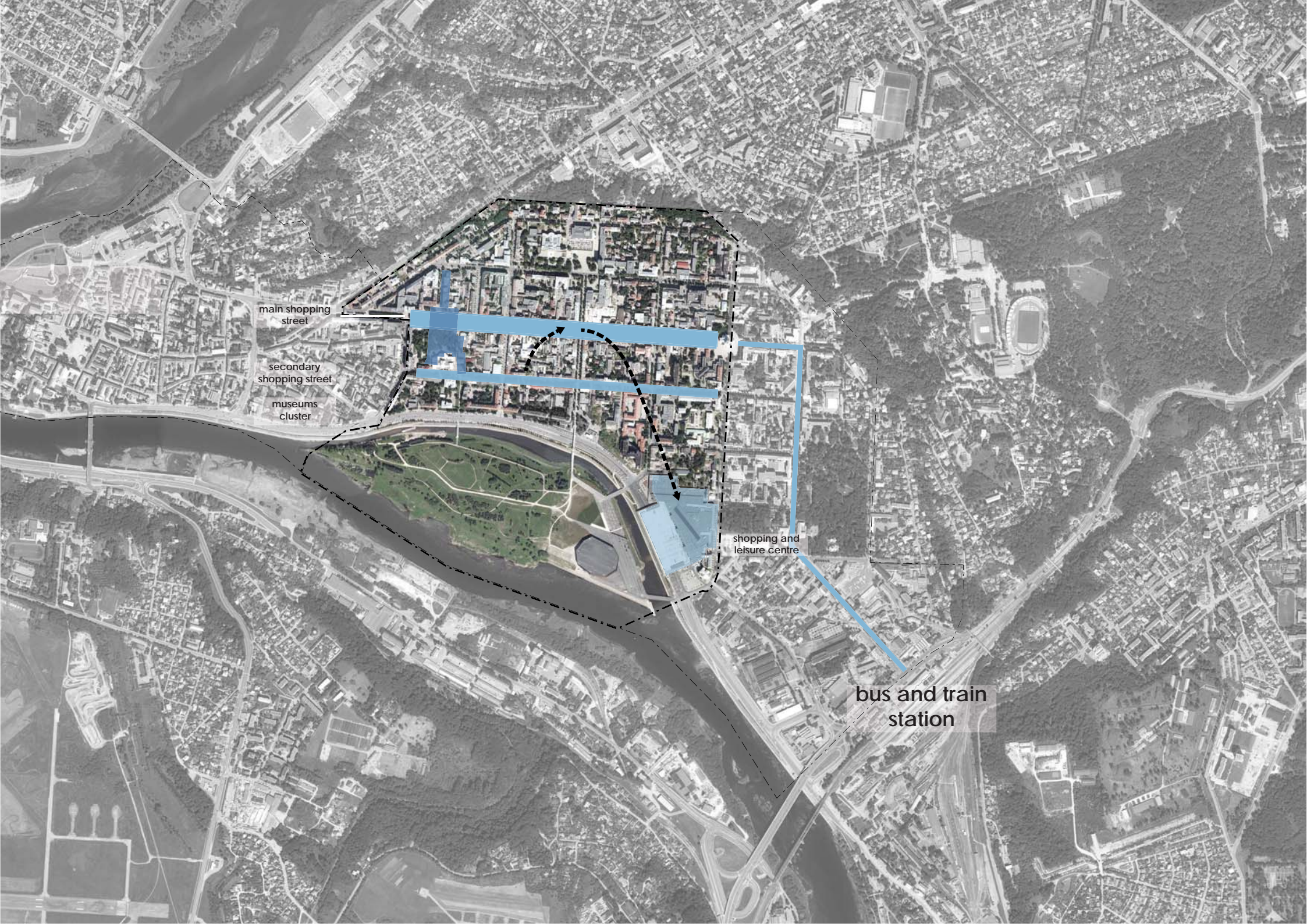
universities street

main shopping street

museums cluster

bus and train station





main shopping street

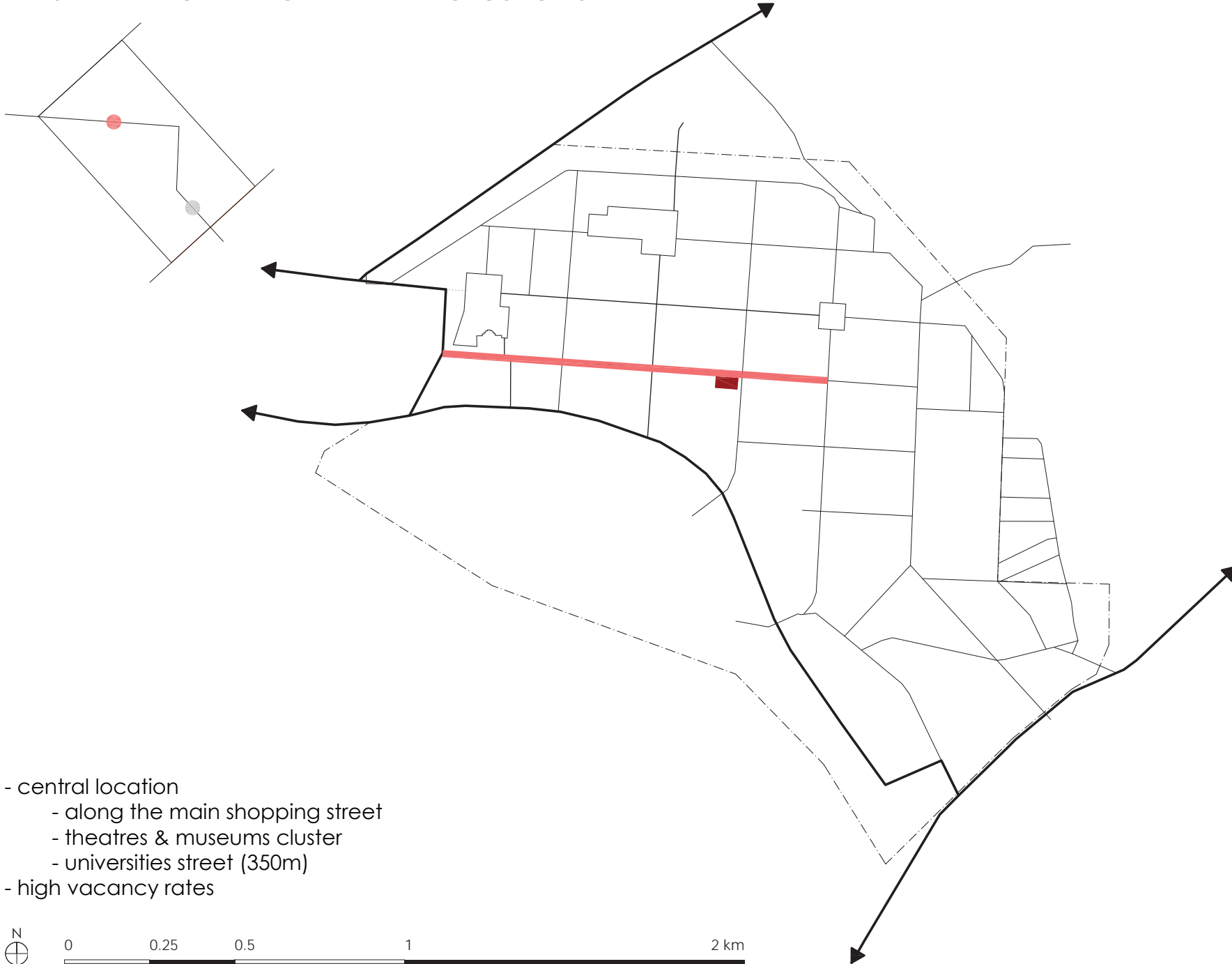
secondary shopping street

museums cluster

shopping and leisure centre

bus and train station

# PHASE 1. DEVELOPMENT OF THE NEW PRODUCTION STREET



- central location
  - along the main shopping street
  - theatres & museums cluster
  - universities street (350m)
- high vacancy rates



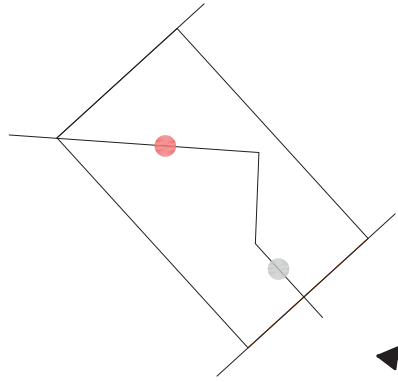
# PHASE 2. IMPROVEMENT IN THE MAIN SHOPPING STREET



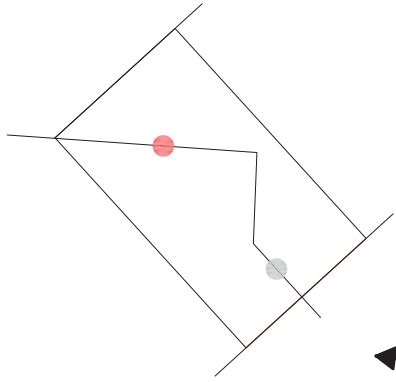
### PHASE 3. IMPROVEMENTS OF THE CONNECTIONS BETWEEN THE MAIN SHOPPING STREET AND THE DEVELOPMENT IN THE ISLAND



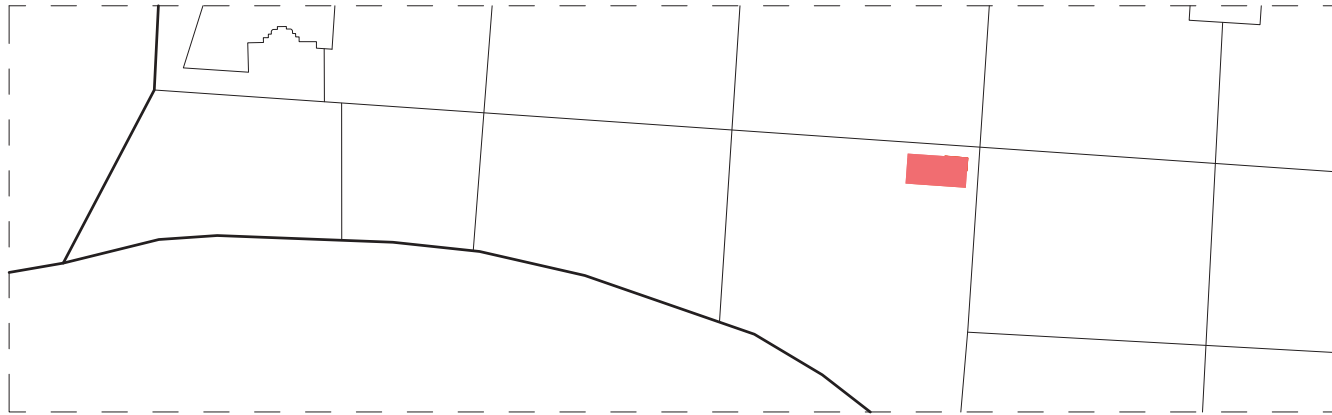
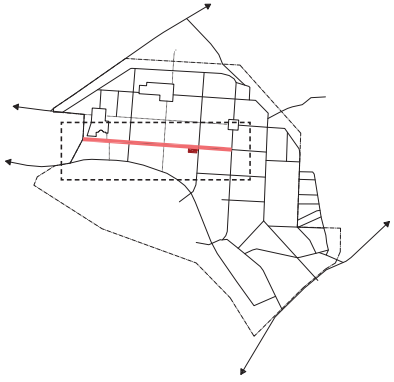
# PHASE 4. IMPROVEMENTS OF THE CONNECTIVITY WITH THE CITY



