



Kuopio Market Square

Design Concept

Public Presentation
10. September 2024

Gehl



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**



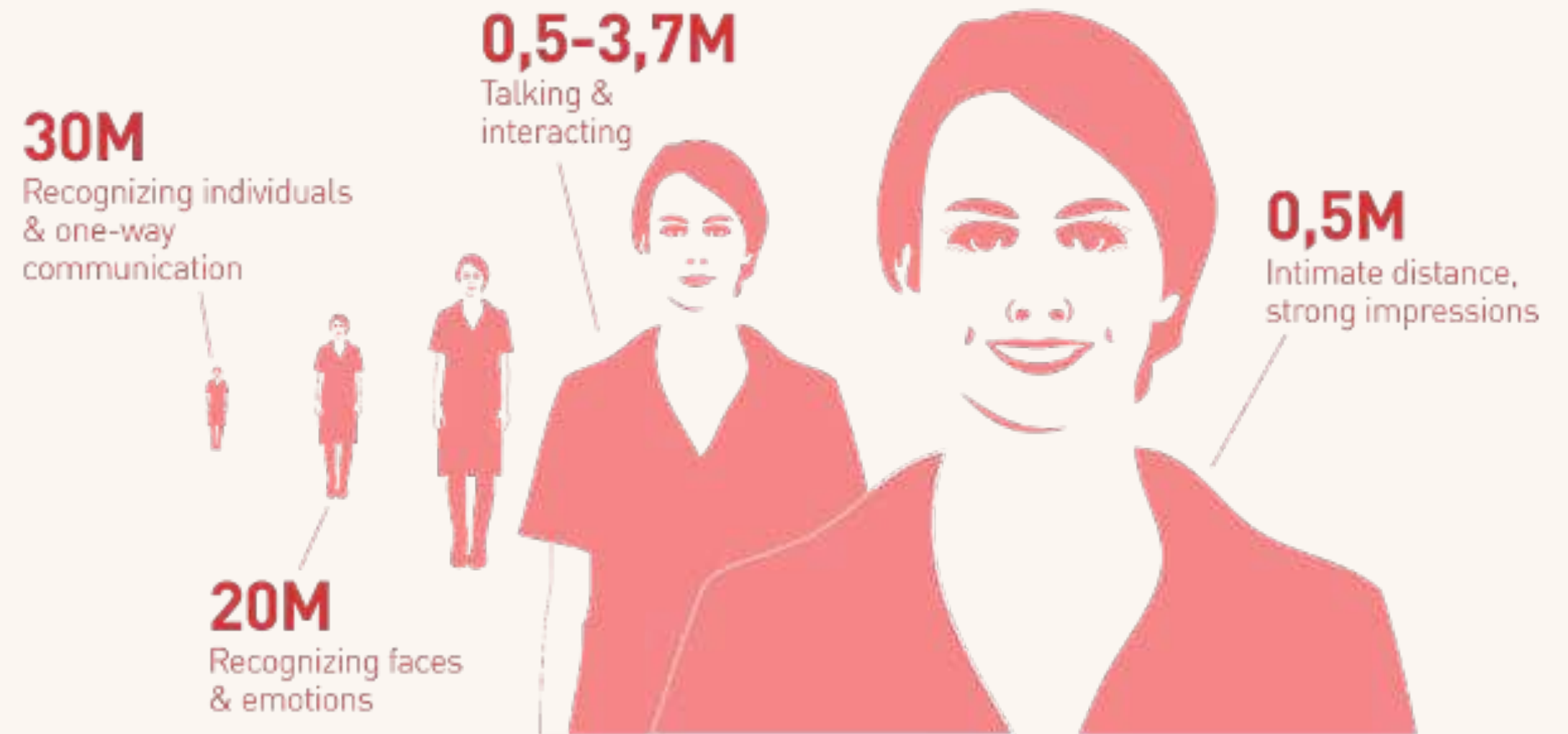
Our mission:
We work for cities
and communities to
be **equitable, healthy**
and **sustainable**
places for all

Gehl
20+ years
gathering public
life data in over
300 cities
around the
world.

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

“ We measure what we care about

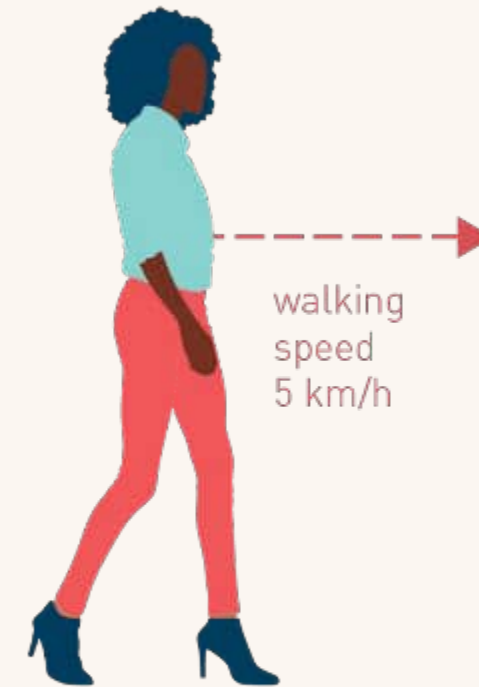
—Jan Gehl



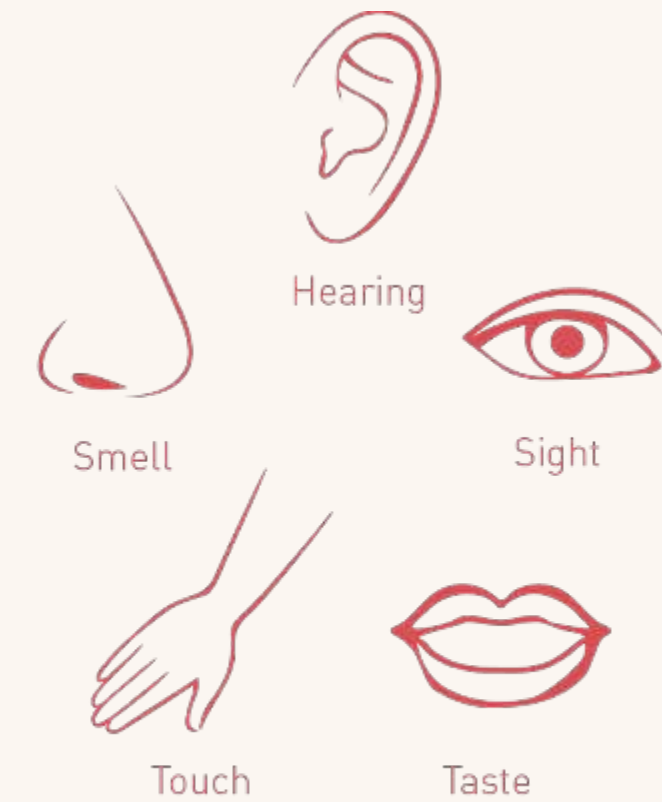
Starting with basic human conditions and understanding what we need...



height

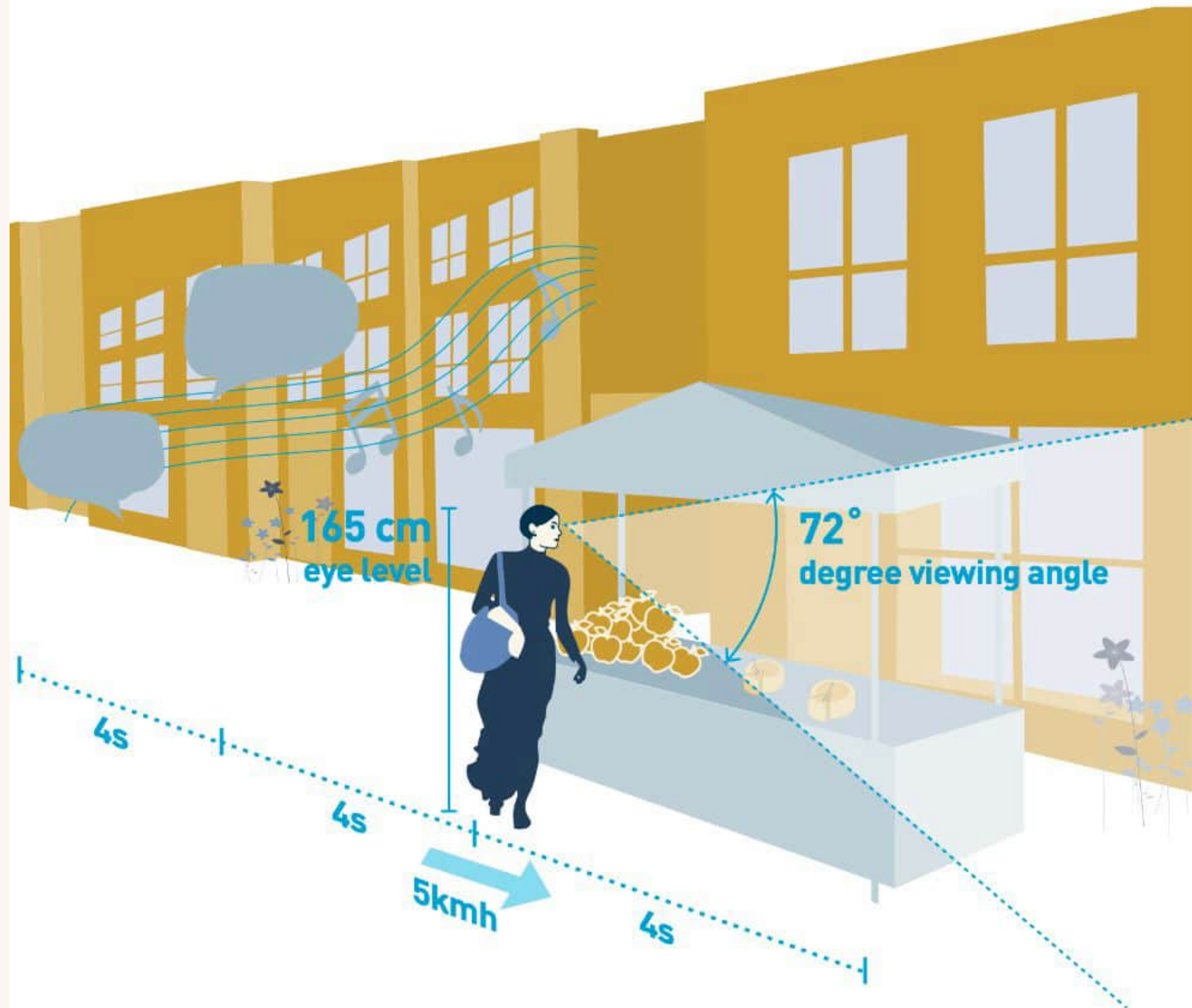


speed

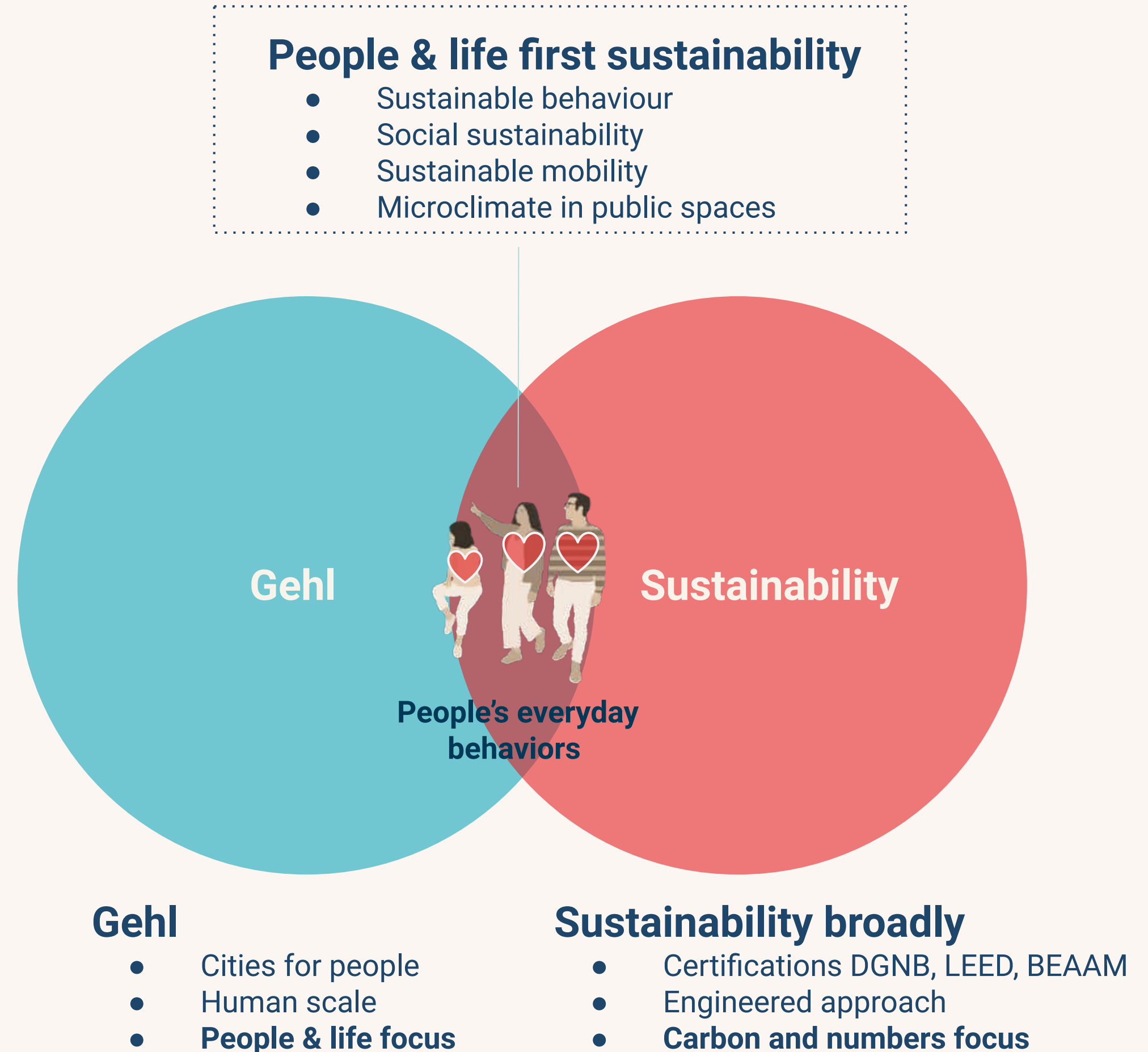


5 senses

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



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



The Gehl approach

The Life - Space - Building approach flips the usual planning process and focuses on life first.



