## <u>Kuopio</u> <u>Market Square</u>

**Design Concept** 

Public Presentation 10. September 2024





### Hej, we are Gehl!

We work globally to improve conditions for health, equity and sustainability through urban strategy, masterplanning, mobility plans, landscape design and social science. Focusing on: Making cities for People, Place & Planet





We work for cities and communities to be equitable, healthy and sustainable places for all

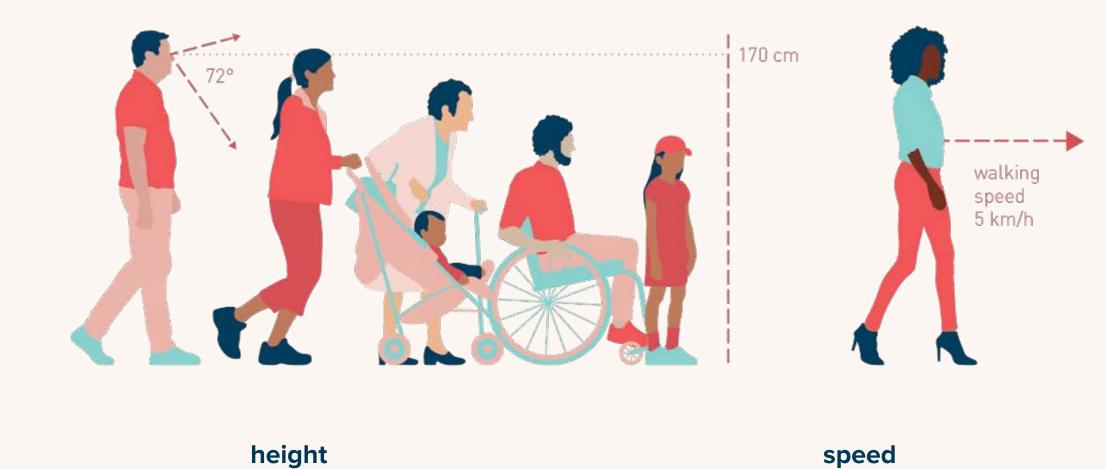
### We measure 'The Lived Experience' of our environment at eye-level using all our senses

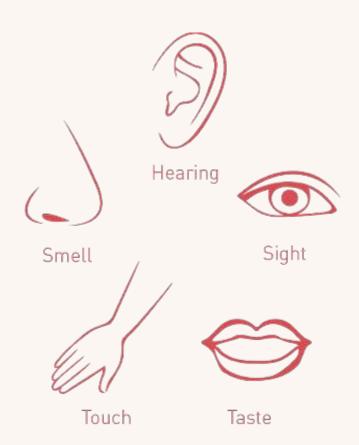


-Jan Gehl



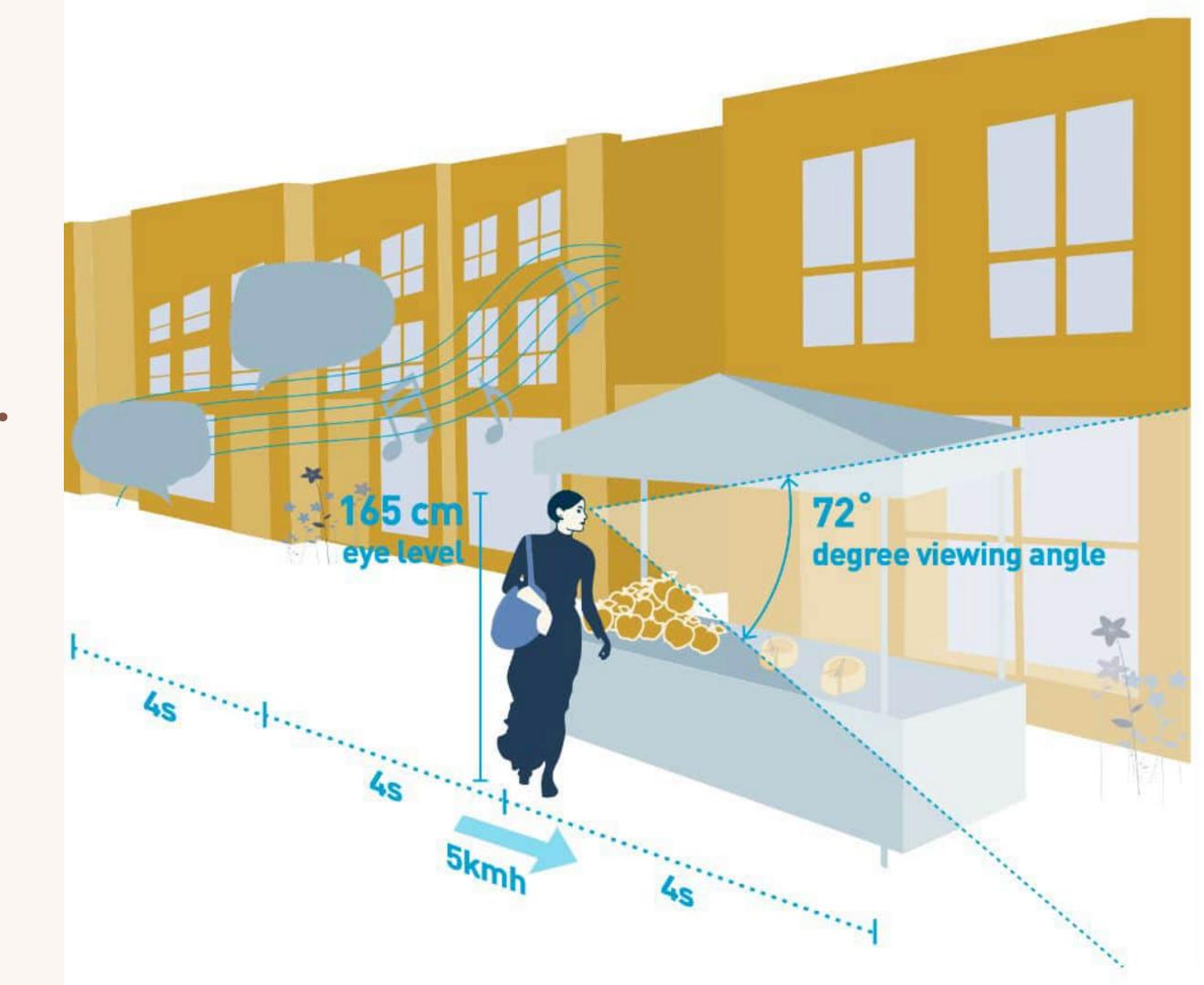
# Starting with basic human conditions and understanding what we need...





**5** senses

### ...and how human needs can be supported by the built environment...



...and design for a sustainable behaviour. Making the sustainable choice the easy choice.



Gehl



Gehl

- Cities for people
- Human scale
- People & life focus

#### **People & life first sustainability**

Sustainable behaviour Social sustainability Sustainable mobility Microclimate in public spaces

#### Sustainability

People's everyday behaviors

#### **Sustainability broadly**

- Certifications DGNB, LEED, BEAAM
- Engineered approach
- Carbon and numbers focus

### The Gehl approach

The Life - Space - Building approach flips the usual planning process and <u>focuses on **life** first</u>.





### Life

Who will visit the area, who will work there, potentially live there and what is the character and level of movement and activity that can realistically be expected.

### Space

What kind of spaces will provide a framework for the existing or expected activity and movement. Which spaces are existing and which spaces can be developed or transformed.



### Buildings

How can new buildings create the spaces needed in new built areas, and how can existing buildings be transformed to support the spaces through activation of frontages, rearrangement of ground floors, entrances to buildings, addition of rooftop spaces and utilisation of underutilised buildings.

#### Where are we in the process?



 September August Final Deliverable **Vision and Concept** report August 12 **10th September**  $\langle \ \rangle$  Online presentation of **Design Concept draft Public presentation** of design

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- 01 Vision
- 02 Analysis and Public Participation
- 03 Puijonkatu
- 04 City Hall Square
- 05 Tori



01

### <u>Vision:</u> A new public space network for the center of Kuopio!

# What we want to achieve for Kuopio?

#### A cohesive public space

Create a welcoming cohesive public space where all three sites seamlessly blend together.

#### A bustling public space

Create a public space which is continually busy throughout the winter months and later hours of the day.

#### An inclusive public space

Design inclusive spaces for all age groups, fostering community bringing people together of all ages

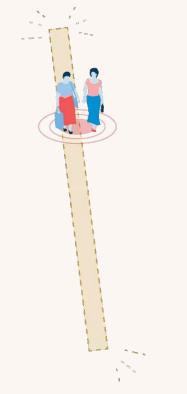


# For this we need to think of all components together

To achieve the overall vision for Kuopio, we are proposing a public space network that consists of the three components, Tori, City Hall Square and Puijonkatu. For each, we unfold the key moves that support the overall vision.



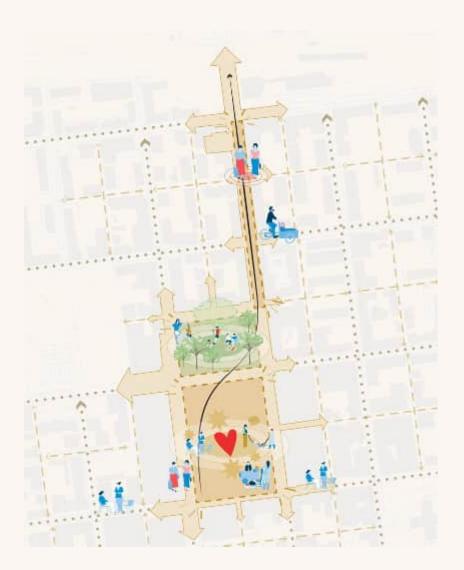






#### The welcome street

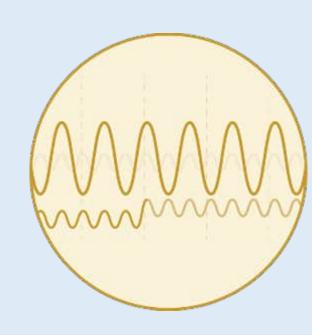
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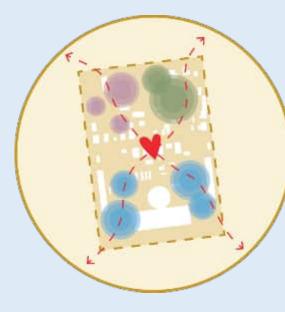


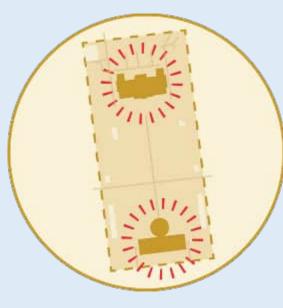
Vision

#### The heart of Kuopio









#### **Balancing activity peaks 24/7/365**

Enhancing the vibrancy of Kuopio Market Square by strategically managing peak times for various activities, ensuring a lively atmosphere around the clock and throughout the year.

- Filling the event calendar  $\rightarrow$
- $\rightarrow$

#### Harmonizing Square layout

Creating a cohesive and navigable layout for Kuopio Market Square that optimizes space utilization, facilitating easy movement and interaction for all visitors.

- $\rightarrow$
- $\rightarrow$
- $\rightarrow$

#### **Celebrating icons**

Highlighting and integrating key landmarks and historical elements within Kuopio Market Square

- Integrating key landmarks  $\rightarrow$
- $\rightarrow$

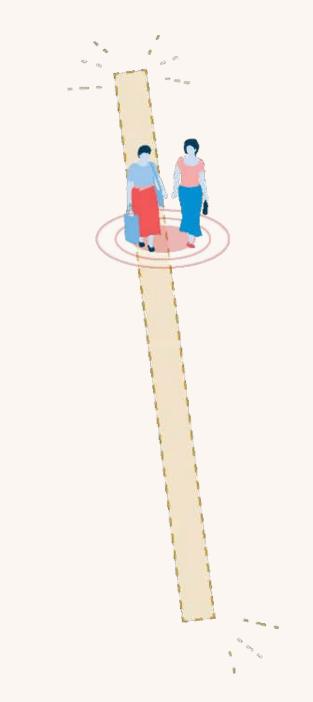
Increase everyday activity

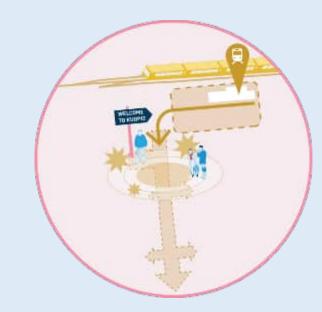
Designing a cohesive and navigable layout Optimizing space utilization **Facilitating easy movement and interaction** 

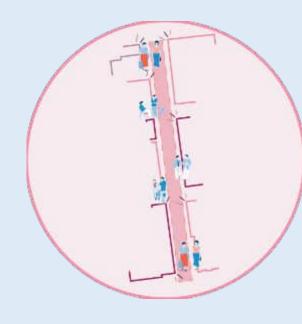
Enhancing the cultural significance of the square

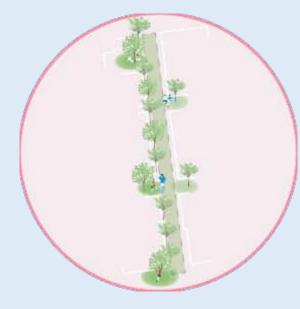
Vision

#### The welcome street









#### **Welcoming Gateway**

Creating an inviting entry point from the station and bus area along Puijonkatu Street, enhancing the approach to the city center and market square.

- $\rightarrow$

#### **Active and Safe Streetscape**

Activating storefronts, widening sidewalks, and enhancing safety measures to encourage pedestrian activity and create a secure environment.

- $\rightarrow$
- $\rightarrow$ access

#### **Sustainable Green-Blue** Infrastructure

Implementing green and blue infrastructure to promote sustainability and improve the urban landscape along Puijonkatu Street.

- $\rightarrow$
- $\rightarrow$

 $\rightarrow$  Enhance the entry experience from transit hubs Create a seamless approach to the city center

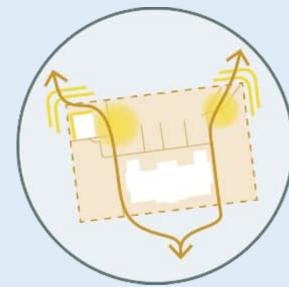
**Boost pedestrian engagement and activity** Improve safety and widen sidewalks for better

Integrate sustainable green and blue elements Enhance the streetscape with green features

Vision

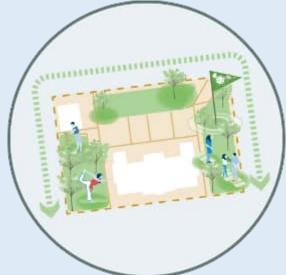
#### The missing link







- $\rightarrow$  $\rightarrow$



### the street

Strengthening the connections between the City Hall area and the surrounding streets and the square, creating seamless interaction

- $\rightarrow$ surrounding streets

### spaces

Upgrading the green areas and introducing diverse activities to foster a vibrant, sustainable, and engaging public space.

- $\rightarrow$
- $\rightarrow$

#### **Inviting corners**

Creating welcoming entry points that enhance accessibility and provide an inviting atmosphere for visitors.

Enhance entry points for better accessibility Create an inviting atmosphere for visitors

#### Integration with the square and

Strengthen connections between the City Hall area and → Promote seamless interaction within the square

#### **Enhancing and programming green**

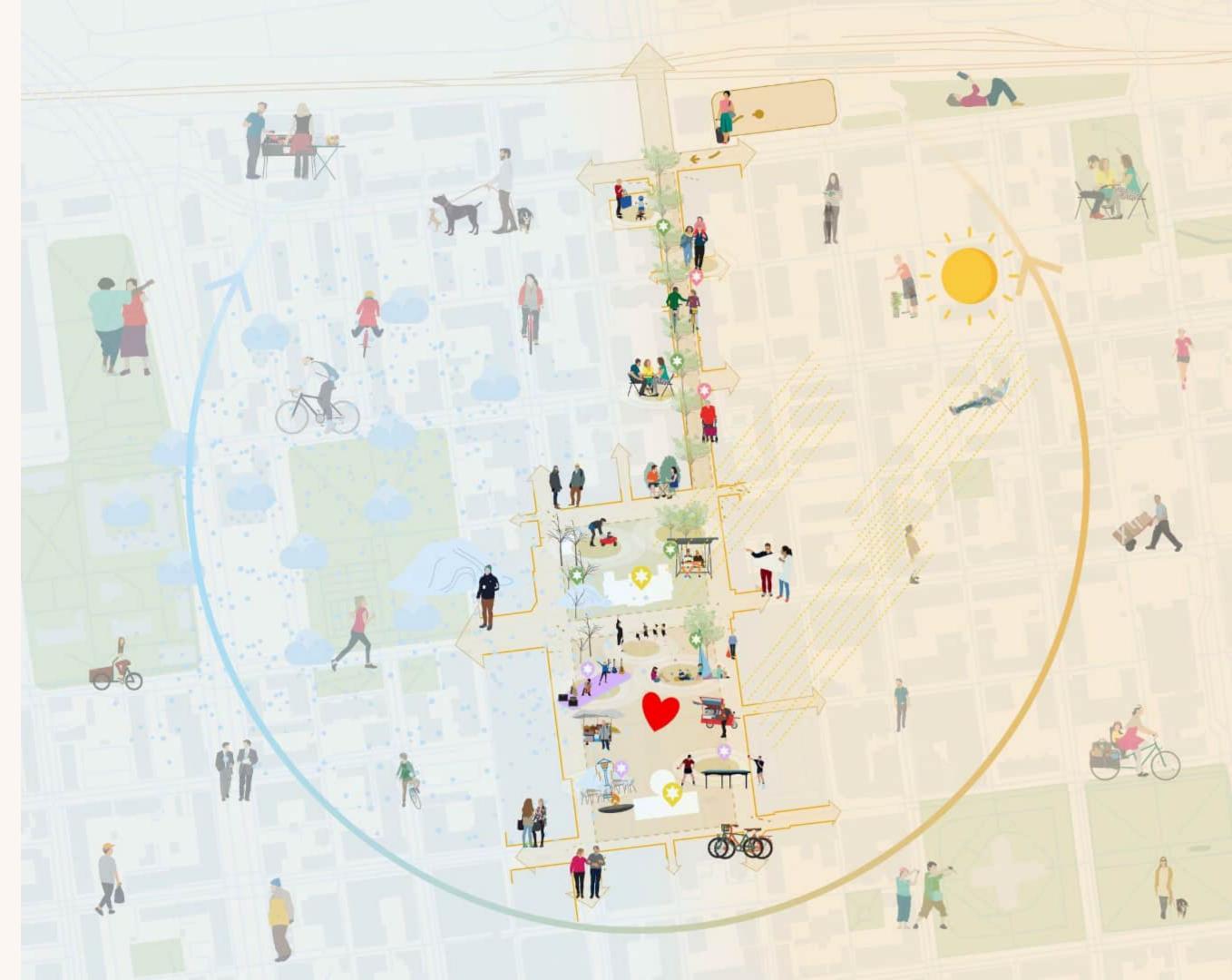
Upgrade green areas to foster vibrancy and sustainability Introduce diverse activities to engage the public space

#### Vision for public life

A vibrant public space network seamlessly blends activity, aesthetics, and accessibility. Through thoughtful design and integration, it creates a lively and cohesive urban environment that fosters community and connection.

Based on this vision, we have developed a coherent design concept for Kuopio's inner city, from the station all the way to the market hall!





02

### Analysis and Public participation





#### ... we counted...

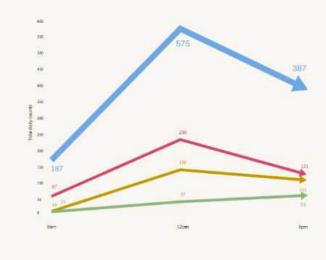
At Gehl we study public life. When doing so, it has proven valuable to get as close to the people we are designing for in order to understand diverse user needs in public space. That is, understanding lived experience from eye-level. Lived experience is often surveyed through registrations (PSPL), on-site surveys, workshops, focus groups, and interviews.



Tori

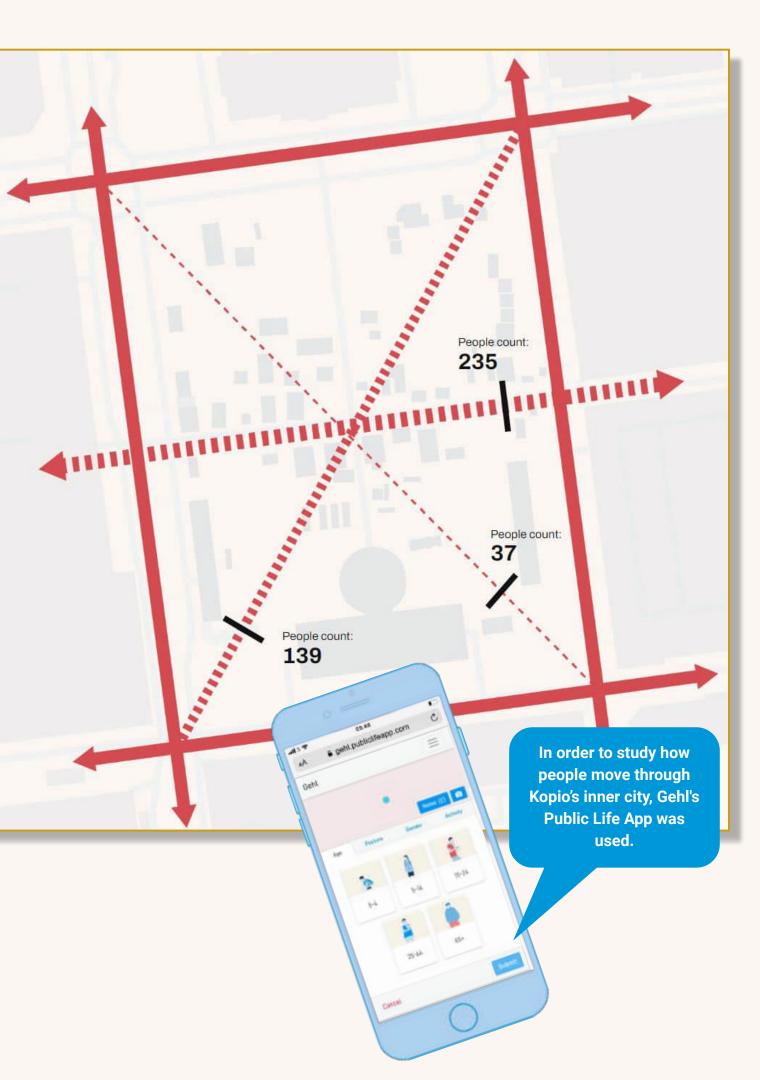
#### The organization of the market stalls don't fit the diagonal movements we observed

It is clear that there is a discrepancy between the desire lines and where the market stalls are placed. Due to the lack of structure the layout of the square blocks natural flow than aids it.