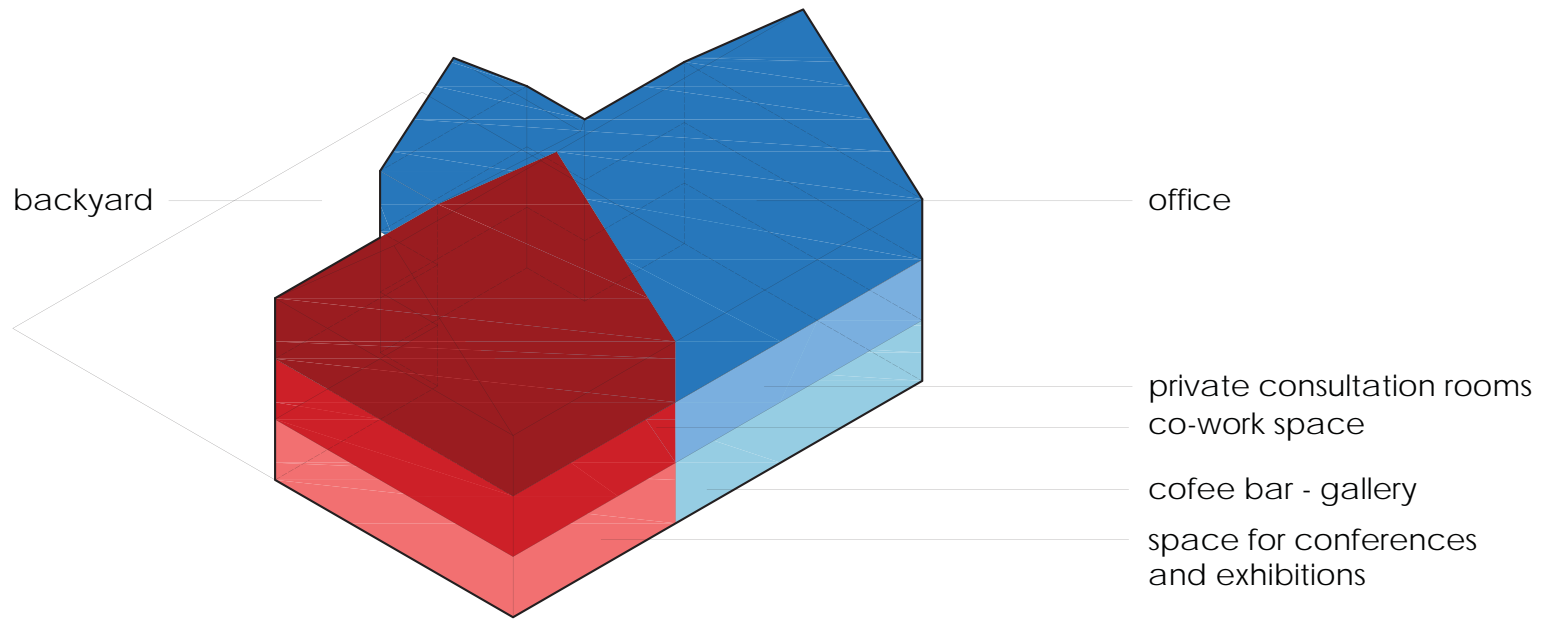
# PHASE 5. DEVELOPMENT MORE PEDESTRIAN FRIENDLY ENVIRONMENT



# PHASE 1. ESTABLISHMENT OF THE ENTREPRENEURS CENTRE



# PROGRAM OF THE ENTREPRENEURS CENTRE





# ENTREPRENEURS CENTRE



# ENTREPRENEURS CENTRE



street art/ identity



garden & amphitheatre



open conference room  
transparent interior structure

bicycle racks

painting the corner of the street-  
building



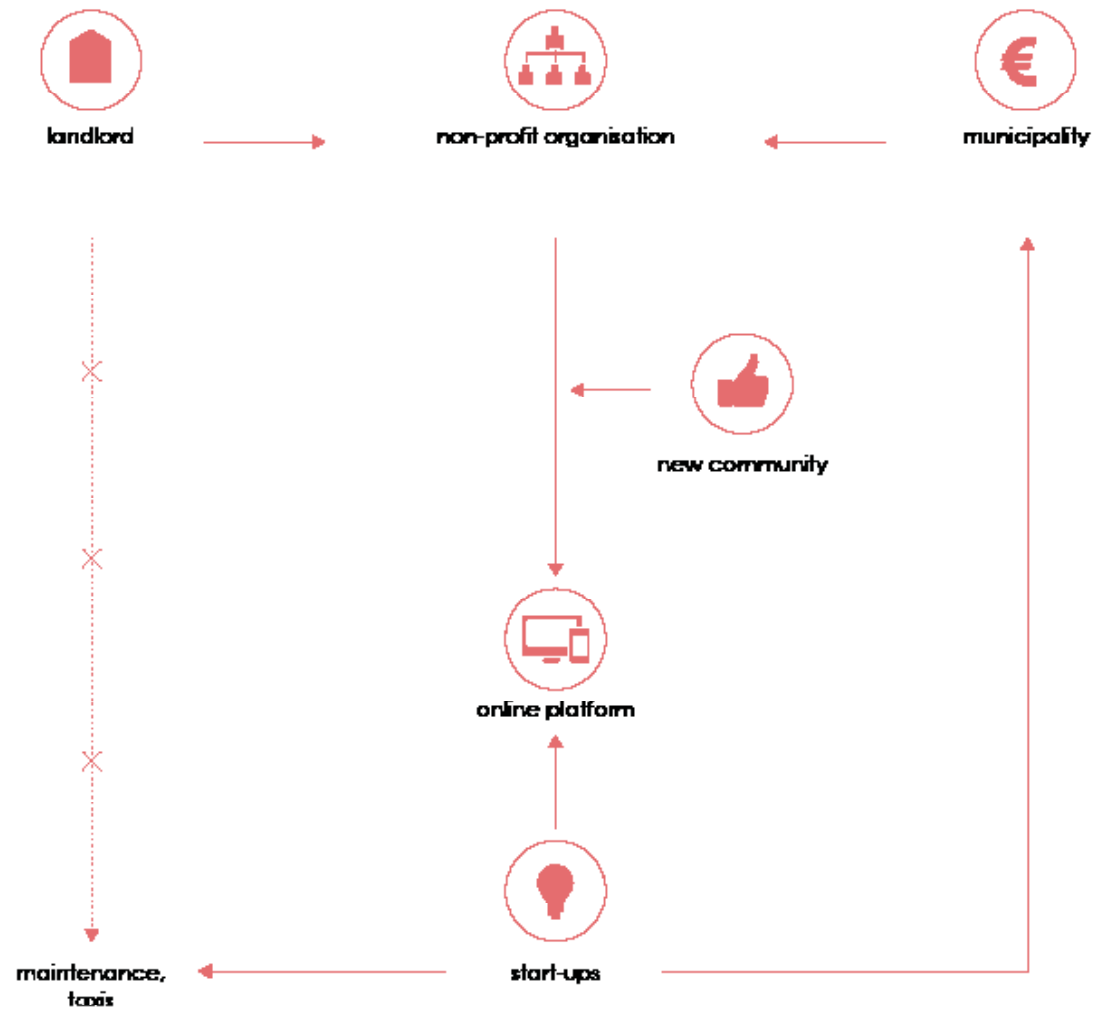
coffee tables on the street



Wi-Fi connection



# RENT FREE LEASE MODEL



## BENEFITS OF THE MODEL



start-ups

- no rent fee
- low risk ways to test ideas
- sense of community
- share experience, knowledge
- easily accessible information



land lords

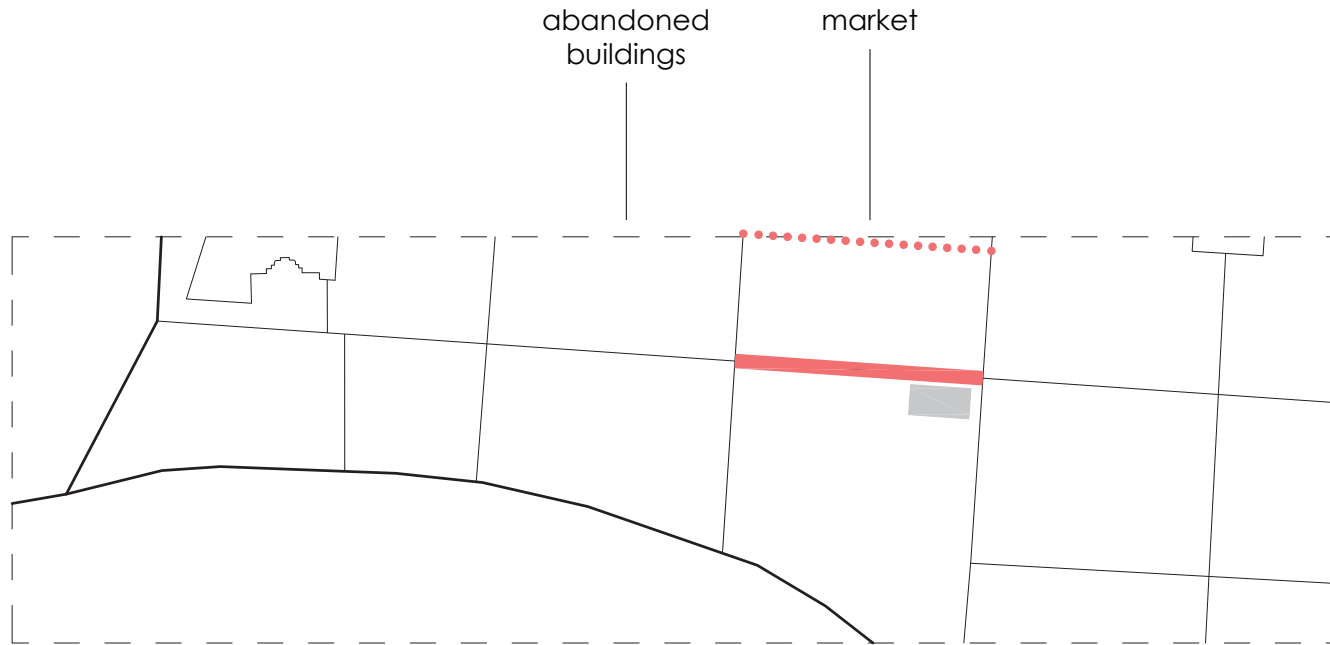
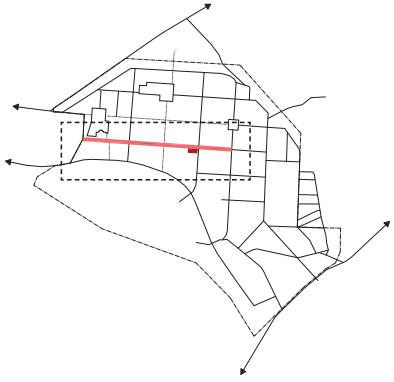
- no need to pay taxes
- increased possibility to get commercial offer