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

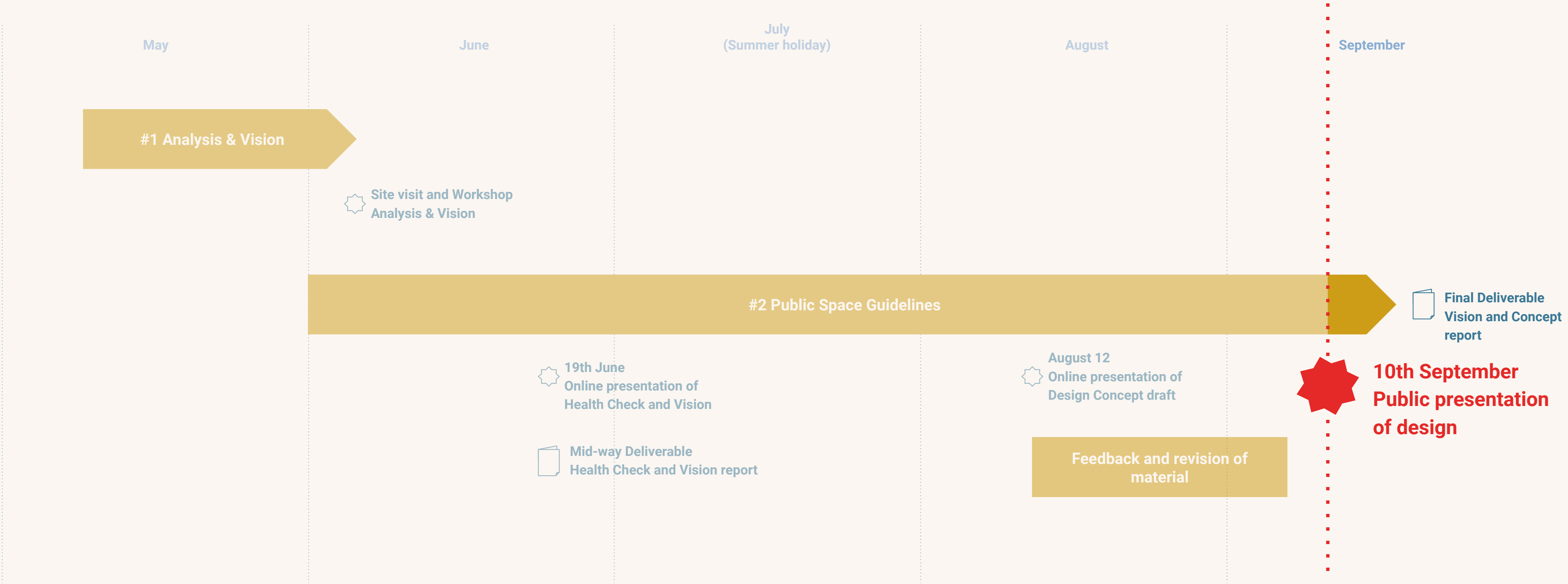
What kind of spaces will provide a framework for the existing or expected activity and movement. Which spaces are existing and which spaces can be developed or transformed.



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?



Contents

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



01

Vision:

A new public space
network for the center of
Kuopio!

What we want to achieve for Kuopio?

A cohesive public space

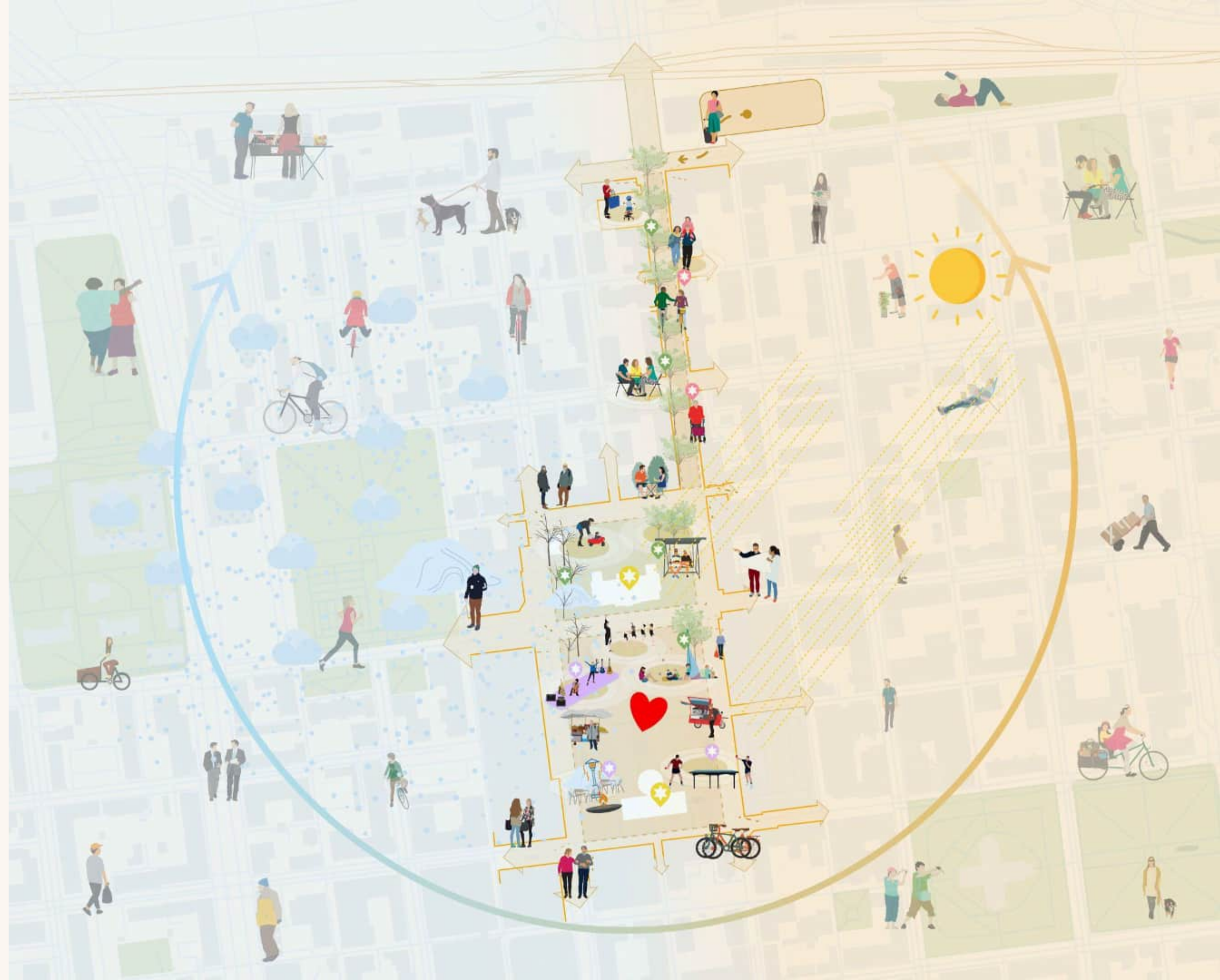
Create a welcoming cohesive public space where all three sites seamlessly blend together.

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



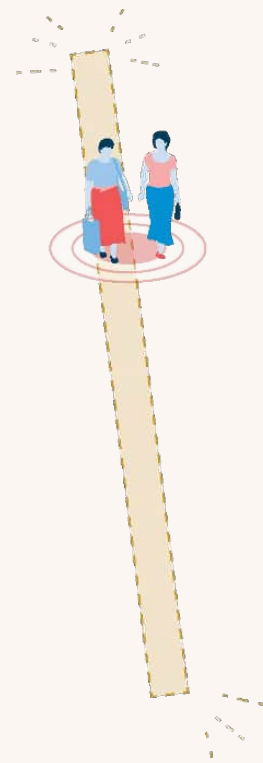
For this we need to think of all components together

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 heart of Kuopio

+



The welcome street

+

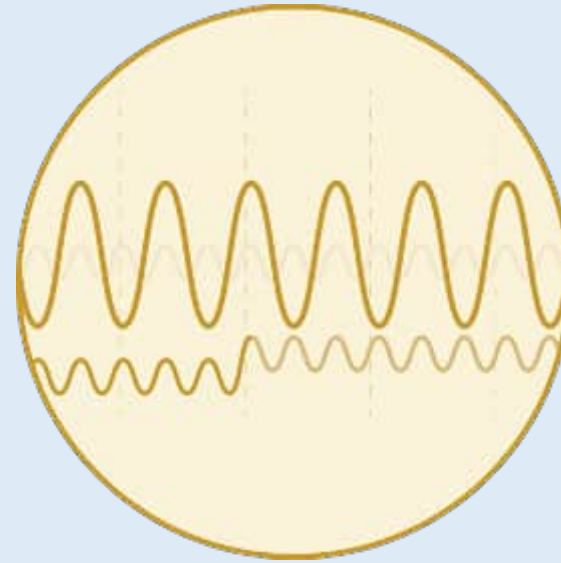


The missing link

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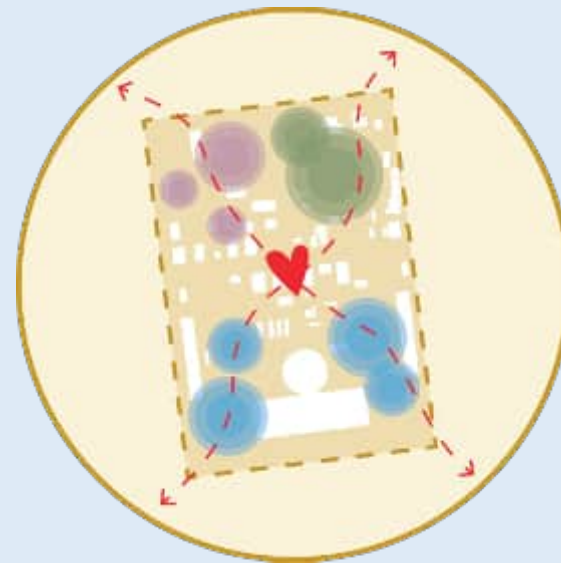
The heart of Kuopio



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.

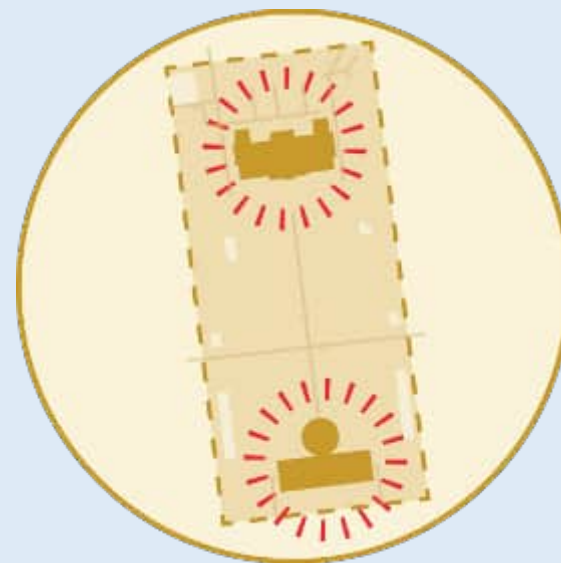
- Filling the event calendar
- Increase everyday activity



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.

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

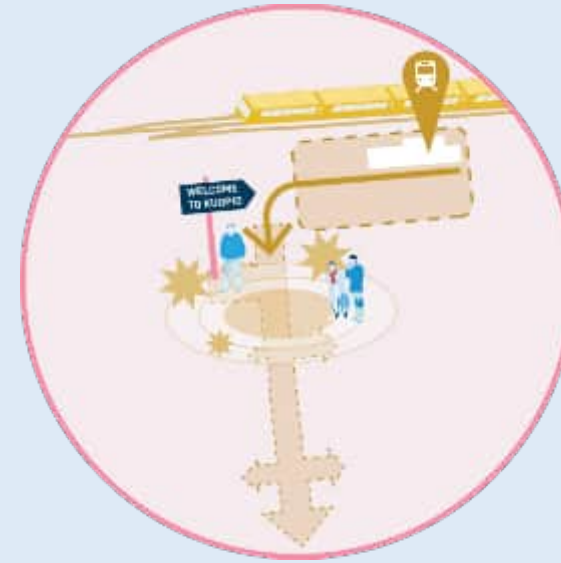
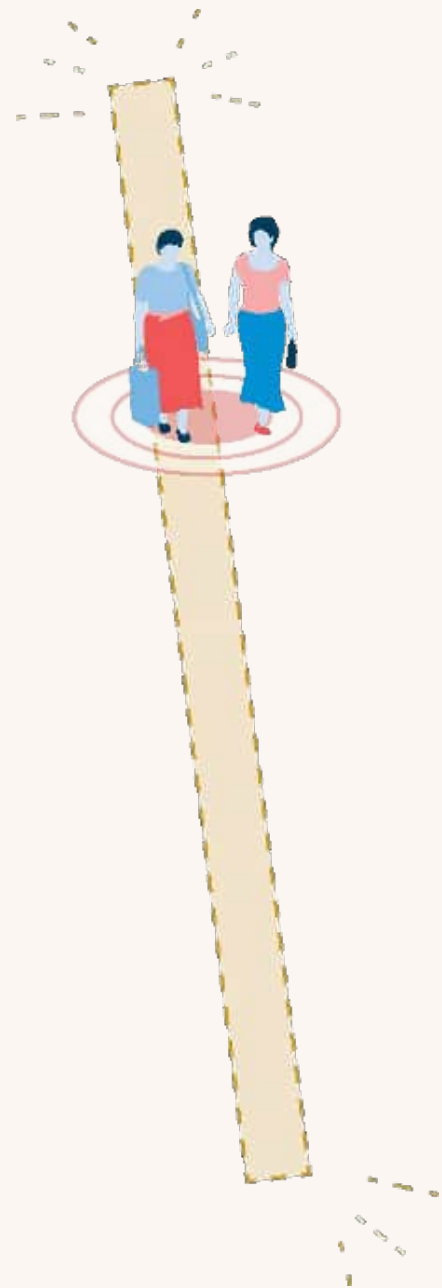


Celebrating icons

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

- Integrating key landmarks
- Enhancing the cultural significance of the square

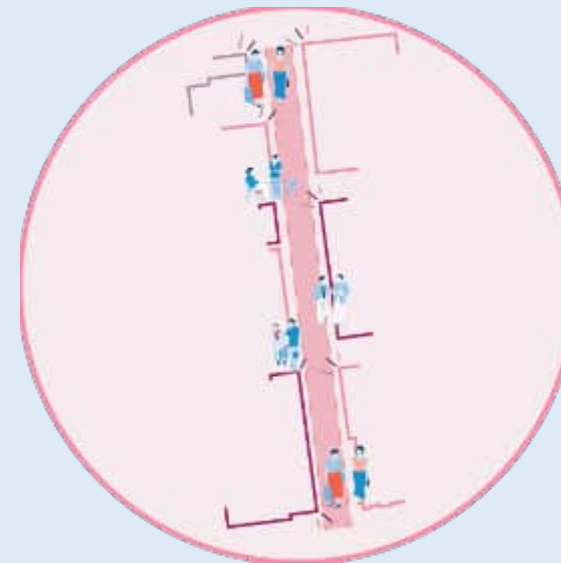
The welcome street



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.