People count: Recorded at 12pm

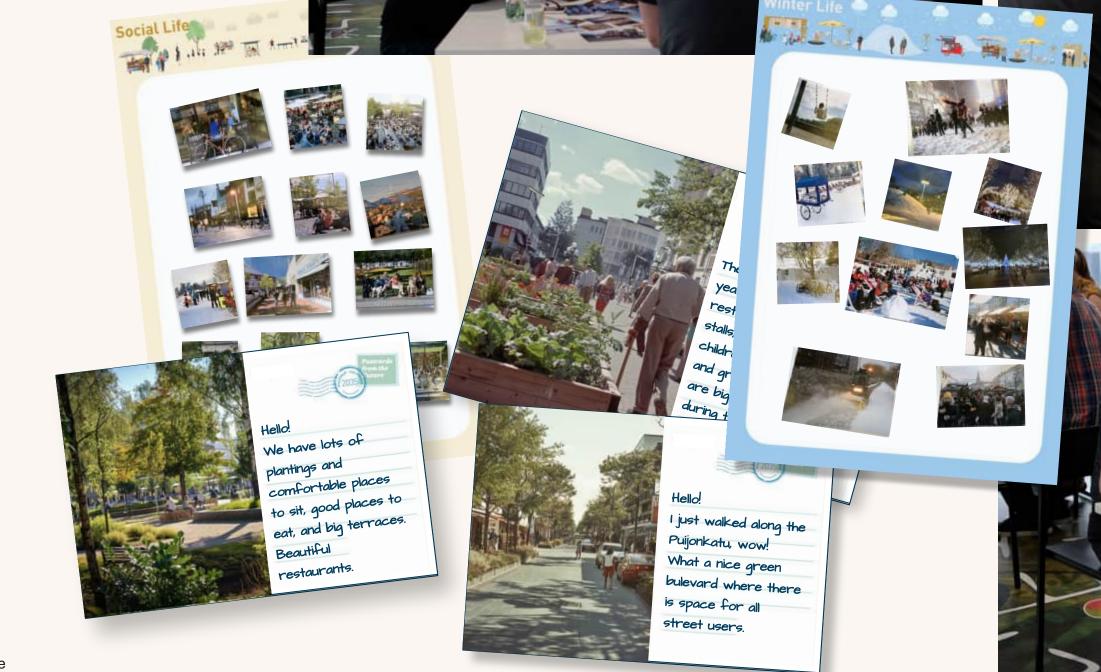
**Gehl** — Making Cities for People



#### **Public Participation**

We have lots of plantings and comfortable places to sit, good places to eat, and big terraces. Beautiful restaurants.

#### ... and we discussed about your city!



1999999999



#### Then we asked you...



#### Intro

English

#### Welcome to the Kuopio Market Square Survey!

Gehl Architects is a Danish, Copenhagen-based urban plann and design office, which is particularly focused on humancentered design. Our mission is to create cities for people and cus especially on people's experience of urban spaces. We ant to create pedestrian-friendly and sustainable nments and improve the quality of urban life work

eaim of this survey is to gather insights from everyone livin Cuopio about the overall quality of public spaces and public fe in the inner city. We are particularly interested in leistanding the factors that enhance the appeal of the a, including their strengths and areas that need nt. For this, we would like you to get to know you you see your city. We would also like to understand y hes and preferences for the market square and the perience in Puljonkatu, With your feedback we can co prove these central spaces in Kuopiot

#### Tori in Summer

How often do you visit the central market square in the summer?

- O Daily O Weekly
- Monthly
- O Rarely

O Never

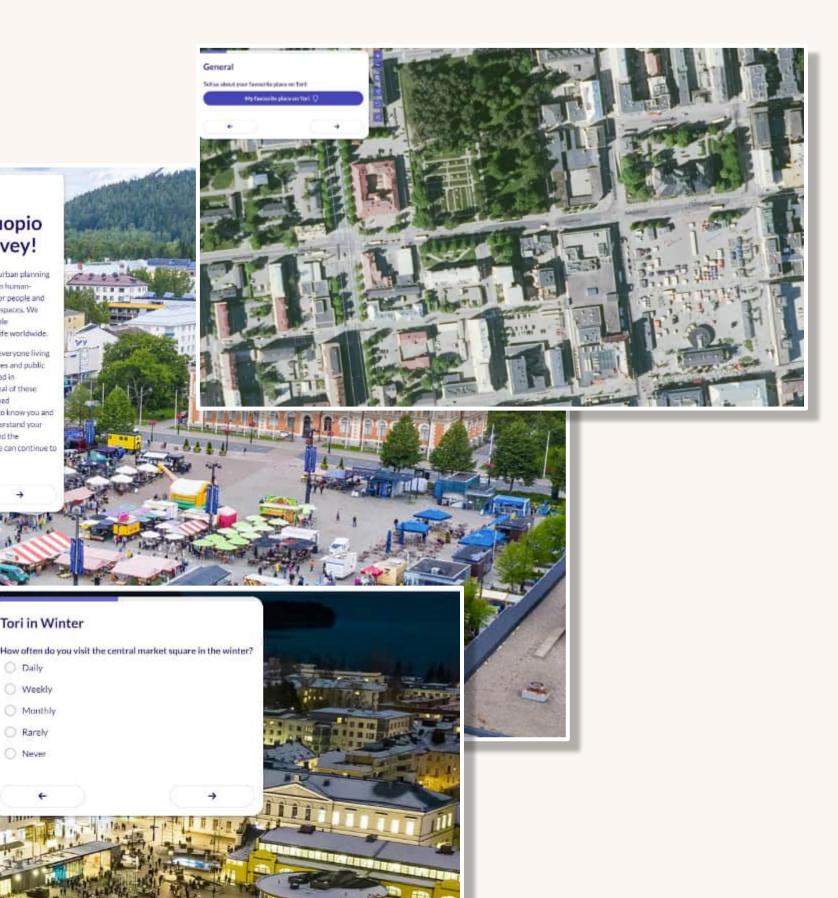




#### Tori in Winter

- Daily
- Weekly Monthly
- Rarely
- Neve

and the



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Getting to know you

#### **Favorite Places & Respondents**

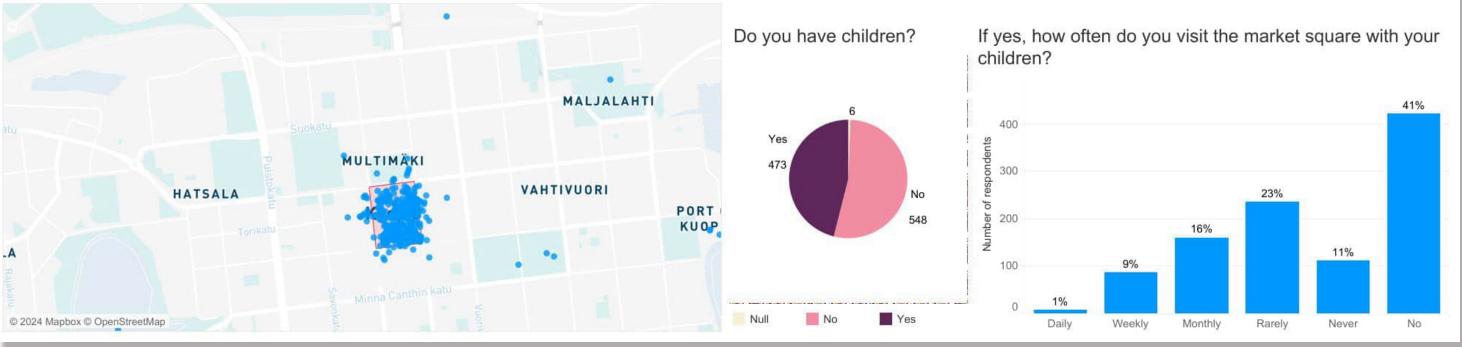
1,027 respondents with current filters

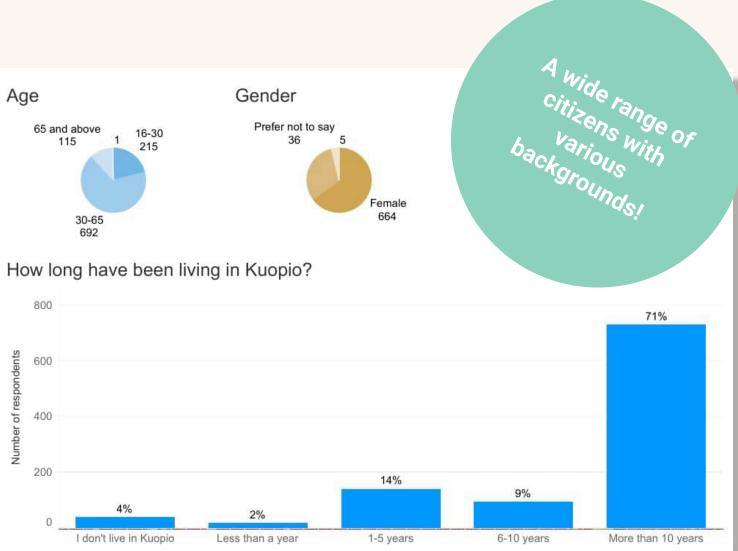
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Favorite Place in Kuopio

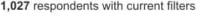
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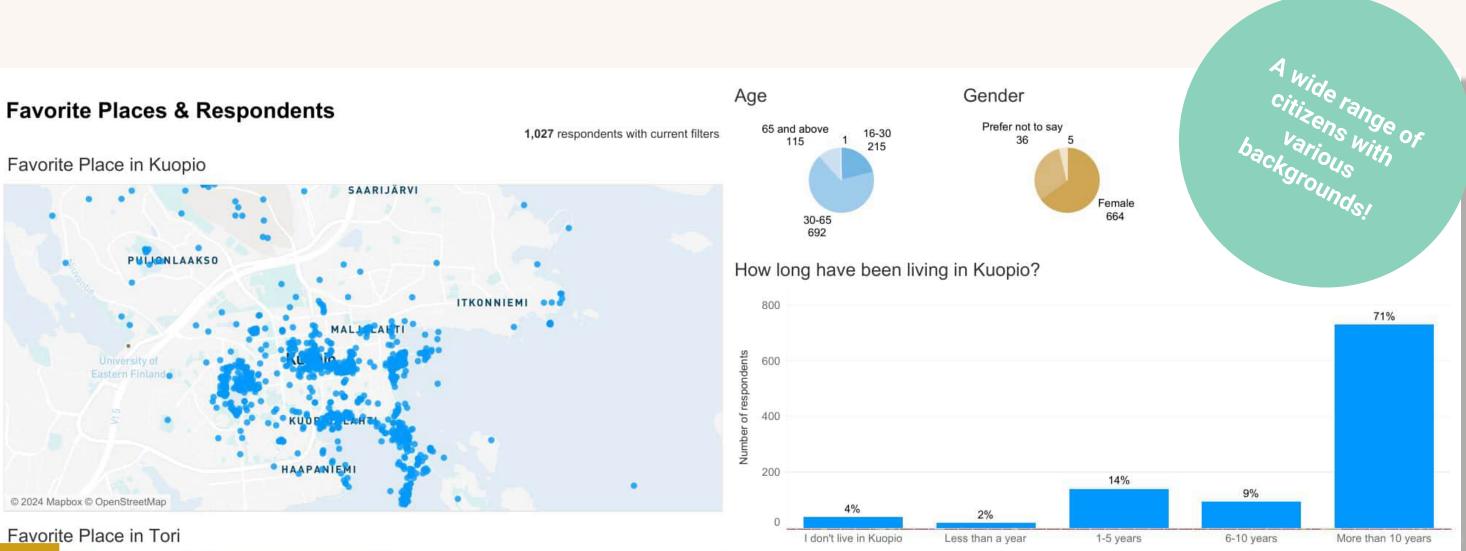
Favorite Place in Tori





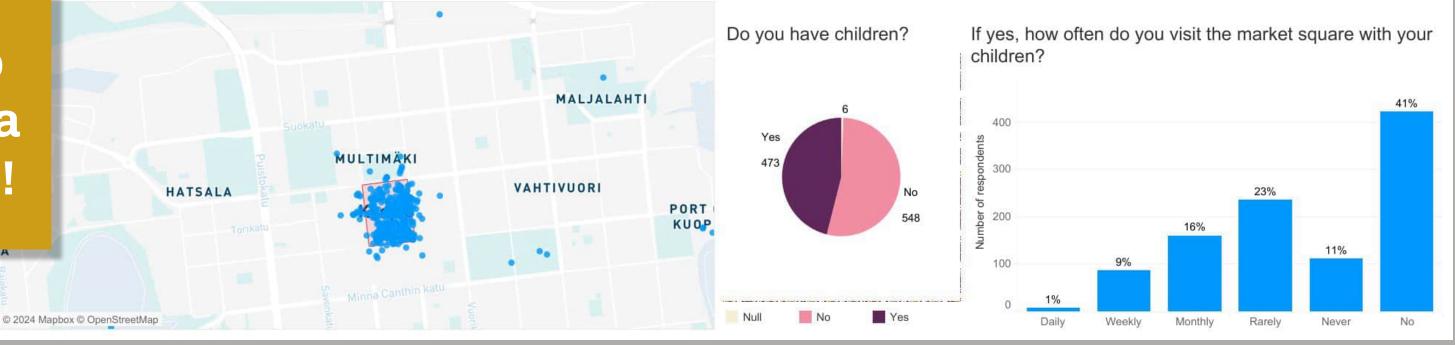
#### Getting to know you







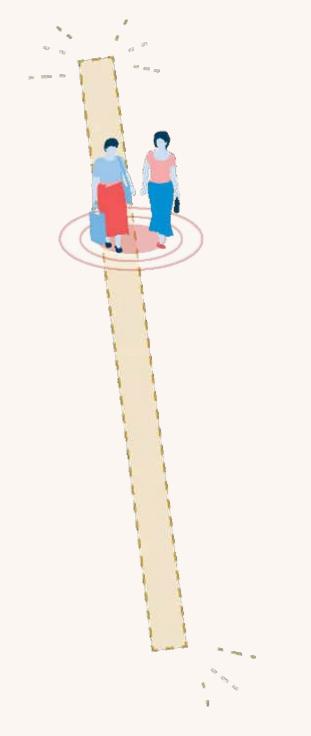
We will get to the results in a few minutes..!



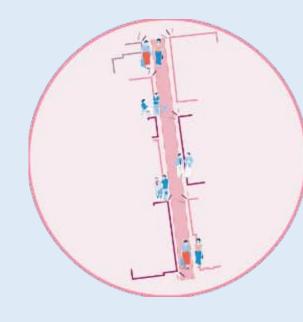


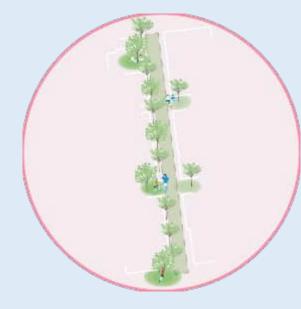


#### **Goals for Puijonkatu**









#### **Welcoming Gateway**

Creating an inviting entry point from the station and bus area along Puijonkatu Street, enhancing the approach to the city center and market square.

- $\rightarrow$
- $\rightarrow$

#### **Active and Safe Streetscape**

Activating storefronts, widening sidewalks, and enhancing safety measures to encourage pedestrian activity and create a secure environment.

- $\rightarrow$
- $\rightarrow$ access

#### **Sustainable Green-Blue** Infrastructure

Implementing green and blue infrastructure to promote sustainability and improve the urban landscape along Puijonkatu Street.

- $\rightarrow$
- $\rightarrow$

Enhance the entry experience from transit hubs Create a seamless approach to the city center

**Boost pedestrian engagement and activity** Improve safety and widen sidewalks for better

Integrate sustainable green and blue elements Enhance the streetscape with green features

#### How did you feel about Puijonkatu?

Puijonkatu

#### What improvements would you like to see in the market square in winter?

	I don't know	Very low importance	Low importance	High importance
Adding greenery and flower plantings	92	26	83	413
Adding seating	136	37	118	395
Development of general and Christmas lighting	135	21	70	430
Development of movement activity and collaboration between the shops and services	121	14	32	394
Development of road traffic or public transport	225	77	161	308
Development of shop windows and general appearance	131	17	45	352
Making cycling easier and cozier on Puijonkatu	136	85	127	342
Making parking easier on Puijonkatu	161	145	216	255
Making walking easier and cozier on Puijonkatu	117	34	84	421

Around 75% of you want Puijomnkatu to be more pedestrian and cycling friendly!



Puijonkatu

MAJOITU, RUOKAILE, KOKOUSTA JA ANNA POHJOISEN LUMOTA.

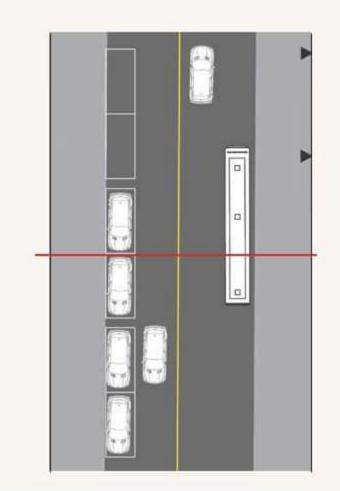
### The challenge

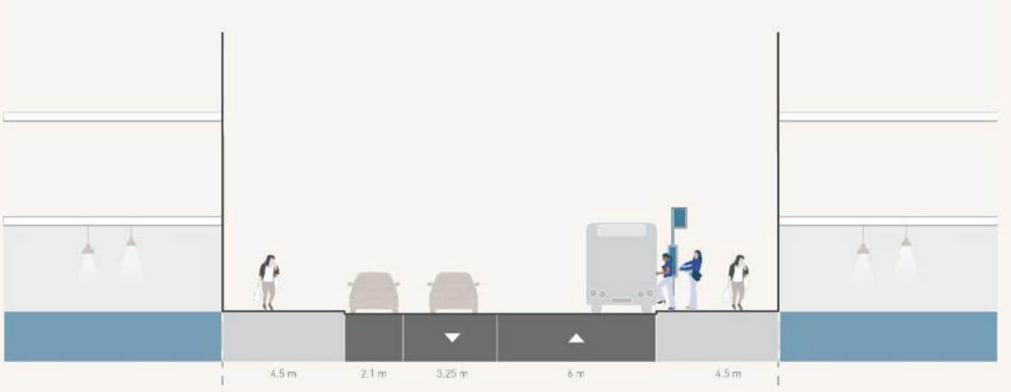
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#### The challenge

The inactive, empty facades on the ground floors lack inviting features such as seating, signage, and high-quality materials, further detracting from the street's appeal. With little greenery and seating, especially close to the bus stops, Puijonkatu feels more like a thoroughfare to pass through quickly rather than a place to linger and enjoy.

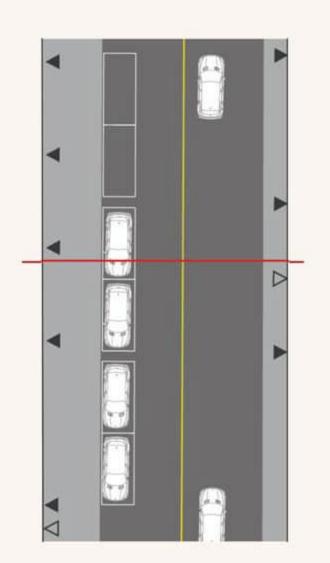






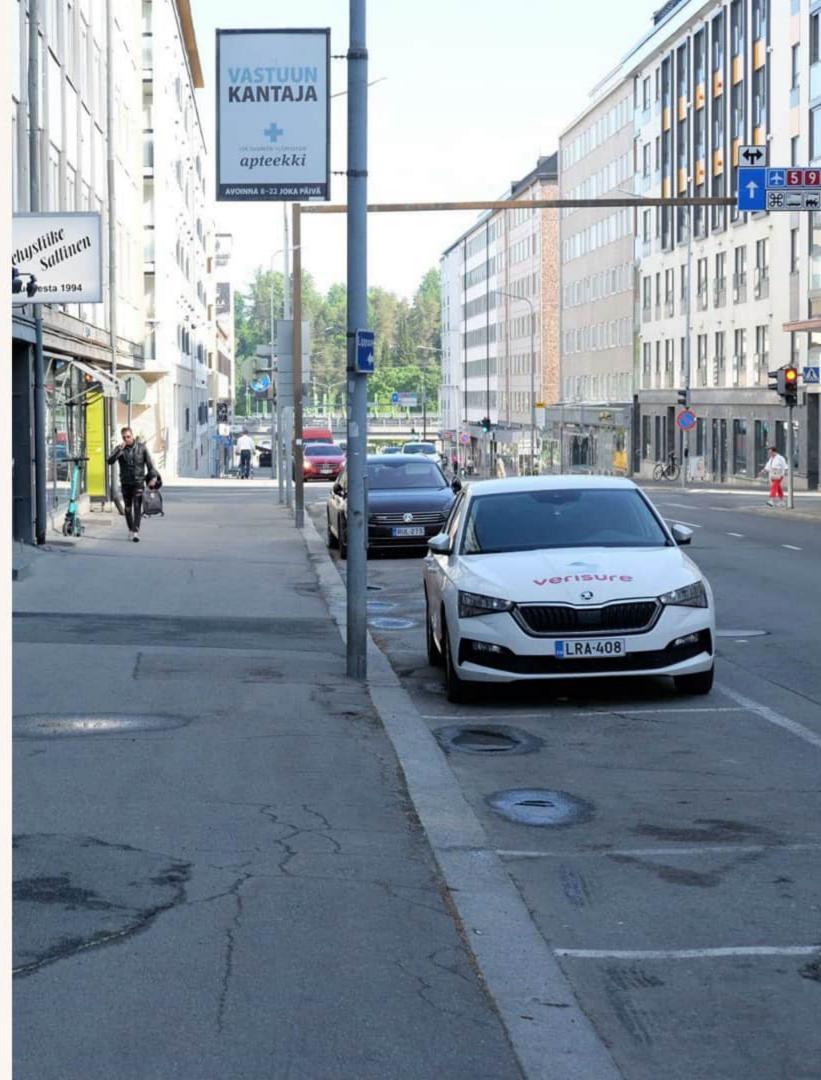
#### The challenge

The shared bike and pedestrian spaces are cramped, with the sidewalks on the east side being too narrow. The southern stretch of Puijonkatu is not very inviting to people entering the inner city, regardless of mode of transportation. Green, seating and space for ground floor functions to spill out are missing.





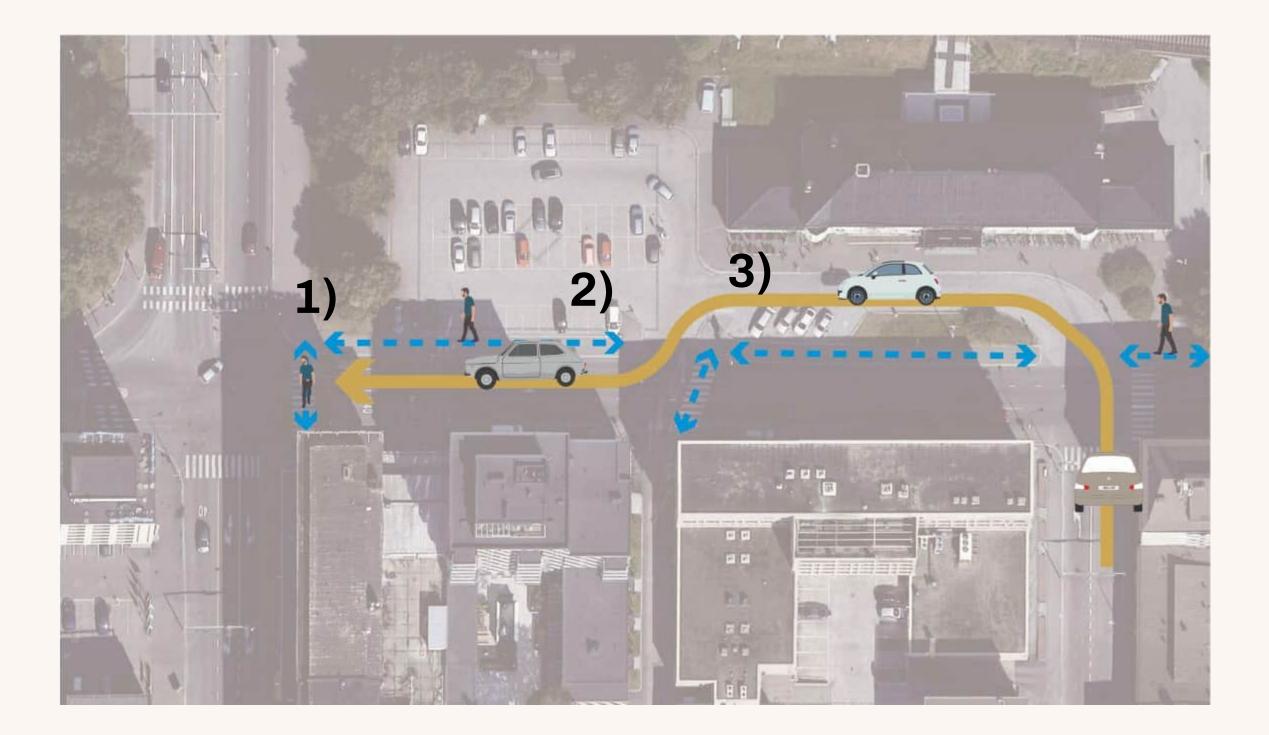
Gehl — Making Cities for People



# The starting point for Puijonkatu

Currently, the design of train station prioritises vehicle access and circulation for cars and taxis. Pedestrians have to cross **1**) **Asemakatu**, **2**) **a private parking lot** and **3**) **the drop-off zone** in front of the station to get to the trains. This reduces the importance of the station in the city.