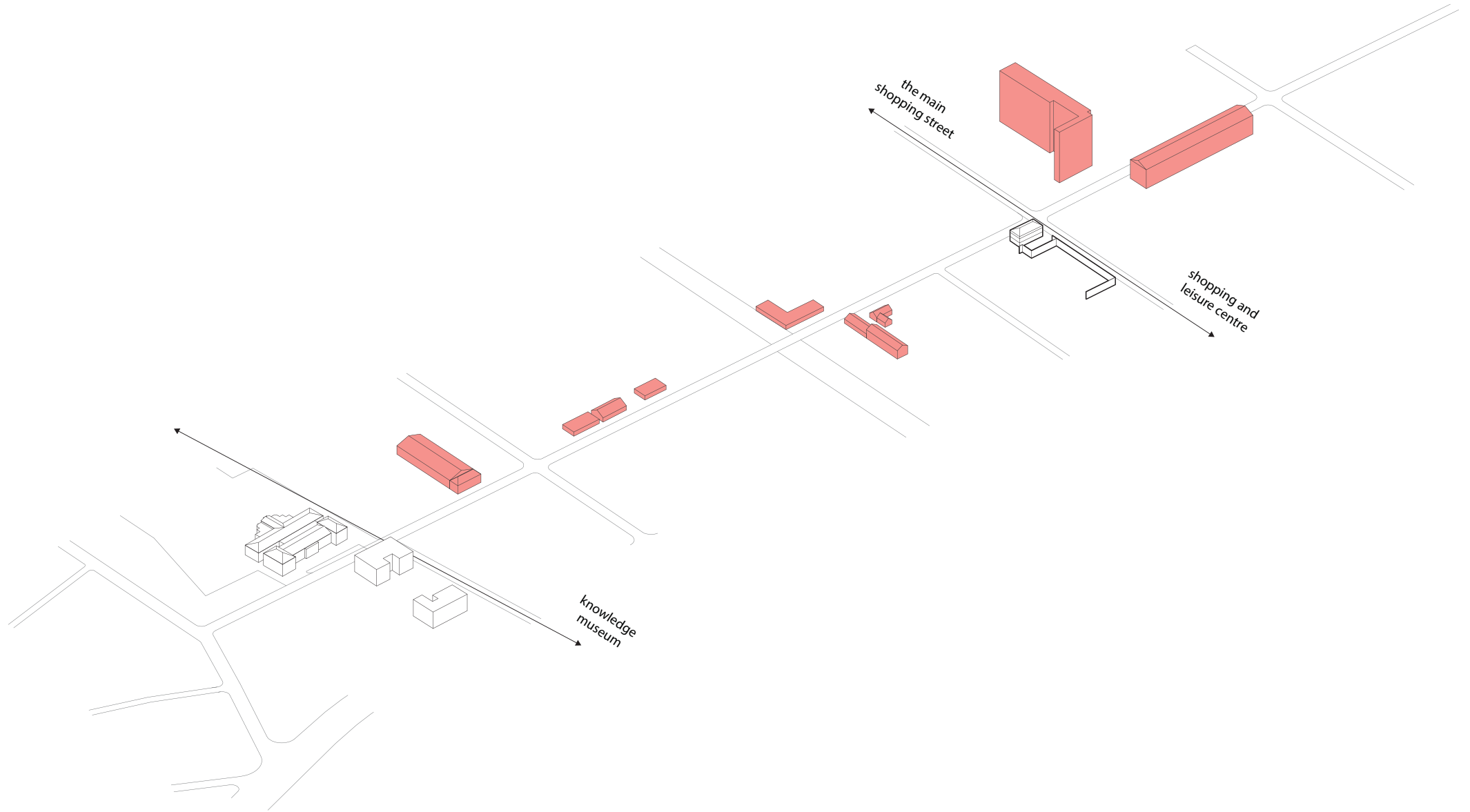
municipality

- more taxes collected

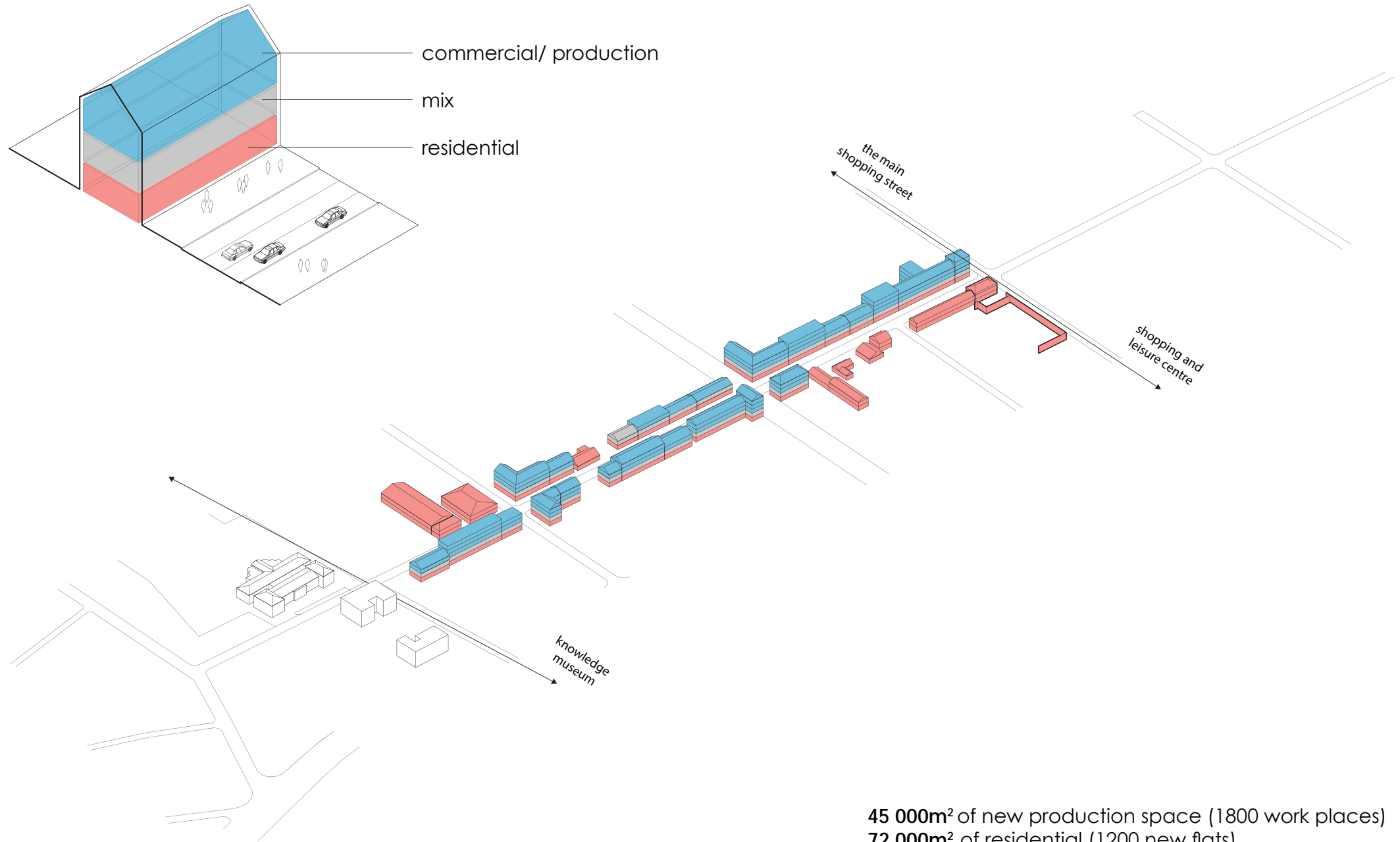
## PHASE 2. REDEVELOPMENT OF ABANDONED BUILDINGS, ESTABLISHMENT OF A MARKET



# ABANDONED BUILDINGS

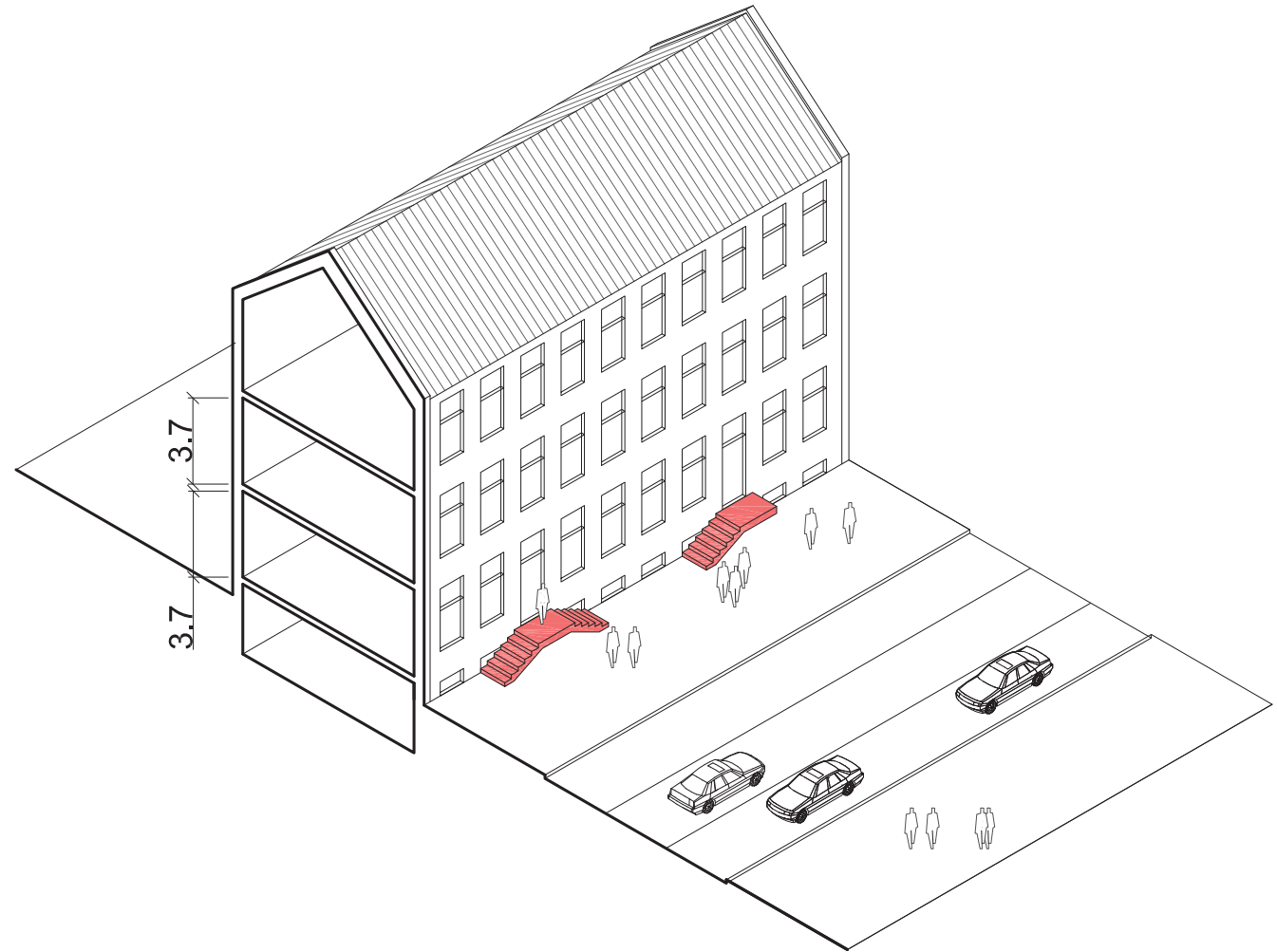
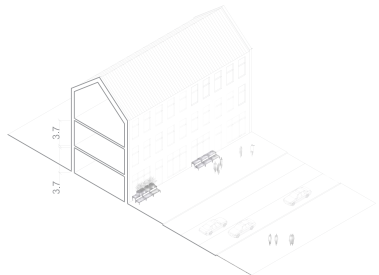
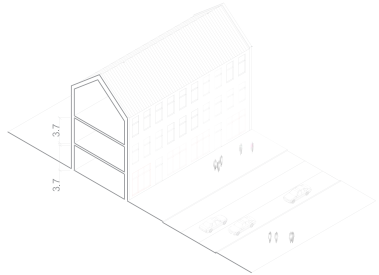
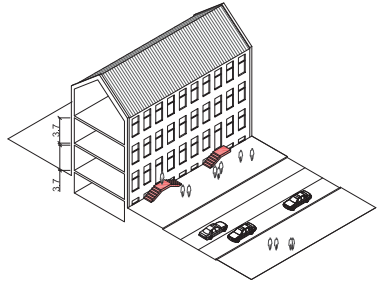


# NEW PROGRAM



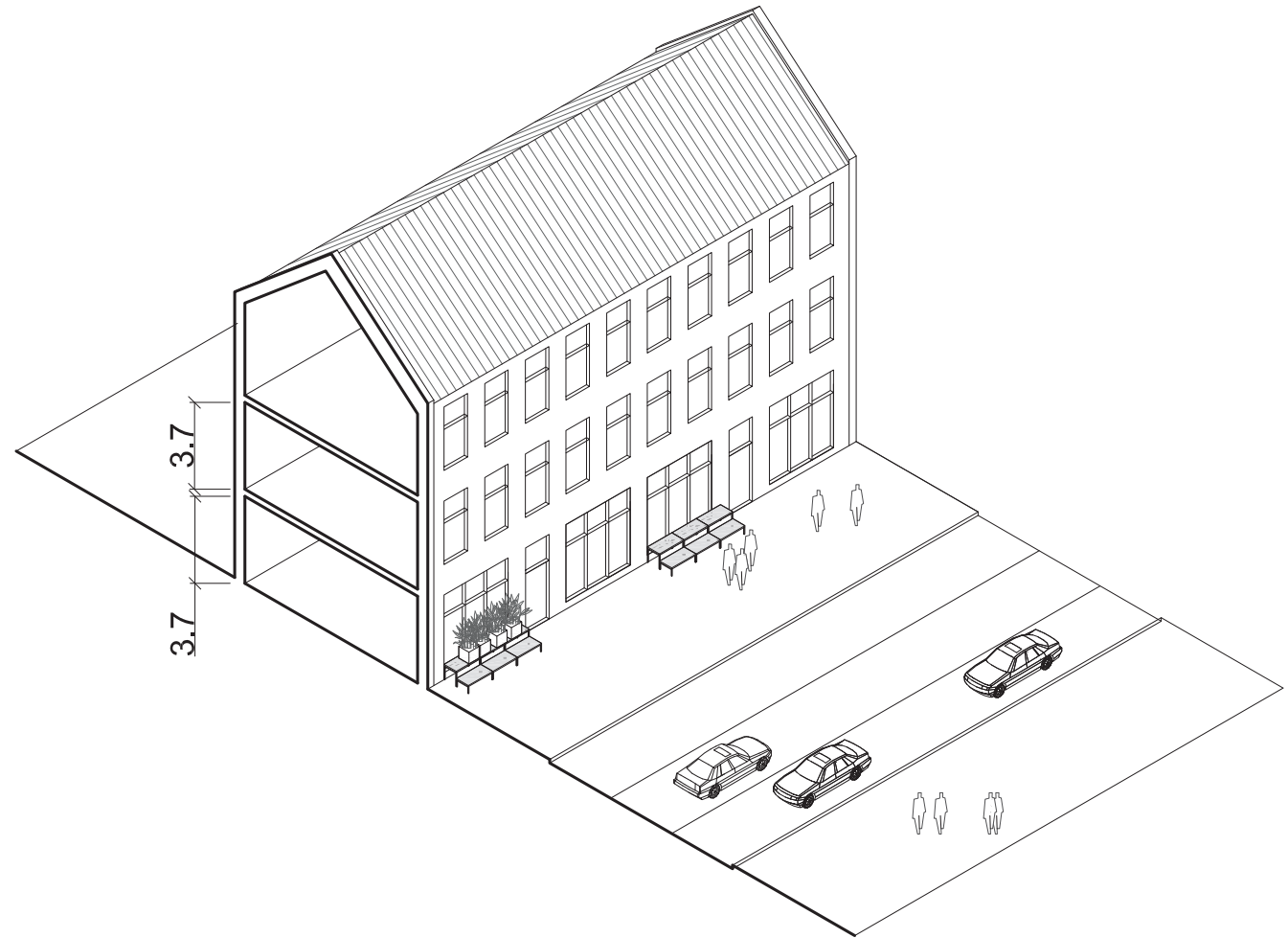
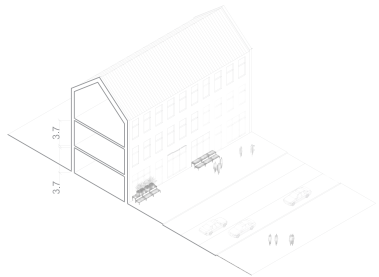
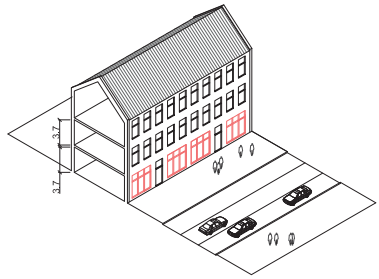
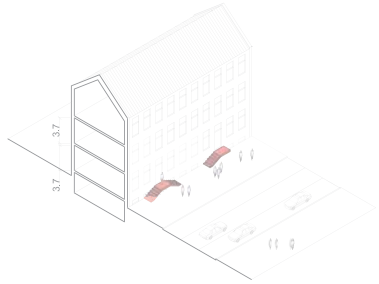
45 000m<sup>2</sup> of new production space (1800 work places)  
72 000m<sup>2</sup> of residential (1200 new flats)

# STAIRS

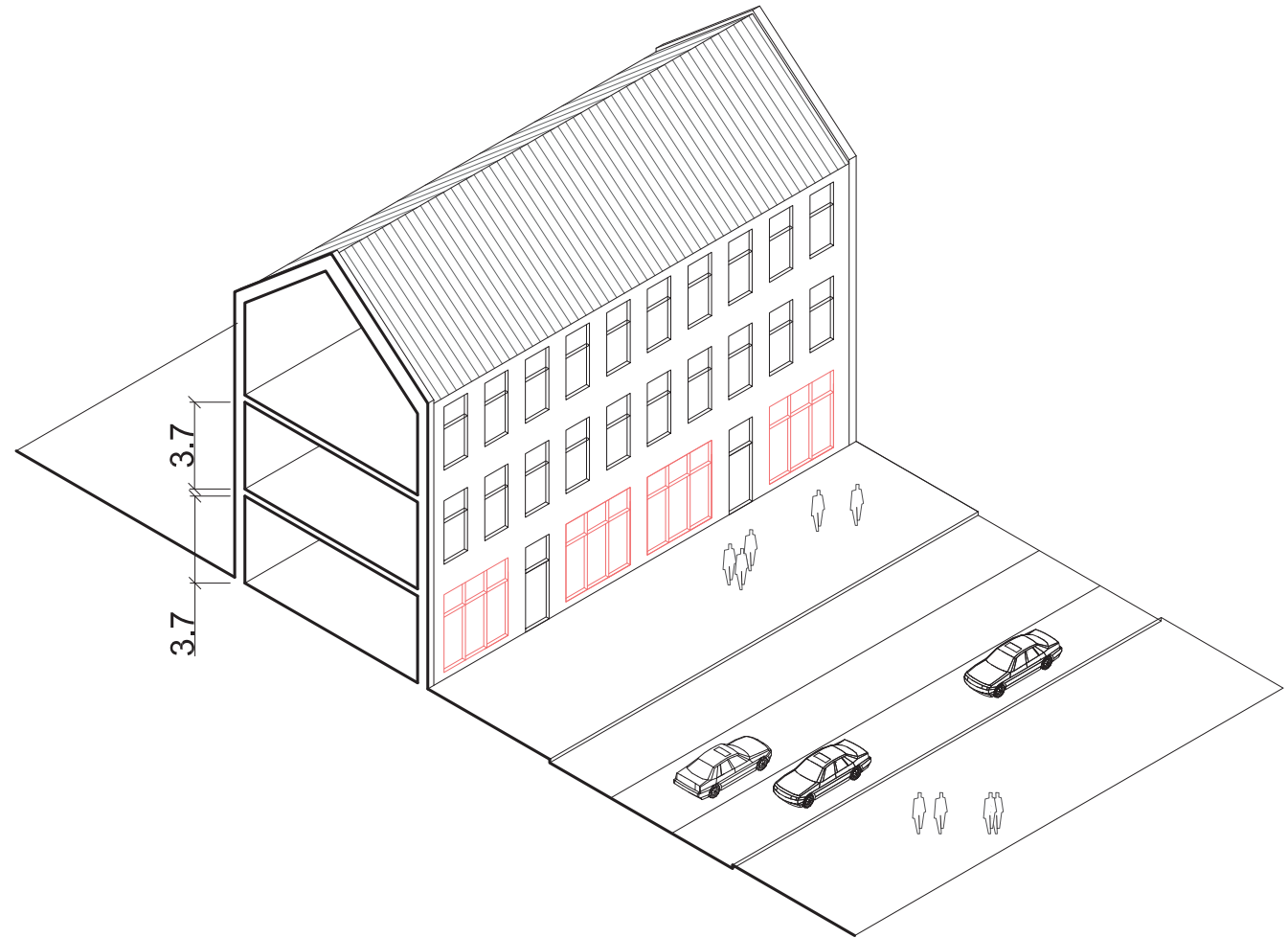
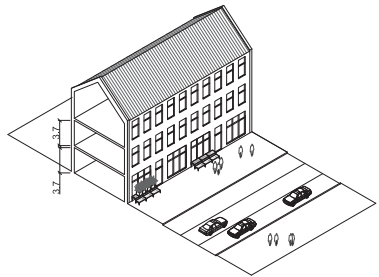
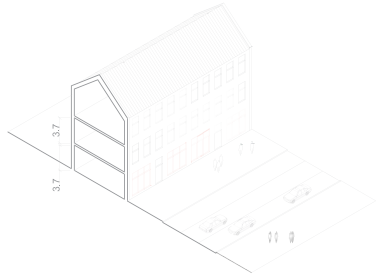
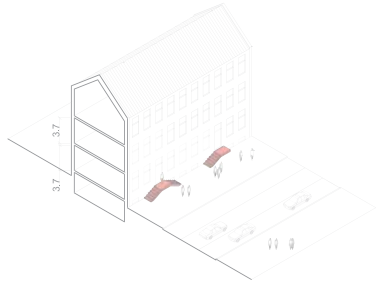