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



Active and Safe Streetscape

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

- Boost pedestrian engagement and activity
- Improve safety and widen sidewalks for better access

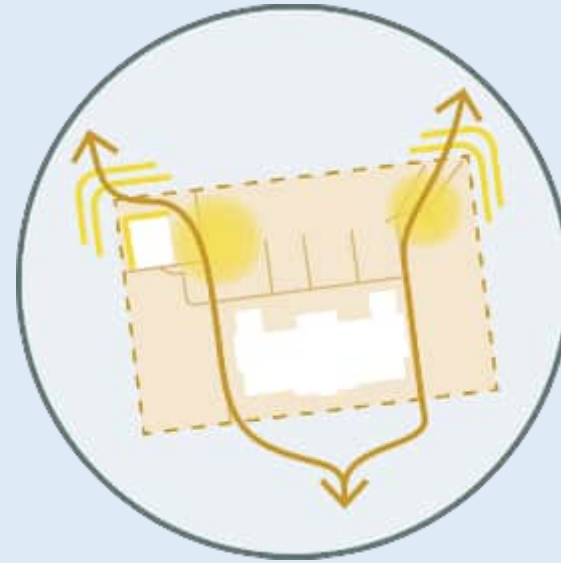


Sustainable Green-Blue Infrastructure

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

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

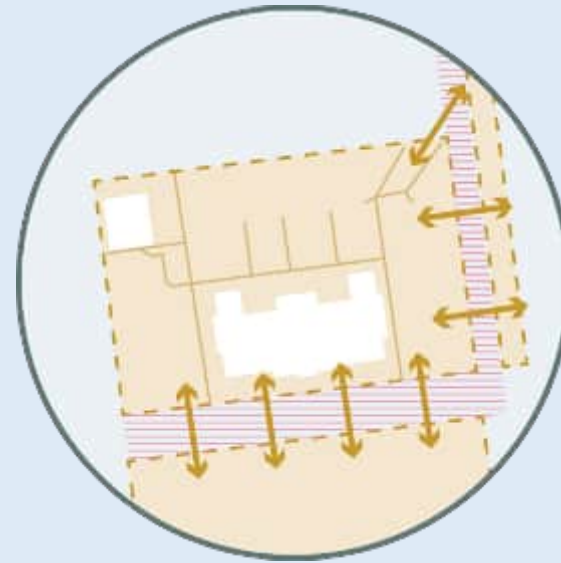
The missing link



Inviting corners

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

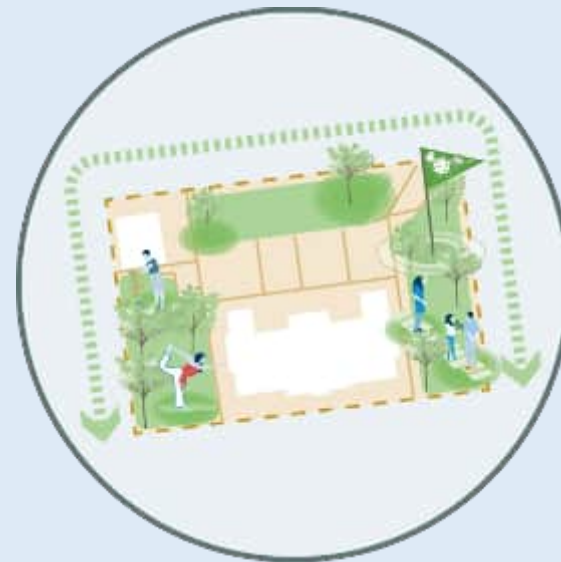
- Enhance entry points for better accessibility
- Create an inviting atmosphere for visitors



Integration with the square and the street

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

- Strengthen connections between the City Hall area and surrounding streets
- Promote seamless interaction within the square



Enhancing and programming green spaces

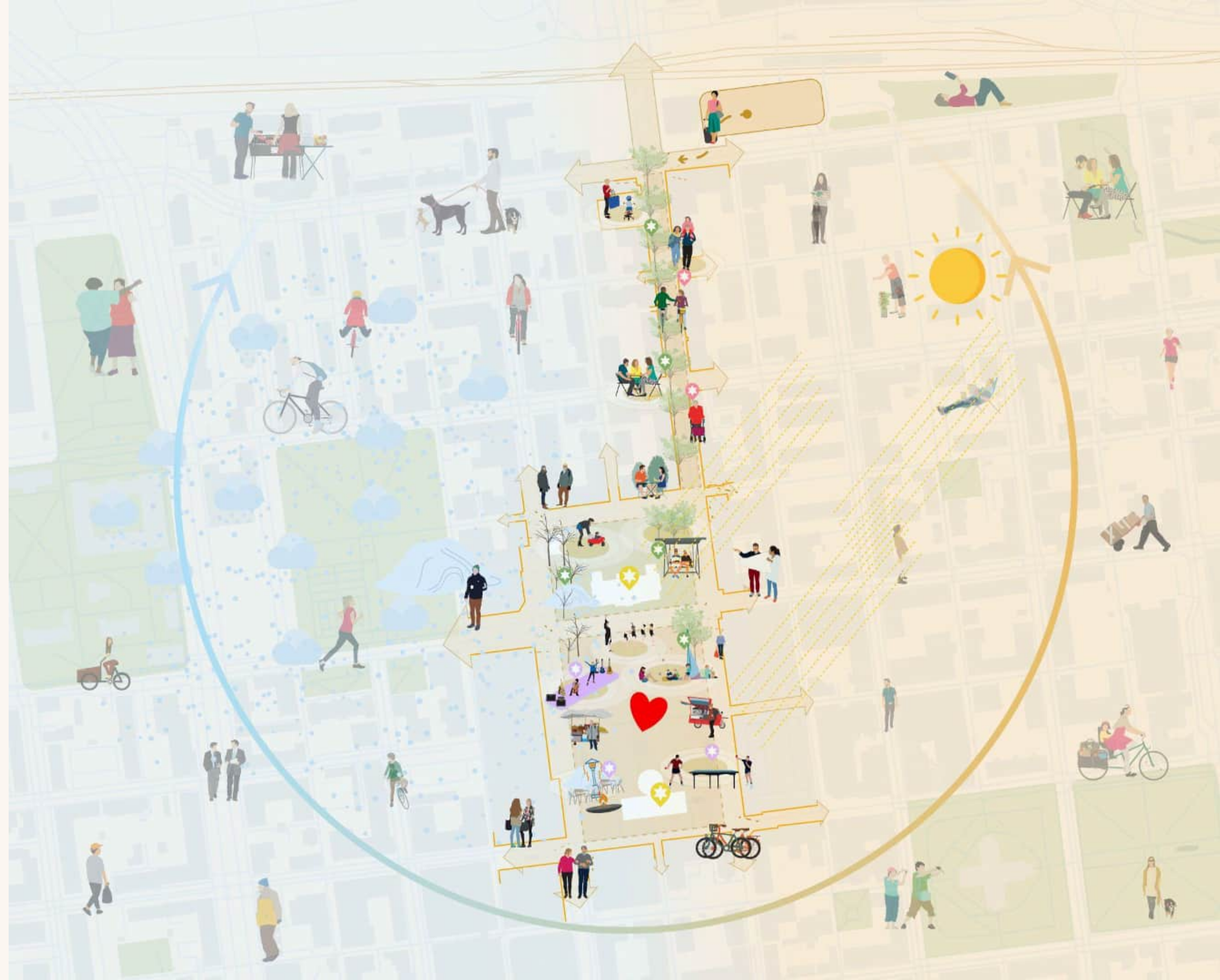
Upgrading the green areas and introducing diverse activities to foster a vibrant, sustainable, and engaging public space.

- 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.