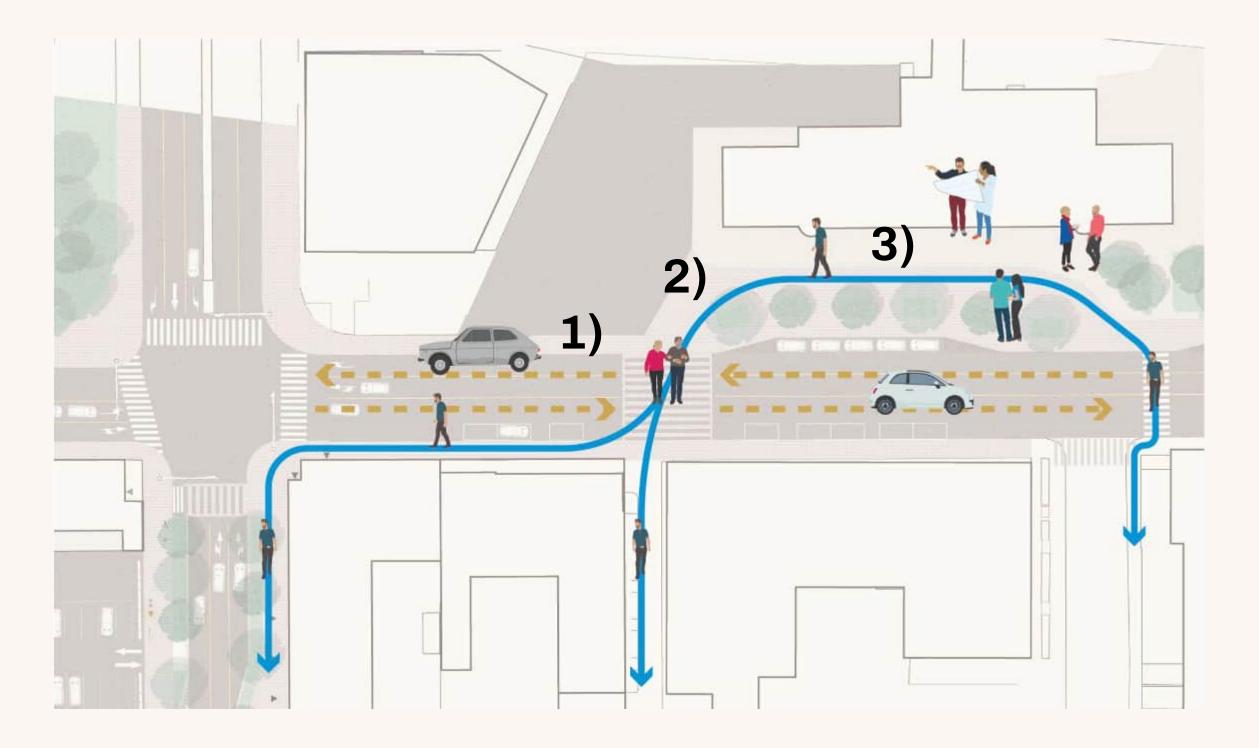
**Gehl** — Making Cities for People

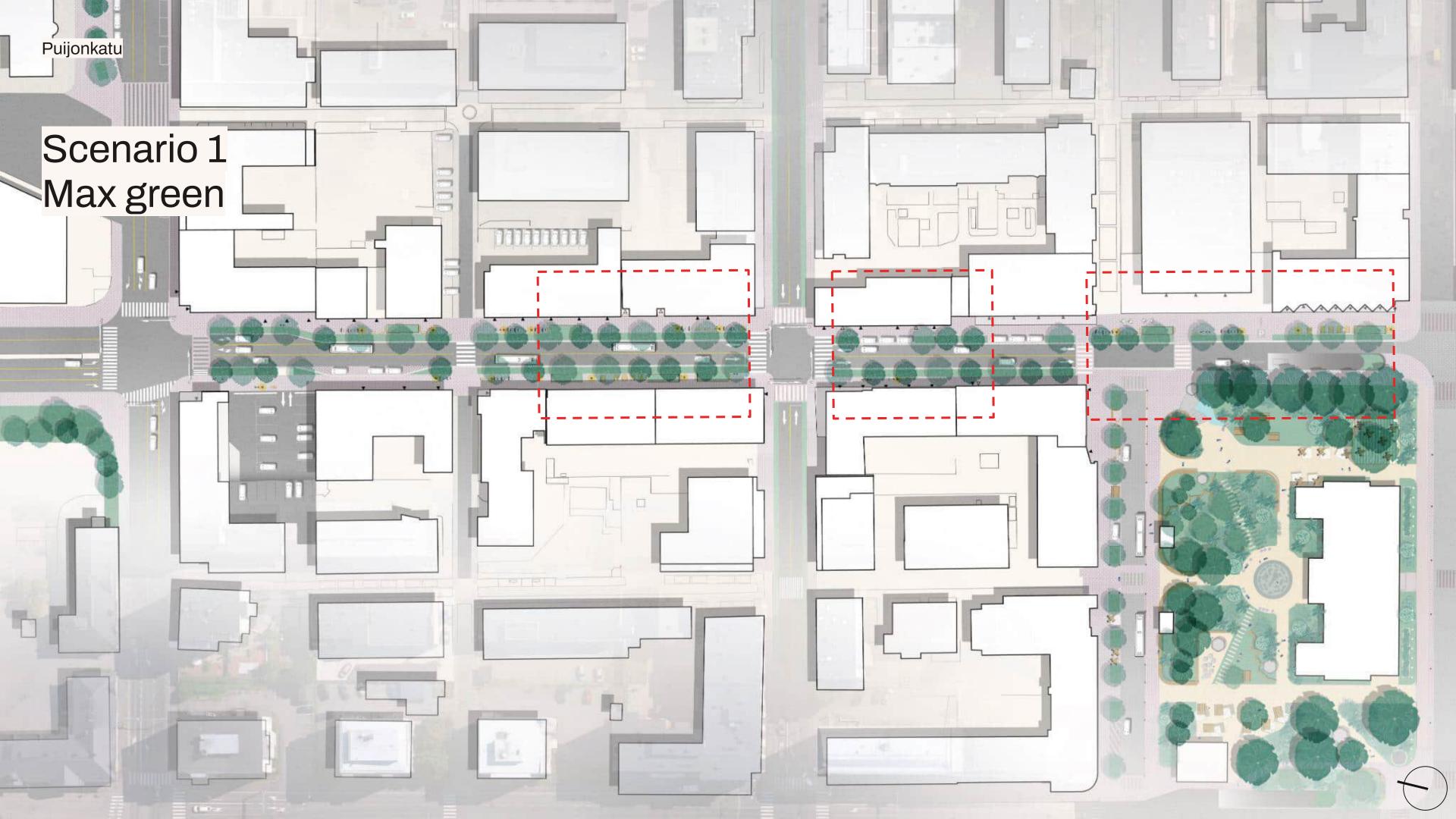
# Turning the station into a welcoming destination

To better connect the station, soft mobility connections to main destinations in the city should be prioritized. By integrating the train station in soft mobility network, it becomes a local destination and connects the new development north of the tracks to the city.



Pedestrian connections, Winterthur, Switzerland

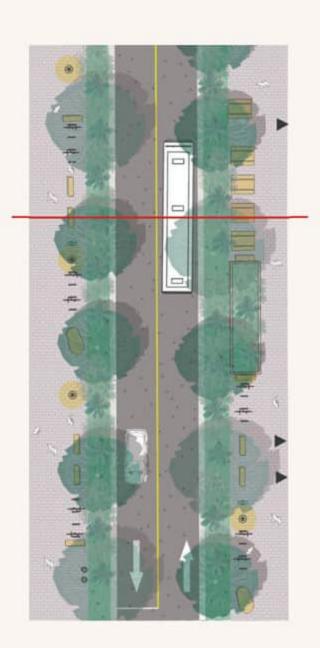




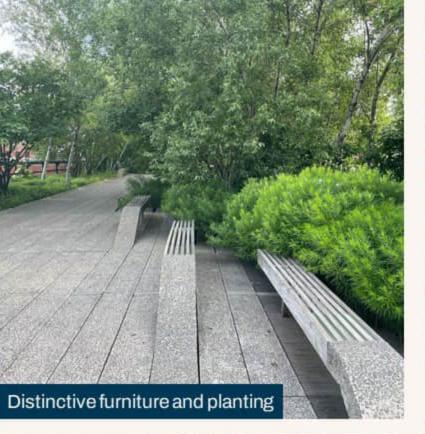
Puijonkatu

#### Scenario 1 Max green

In this scenario, widened sidewalks would better accommodate both cyclists and pedestrians, enhancing safety. The extra space allows for a green flex zone with seating, bike parking, and short-term drop-off areas. This clearer, more organized layout makes the street safer and more inviting for everyone.









Continuous sidewalks establish hierarchy

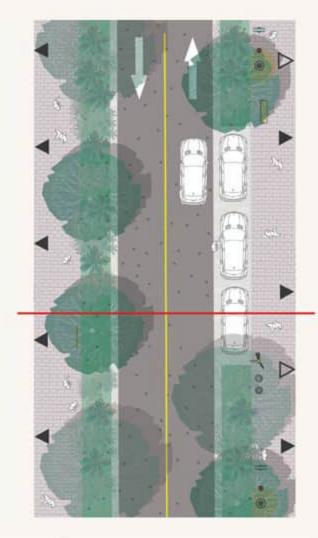


Biodiversity along the street, Jaktgatan, Stockholm

Puijonkatu

#### Scenario 1 Max green

This scenario integrates the current shared bike and pedestrian sidewalks that are used in Kuopio. By providing more space and separating the sidewalk from the driving lanes, a "semi-shared space" with flexibility for ground floor program and other functions is created.









Active Edge zone in Copenhagen



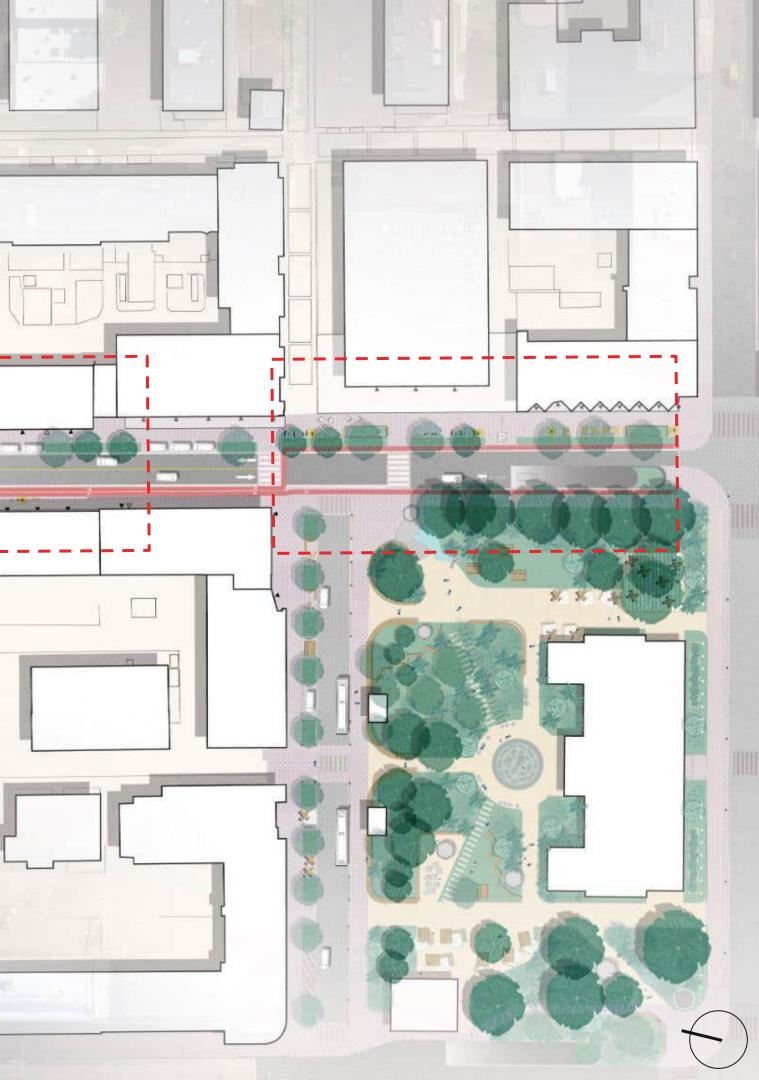
Green buffer and seating along edge

Clear separation and shading though street greenery



# Scenario 2 Two-way bike lane

1.1



Puijonkatu

#### Scenario 2 Two-way bike lane

In the third scenario, the street layout features a pedestrian sidewalk and a two-way bike lane on the left side, separated from each other for safety. The bike lane allows cyclists to move efficiently in both directions while keeping them away from pedestrian traffic.

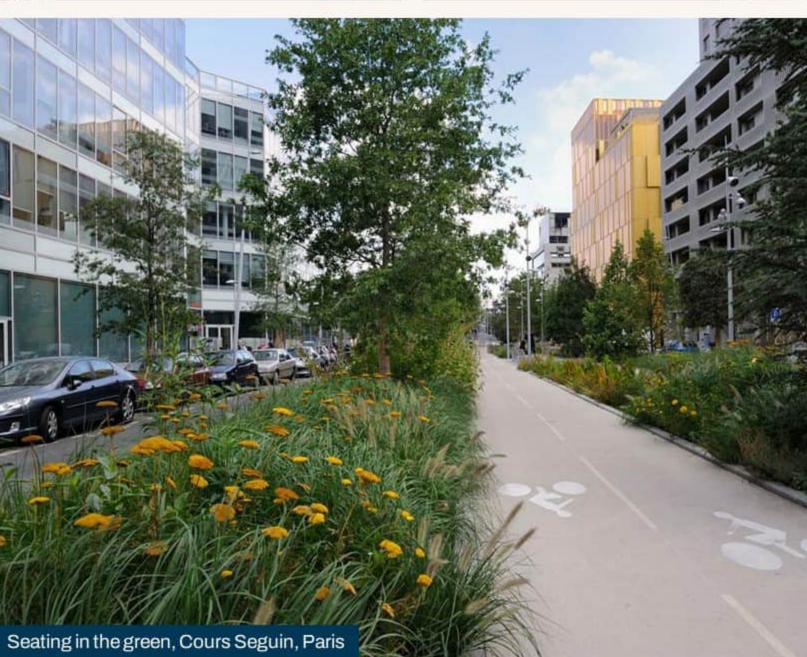
The two driving lanes in the center provide continuous flow for vehicles but without bays for bus stops, keeping the roadway clear and straightforward.







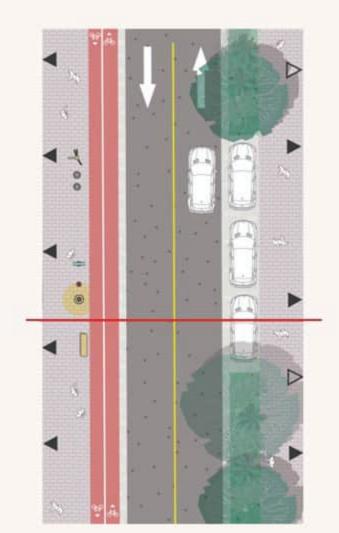
Separated bike lanes with seating



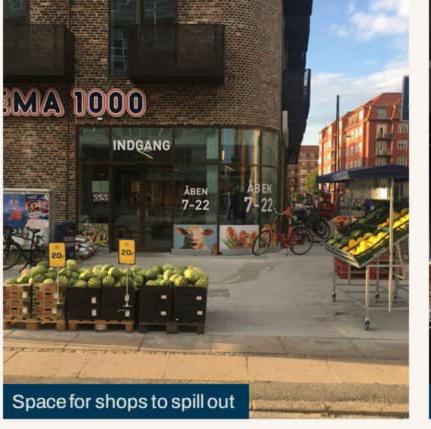
#### Scenario 2 Two-way bike lane

On the right side, a wide sidewalk includes generous edge zones, offering space for activities like seating, outdoor dining, or short-term parking. This sidewalk is enhanced by planting beds that add greenery and improve the street's aesthetic appeal, creating a pleasant environment for pedestrians.

The design balances efficient traffic flow with ample space for pedestrians and cyclists, making the street functional, attractive, and safer for all users.







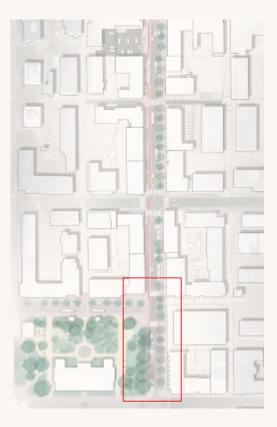


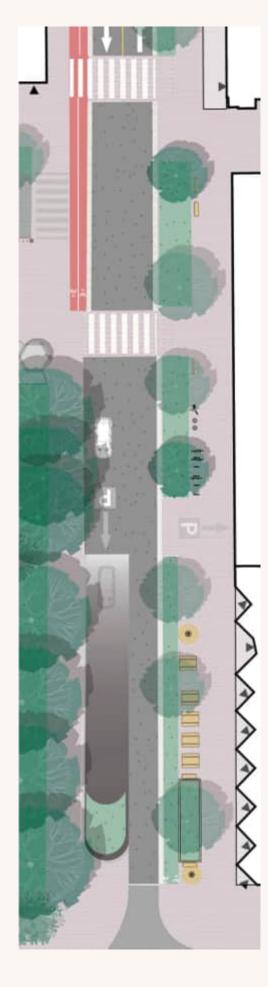


Short-term parking integrated with serving space along sidewalk

## Scenario 2 Cycling connection

To increase the efficiency of the newly established north-south bicycle connection through Puijonkatu, the two-way bike lane needs to be intuitively to use. With the tight space at the parking entrance, two scenarios are proposed. A two way bike lane along the park is not recommended, due to the higher complexity and cost of redesigning the green space.





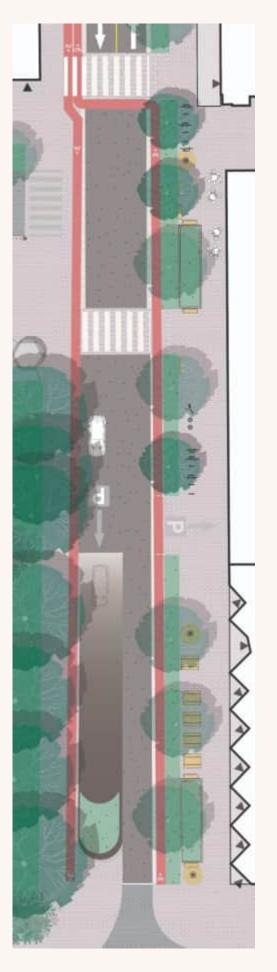
#### Scenario 2.1: Two way bike lane on East side

**Pros:** 

- Keeps existing pedestrian area to the West as it is today
- Re-design of the park is unnecessary
- East side of Puijonkatu becomes more green and attractive for pedestrians

#### Cons:

- Requires cyclists to cross the street at Maljalahdenkatu
- Cyclists have to get off at the park and use the sidewalk until Tori



#### Scenario 2.2: One way bike lanes on both sides

#### **Pros:**

- No crossing in southbound direction
- Sidewalks stay as they are today
- Both sides of Puijonkatu receive a clearer organization
- Tree planting along east side are possible
- Bike lanes take up less space

#### Cons:

- Pedestrian area to the west is becoming slightly narrower
- Northbound direction requires crossing the street

# Overview of different solutions



#### Scenario 1: Maximize green

#### Pros:

- Flexibility: The green flex zone allows for seating, bike parking, and short-term parking or drop-off areas, offering multifunctional use.
- · Space Efficiency: Shared sidewalks maximize the use of space, accommodating both pedestrians and cyclists.
- · Accessibility: Provides convenient drop-off zones, benefiting businesses and pedestrians.

#### Cons:

- · Safety Concerns: Shared sidewalks may lead to potential conflicts between cyclists and pedestrians.
- Organization: Without clear separation, the area could become chaotic, especially during peak times.



#### Scenario 2.1: Two way bike lane

#### Pros:

- types of street users.
- functional environment.
- the street's aesthetic and usability.

#### Cons:

- require additional coordination and maintenance.

· Safety and Clarity: The dedicated two-way bike lane on one side and pedestrian sidewalk on the other reduce conflicts between different

• Generous Space: The wide sidewalk with edge zones allows for seating, bike parking, and planting beds, creating a more inviting and

· Visual Appeal: Integrating greenery and well-defined areas enhances

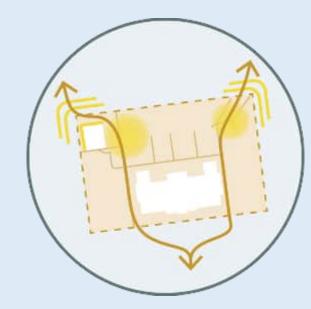
• Traffic Flow: Without bus stop bays, vehicle flow might be impacted, particularly if there is a high demand for public transportation. · Complexity: Managing the wide sidewalk and various features might

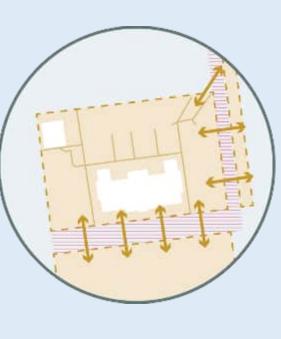


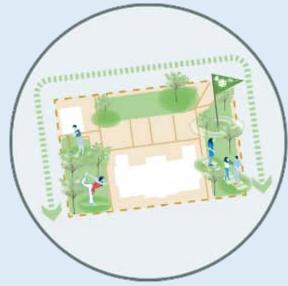
City Hall

#### The missing link









#### **Inviting corners**

Creating welcoming entry points that enhance accessibility and provide an inviting atmosphere for visitors.

- $\rightarrow$
- $\rightarrow$

# the street

Strengthening the connections between the City Hall area and the surrounding streets and the square, creating seamless interaction

- $\rightarrow$ surrounding streets

# spaces

Upgrading the green areas and introducing diverse activities to foster a vibrant, sustainable, and engaging public space.