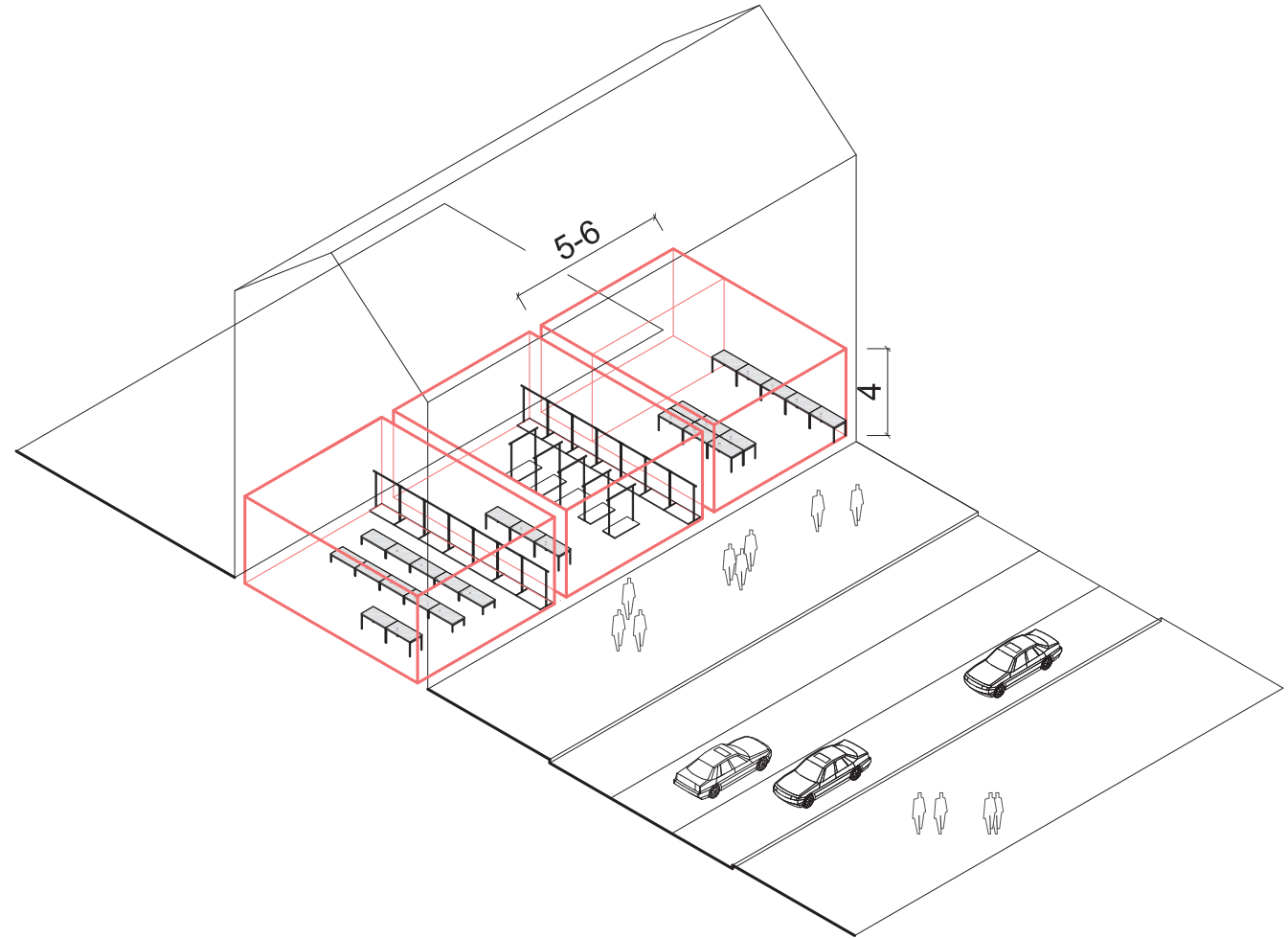
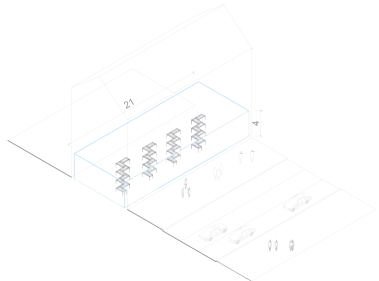
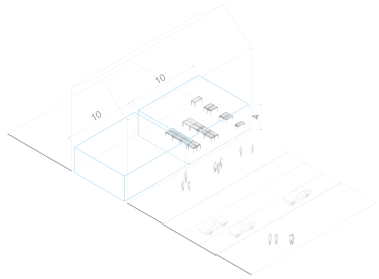
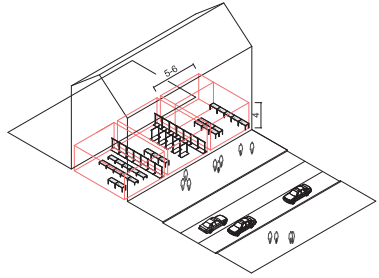
# BRINGING COMMERCE/ PRODUCTION TO THE STREETS



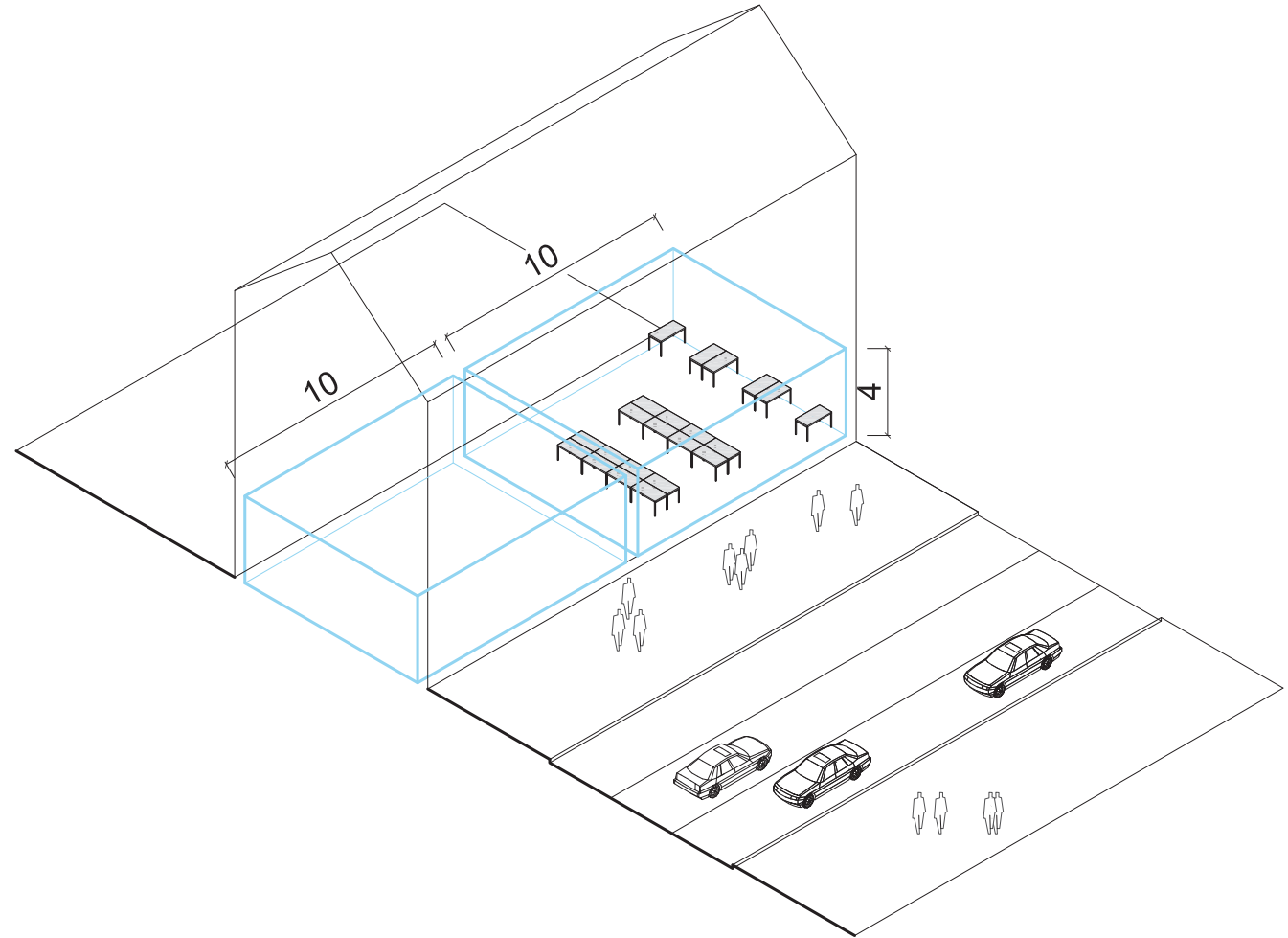
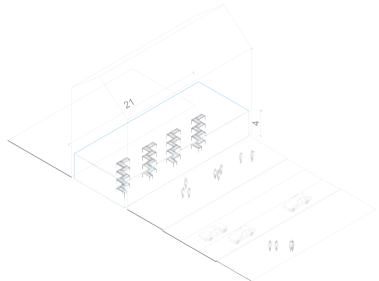
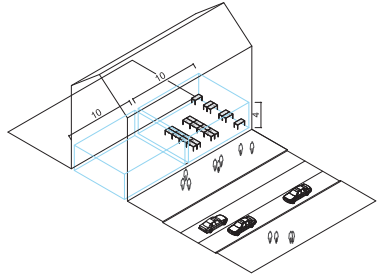
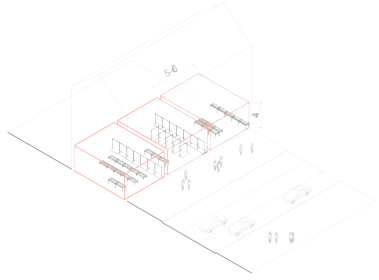
# OPENING UP FRONTAGES