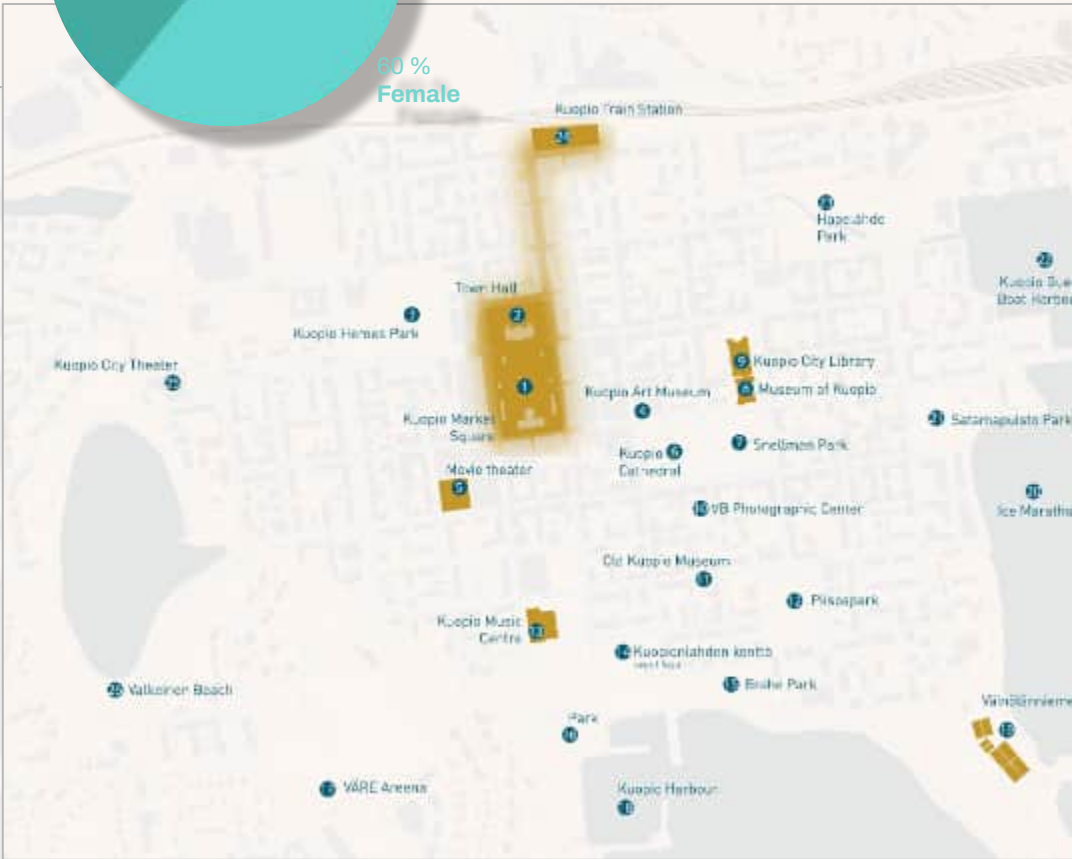
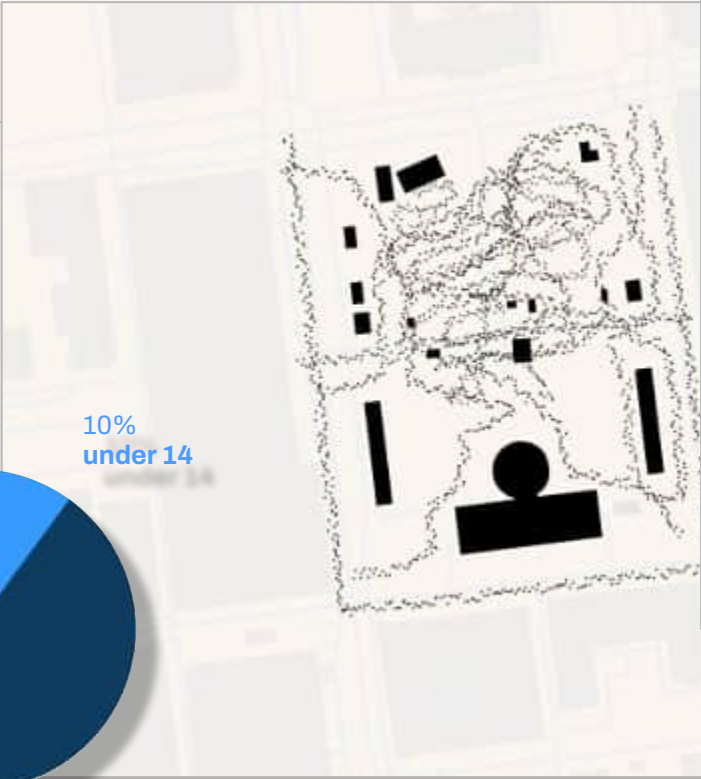
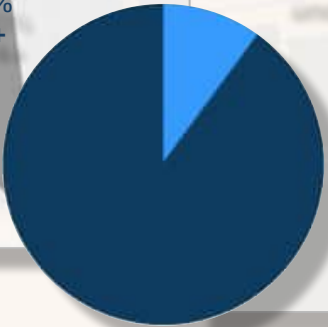
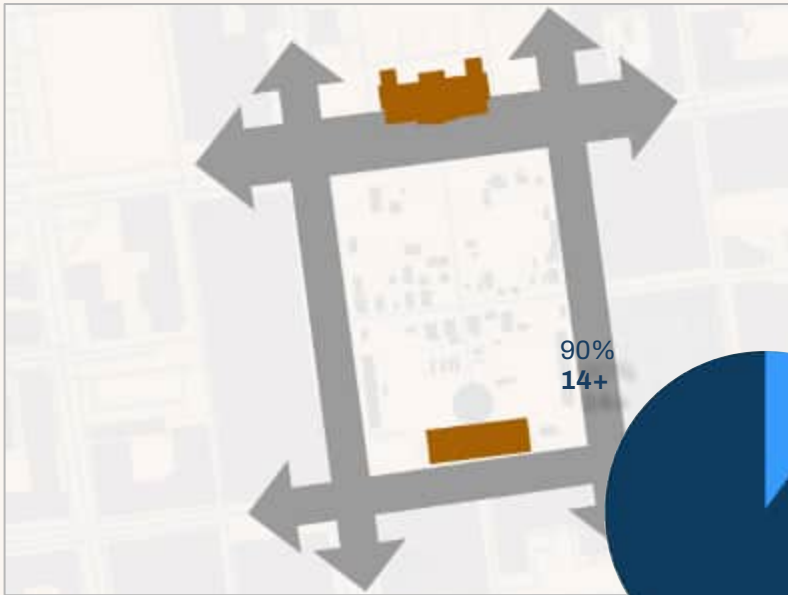
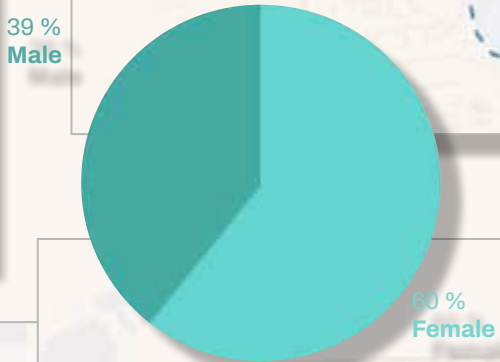
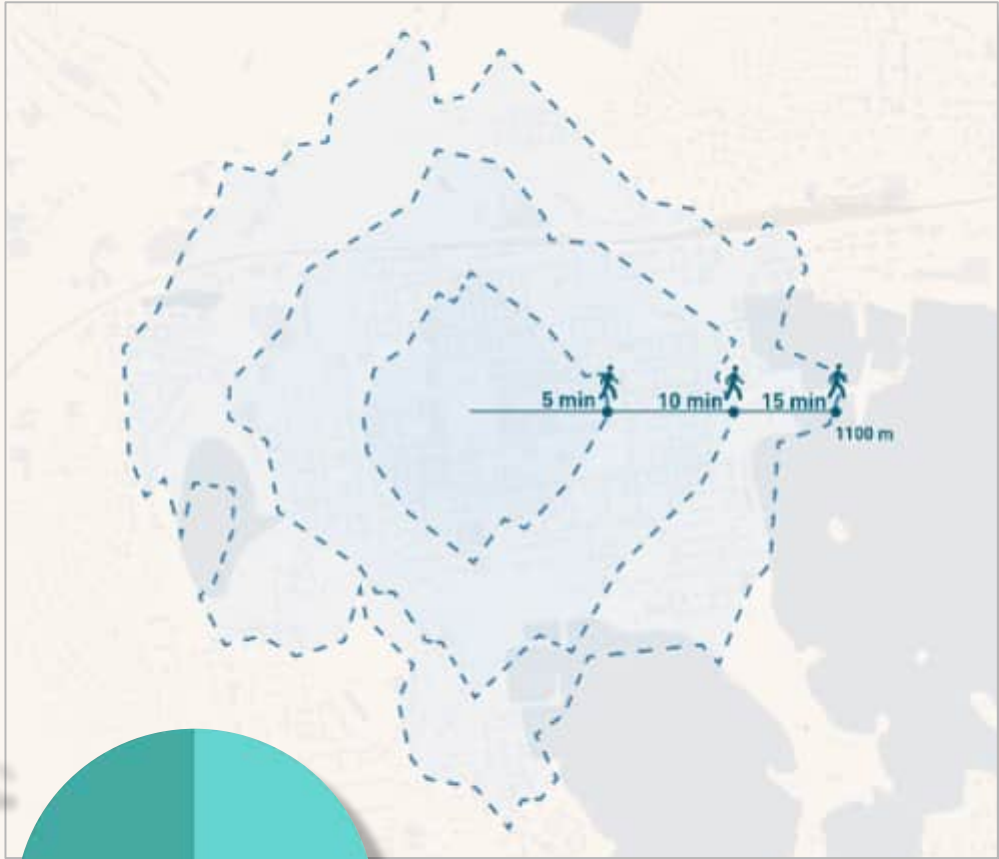
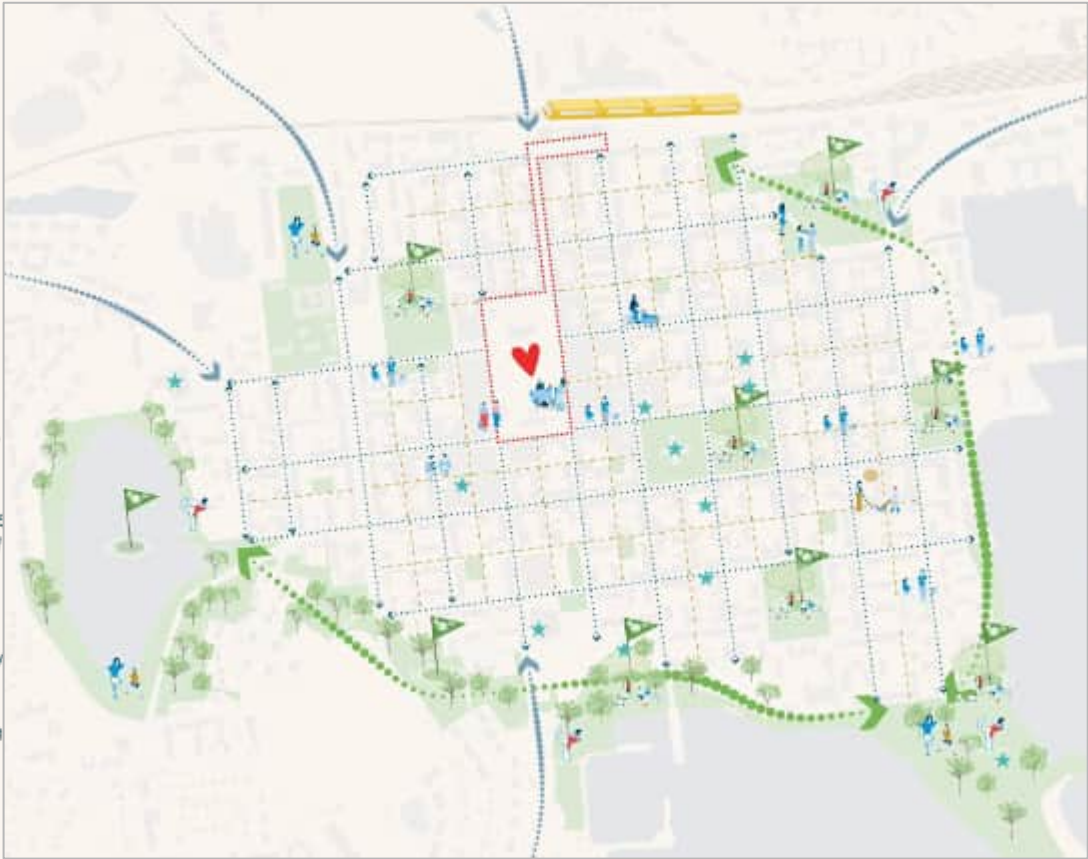
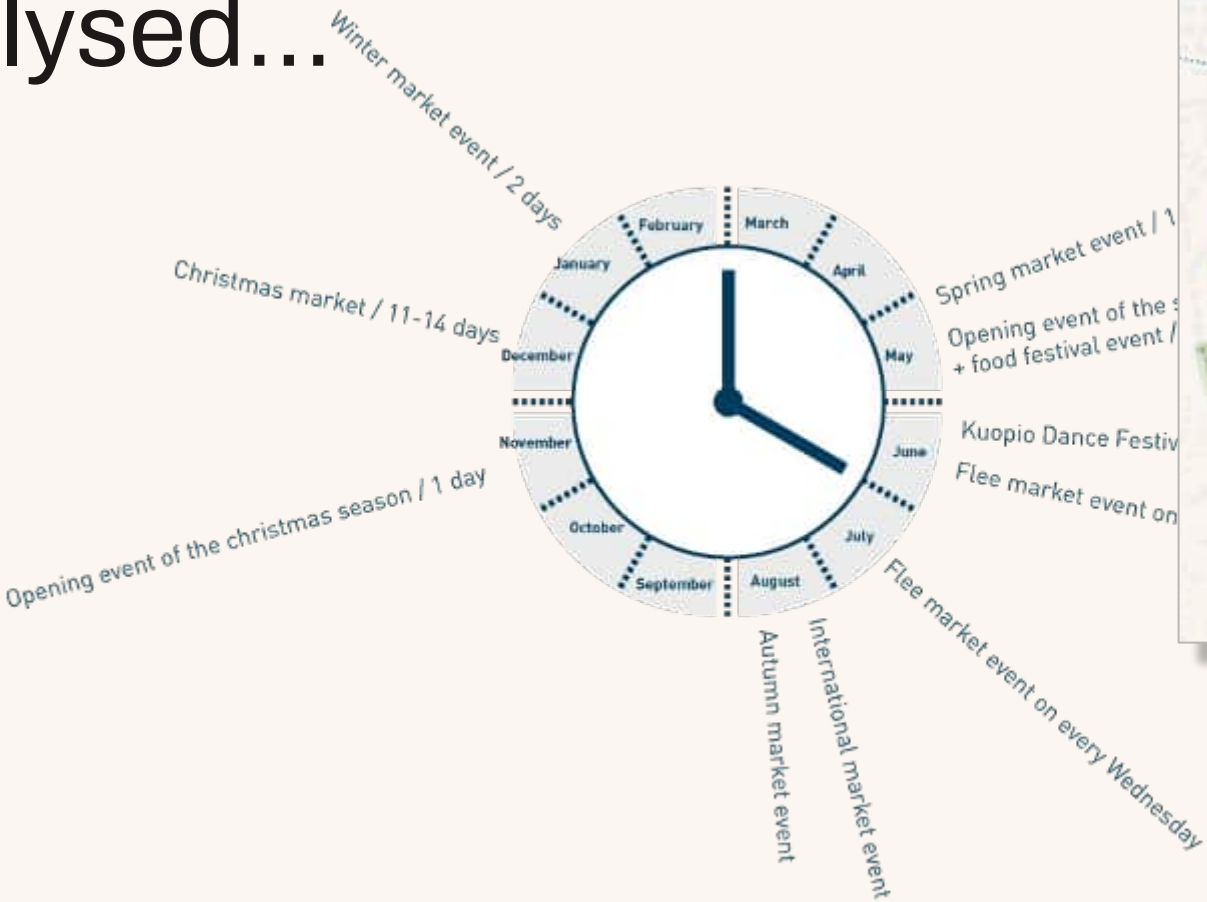
Based on this vision, we have developed a coherent design concept for Kuopio's inner city, from the station all the way to the market hall!



02

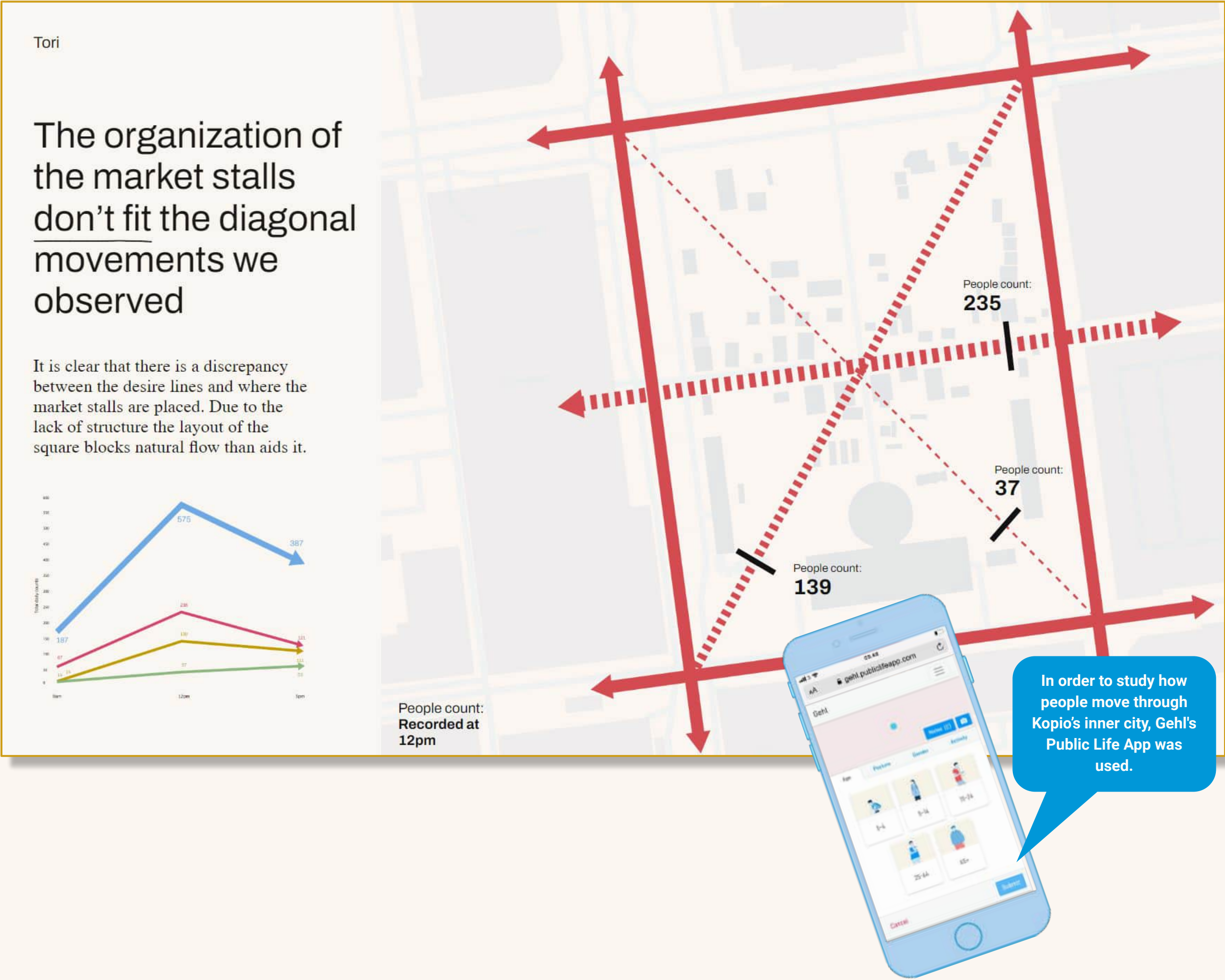
Analysis and Public participation

We analysed...



... 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.



... and we discussed about your city!