- $\rightarrow$
- $\rightarrow$

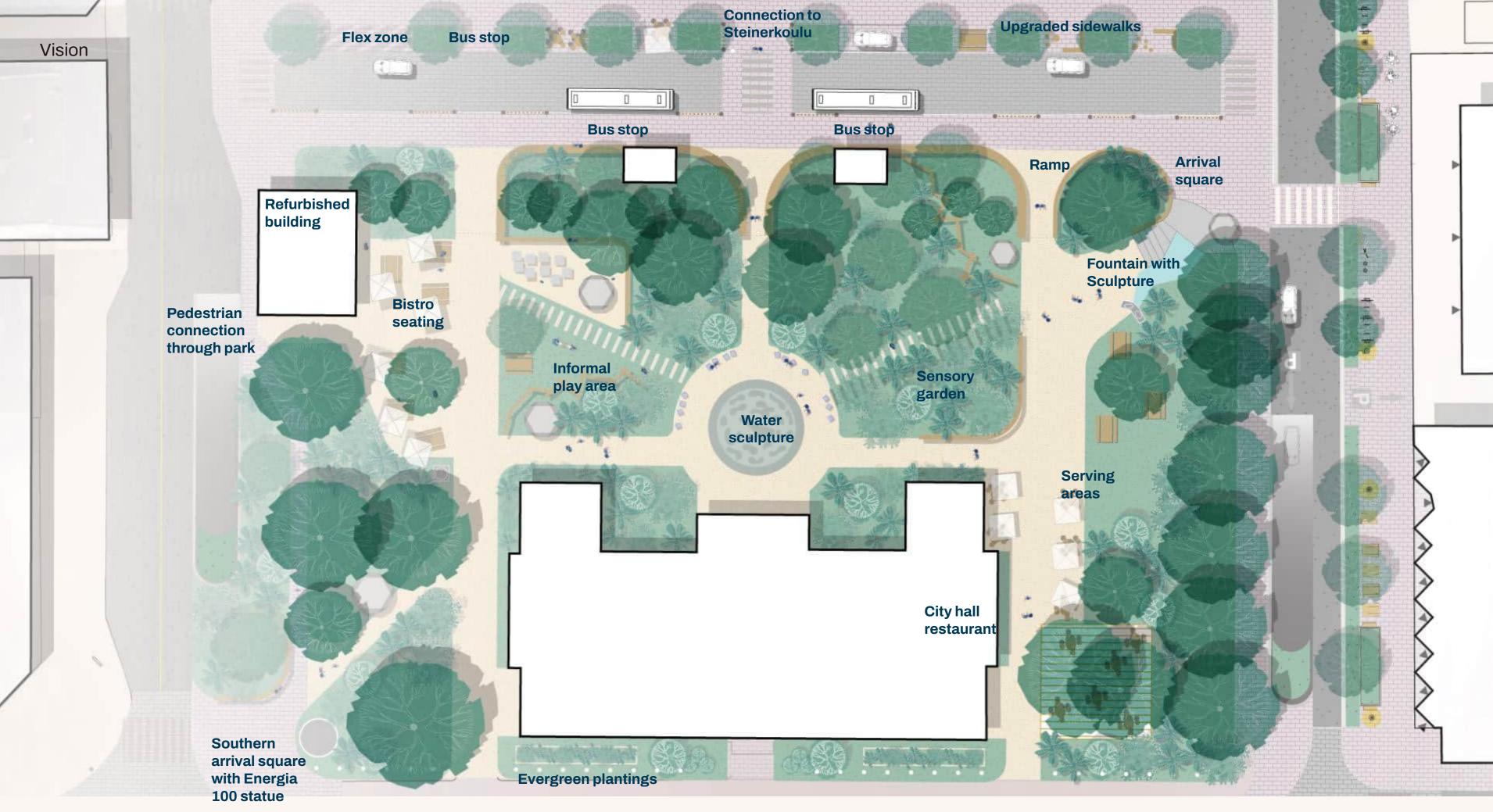
Enhance entry points for better accessibility Create an inviting atmosphere for visitors

#### Integration with the square and

Strengthen connections between the City Hall area and → Promote seamless interaction within the square

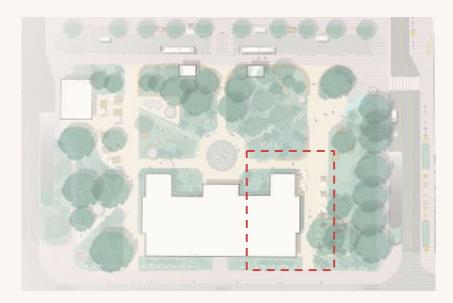
#### **Enhancing and programming green**

Upgrade green areas to foster vibrancy and sustainability Introduce diverse activities to engage the public space



# A new dining destination

The West side of the City Hall could be envisioned as a new fine dining experience for both residents and visitors of Kuopio drawing people to the park. By creating spaces for outdoor seating, diners can enjoy the view of both Tori and the park whilst watching their children play in natural playscape.









A more refined dining experience

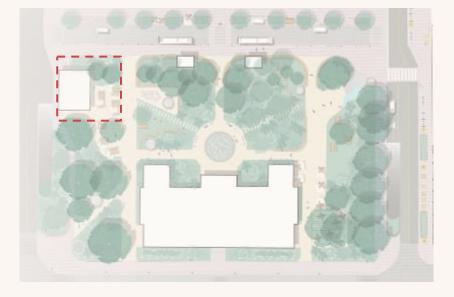
# A new place to relax and drink...

The yellow structure to the North-West of the site could be transformed into a casual cafe / micro brewery where parents are able to relax and have a drink while watching their children play on the adjacent playscapes.



Space for informal and grass roots program



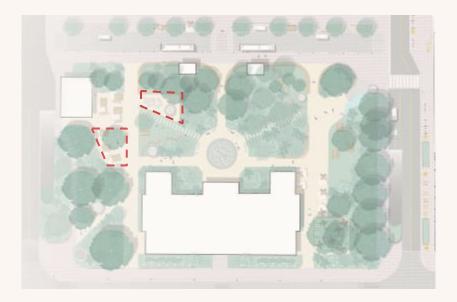






#### Art & play for all seasons

Working alongside local artists, sculptures could be designed and implemented within the park which which could double as durable 3d playscapes allowing for play even in the winter seasons. The duality of the artwork can therefore create an enjoyable experience for all age groups.





Sculptures integrated in overall design...





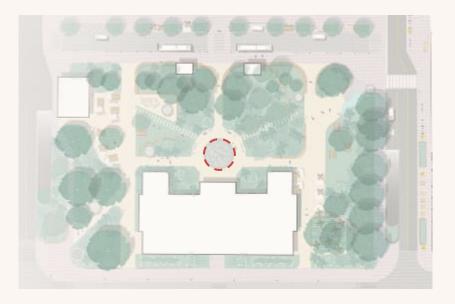
. that work both in summer and in winter!



# A central feature for all ages

By implementing a non descript central feature that can be used by children during the day and teenagers in the evening, the transformed park can draw in a number of age groups throughout the day.



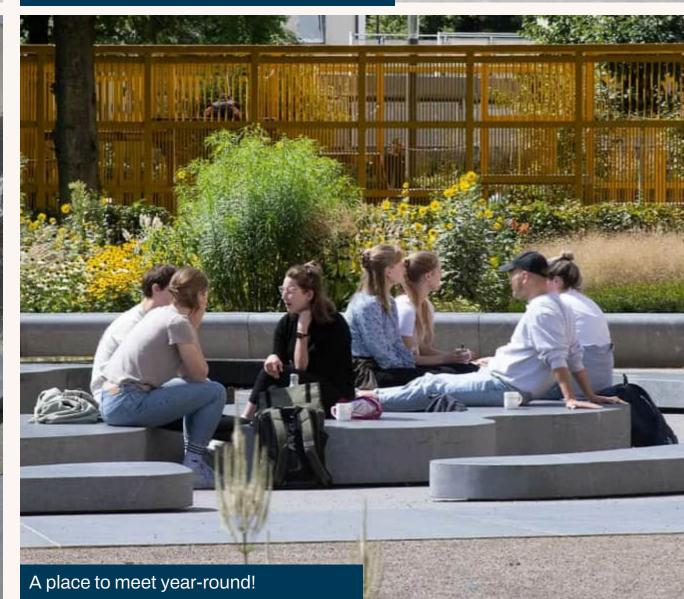




Sculptural features remain visible in winter

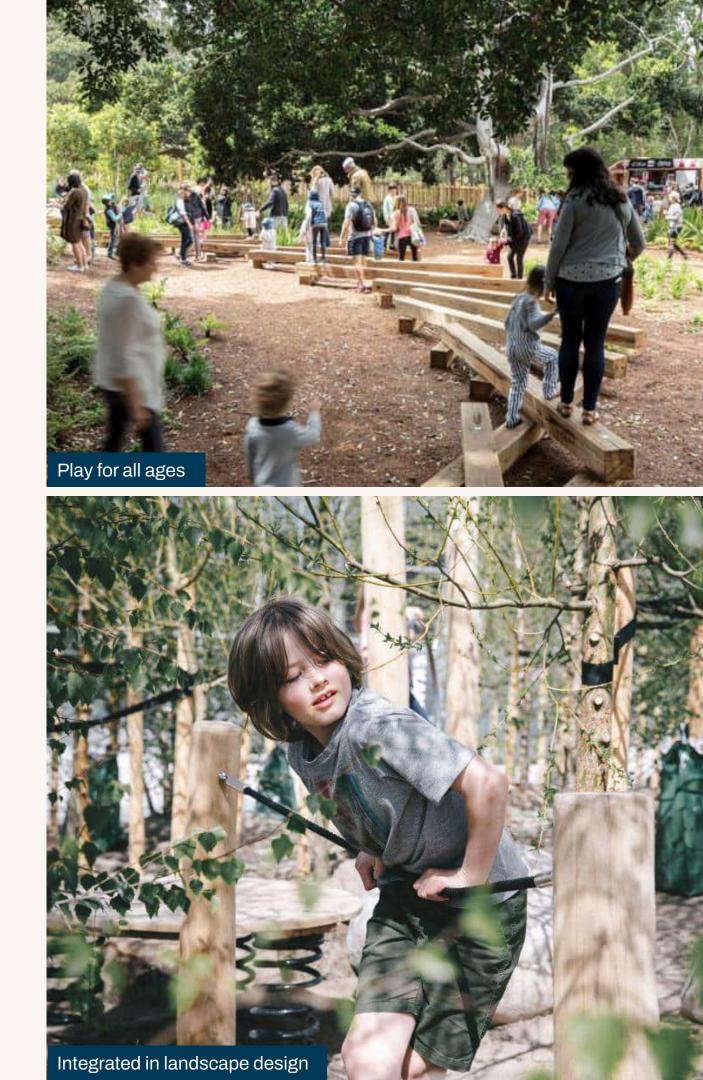


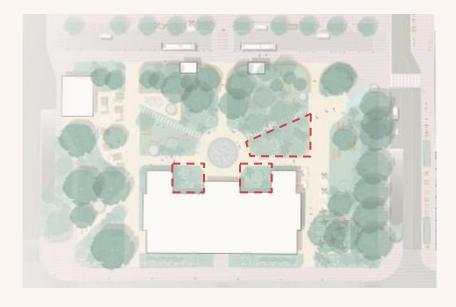
Water as sensory experience in summer



## **Biodiverse** playscapes

Introducing biodiversity to Kuopio and especially the city centre is crucial for wildlife to flourish in an urban environment. By incorporating play elements within these biodiverse spaces, children from the nearby school can learn and immerse themselves in an alternative environment.





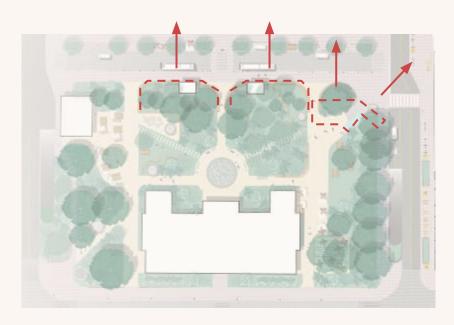


Simple installations that do not cost much



# An outwards facing park

In order for the park to draw in more visitors and be more welcoming, one of the main interventions was to winden the staircase dramatically to the North-East to draw in travellers from key spine of Puijonkatu. Likewise creating a new bench to frame the park can create a new seating area for children to wait for the bus after school.







# A change of pace complementing Tori

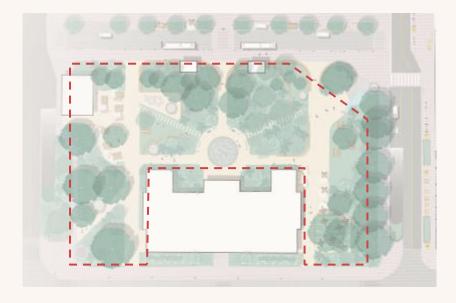
In order to create a variety of spaces between Tori and the City Hall Park, Tori focuses upon desire lines to go focus on ease of flow with minimal fixed elements. The park in contrast is a place to rest, promotes slower movement and creates more opportunities for rest and play.



A calm green space for lingering and spending time



Formal staying opportunities provide structure



Close-to-nature plantings soften the atmosphere

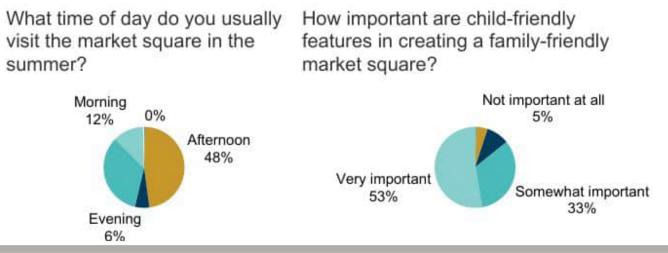


How often do you visit the central market square in the summer?

Weekly

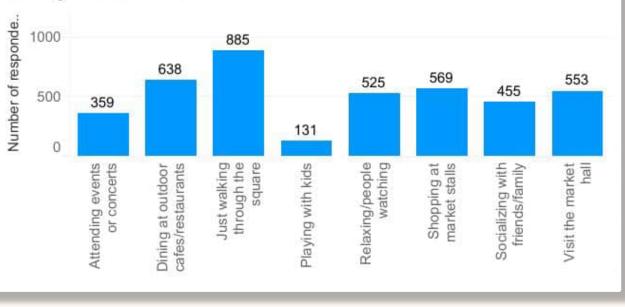
58%

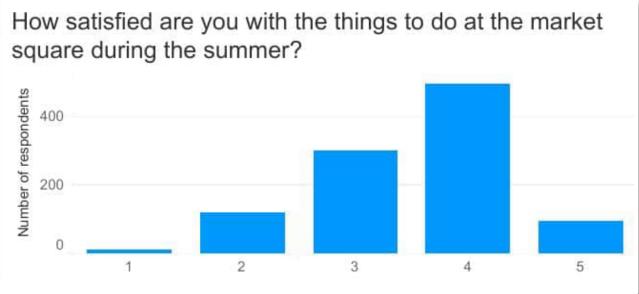
summer?



#### Summer

during the summer?





#### This is how you felt about Tori in summer...

1,027 respondents with current filters

0% Daily

**Nonthly** 

19%

What improvements would you like to see in the market square in summer?

	l don't know	Very low importan	Low importance	High importance	Very high importa.	. Very high Import
Adding greenery and flower	92	26	83	413	356	
Adding seating	136	37	118	395	276	
Better parking facilities	148	237	207	228		148
Big events and concerts	142	62	199	356		181
Colourful planting areas an	82	18	59	430		381
Development of general an	135	21	70	430	287	
Development of movement	121	14	32	394	377	
Development of road traffic	225	77	161	308	172	
Development of shop windo	131	17	45	352	385	
Enhanced safety measures	289	39	120	354		160
Improved access to public t	185	117	157	340		152
Improved cleanliness	153	17	61	465		270
Making cycling easier and c	136	85	127	342	267	
Making parking easier on P	161	145	216	255	174	
Making walking easier and	117	34	84	421	308	
More different kinds of cafe	154	35	123	374		251
More market vendors	202	31	109	451		177
More restaurant and cafes	108	45	118	482		222
More things to do for childr	275	67	94	344		152
More things to do for seniors	352	63	98	308		119
More things to do for young	238	46	81	349		212
Nicer public restrooms	90	18	30	302		521
Shady and sheltered rest ar	74	20	53	490		338
Small events like street mu	114	31	85	432		291
Summer activities	185	26	123	393		215
Sunny resting areas and pl	95	27	132	445		276

#### What activities do you engage in at the market square

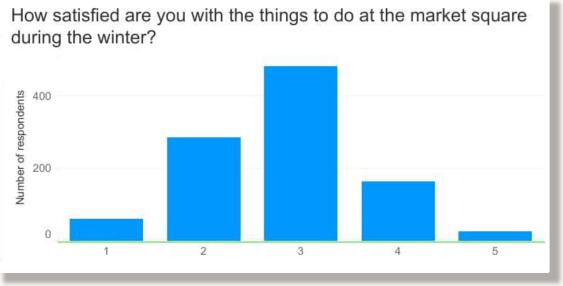
#### ... and in winter!

#### Winter

1,027 respondents with current filters

#### What improvements would you like to see in the market square in winter?

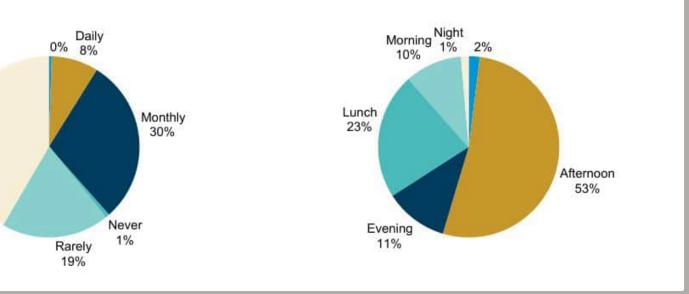
	l don't know	Very low importance	Low importance	High importance	Very high importance
Better general lighting	241	36	185	353	136
Improved snow and ice removal	248	31	106	350	212
More seasonal winter lightning	118	23	103	445	280
More sheltered sitting areas	171	50	157	348	221
More winter activities or seasonal events	148	33	66	499	225
More winter season vendors	253	29	135	358	183
Year-round restaurant and cafes with heated customer spaces	91	28	77	404	371



How often do you visit the central market square in the winter?

Weekly 42%

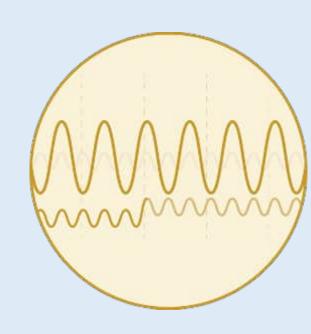
What time of day do you usually visit the market square in the winter?

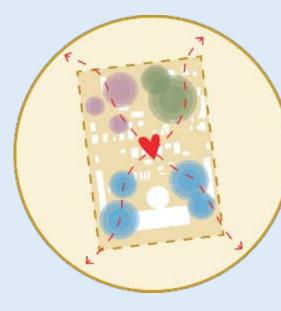


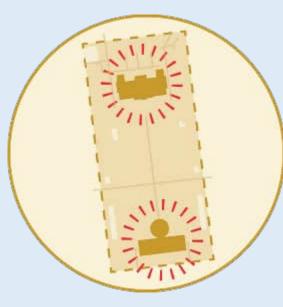
#### Tori

## The heart of Kuopio









#### **Balancing activity peaks 24/7/365**

Enhancing the vibrancy of Kuopio Market Square by strategically managing peak times for various activities, ensuring a lively atmosphere around the clock and throughout the year.

- Filling the event calendar  $\rightarrow$
- $\rightarrow$

#### Harmonizing Square layout

Creating a cohesive and navigable layout for Kuopio Market Square that optimizes space utilization, facilitating easy movement and interaction for all visitors.

- $\rightarrow$
- $\rightarrow$
- $\rightarrow$

#### **Celebrating icons**

Highlighting and integrating key landmarks and historical elements within Kuopio Market Square

- Integrating key landmarks  $\rightarrow$
- $\rightarrow$

Increase everyday activity

Designing a cohesive and navigable layout Optimizing space utilization **Facilitating easy movement and interaction** 

Enhancing the cultural significance of the square

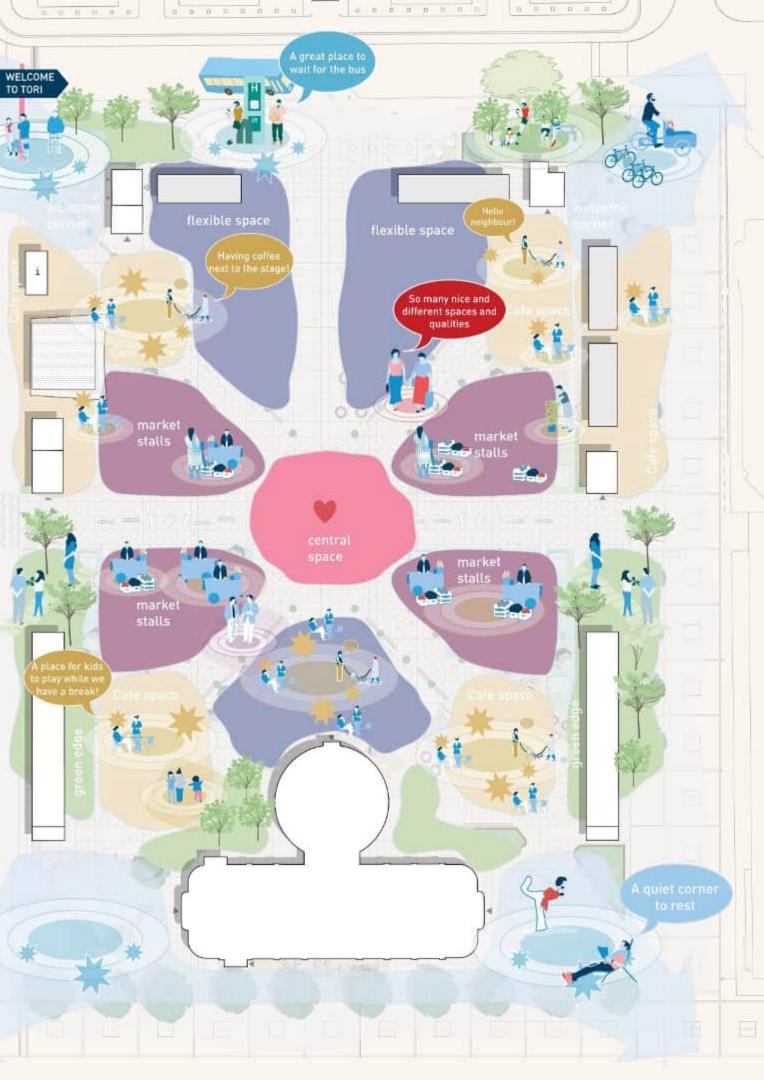
#### Tori

# Public Life Vision for Tori

Using a few strategic moves can unlock Tori's enormous potential to become a vibrant community hub. With enhanced pathways for smooth movement and a captivating central feature as its centerpiece, this revitalized space will attract visitors and energize the city.

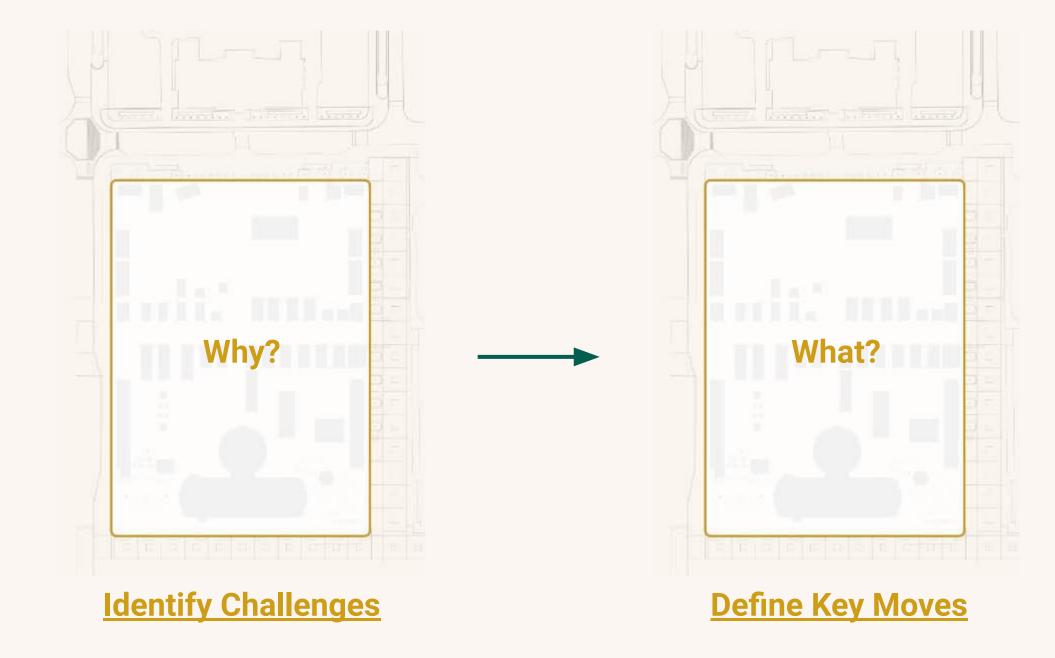
Strategically positioned sightlines will highlight landmarks like City Hall, integrating them seamlessly into the square's daily experience. Integrated access routes and active market edges will optimize space, offering flexibility for diverse activities and ensuring a dynamic, open environment.