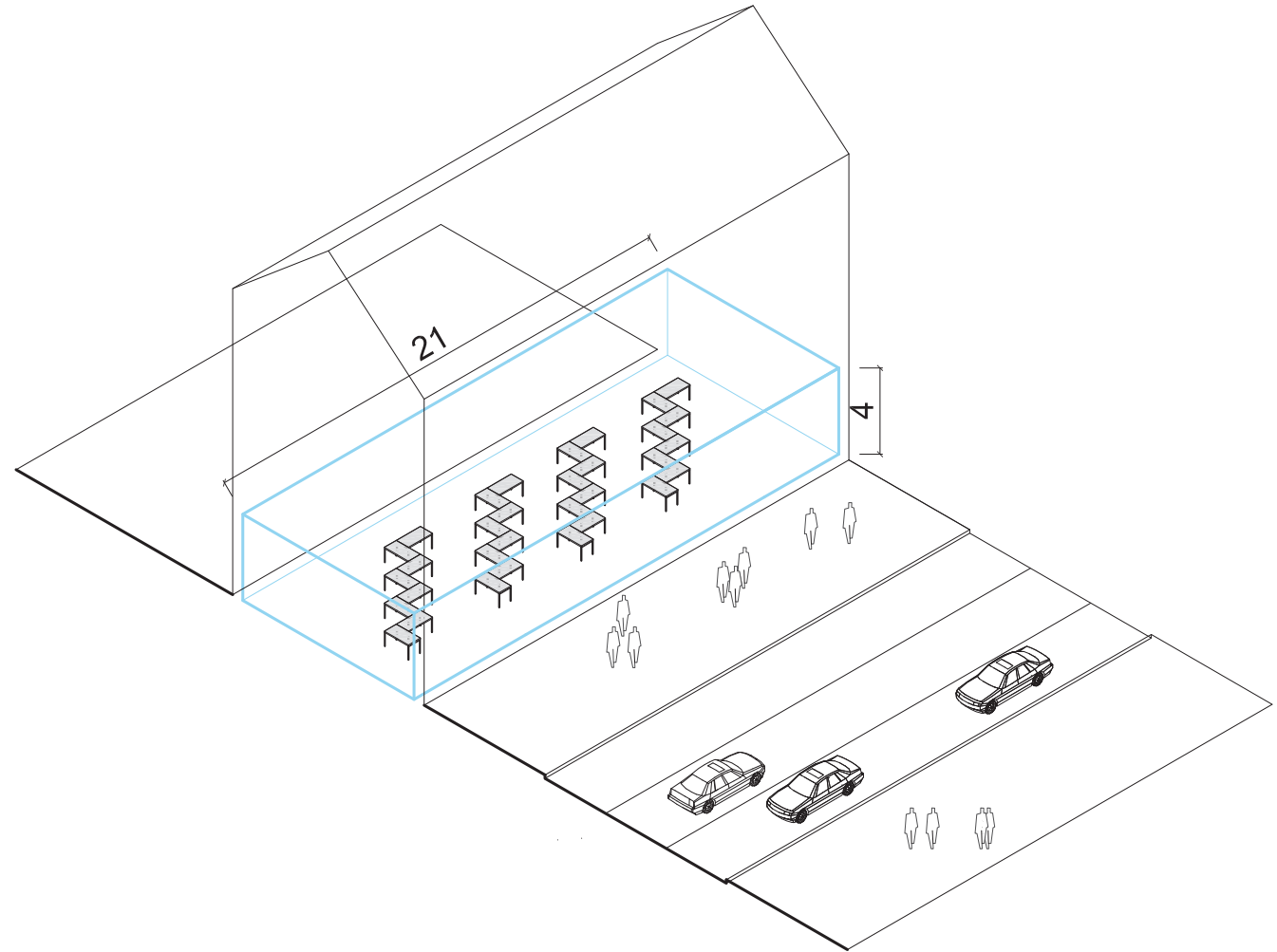
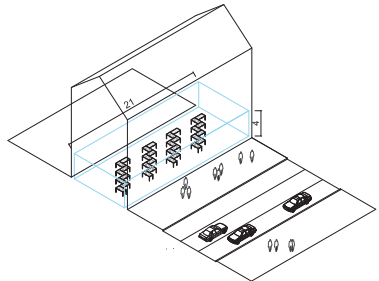
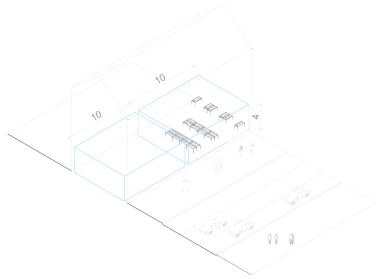
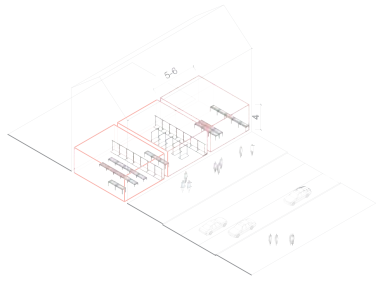
# PRODUCTION SPACE UP TO 60M<sup>2</sup>



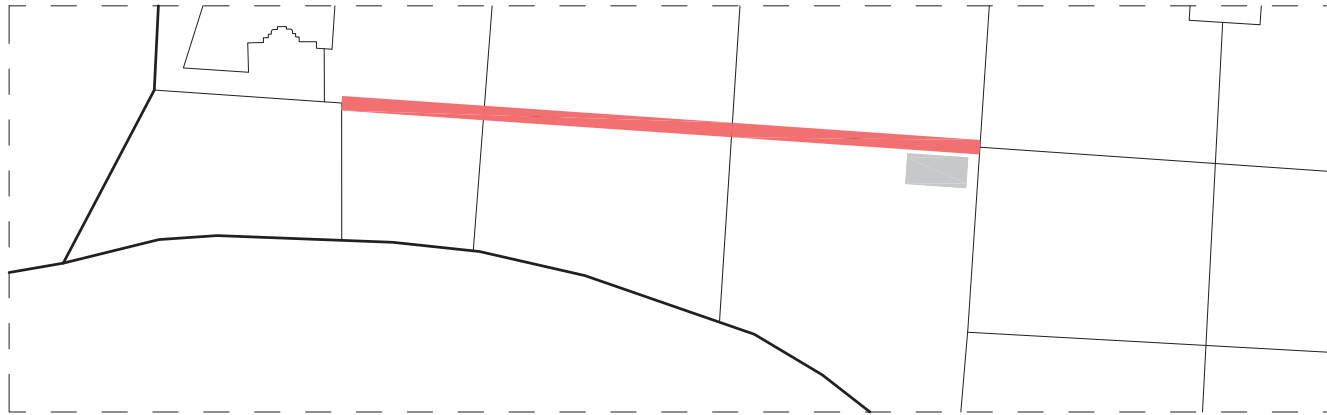
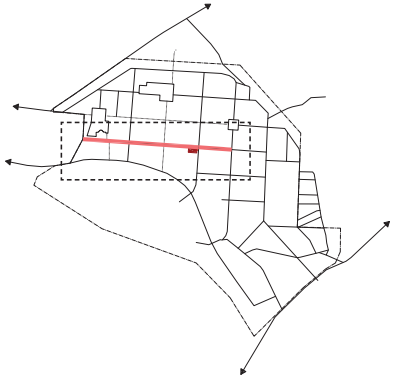
# PRODUCTION SPACE UP TO 200M<sup>2</sup>



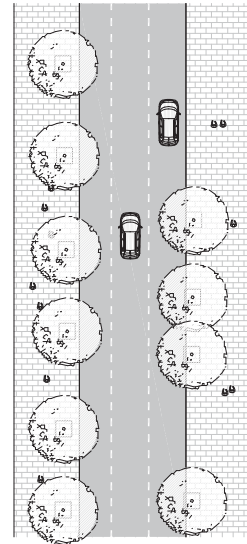
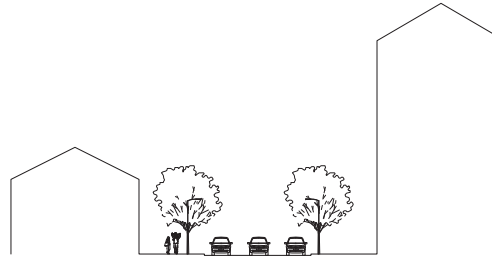
# PRODUCTION SPACE UP TO 200M<sup>2</sup>



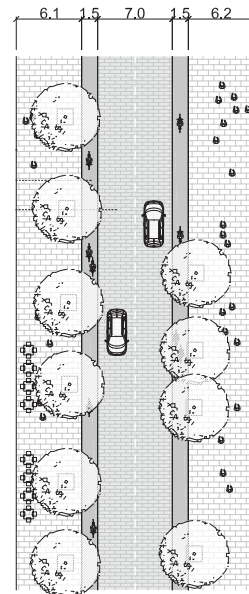
### PHASE 3. IMPROVEMENTS OF ACCESSIBILITY



EXISTING SECTION



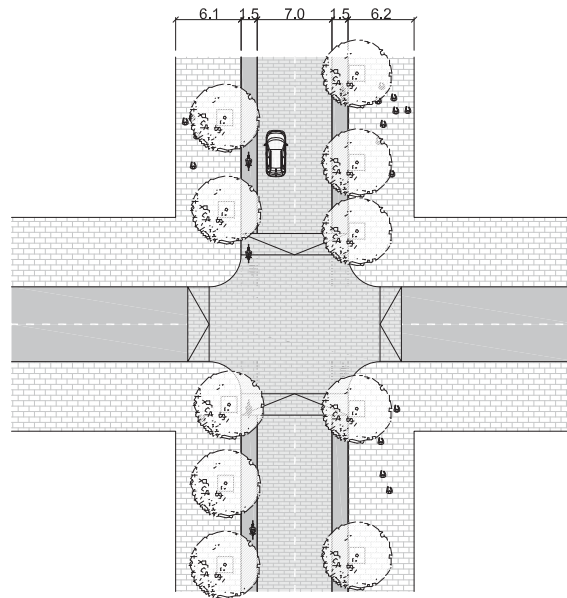
# PROPOSED SECTION



- pedestrian friendly
- greener
- slow down the movement
- improve overall quality:
  - planting trees
  - unifying pavement



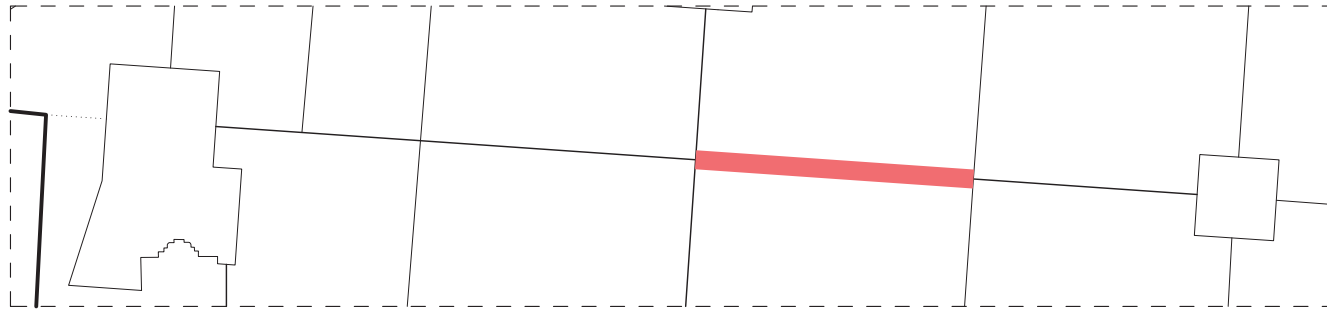
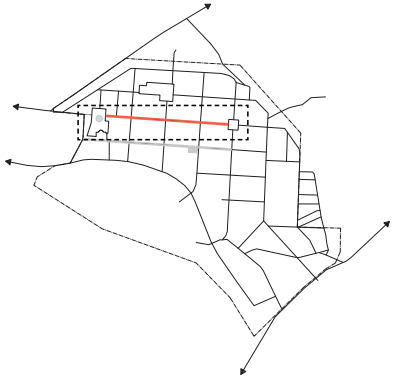
# SPEED TABLES ON THE CROSSINGS



PERSPECTIVE OF THE STREET



## PHASE 2. REDEVELOPMENT OF THE MAIN SHOPPING STREET



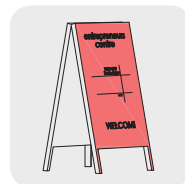


restoration of existing furniture

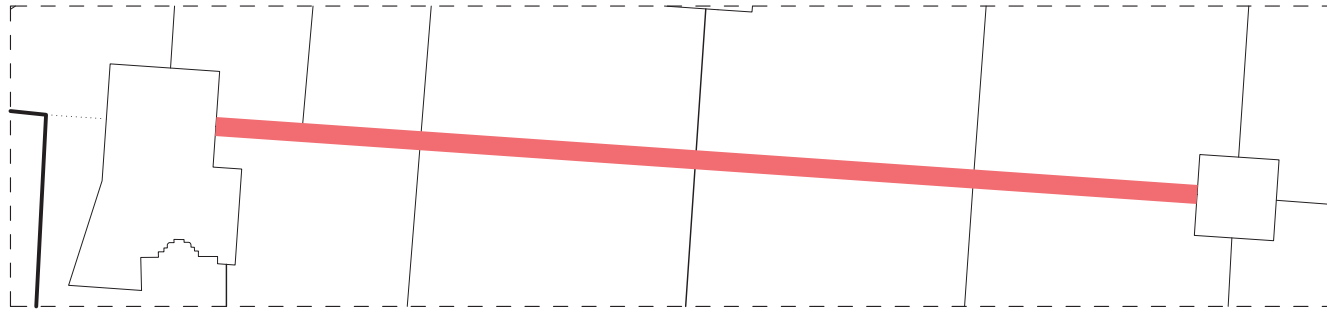
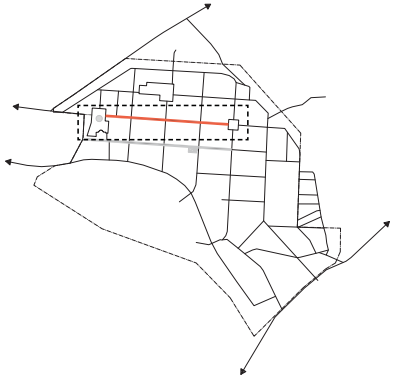
British Lime tree alley

weekly temporal market stalls

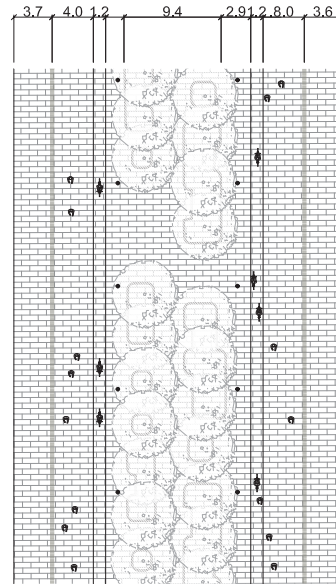
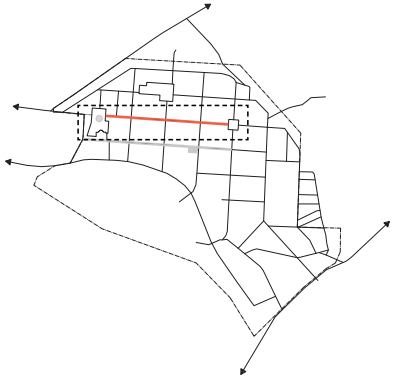
stall of the entrepreneurs centre graphic elements signing the way to the entrepreneurs centre



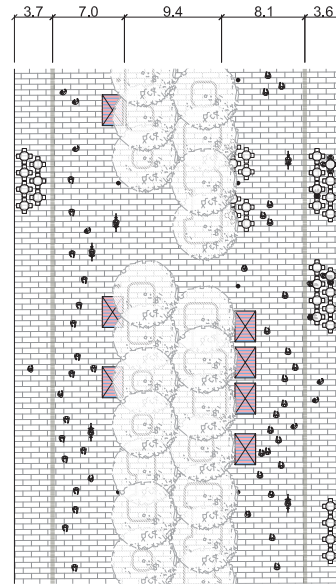
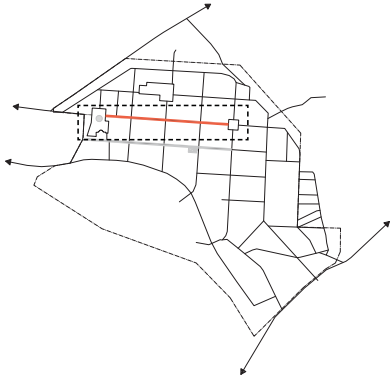
# PHASE C. GROW