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

Social Life



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



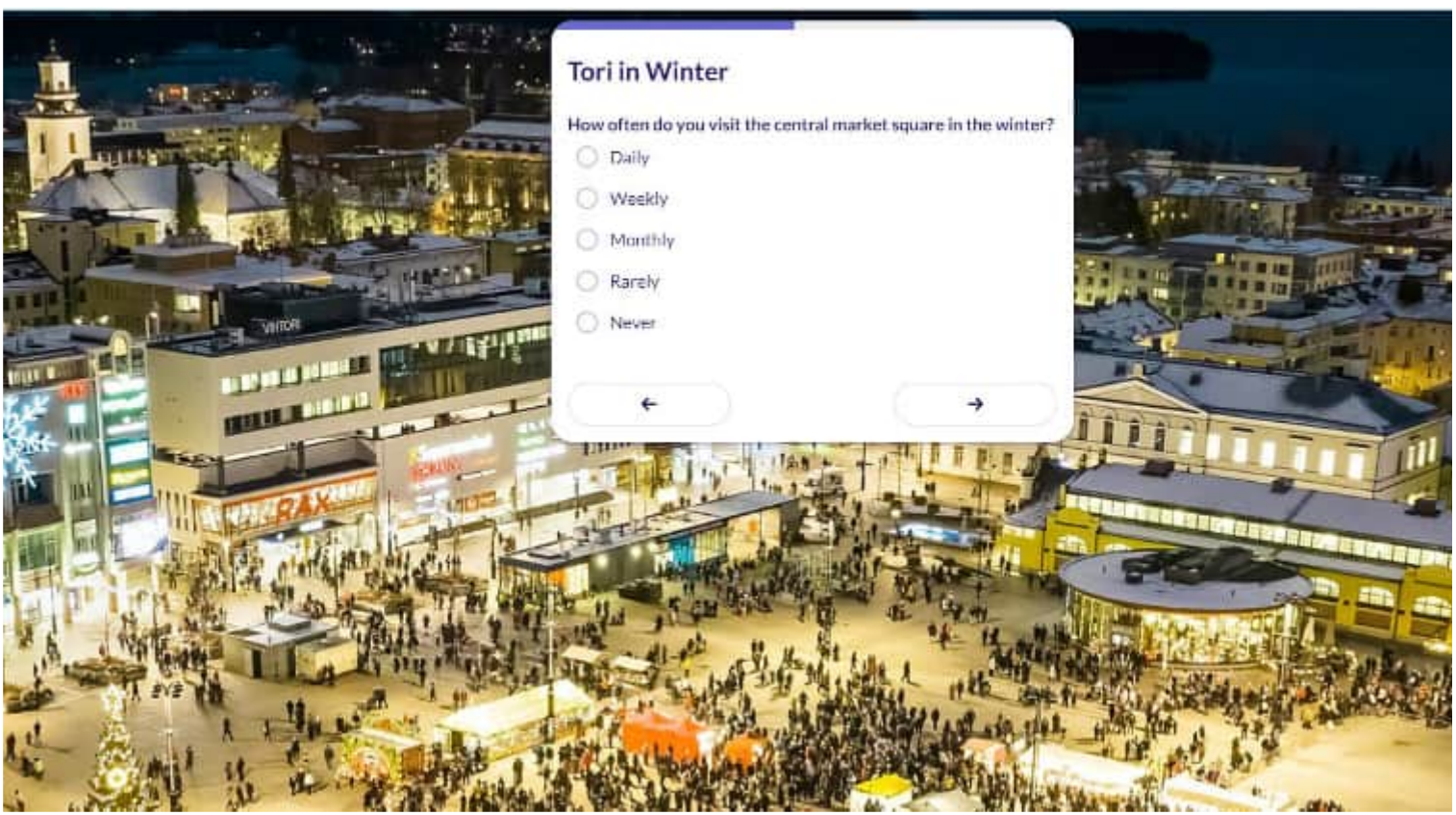
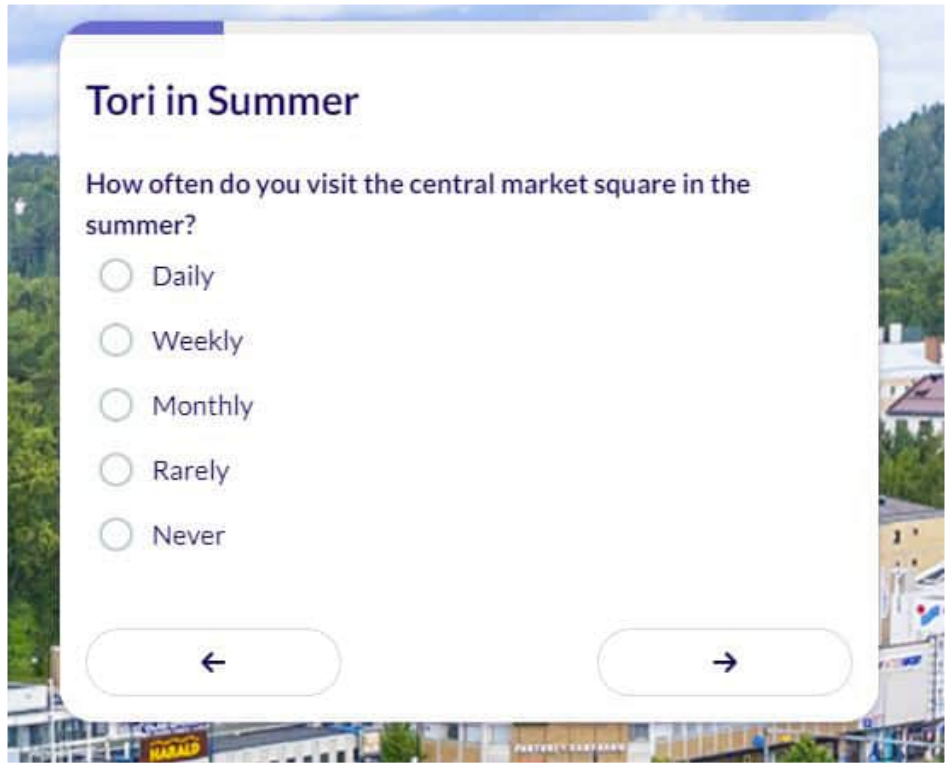
Hello!
I just walked along the Puijonkatu, wow! What a nice green boulevard where there is space for all street users.

Winter Life



The Kuopio Market Square is bringing the city centre to life with its activity, both in summer and winter.

Then we asked you...

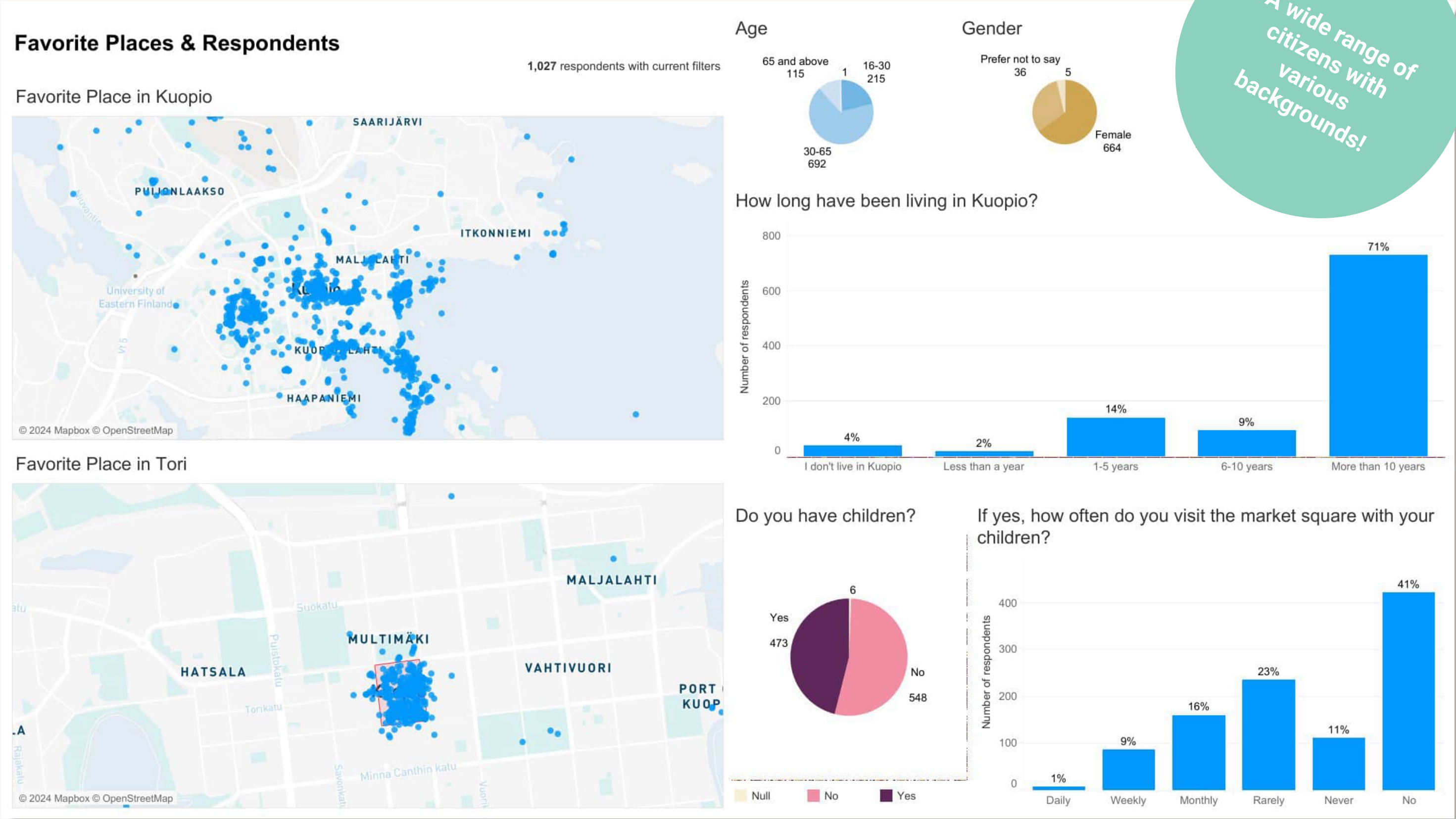


Public Participation

...and you answered!

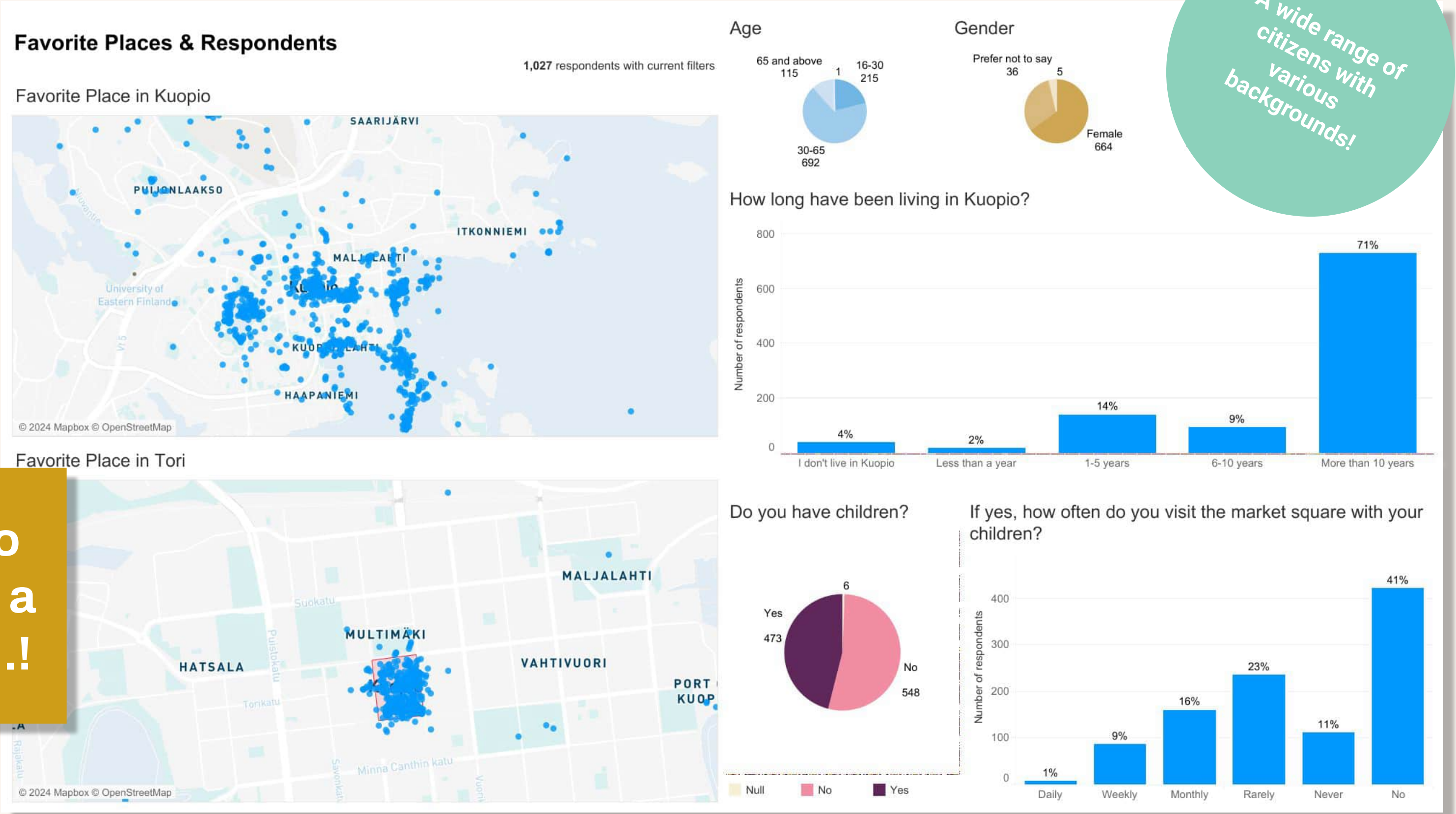
Thank you for more than 1000 responses!

Getting to know you



Getting to know you

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

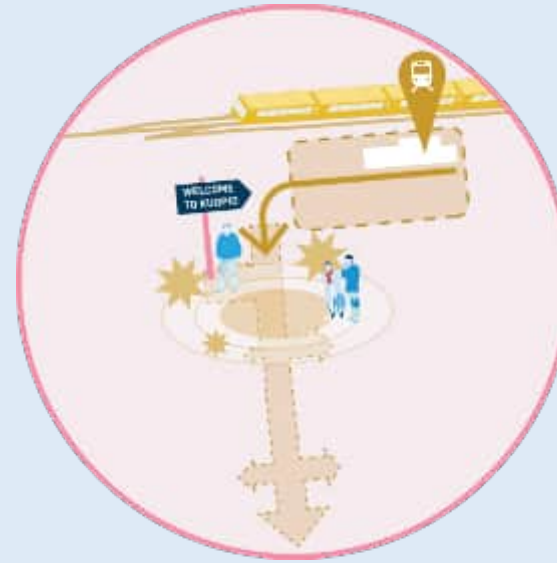
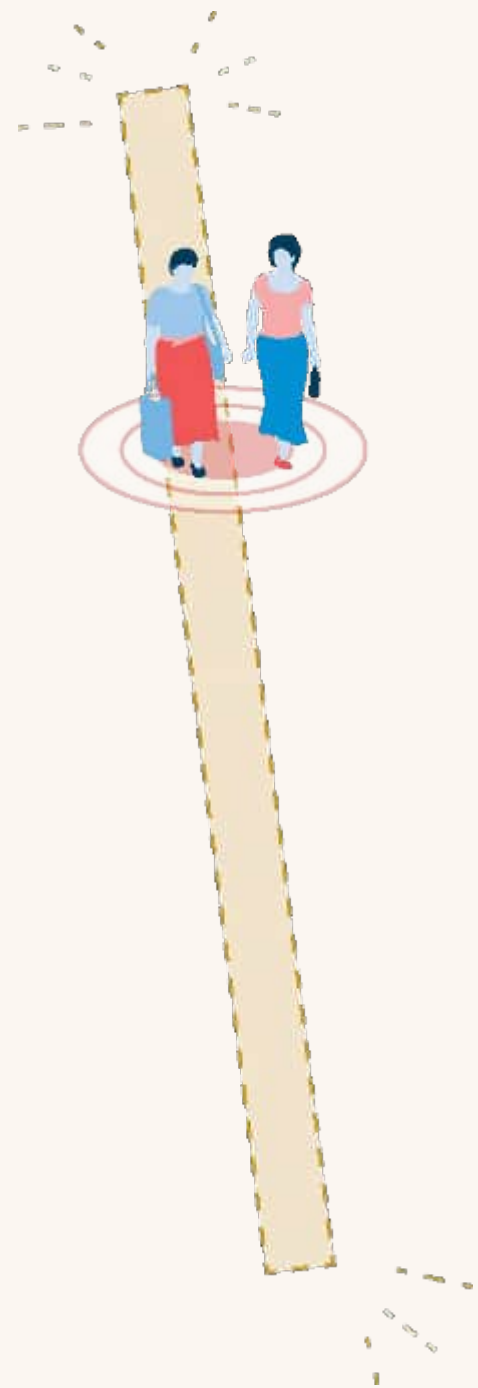


A wide range of citizens with various backgrounds!