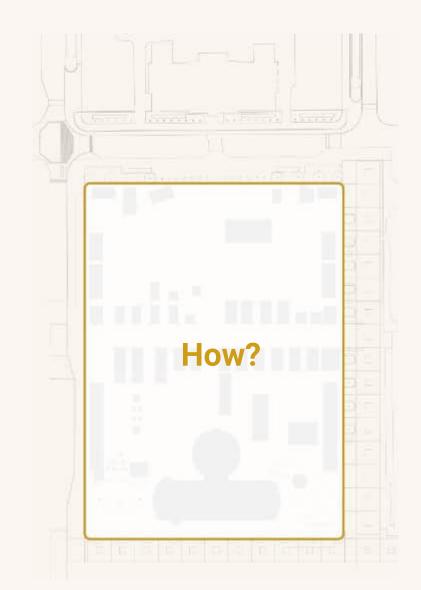
This transformation promises to make Kuopio's market square a premier destination, inviting everyone to enjoy a central public space brimming with opportunity and excitement.



## Our Approach to Transforming Tori

**From Identifying Challenges to Implementing Solutions** 





#### **Propose Design Guidelines**

# **01** / Challenge winter

"Itse torilla ei talvisin ole

**Passive winter layout** 

The square's current design does not support vibrant activity during the winter months, leading to a drop in use.



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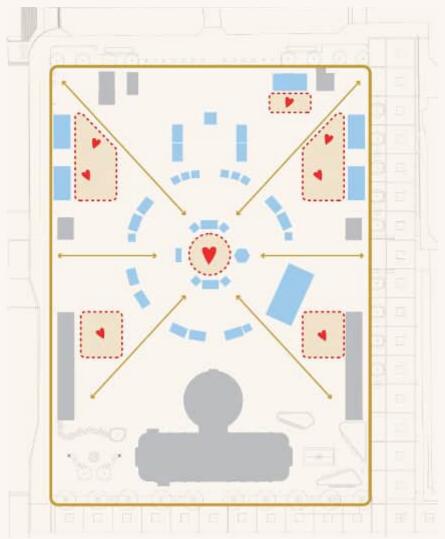
# Inactive market hall in winter



# **01** / Key move winter

**Design a Winter-Friendly Spaces** 

Redefining the square for winter will ensure year-round engagement, with features and programs tailored to colder months.





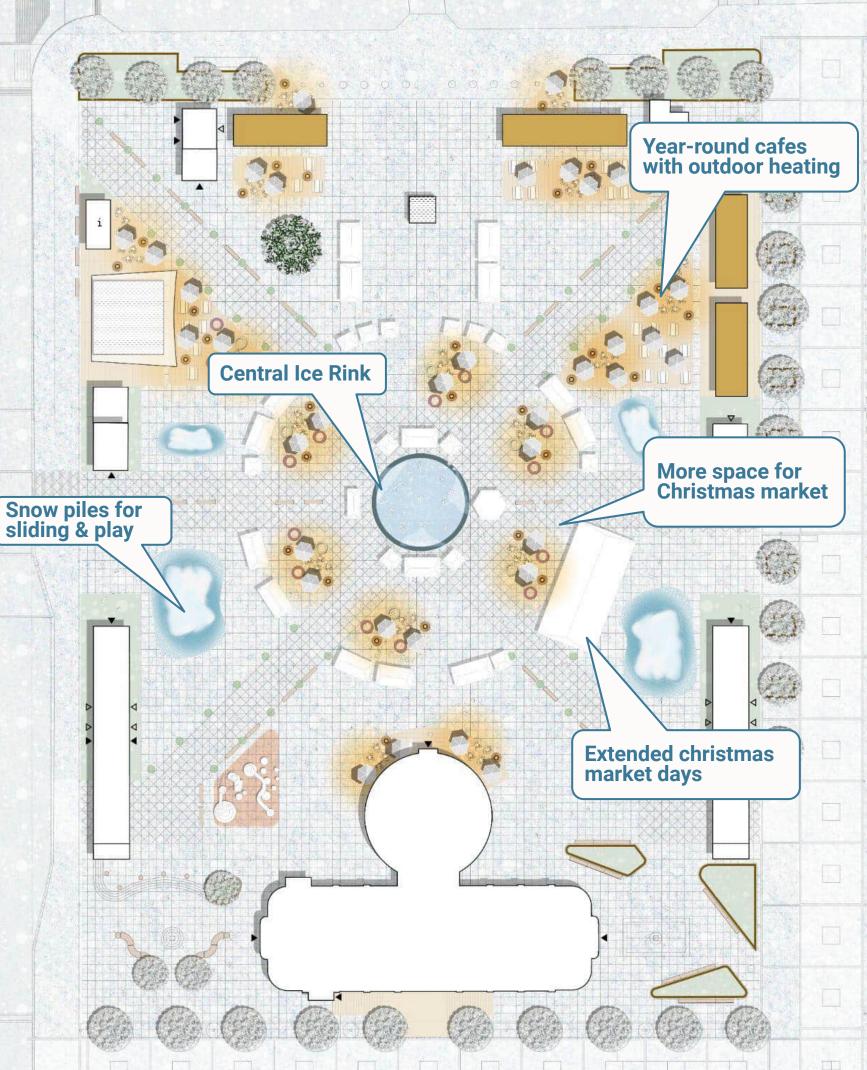


# **01** / Design Guidelines winter

**Creating a Winter Atmosphere** 

- **1.** Extend the Christmas market operating days to cover more of the winter season, keeping the square lively.
- Introduce year-round cafes with heated outdoor seating areas 2. to encourage social activity even in cold weather.
- Introduce a central feature which attracts people to the 3. square even if the market is not present during winter months





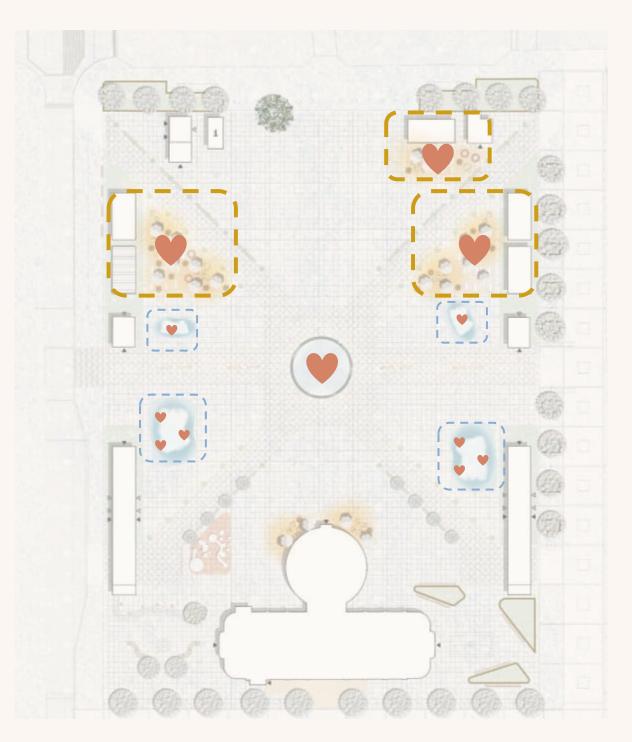
sliding & play

# 01 / Design Guidelines winter

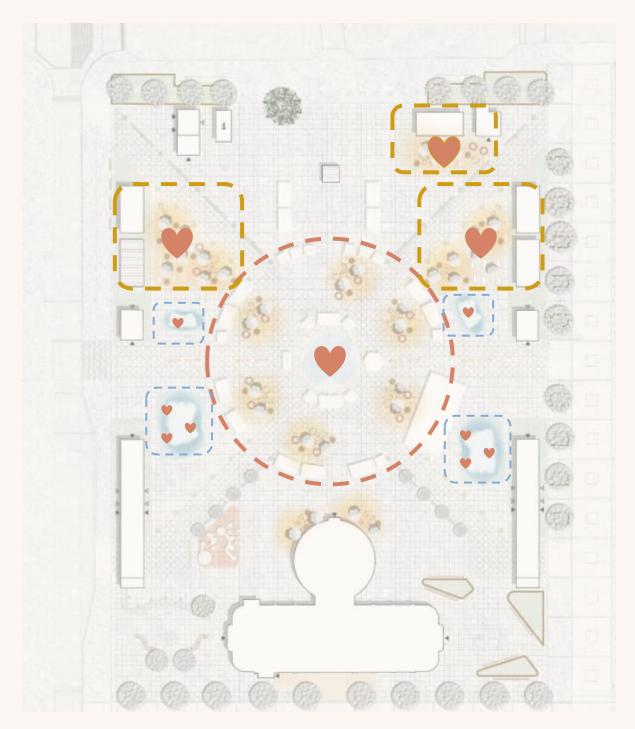
Keeping square active during market off-season

- 1. The square should support both passive and active winter activities, with or without the Christmas market.
- **2.** A central feature is crucial to keeping the square lively outside of Christmas market times.
- **3.** Year-round cafés and snow play areas can help keep the square's edges active during winter.





#### Winter, without christmas market



Winter, with christmas market

#### Best Practice / St Andrew Square

**Central landmark as winter destination** 

The St Andrew Square Ice Rink in Edinburgh serves as a striking example of integrating a temporary winter feature into a historic public space. Each year, during the city's Christmas festival, the elliptical ice rink is constructed around the iconic Melville Monument, allowing skaters to glide along a track that loops the monument. This setup is carefully designed to respect the monument and minimize impact on the surrounding gardens. Despite its seasonal nature, the rink attracted significant footfall, becoming a vibrant hub for winter activities.

This case illustrates how a central monument can be harmoniously integrated with a seasonal activity, showing that Kuopio's public square could similarly balance a significant landmark with an active winter feature, enhancing year-round use.



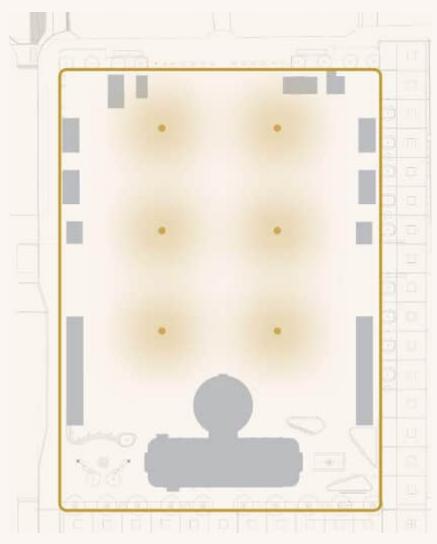




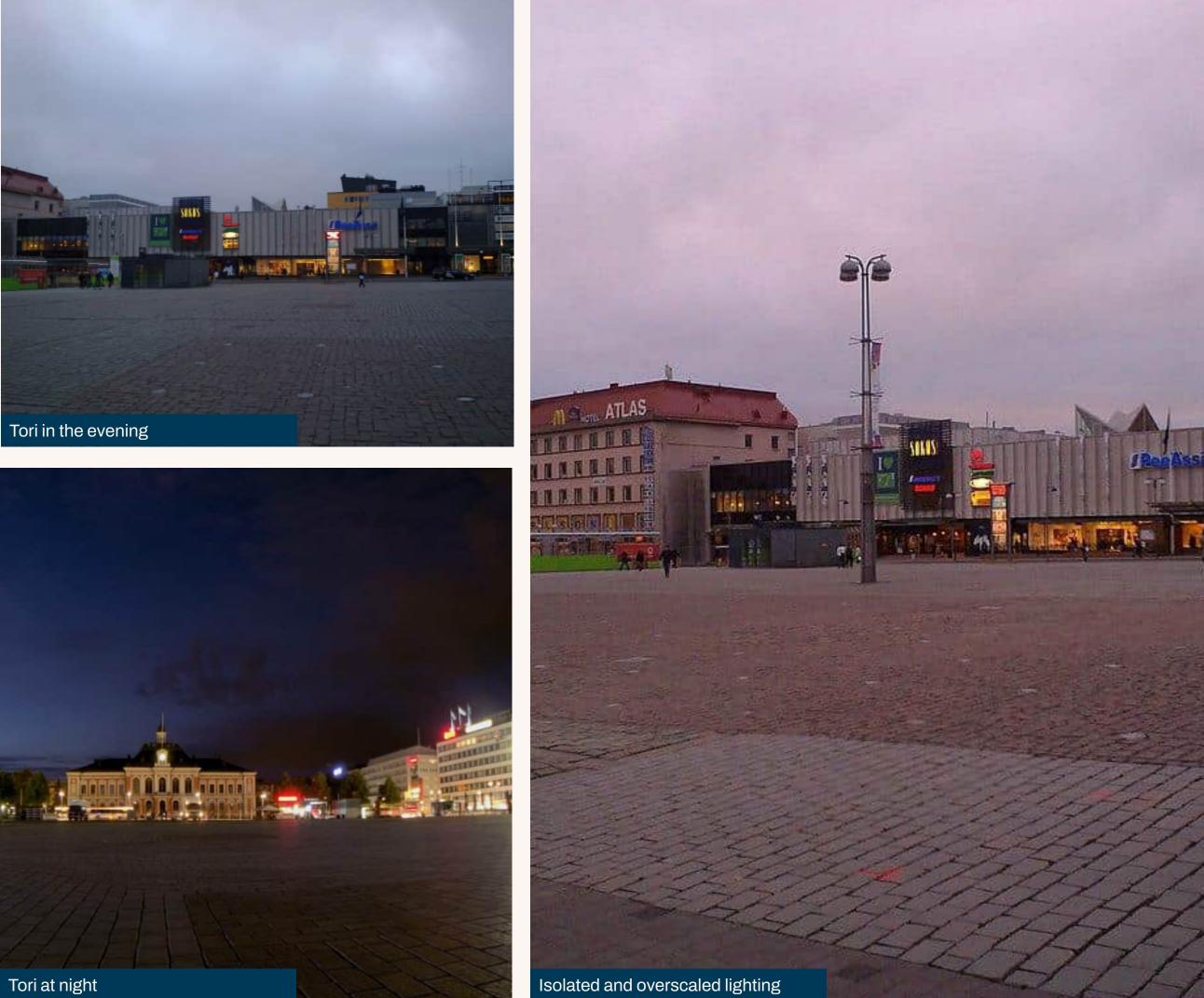
# 02 / Challenge

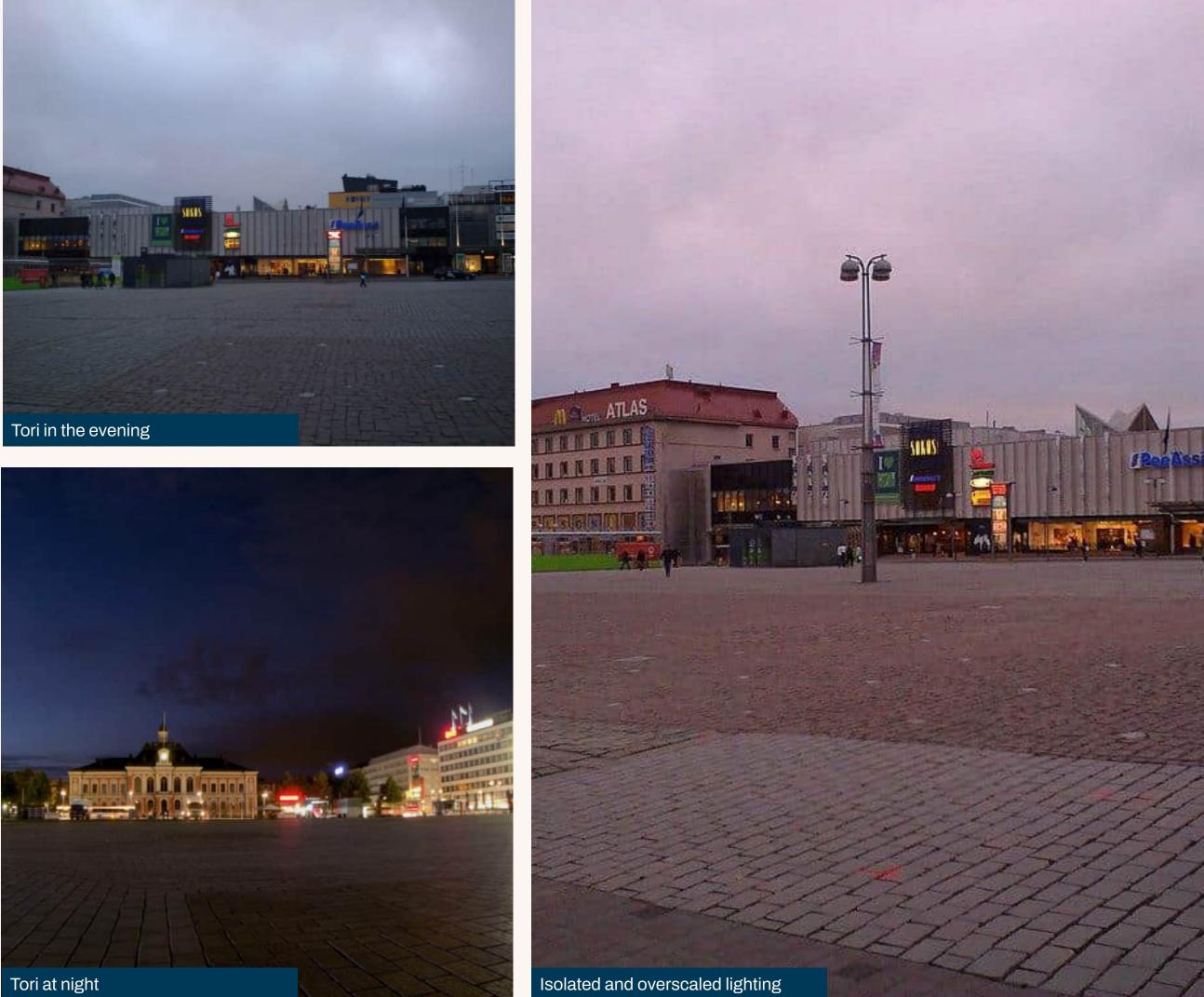
Scarce and isolated lighting

The market square suffers from scarce and isolated lighting, which diminishes the ambiance and safety of the space after dark.





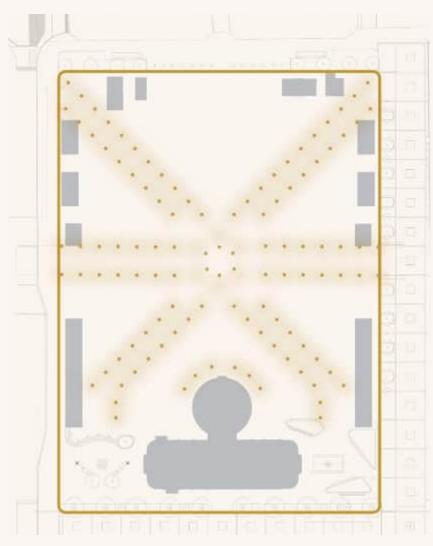






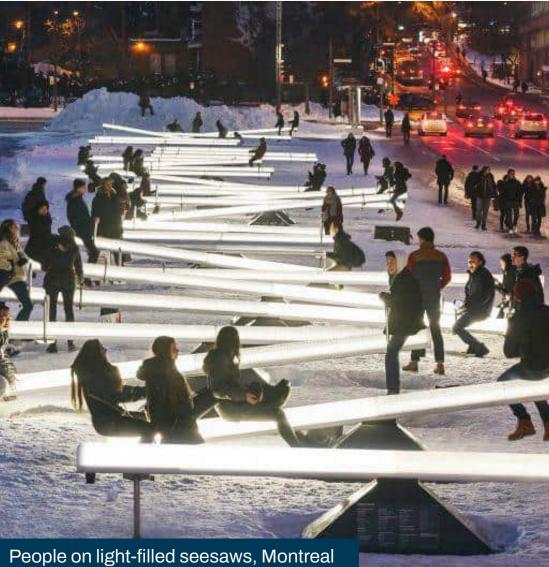
**Integrate Layered Lighting** 

Introducing smaller-scale lighting elements will highlight key routes and spaces, enhancing both aesthetics and safety.







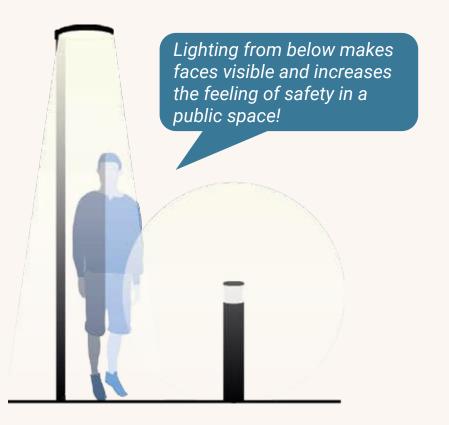


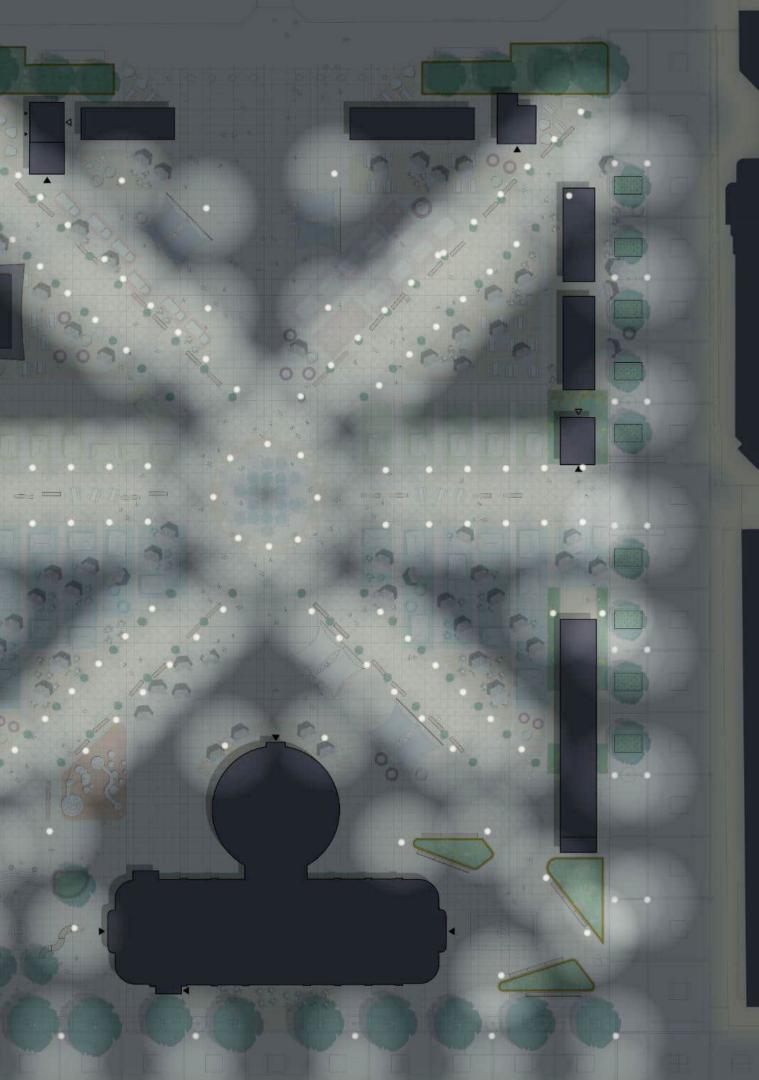
 Small scale lamp posts on a square in Puigcerdà, Spain

# 02/ Design Guidelines

**Illuminating Key Areas** 

- **1.** Use small-scale lighting to highlight the main pathways, ensuring they are well-lit and inviting after dark.
- 2. Incorporate decorative lighting around the central feature to create a focal point and enhance the evening atmosphere.
- **3.** Distribute lighting evenly across the square to eliminate dark spots and ensure a safe, welcoming environment.