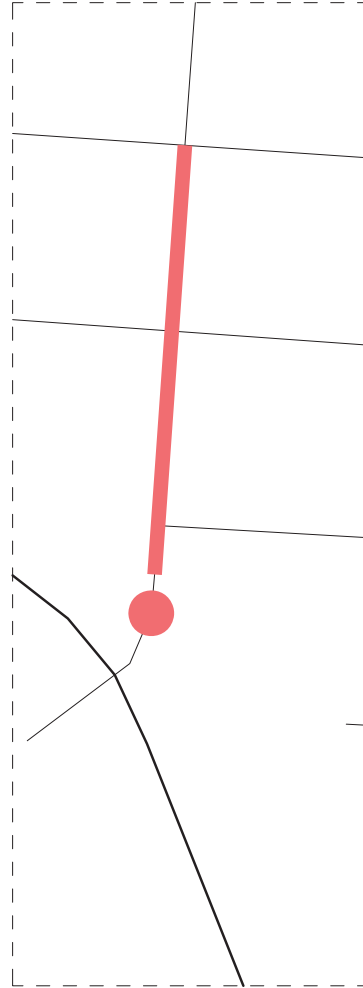
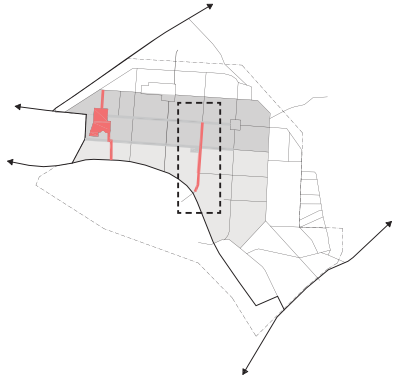
# EXISTING SECTION OF THE MAIN SHOPPING STREET



# PROPOSED SECTION OF THE MAIN SHOPPING STREET

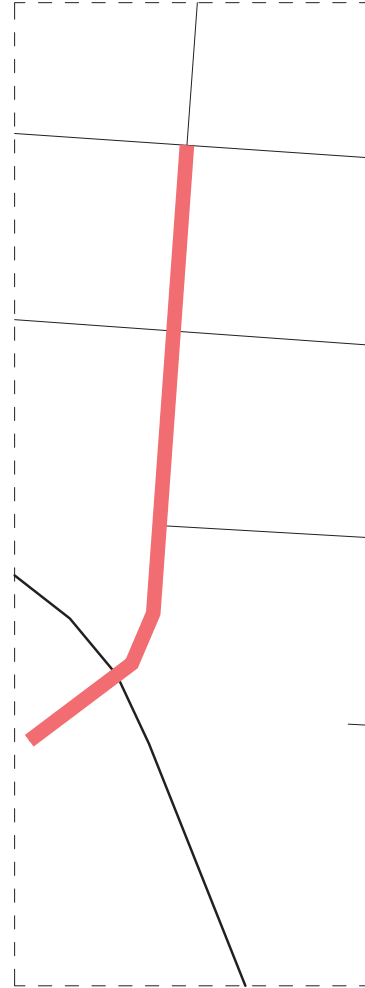
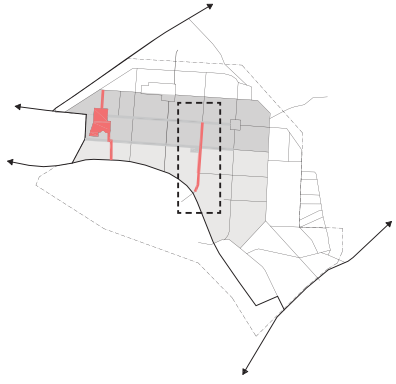


# PHASE 1

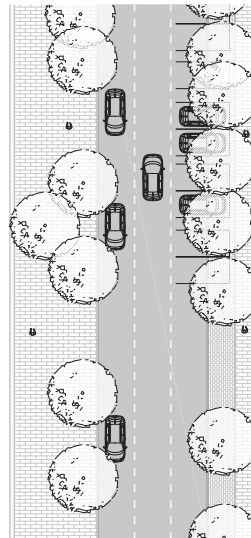
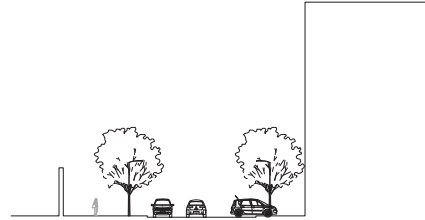




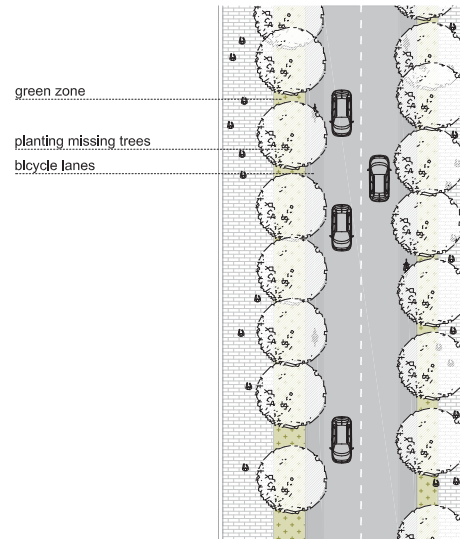
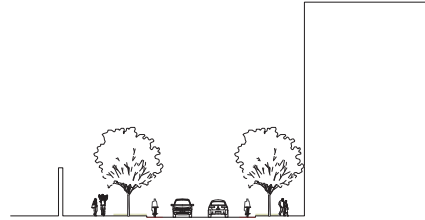
# PHASE 2



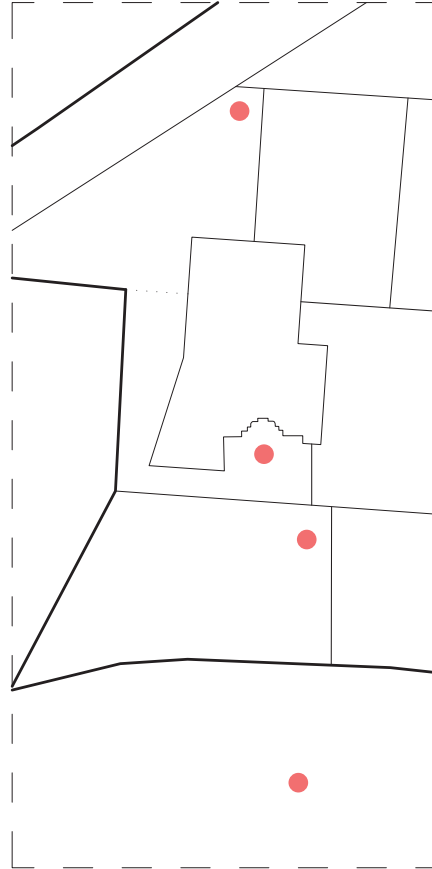
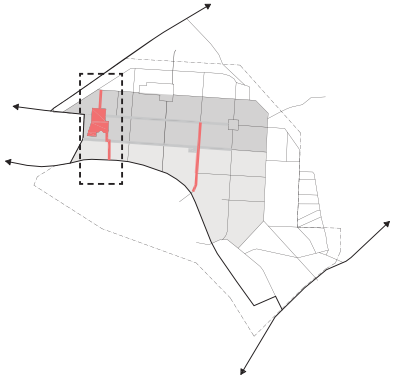
# EXISTING SECTION OF THE STREET