03

Puijonkatu

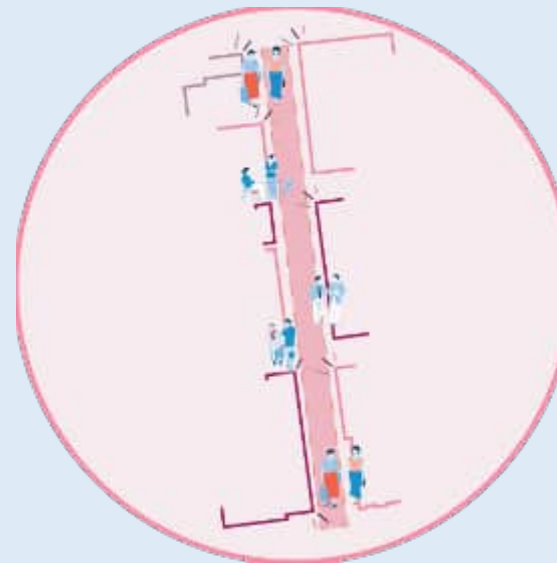
Goals for Puijonkatu



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.

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Sustainable Green-Blue Infrastructure

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

- Integrate sustainable green and blue elements
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How did you feel about Puijonkatu?

Puijonkatu

1,027 respondents with current filters

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

	I don't know	Very low importance	Low importance	High importance	Very high importance
Adding greenery and flower plantings	92	26	83	413	356
Adding seating	136	37	118	395	276
Development of general and Christmas lighting	135	21	70	430	287
Development of movement activity and collaboration between the shops and services	121	14	32	394	377
Development of road traffic or public transport	225	77	161	308	172
Development of shop windows and general appearance	131	17	45	352	385
Making cycling easier and cozier on Puijonkatu	136	85	127	342	267
Making parking easier on Puijonkatu	161	145	216	255	174
Making walking easier and cozier on Puijonkatu	117	34	84	421	308

Most of you want an improvement of the atmosphere through lighting, plantings and seating together with an improved ground floor experience!

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

Public transportation and parking were a little less important to most of you.

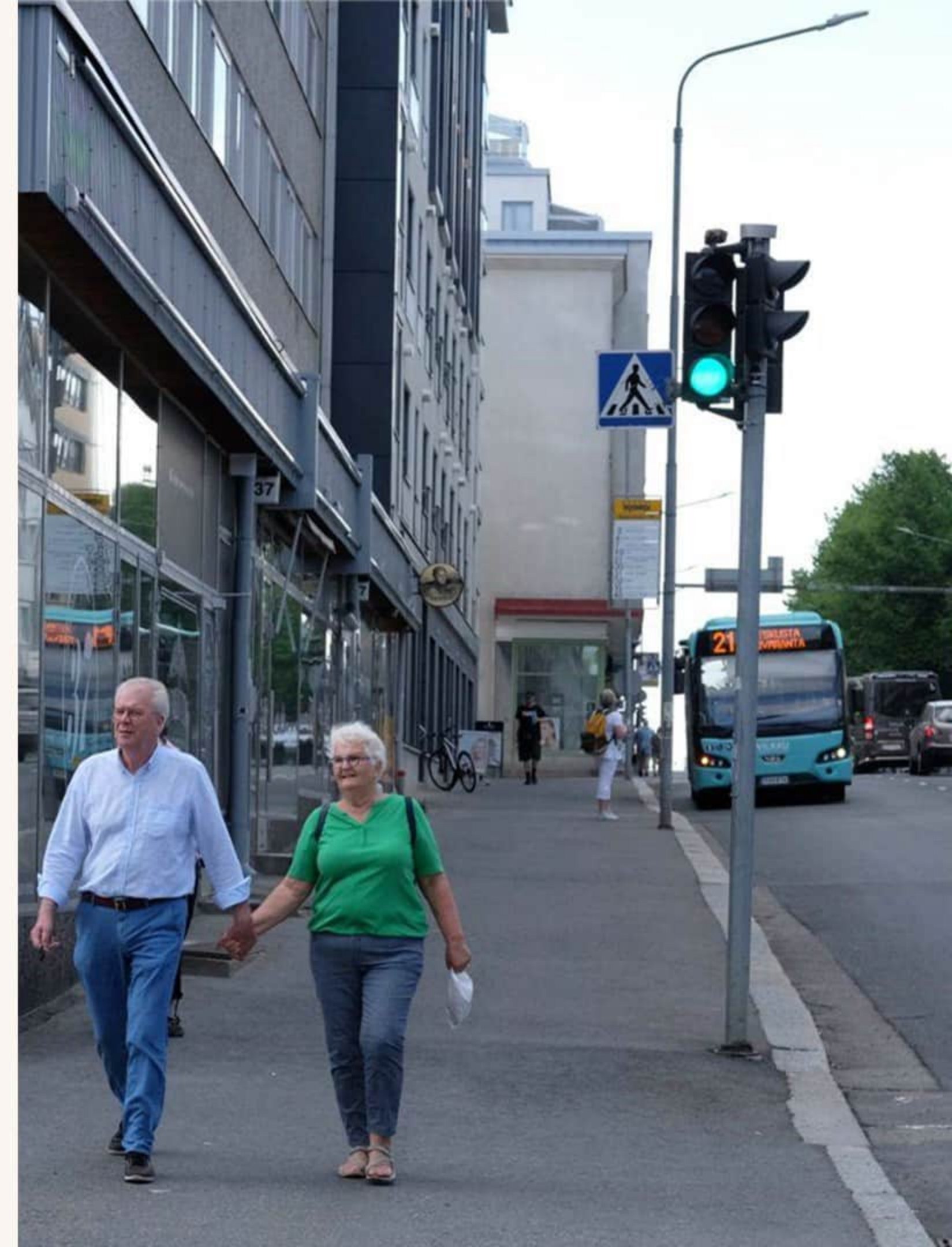
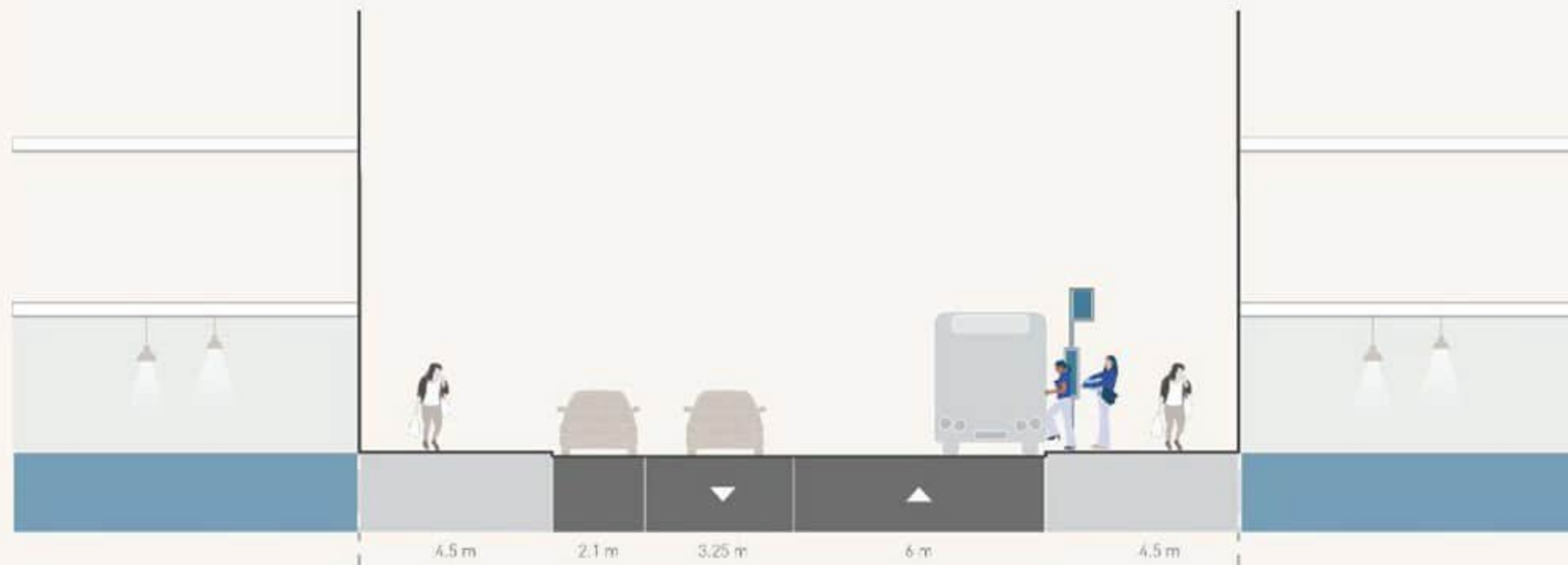
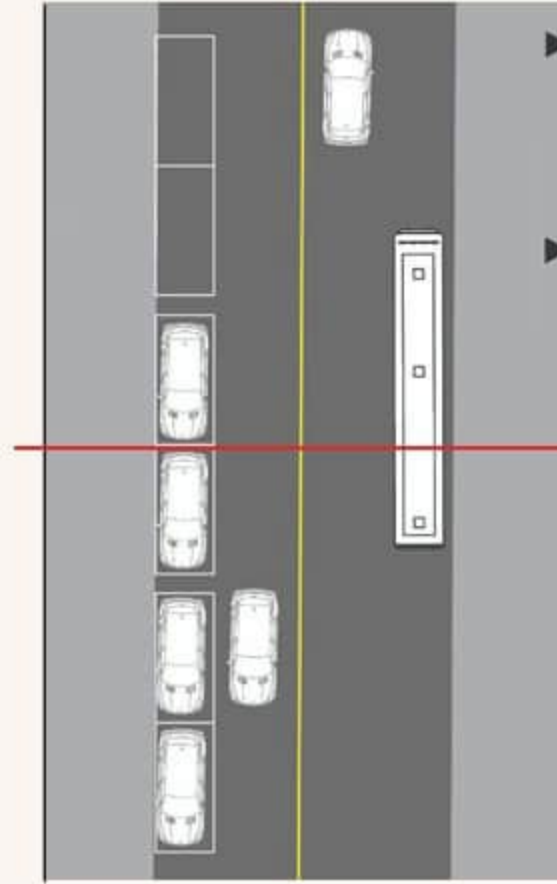
Puijonkatu



The challenge

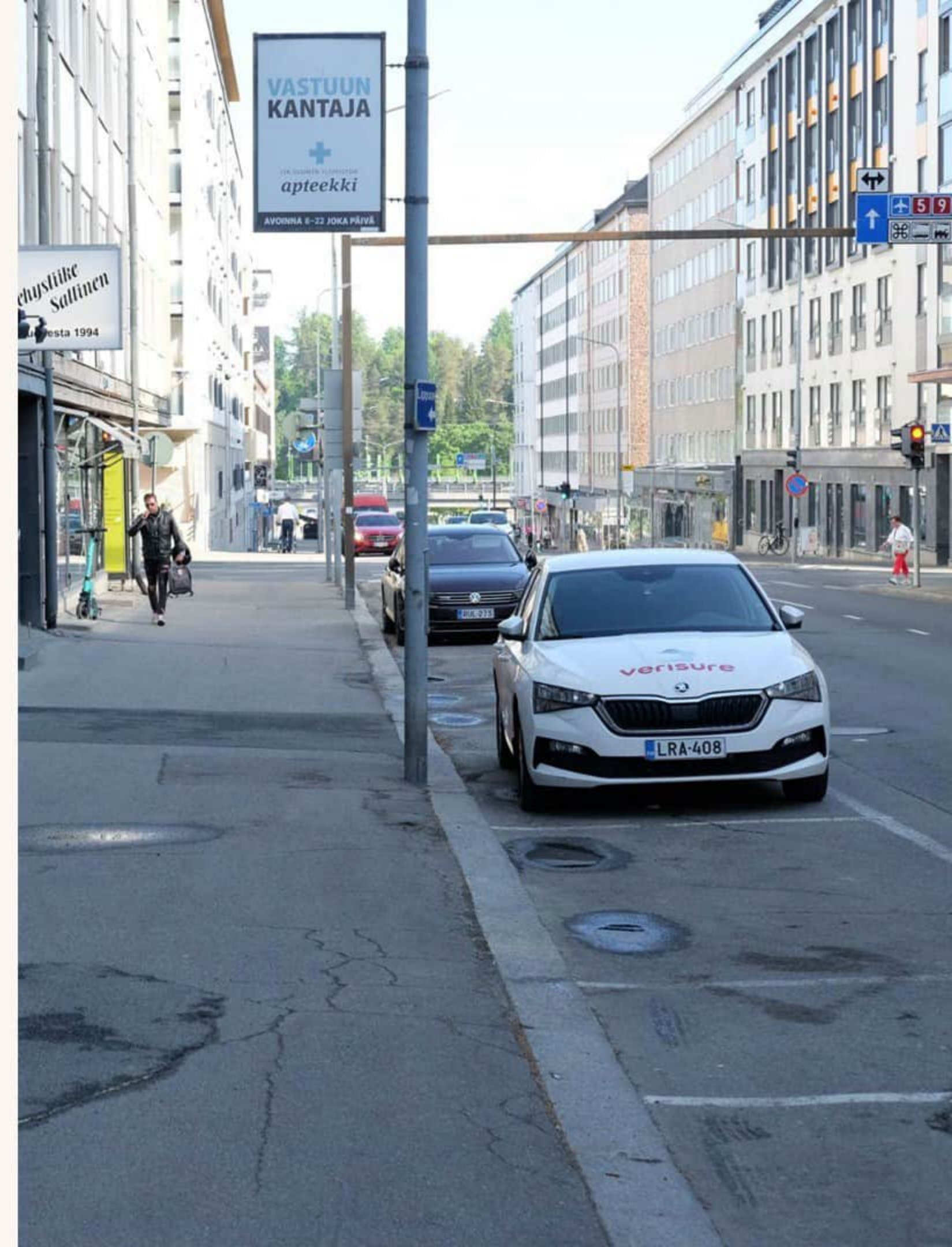
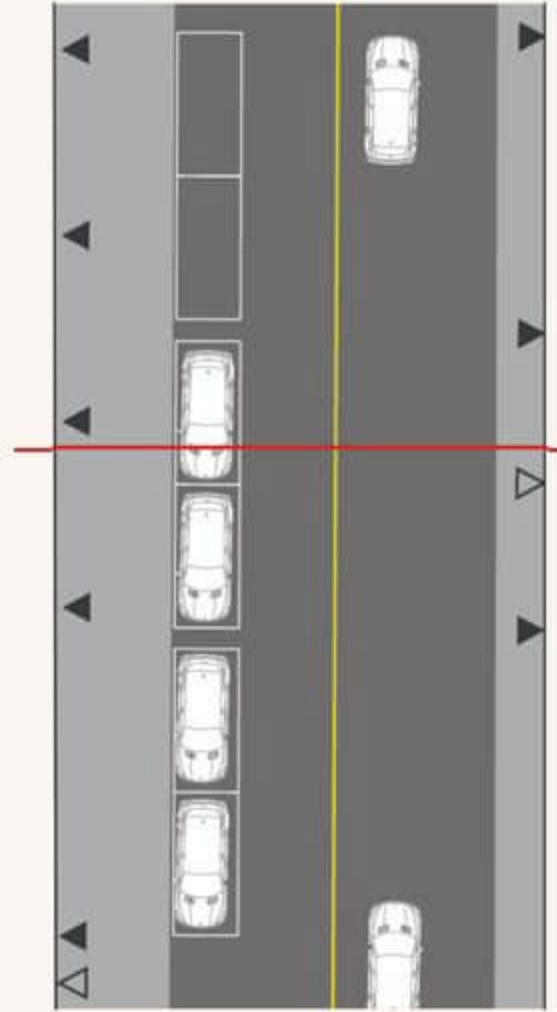
The challenge

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.