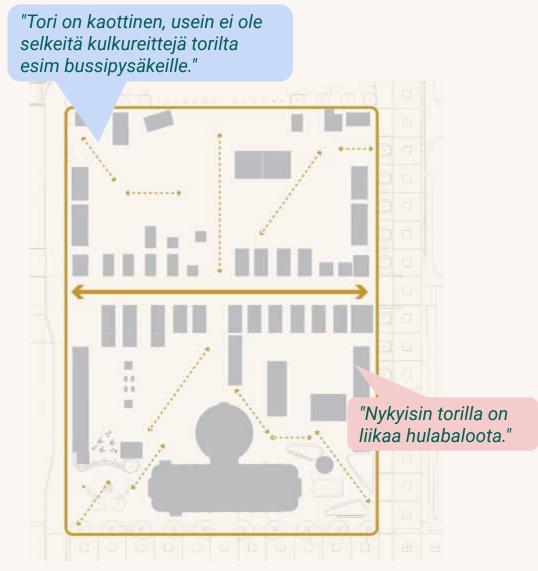




# 03 / Challenge

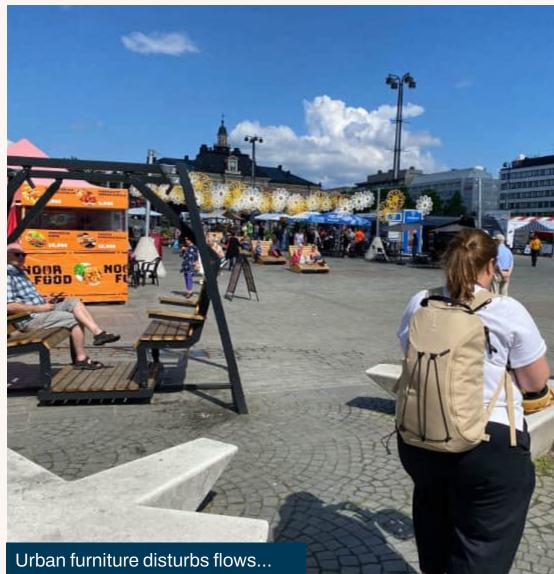
Lack of hierarchy and clear flows

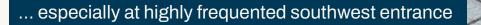
The market layout currently lacks a defined structure and clear movement paths, making navigation less intuitive for visitors.











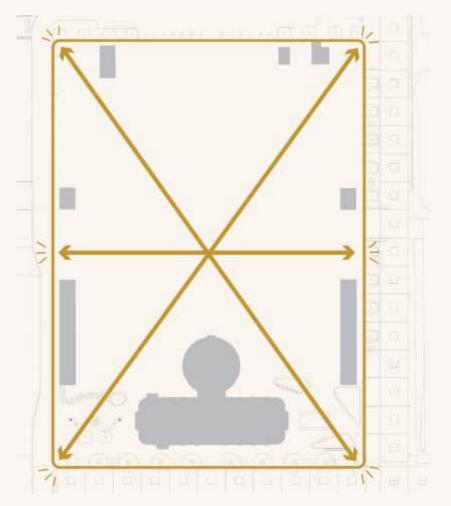
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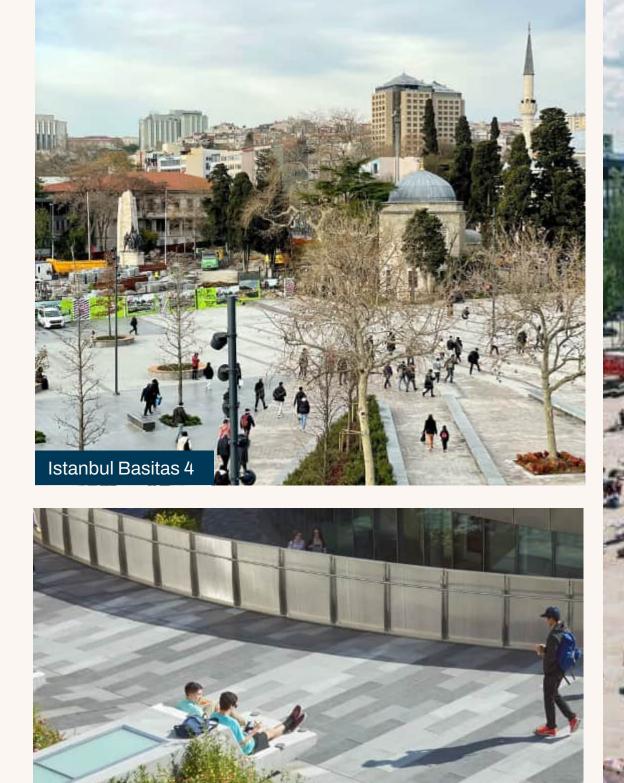
# 03 / Key move

**Enhance Diagonal Connectivity** 

Strengthening diagonal pathways within the market square will improve intuitive movement, efficiently connecting different areas and creating a cohesive spatial experience.



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Harney Plaza, San Francisco

Mikkelin tori, Finnland

# 03 / Design Guidelines

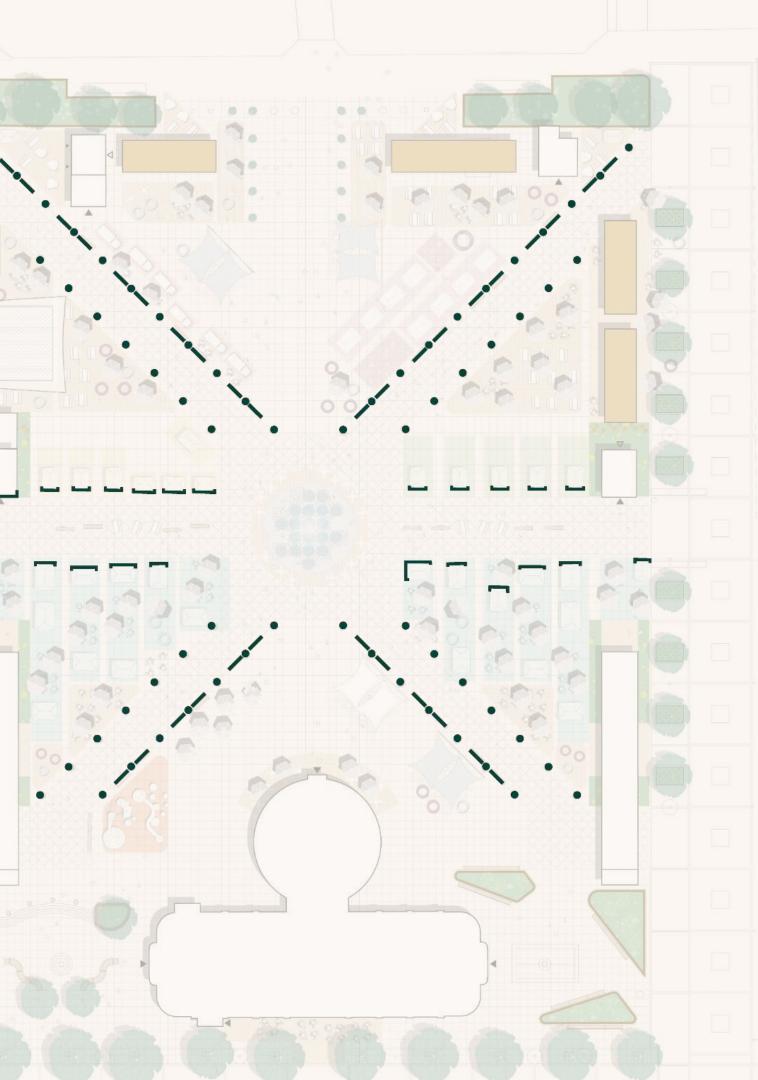
**Clarifying Primary Routes** 

- **1.** Incorporate urban furniture to frame pathways and create subtle boundaries.
- **2.** Utilize contrasting pavement patterns or colors to clearly define key routes.
- **3.** Position market stalls, cafes, and other active elements along these primary pathways to enhance the square's vibrancy and organization.









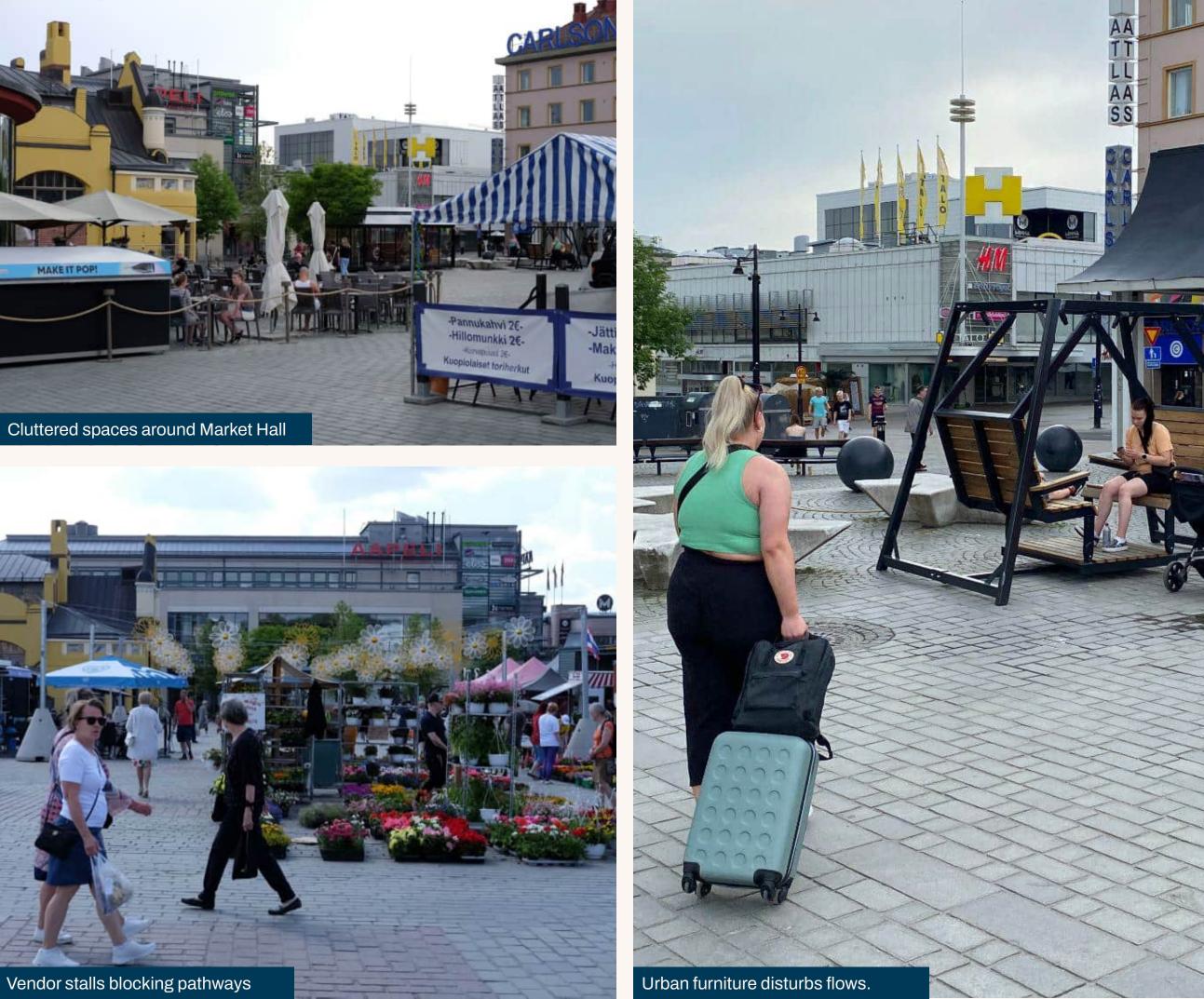
# 04 / Challenge

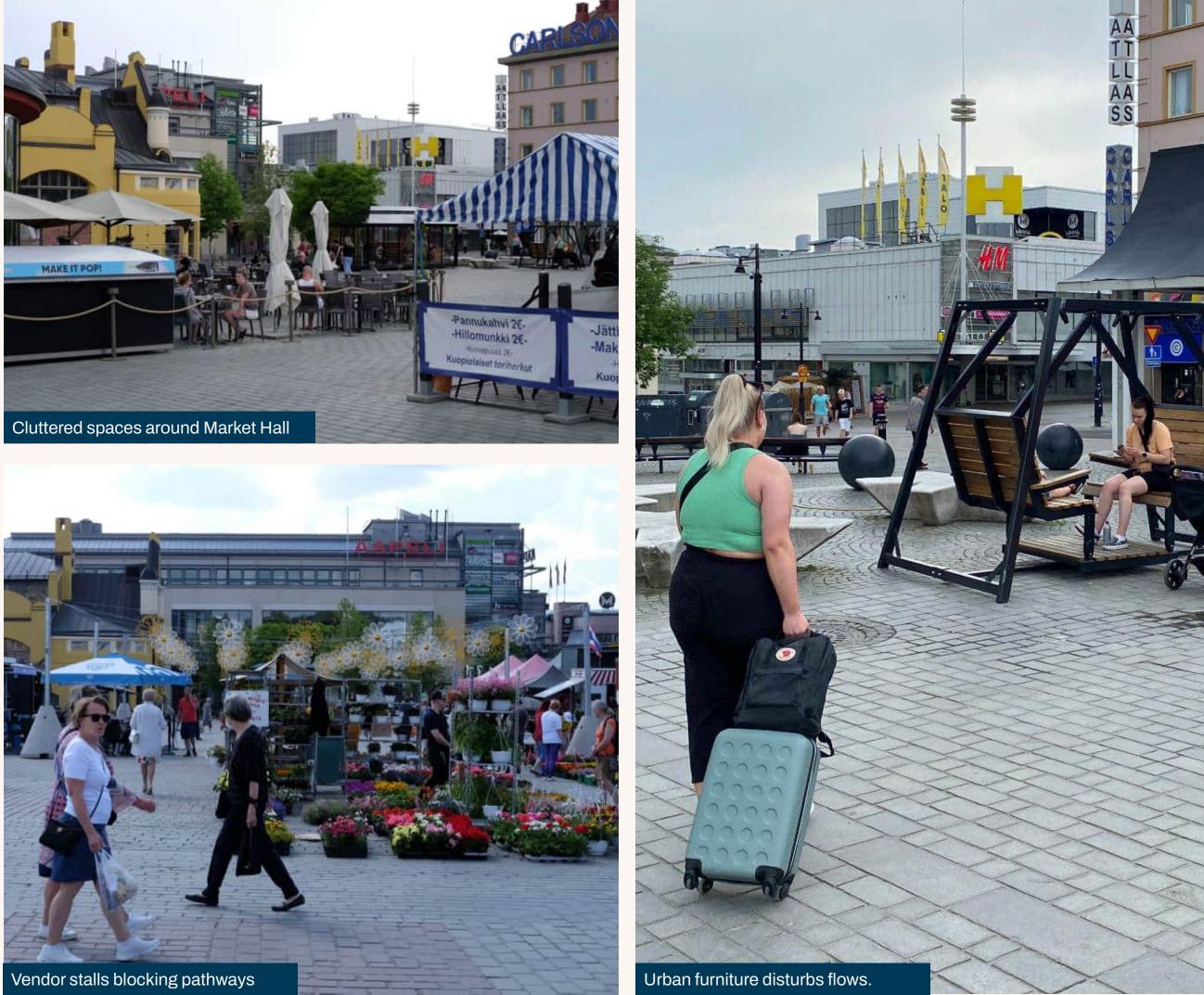
Lack of clear programming

The current layout lacks distinct areas for specific activities, leading to a space that feels unfocused and underutilized.





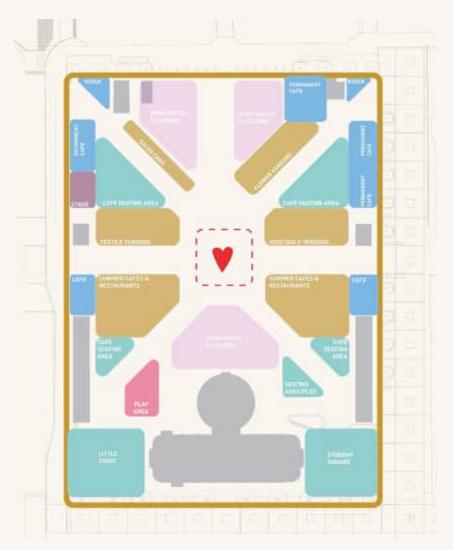




## 04 / Key move

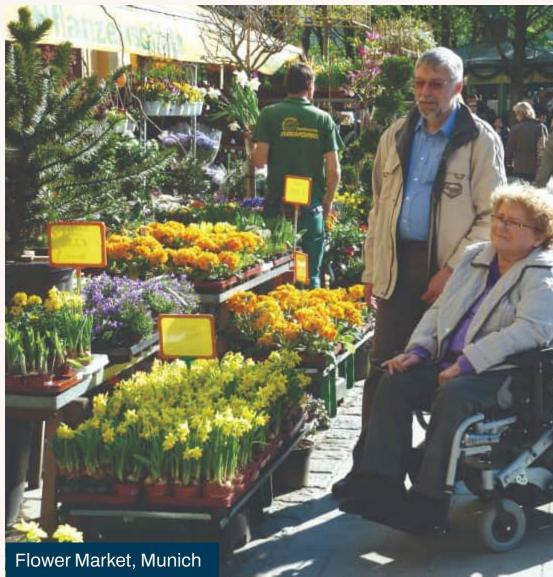
**Establish Distinct Zones for Activities** 

By clearly defining zones for different activities, the market square can cater to a wide range of uses, making it a vibrant and dynamic space.



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## 04 / Design Guidelines

**Curating Diverse Environments** 

- 1. Create distinct zones around the square by varying functions and spaces to evoke different moods and experiences.
- 2. Incorporate a mix of open and intimate spaces to cater to diverse activities, from social gatherings to quiet reflection.
- **3.** Strategically align different atmospheres with the surrounding context, ensuring harmony between the square and its environment.





# 04 / Design Guidelines

**Curating Diverse Environments** 

Design the central area to feature popular vendors, creating a vibrant and bustling atmosphere that attracts visitors who are looking to enjoy a variety of offerings in one place.



"Torilla on iloisia torimyyjiä, jotka parantavat ilmapiiriä."



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**Curating Diverse Environments** 

Create a welcoming space where visitors can take a break while listening to live piano music, providing an inviting atmosphere that combines recreation spaces with live music.

"Paljon tapahtumia, vaikka pieniäkin. Kansalaisista lähtöisin olevaa toimintaa!"



"Pienempiä tapahtumia voisi olla enemmänkin."



**Curating Diverse Environments** 

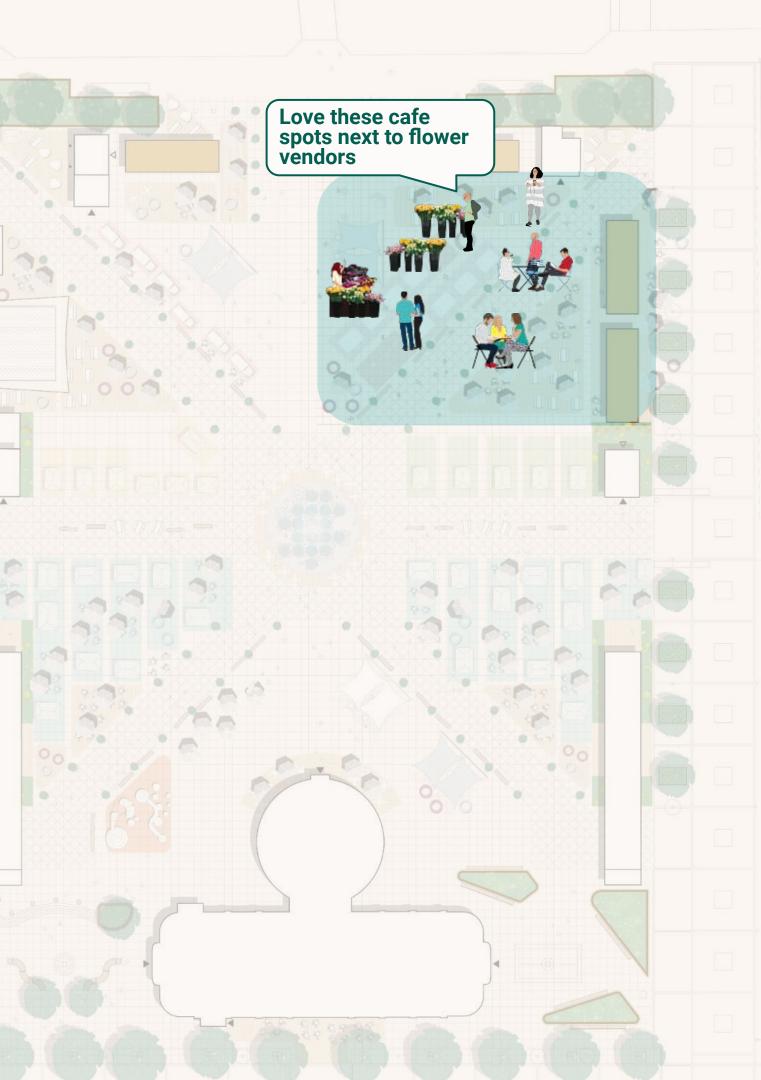
Establish a zone with a cozy café spot adjacent to flower vendors, where the natural beauty and scents of fresh flowers enhance the ambiance for those enjoying a drink or a meal.

"Ruokaa ja juomaa miellyttävässä ympäristössä."



"Tykkään tosi paljon käydä torilla aamukahvilla."





**Curating Diverse Environments** 

Design a family-friendly spot where kids can play while parents enjoy a snack, ensuring that the square caters to the needs of all ages and promotes a playful, relaxed environment. "Olisi ihanaa, jos torilla olisi paikka, jossa aikuinen voisi syödä/kahvitella samalla kun lapsi voisi leikkiä."



Play & Stay at Metcalfe Park, Sydney







**Curating Diverse Environments** 

Develop a space where visitors can take a break, providing shaded seating and a calm atmosphere perfect for rest and quiet conversation. "Enempi voisi olla semmoisia istumapaikkoja mihin ei tarvitse ostaa jotain tuotetta että saa istua."





"Varjopaikkoja ei ole riittävästi. Maksuttomia ei lainkaan, jolloin kuumalla ei jaksa jäädä torille vaikka haluaisi."



**Curating Diverse Environments** 

Create a central meeting point that is ideal for gathering with friends, making it a convenient and recognizable spot within the square for social interactions.

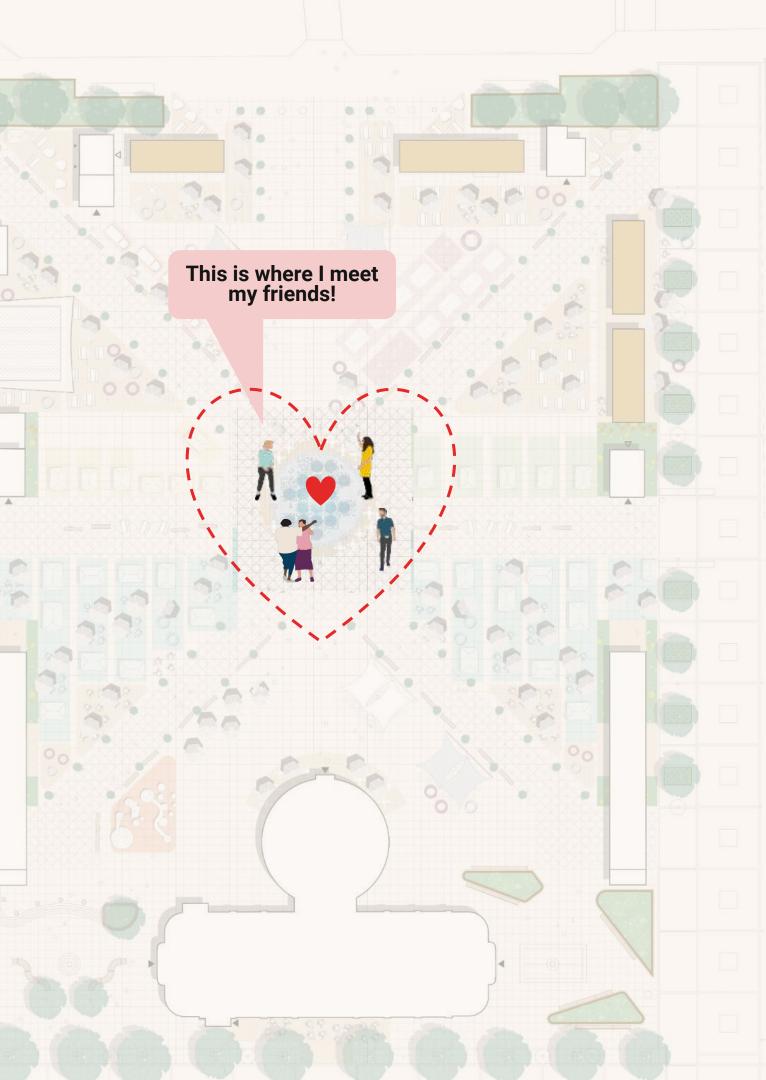
"Yleensä tavataan ystävän kanssa."