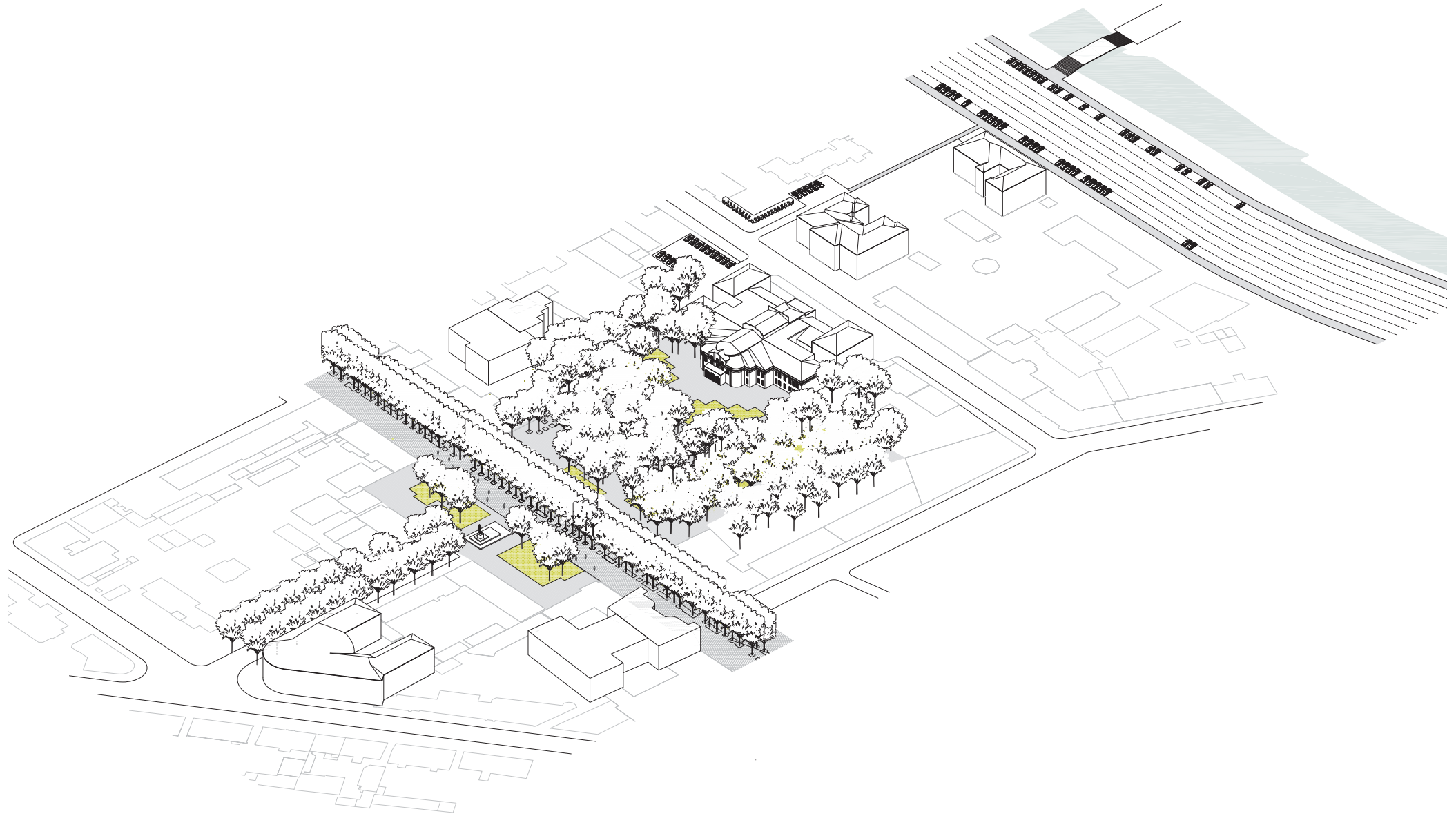
# PROPOSED SECTION



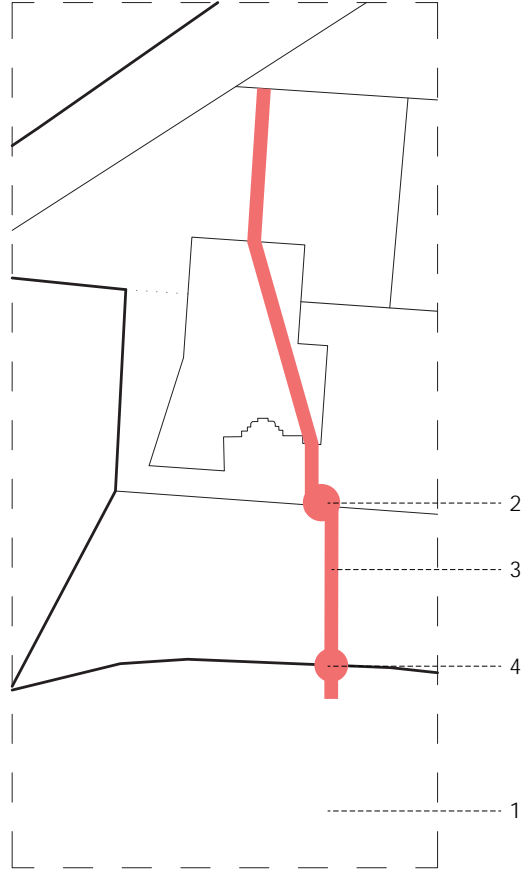
# PHASE 3. MUSEUM CLUSTER



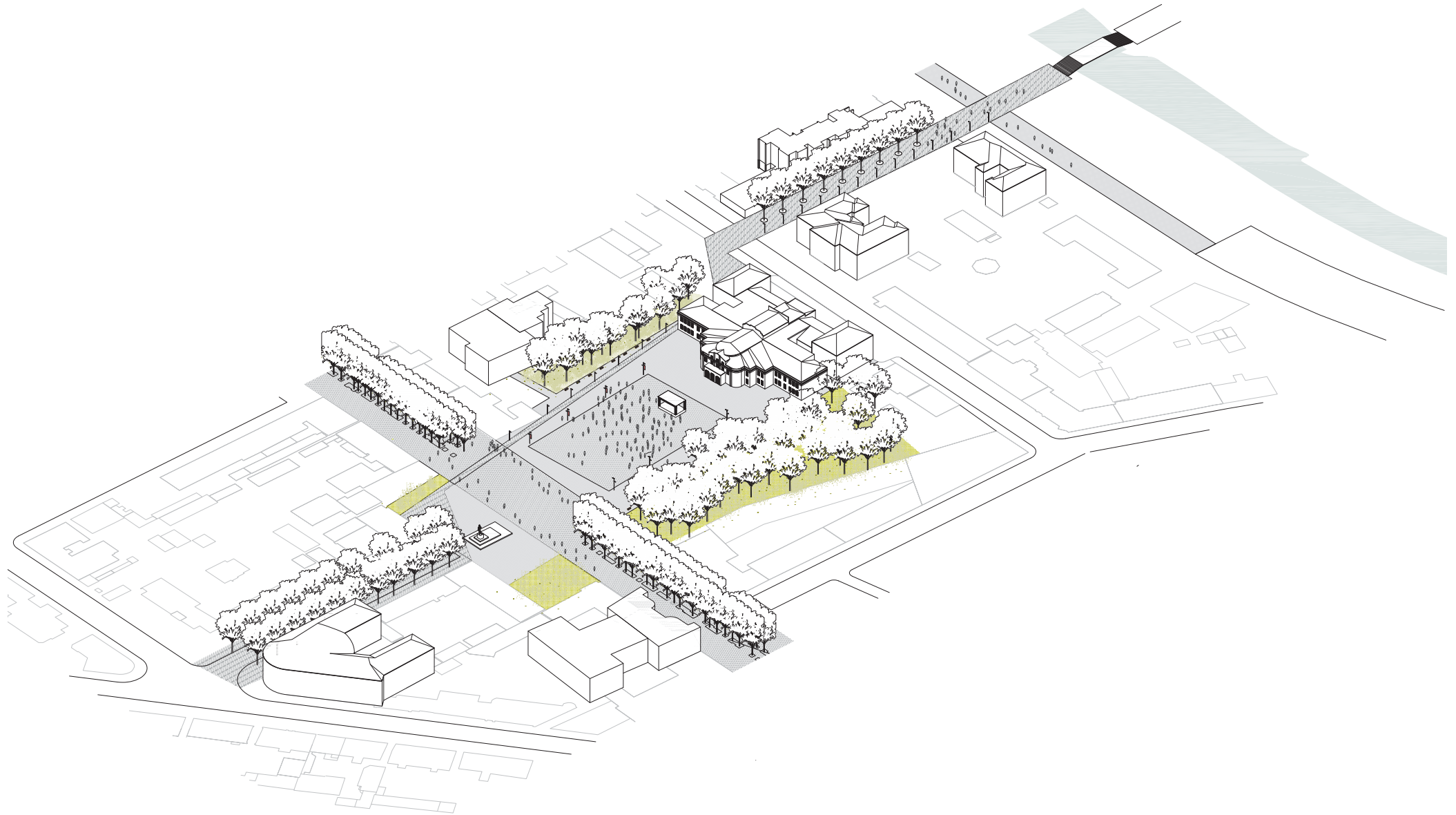
# EXISTING VIEW OF MUSEUM CLUSTER



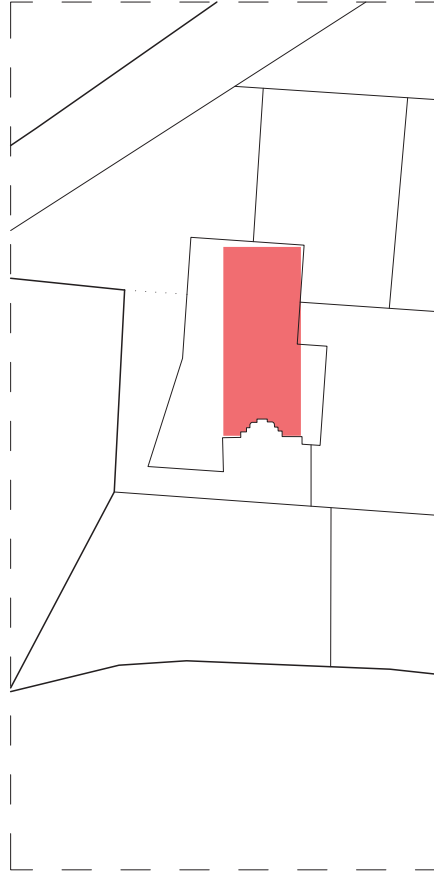
# PHASE



# REDEVELOPMENTS OF MUSEUM CLUSTER



PHASE

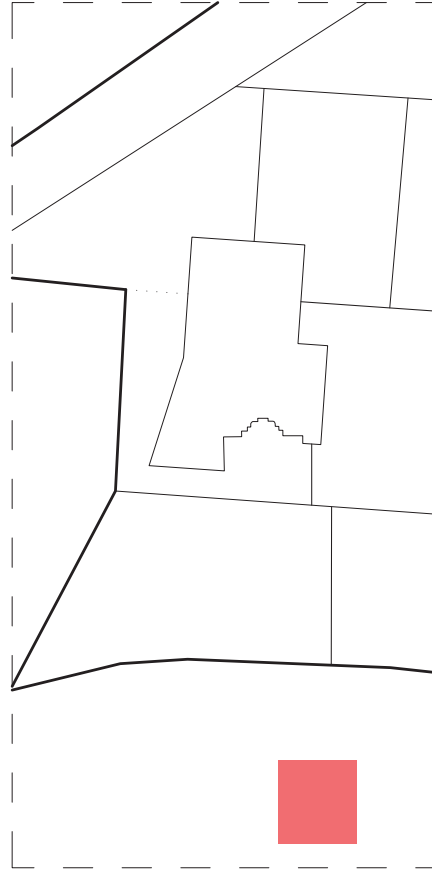




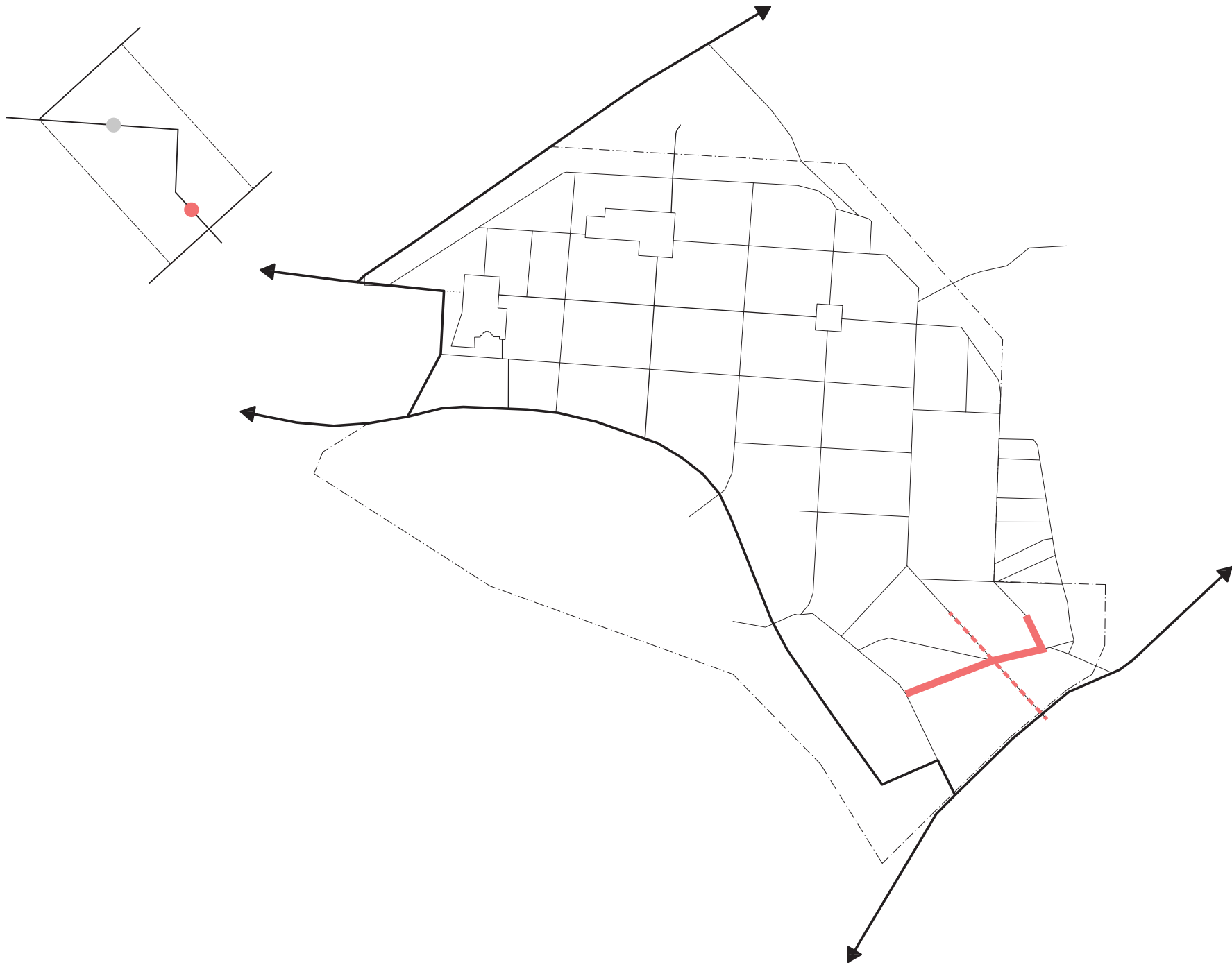
# PERSPECTIVE OF MUSEUM CLUSTER

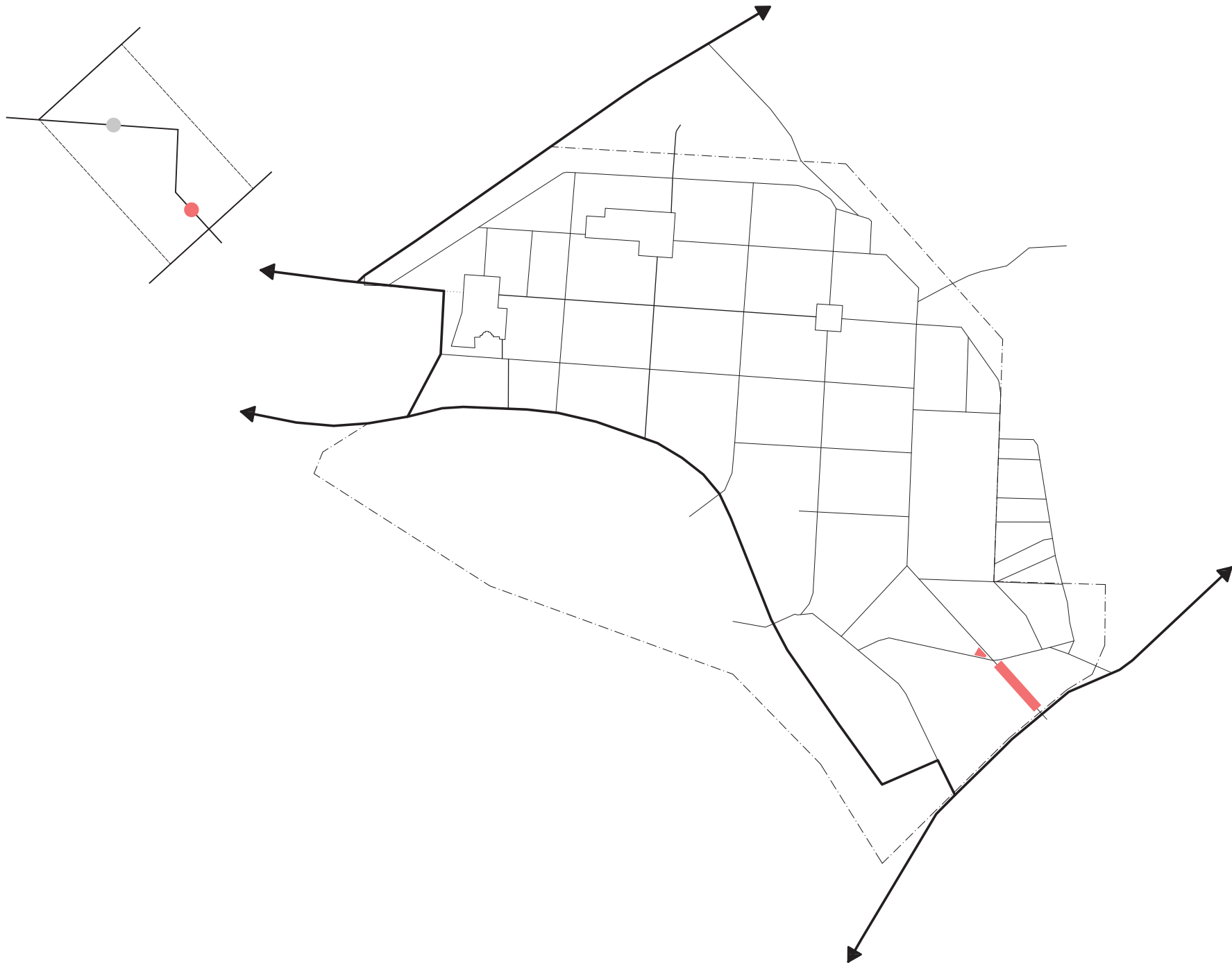


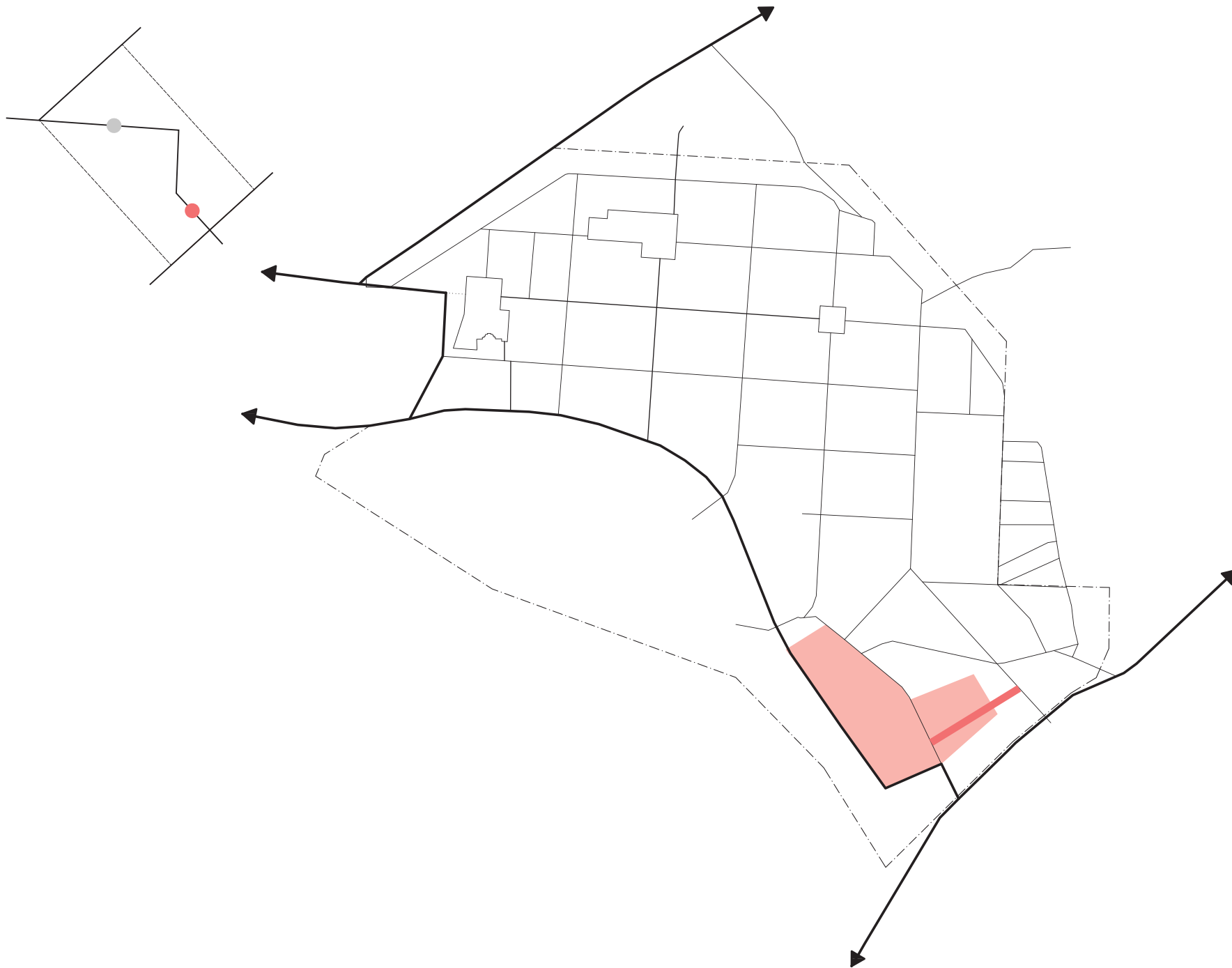
# PHASE 4

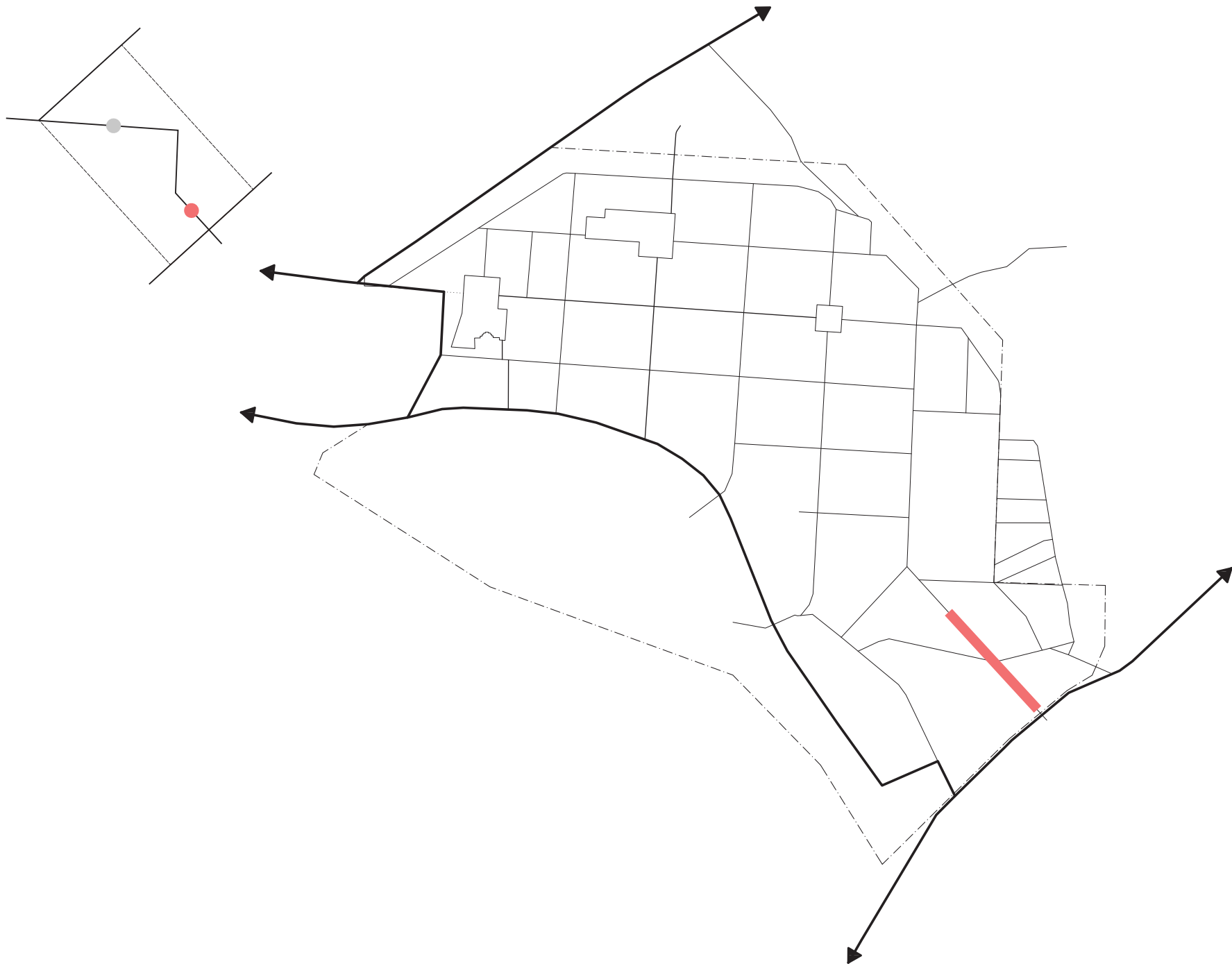






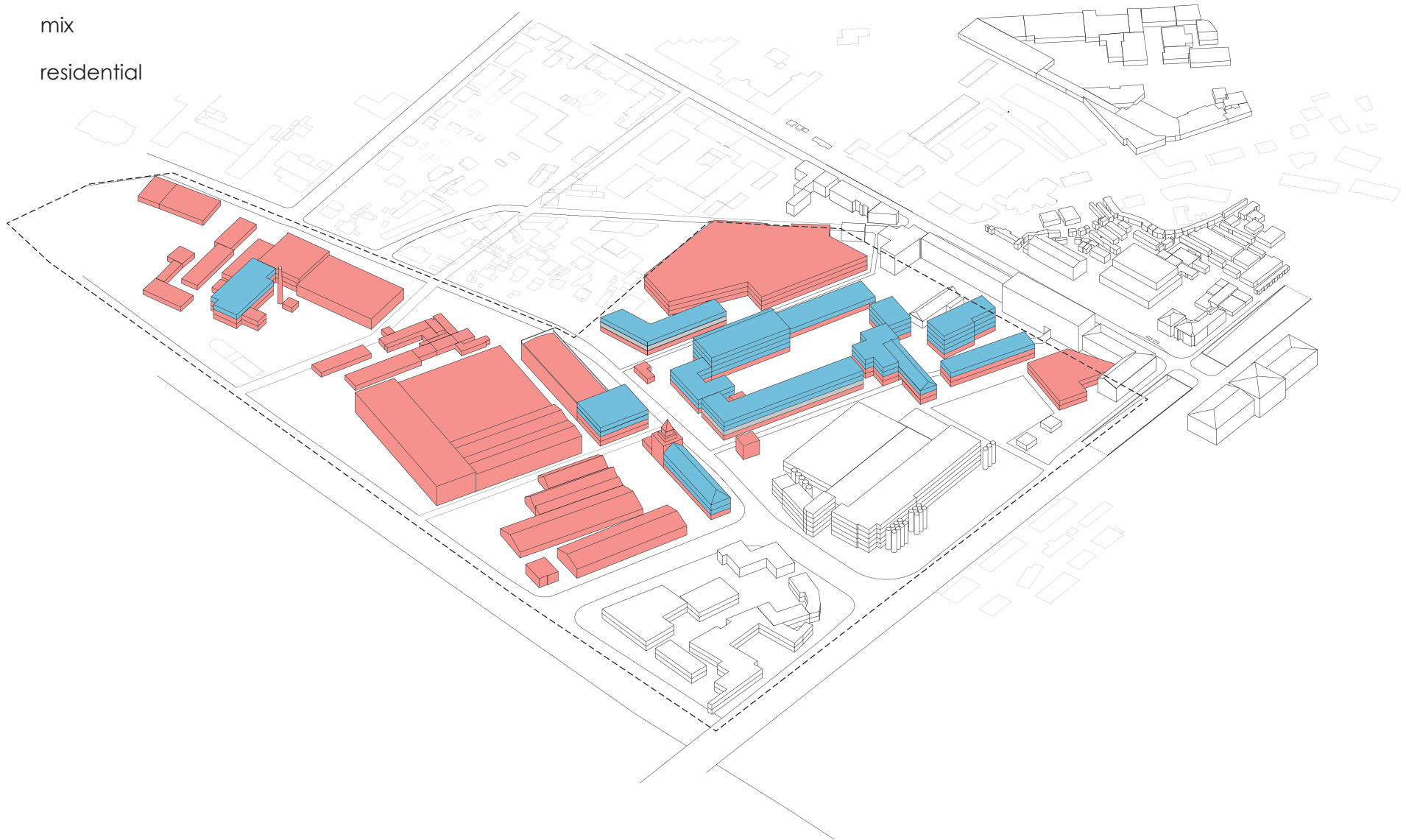






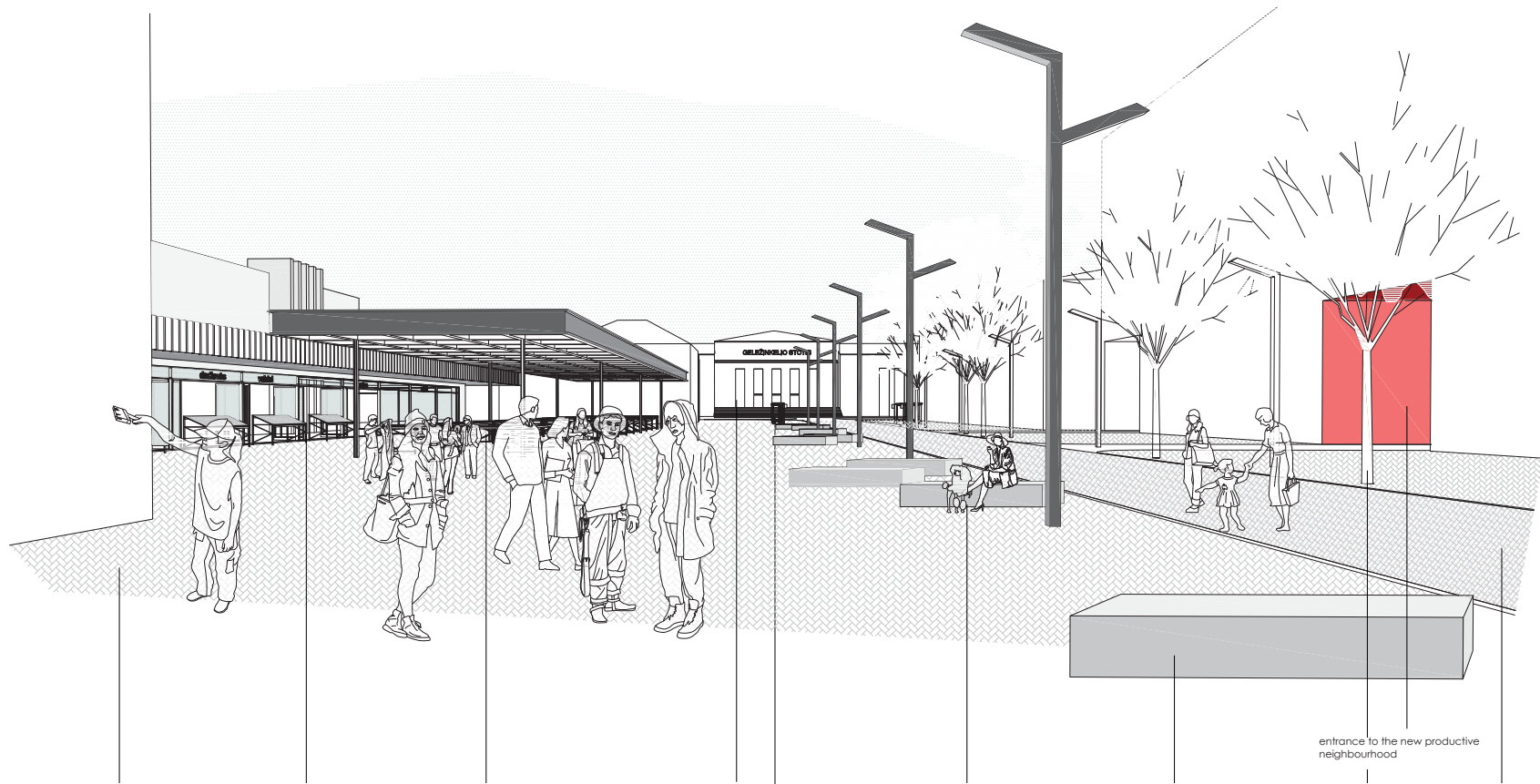
# PROGRAM

- production/ commercial
- mix
- residential



**31 000m<sup>2</sup>** of new production space (1260 work places)  
**50 000m<sup>2</sup>** of residential (840 new flats)





improved pavement



opening up frontages of an existing market building



new permanent open market pavilion

moving bus stops to have more space in front of the market

improved crossing to the train and bus station

street lighting



street furniture



tree grates



entrance to the new productive neighbourhood



downgrading the street



# NETWORKS STRATEGY



# CAR PARKING

-  new parking
-  removed parking





Ieva Lendraityte  
TU Delft, 2016