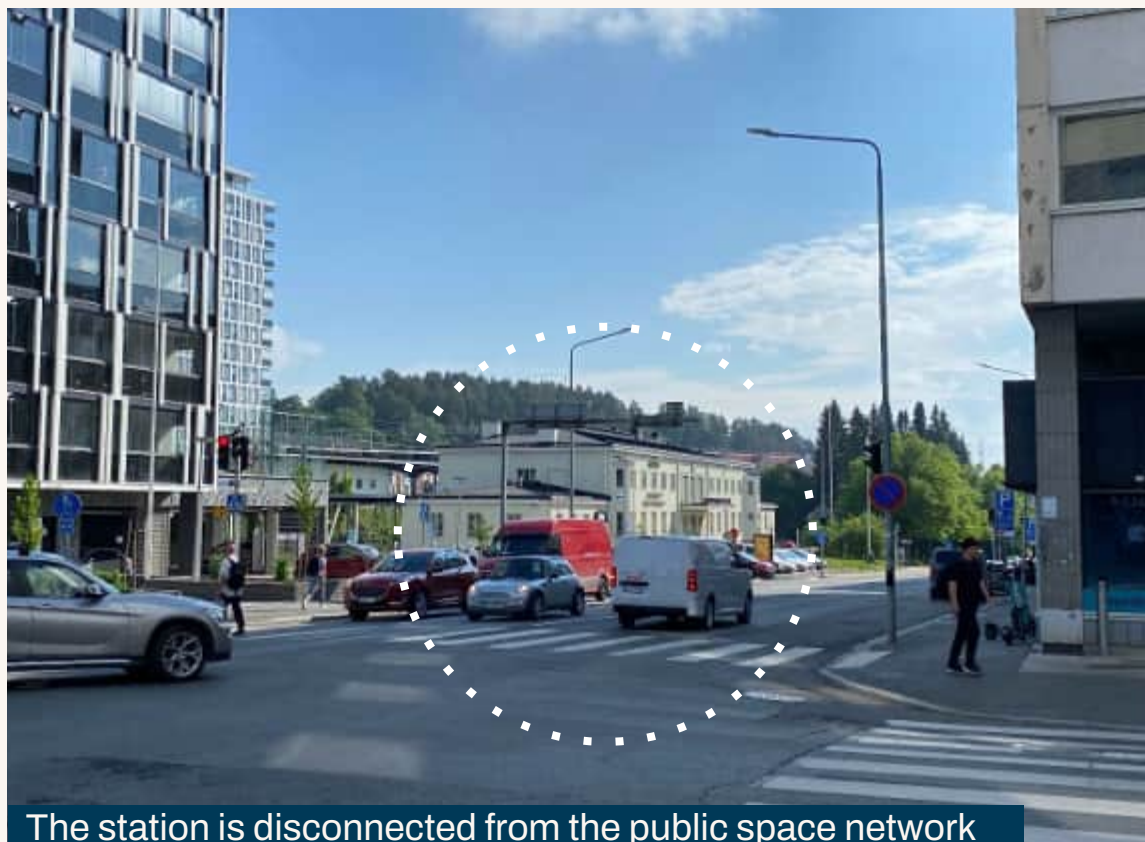
The challenge

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.

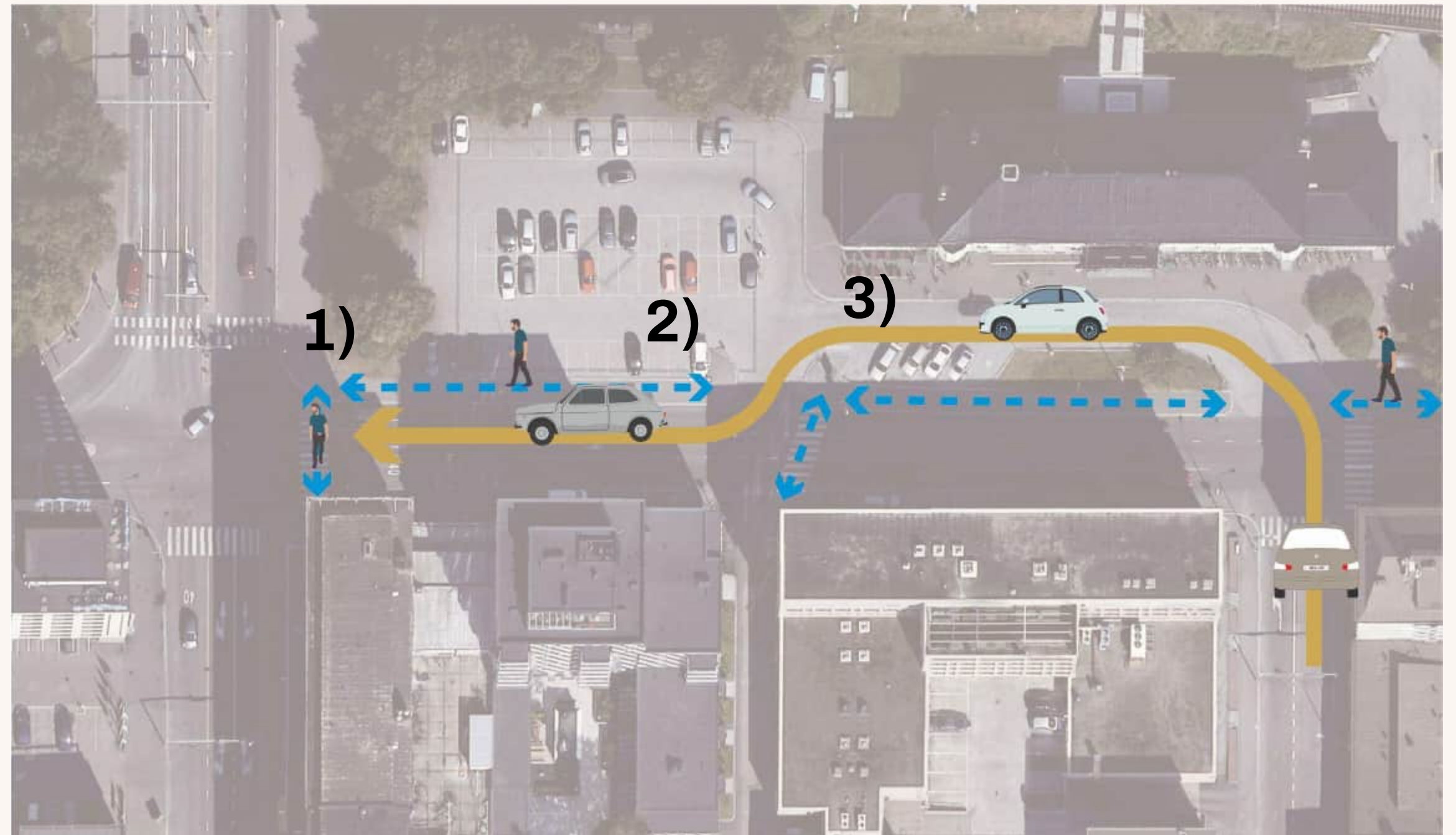


The starting point for Puijonkatu

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.



The station is disconnected from the public space network

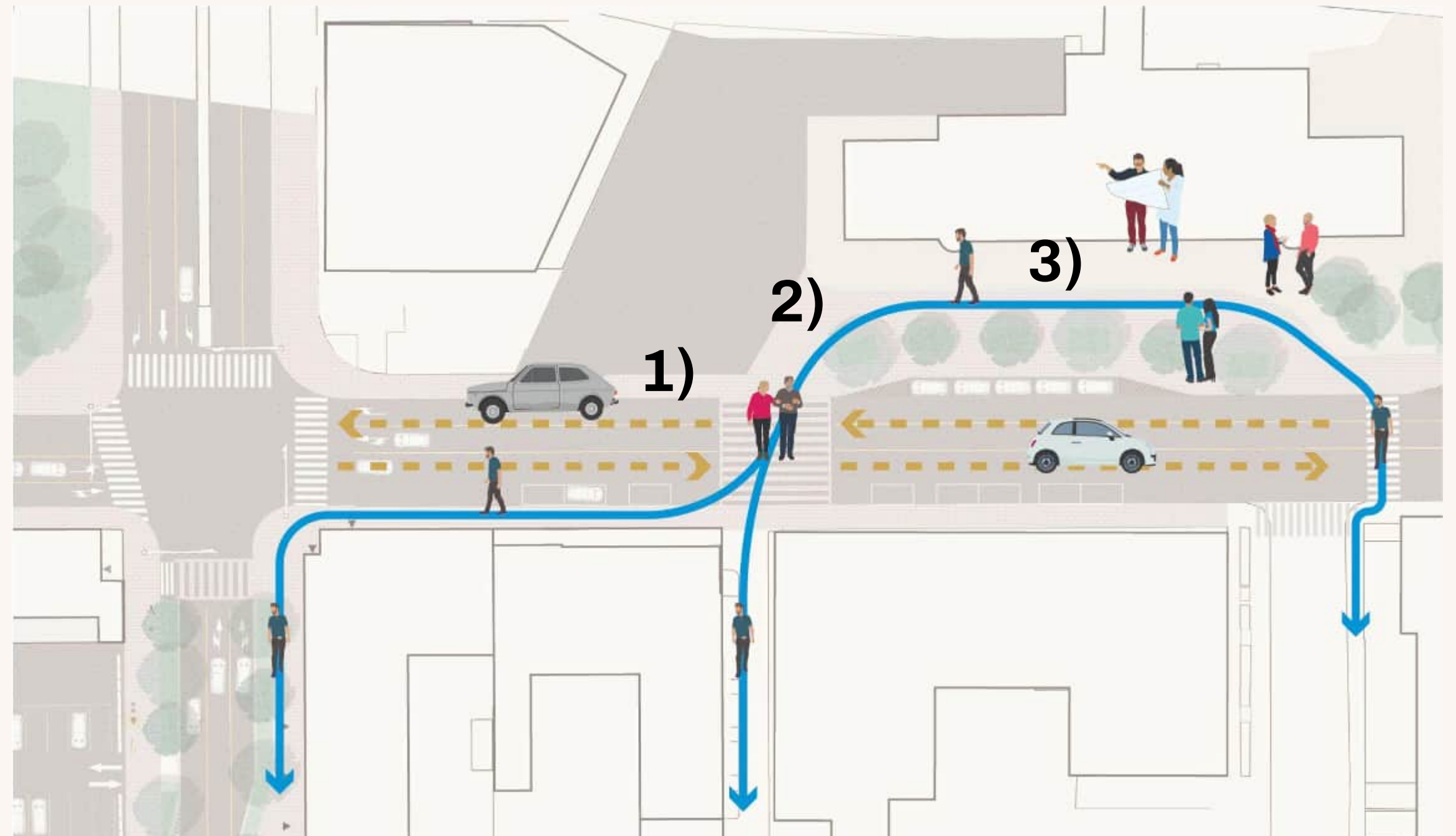


Turning the station into a welcoming destination

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.