Central seating on Market square, Copenhagen

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**Curating Diverse Environments** 

## Situation 01 Temporary movable installations

Keeping the current flexibility allows for a dynamic range of uses, from daily activities to large events, ensuring spaces remain active and engaging for diverse community needs.



## Situation 02 **Event space**

The square changes to a vibrant event location. The flexible functions are removed or relocated and the space for concerts and festivals is framed by the restaurants and vendors on the edges of the square.







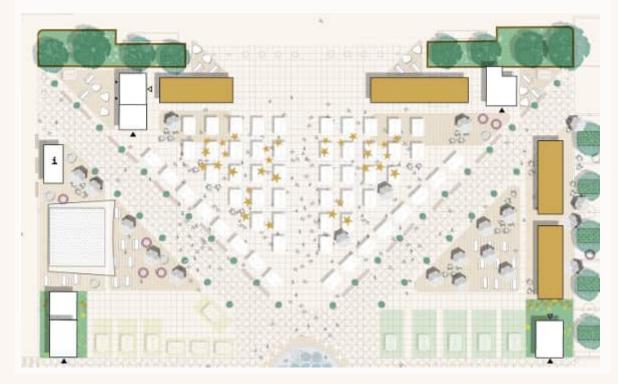
Tori



## Situation 03 Market event

If more space is needed for other specialized market events, the flexible space can accommodate more stalls. The diagonal flows will still remain intact.

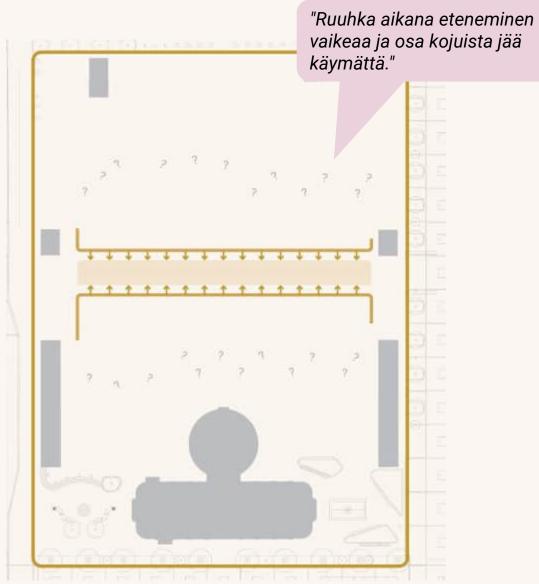




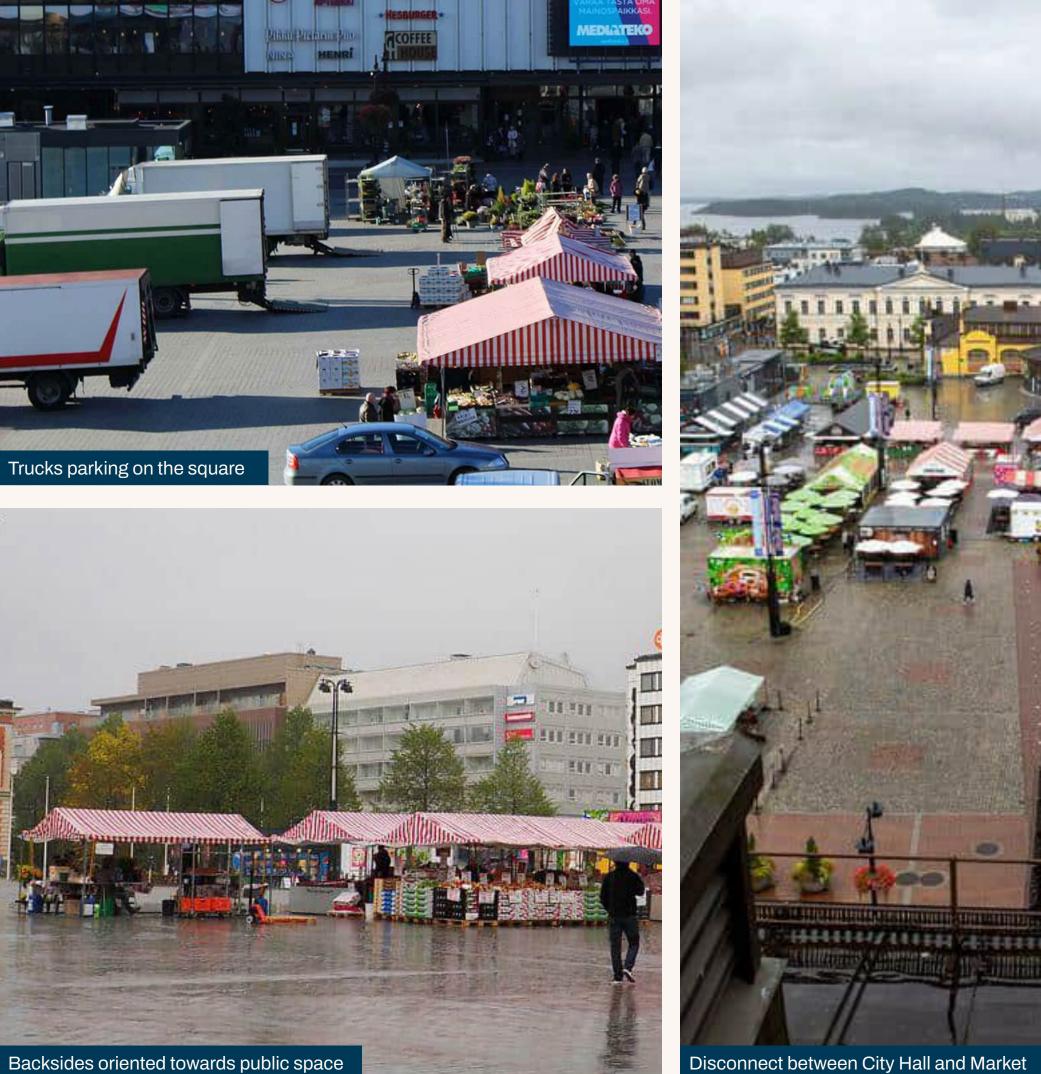
## 05 / Challenge

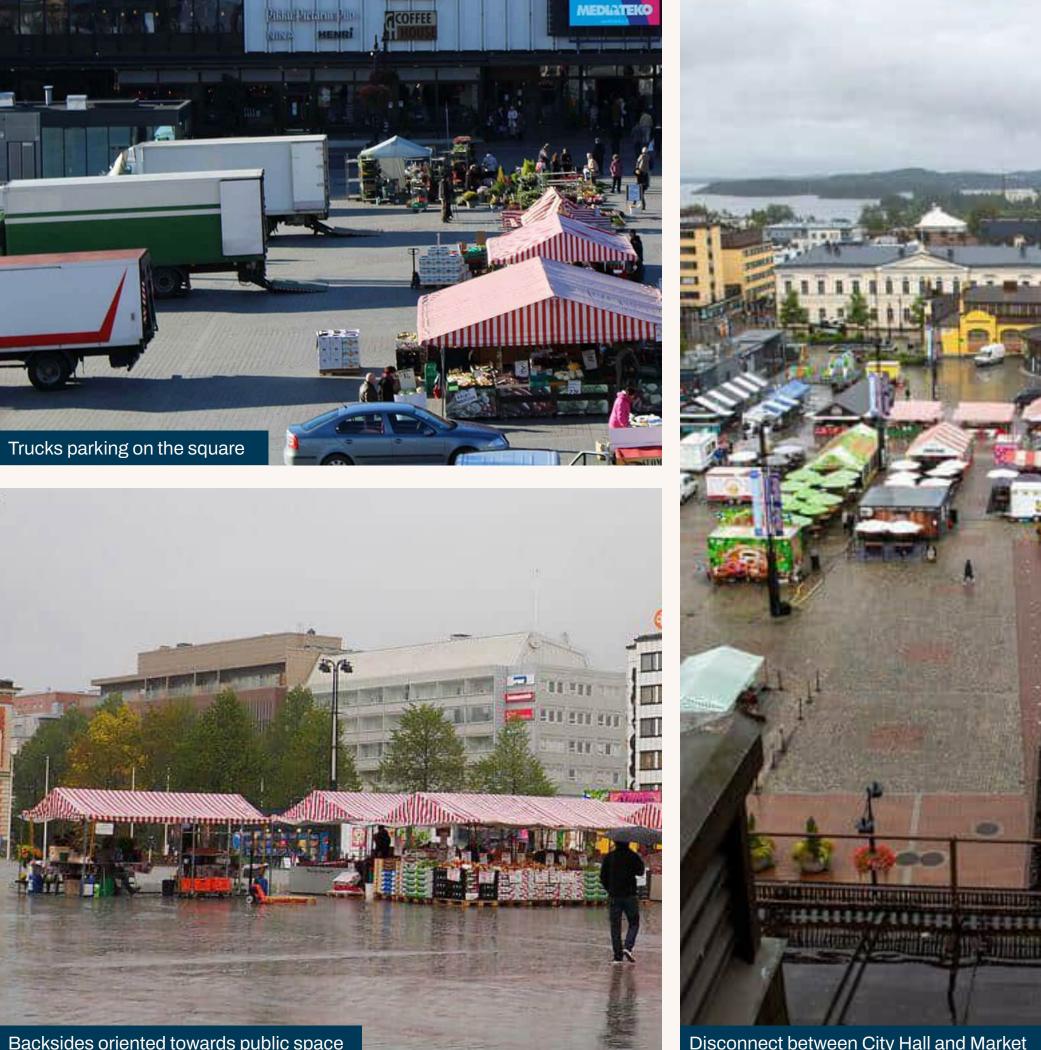
Few active edges on the market square

The backside of the market faces the square, creating inactive areas that miss opportunities for engagement and functionality.



**Gehl** — Making Cities for People



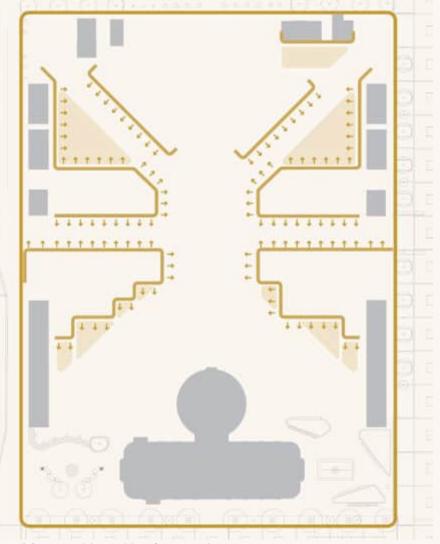


Backsides oriented towards public space

## 05 / Key move

Use market edges to frame spaces

Reorienting the market edges towards the square will maximize usable space and create more dynamic, engaging edges.









Framing the Square with Active Edges

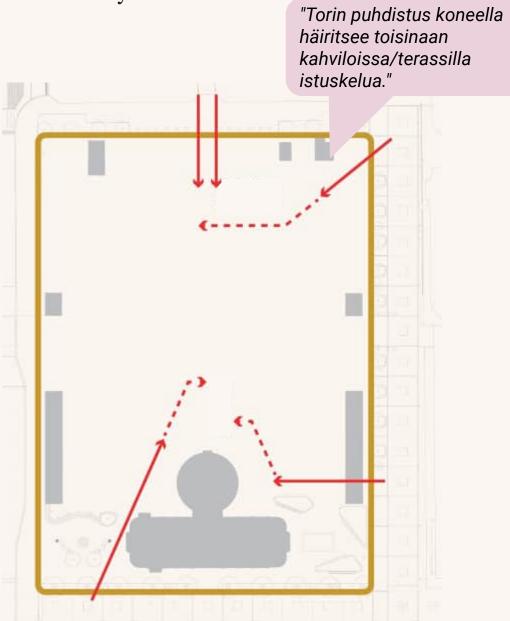
- **1.** Align market edges with natural pedestrian traffic to create a seamless transition between the square and surrounding areas.
- 2. Ensure the design of the market edges is cohesive with the overall aesthetic of the square, enhancing visual harmony.
- **3.** Use the market edges to define and highlight key spaces and focal points, enriching the visitor experience.



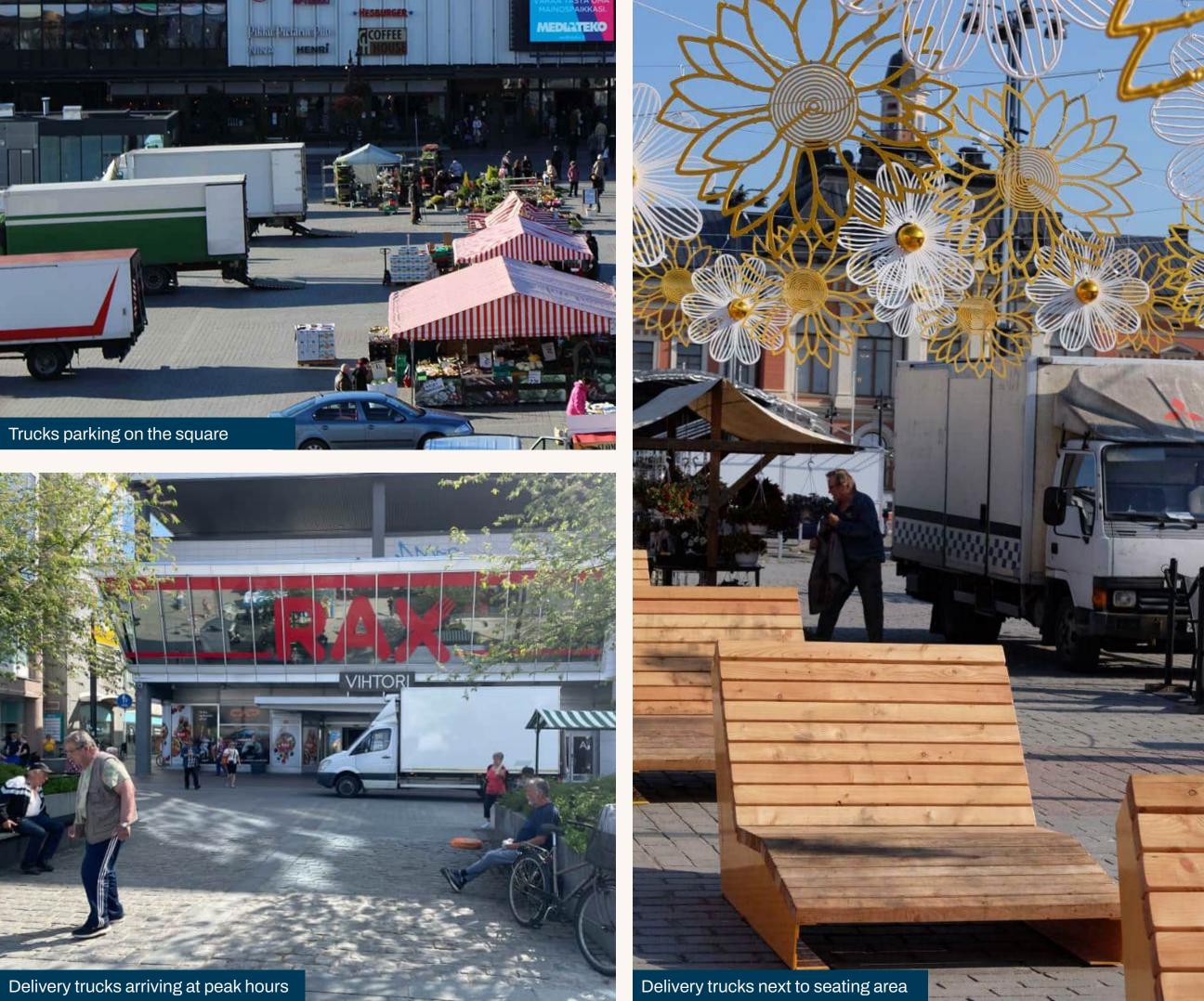
# 06 / Challenge

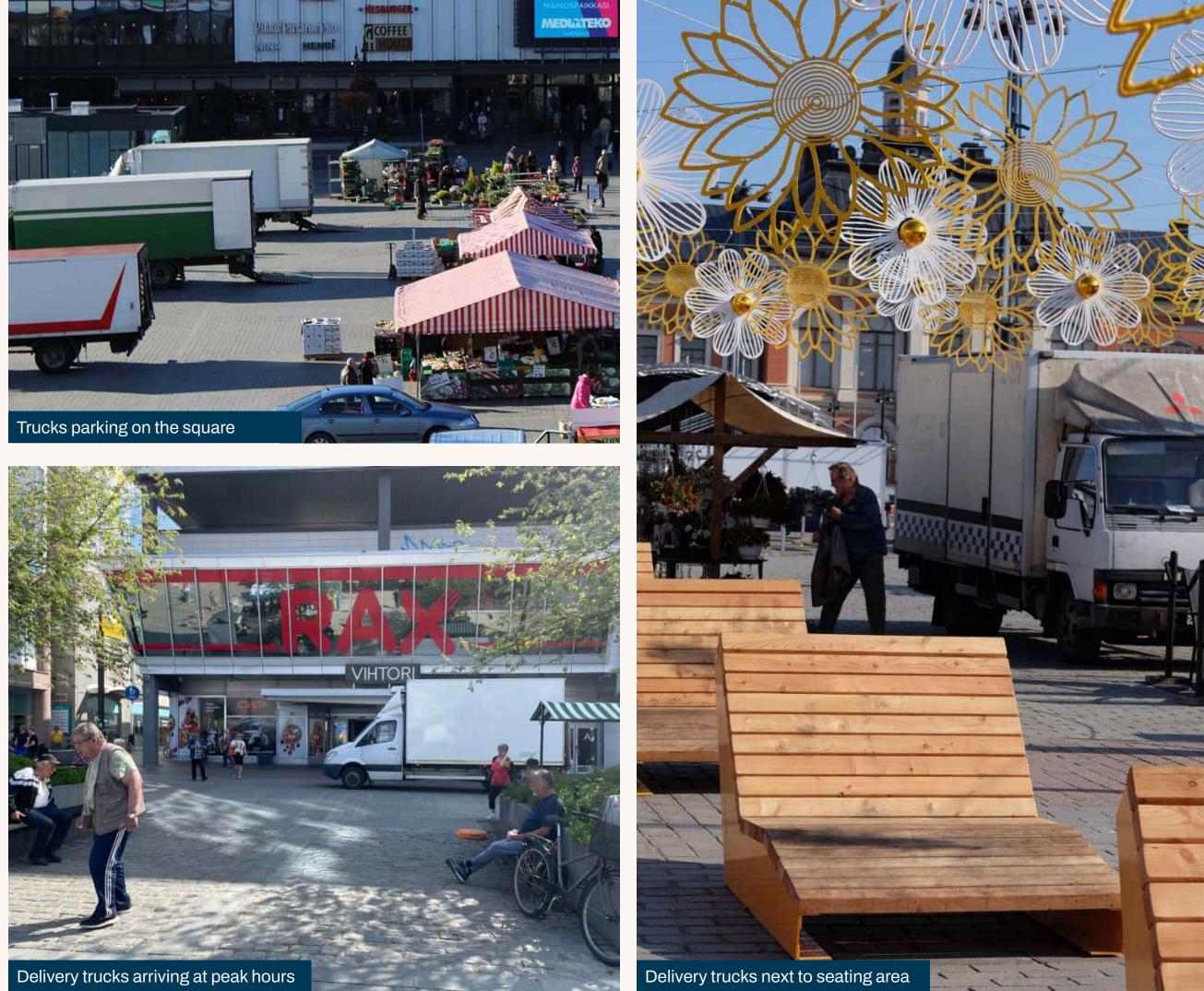
**Disrupted Flow Due to Service Routes** 

Service routes currently intersect with pedestrian paths, causing disruptions in flow and accessibility.



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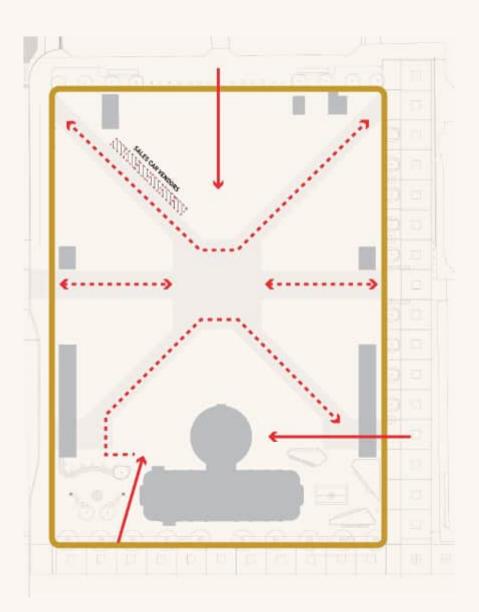




## 06 / Key move

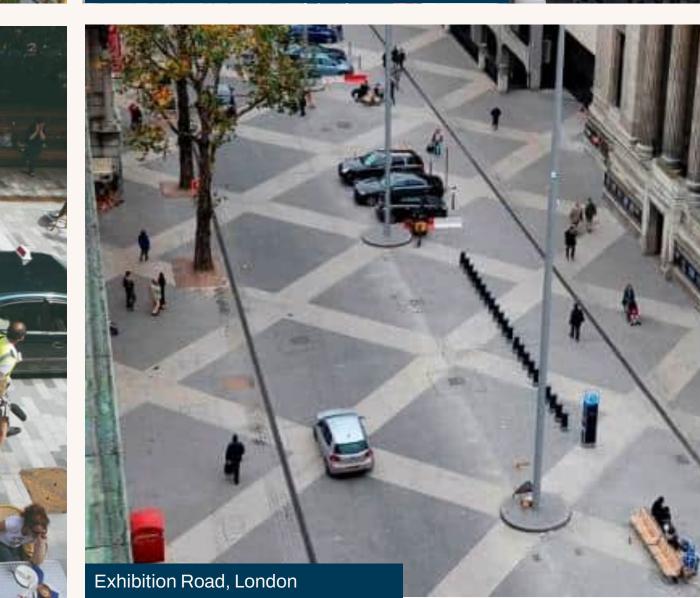
**Organise delivery routes along the diagonals** 

Redirecting service routes to align with diagonal paths during off-peak hours will minimize interference with pedestrian traffic.







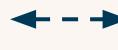


**Organise delivery routes along the diagonal** 

- **1.** Utilize new diagonal routes for early-hour delivery access to reduce congestion during peak times.
- 2. Restrict delivery access to before 9:00 AM to ensure unobstructed pedestrian movement throughout the day.
- **3.** Utilise existing maintenance routes, limiting their use to off-peak hours, to maintain a smooth flow in the square.



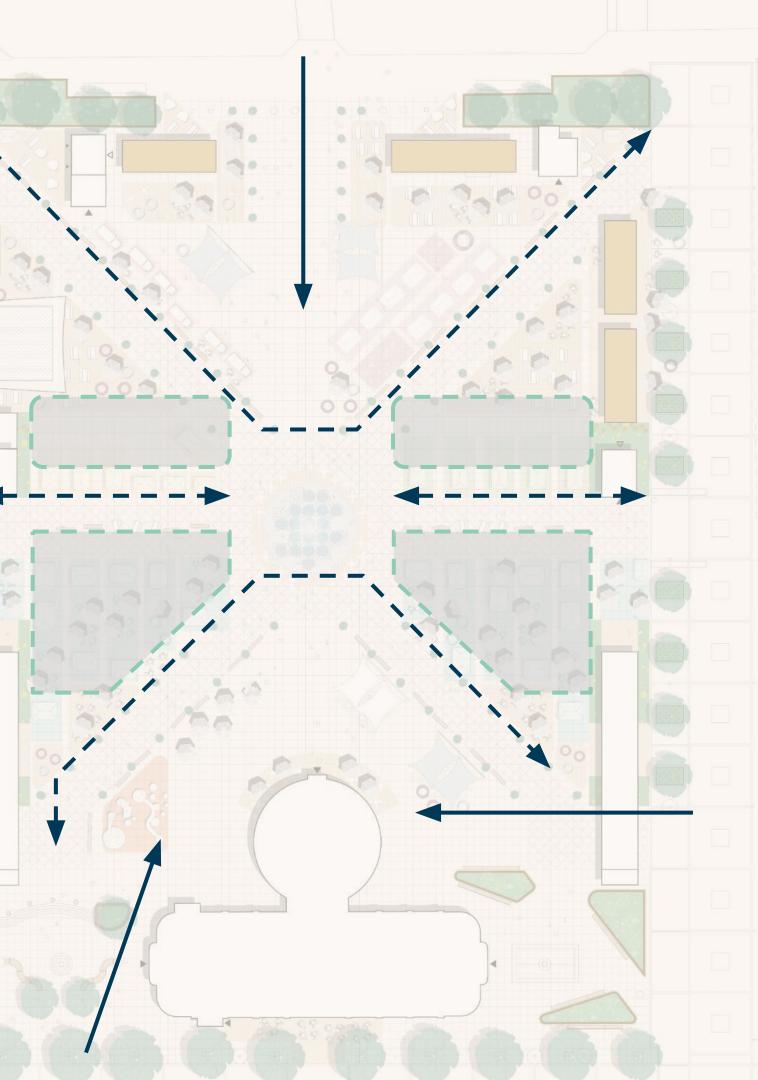
Market stalls area



Delivery routes (until 9:00 AM)



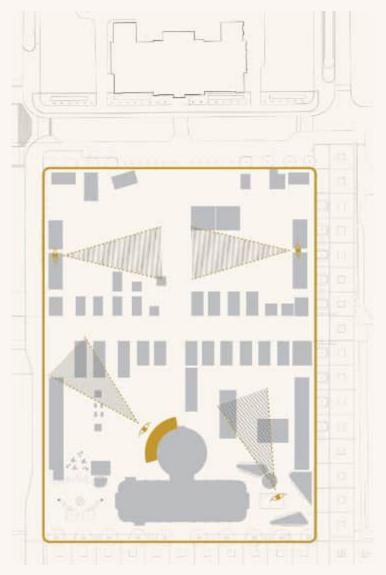
**Maintenance routes** 



# 07 / Challenge

**Obscured Sightlines and Landmarks** 

There a lack of clear sightlines within the market, which makes orientation and landmark visibility less effective.







Market hall covered by the stage



City Hall covered by the stage

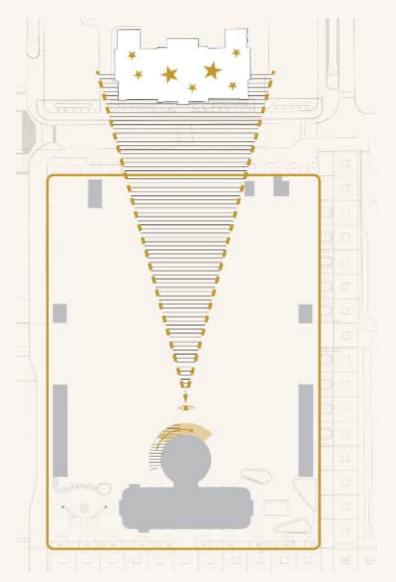


Undefined sightlines from cafe areas

# 07 / Key move

**Establish viewpoint towards landmarks** 

Aligning sightlines towards prominent structures like the City Hall emphasizes their importance and integrates them into the daily visual experience of the space.



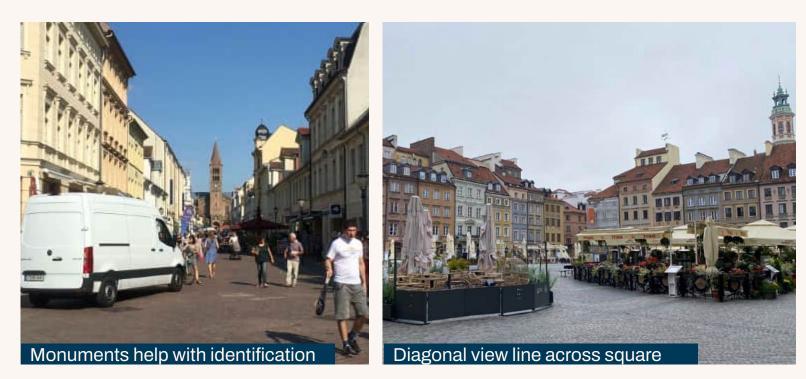
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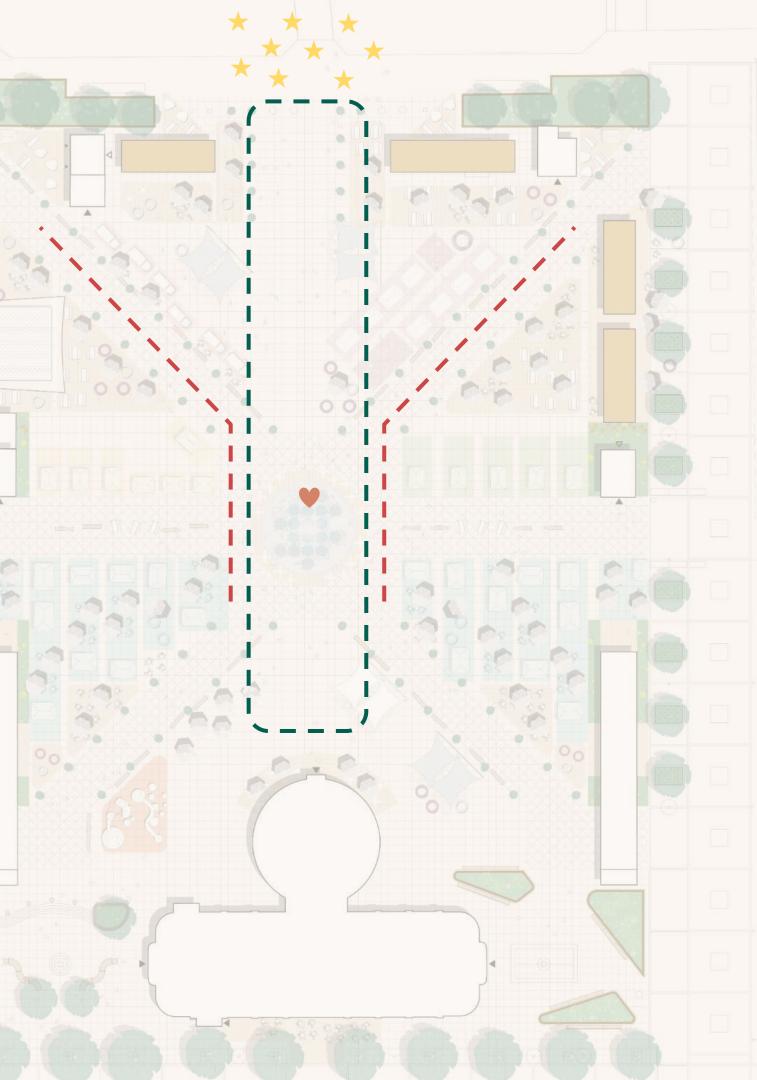


**Establish viewpoint towards City Hall** 

- 1. Position lower height features in the central area to maintain unobstructed sightlines.
- **2.** Use market stalls and other elements to frame the view rather than block it.
- **3.** Design the central feature to complement rather than compete with surrounding landmarks, ensuring a harmonious visual environment.



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## **08 / Challenge** Cluttered Centre

The central area has a number of obstacles, which limits open space for gatherings and activities.



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Market stalls act as barriers

Cand

outle

3

# 08 / Key move

**Introduce a Central Landmark** 

Establishing a central feature as a visual and social anchor will encourage visitors to gather and interact, revitalizing the market square.



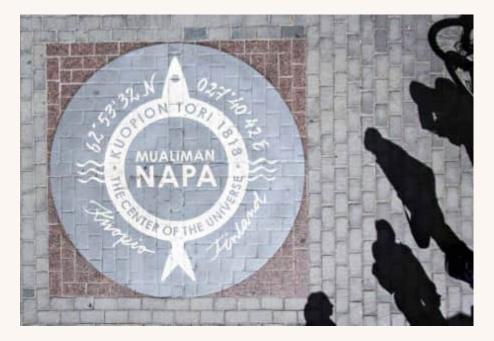
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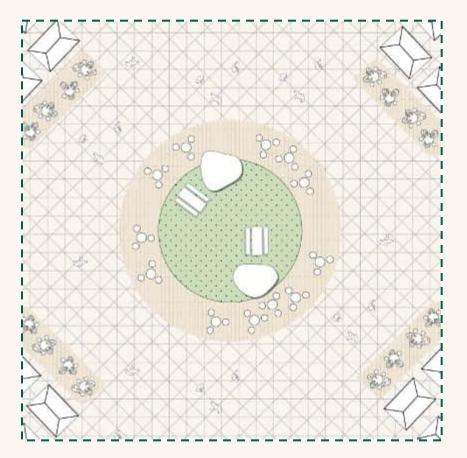




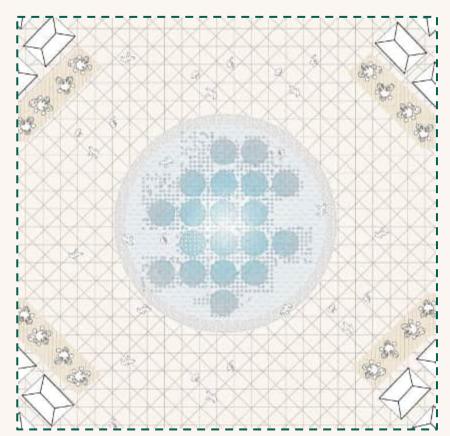
**Year-Round Active Central Feature** 

- 1. Create a space that stays active year-round, incorporating features like a splash fountain in summer and an ice rink in winter.
- 2. Use established identity of Kuopio Market square: Mualiman Napa
- **3.** Ensure the central feature is adaptable for different events, from concerts to seasonal markets, making it a dynamic focal point.

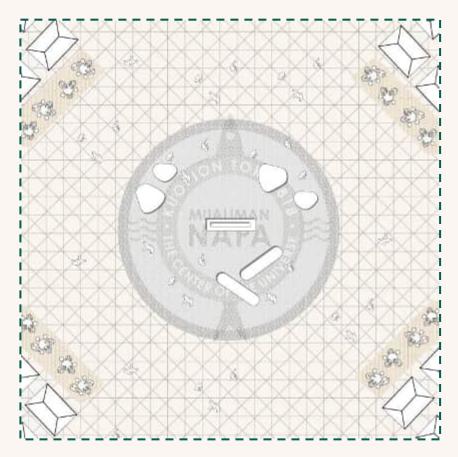




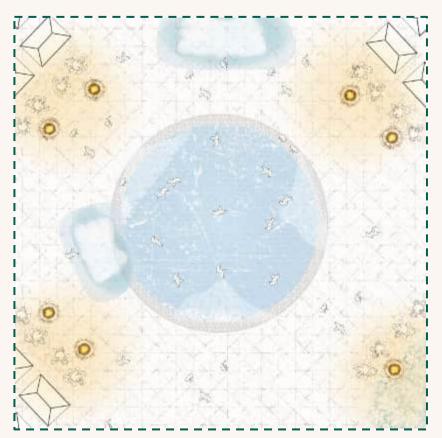
Option 1 Green centre with seating



Option 3.1 Splash fountain in Summer



Option 2 Mualiman Napa sculptural element



Option 3.2 Ice rink in Winter

## **Best Practice / Guelph Market Square**

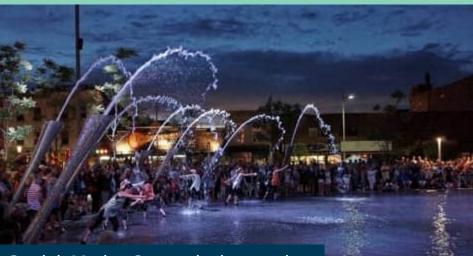
Active community hub throughout the year

The Guelph Market Square serves as an exemplary case study for integrating a dual-purpose splash fountain in summer and an ice rink in winter within a central public space. The design creates a year-round hub that remains vibrant and active, regardless of the season. During warmer months, the fountain with programmable jets attracts families and provides a playful, cooling space. In winter, the same area transforms into an ice rink, drawing visitors for skating and winter festivities.

By implementing a similar concept in Kuopio, the market square can achieve similar success, ensuring it remains a central, dynamic space throughout the entire year. Additionally, such a permanent installation can be specifically adapted to accommodate Kuopio's sloped temporary ice rinks. This would provide a flat, consistent surface for both summer and winter activities, ensuring ease of use and long-term functionality.







Guelph Market Square in the evening



Guelph Market Square in the evening

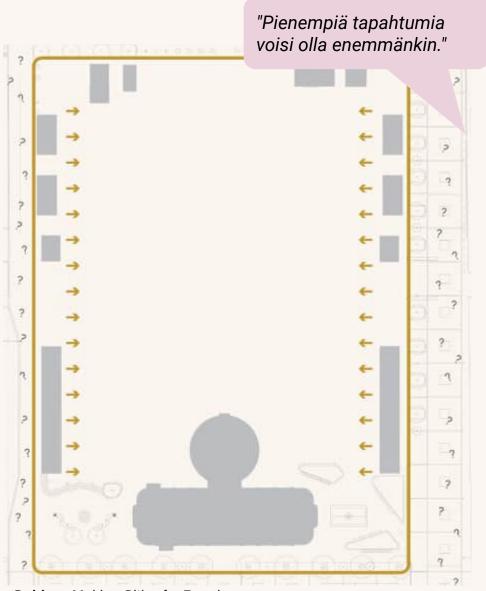


Guelph Market Square in the evening

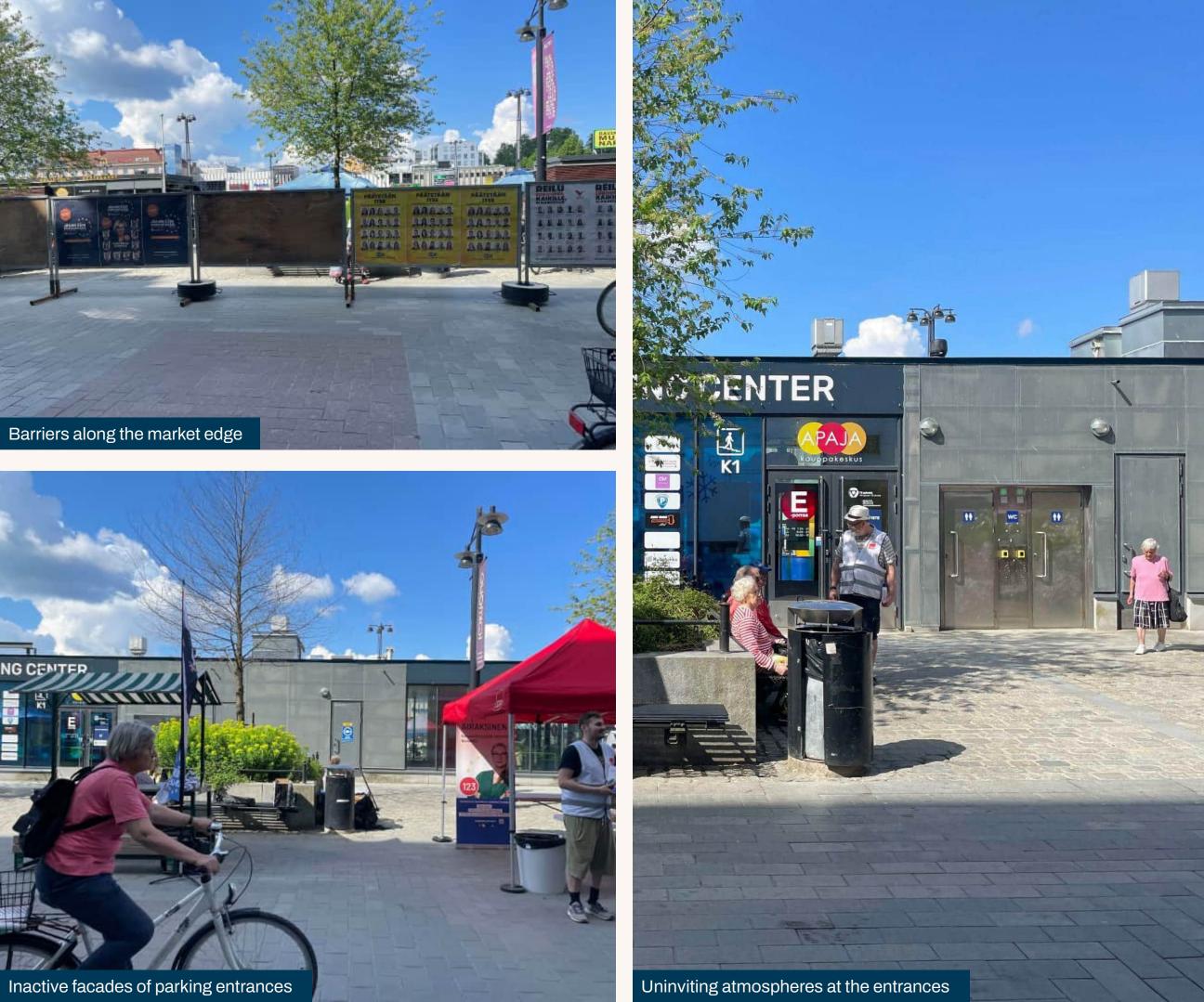
# 09 / Challenge

**Passive edges around the square** 

The edges around the square are underutilized, restricting the market's ability to expand and engage with adjacent streets.



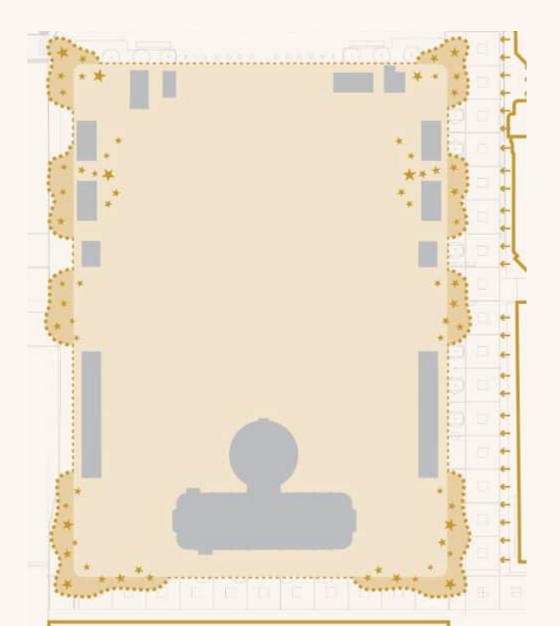
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# 09 / Key move

**Connect Market Activity to Adjacent Retail** 

Encouraging the market to spill out into surrounding streets will create a more vibrant and expansive market experience.







Market and retail edge zones, Copenhagen

**Integrating Adjacent Areas** 

- Design flexible layouts that prioritize cafe spaces and seating areas along the market's edges, allowing them to spill out onto adjacent streets.
- 2. Incorporate street furniture and lighting to extend the market's atmosphere beyond the square, drawing visitors further into the area.
- **3.** Coordinate with local businesses and street vendors to create a seamless and active transition between market and ground floor units in the surrounding streets.



## Life happens at the edges!

Active ground floors are the driver for public life in the streets. They strengthen social interaction through curating the peripheral areas and create attractive spaces that invite lingering. Even in a cold climate as in Kuopio, active edges establish a seamless transition from indoors to outdoors by creating space for the expansion of outdoor use.

So even if people want to flee the cold, diversified ground floors with well-lit and engaging windows makes for a more inviting experience that can promote public life in the streets where people spend a bit more time in the public realm.

The facade system developed by Gehl helps to identify weaknesses in the public space and to develop ideas for improvement!



### A - Active

- Small units, many doors
- Great variety of functions.
- Few blind or passive units
- Lots of character in the facade relief
- Vertical structure of the facade
- Good details and materiality.



## **D** - Boring

- Almost no variation in function
- Many blind/uninteresting units
- Little or no details



### **B** - Pleasant

- Relatively small units
- Few blind or passive units
- Relief of the facade



**E** - Passive

- Blind or passive units
- Empty walls
- Nothing to look at

- Slight variation in function
- Many details, good structure



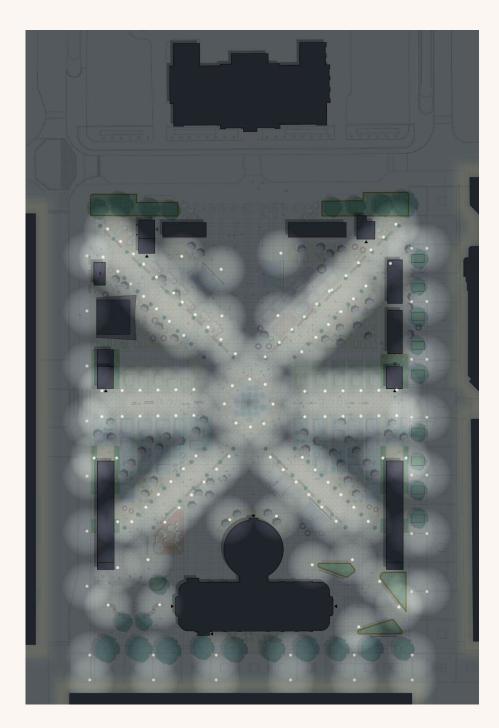
## **C** - Mixed

- Large and small units
- Little functional differences
- Some blind and passive units
- Moderate facade relief
- Few details

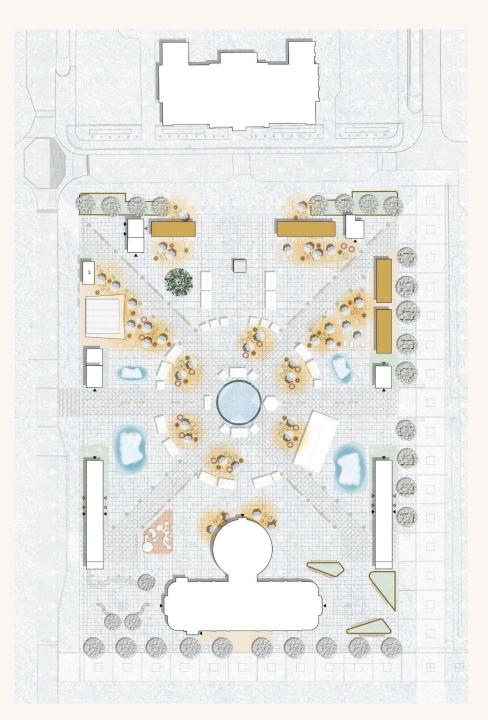
Uniform facades, no details

There is <u>7x more</u> activity at at A facades compared to E facades!

## Tori throughout the day and seasons!



Tori at night



Tori in winter



Tori in summer

# A new vision for public life in Kuopio!

A vibrant public space network seamlessly blends activity, aesthetics, and accessibility. Through thoughtful design and integration, it creates a lively and cohesive urban environment that fosters community and connection.



# Thank you!