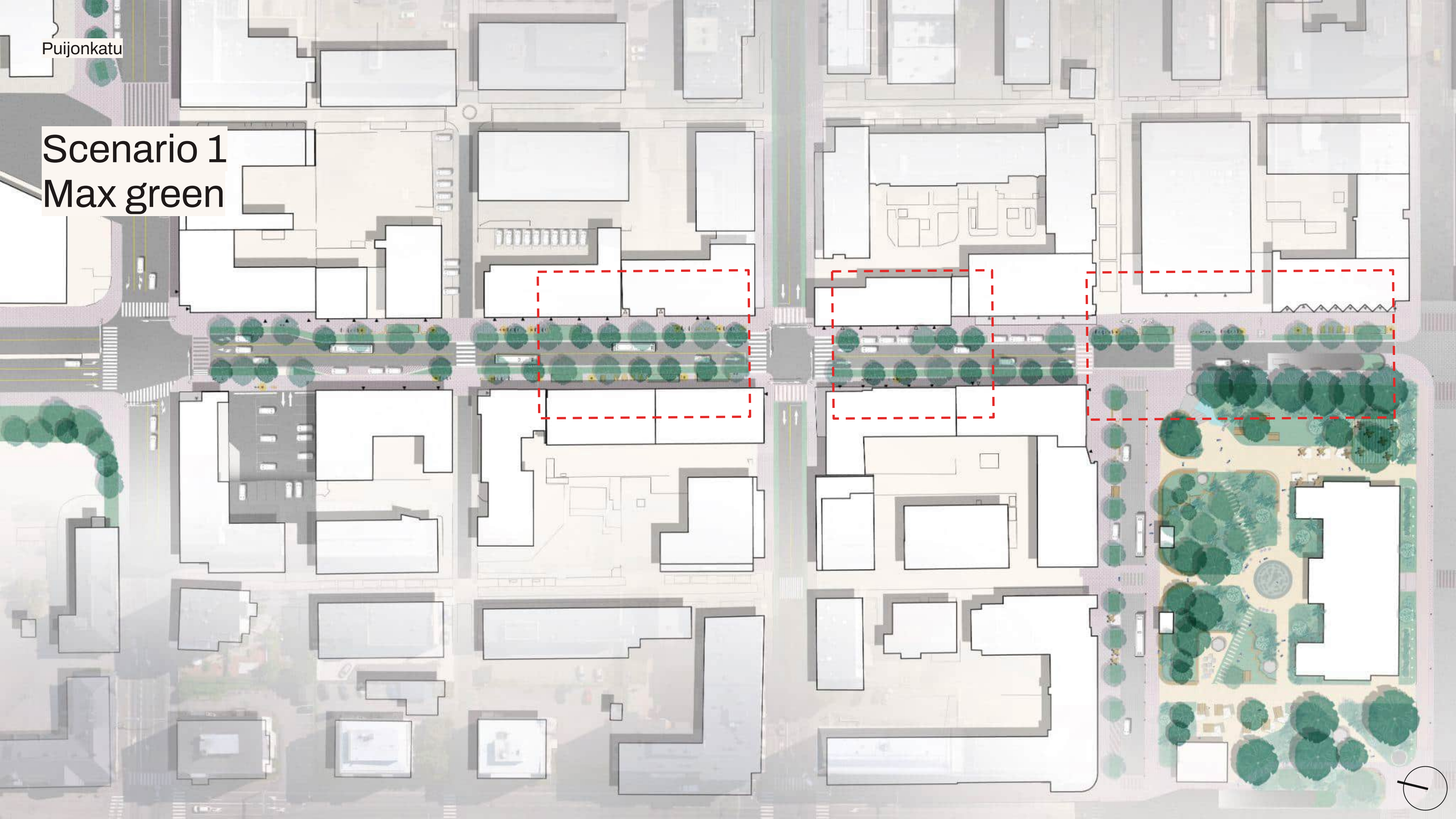


Pedestrian connections, Winterthur, Switzerland



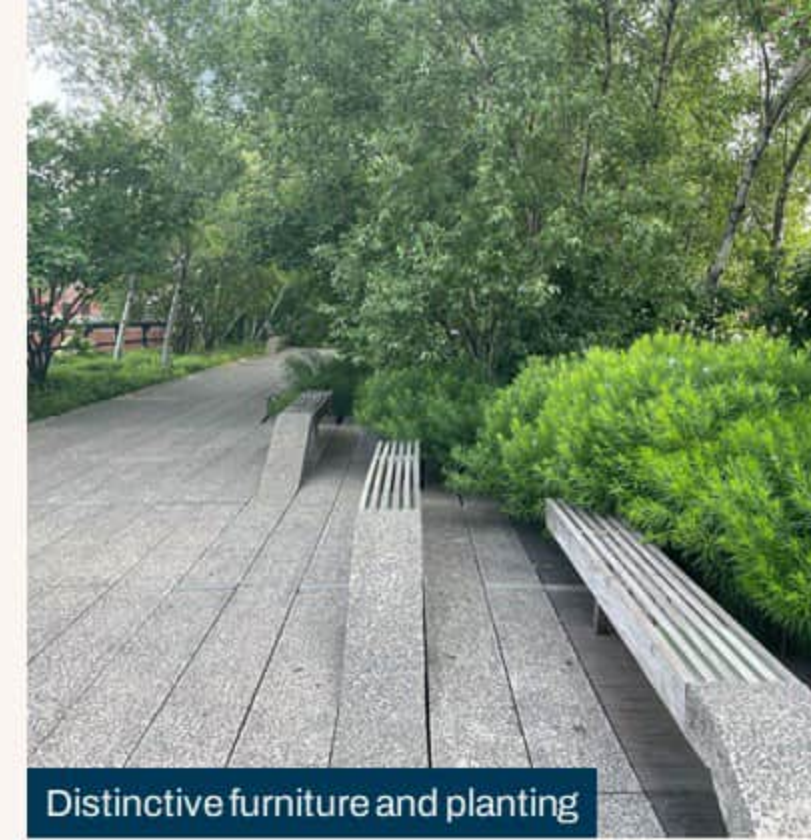
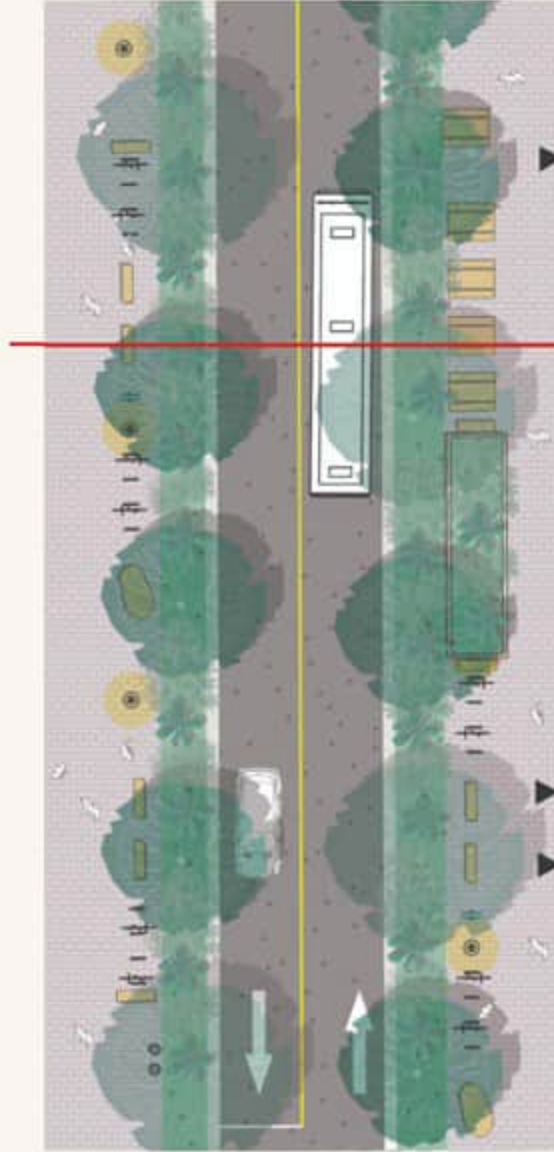
Puijonkatu

Scenario 1
Max green



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.



Distinctive furniture and planting



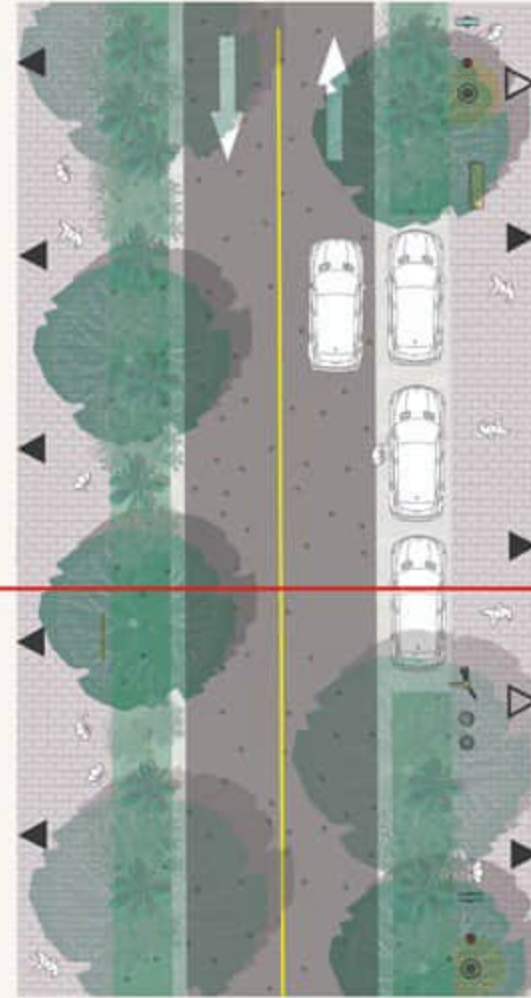
Continuous sidewalks establish hierarchy



Biodiversity along the street, Jaktgatan, Stockholm

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



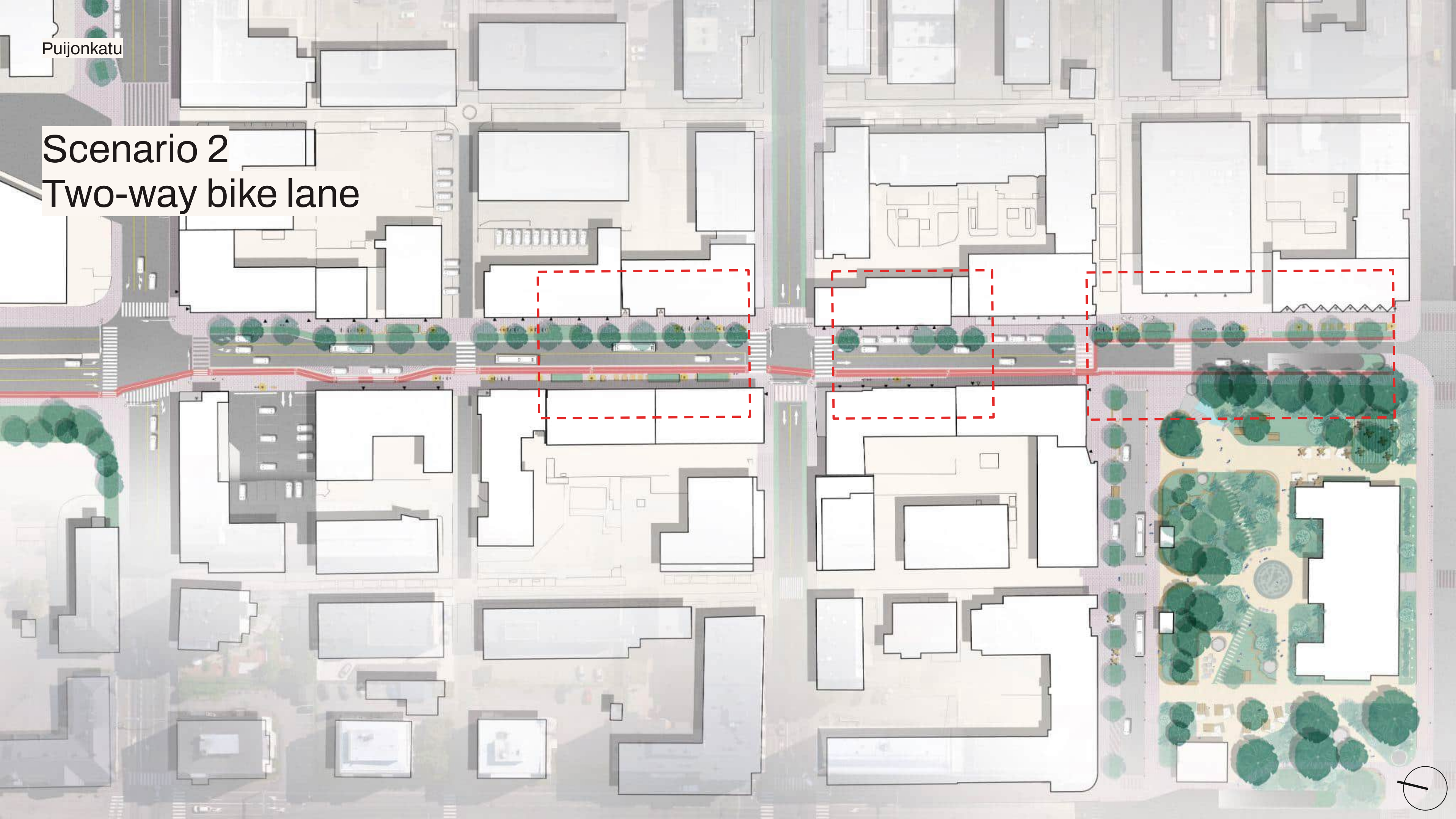
Green buffer and seating along edge



Clear separation and shading through street greenery

Puijonkatu

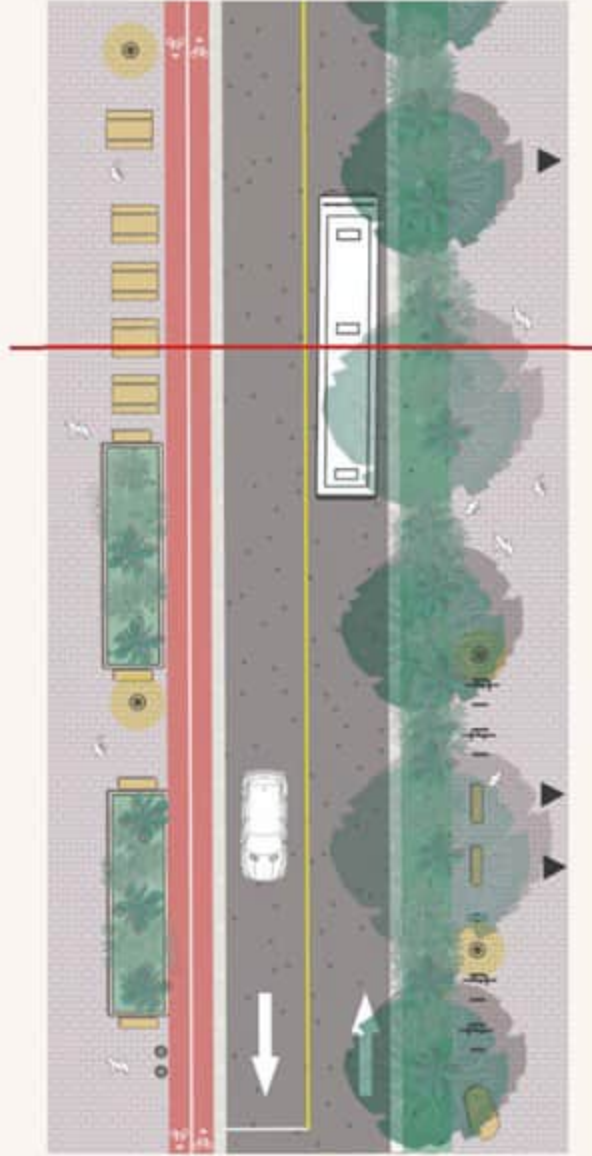
Scenario 2 Two-way bike lane



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.



Traffic light for bidirectional bike lanes



Separated bike lanes with seating

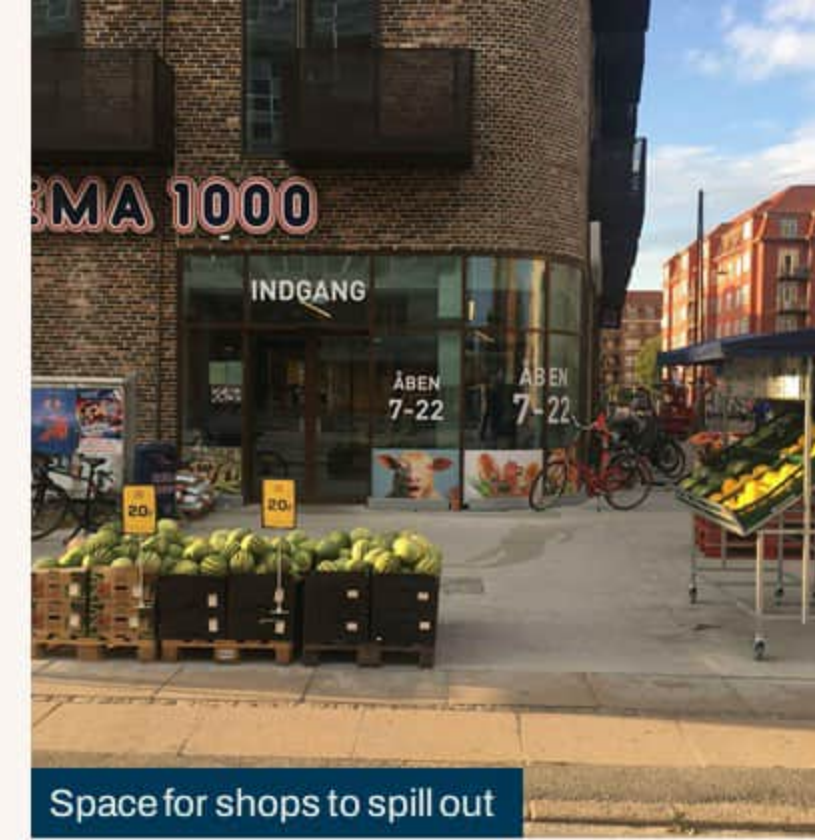
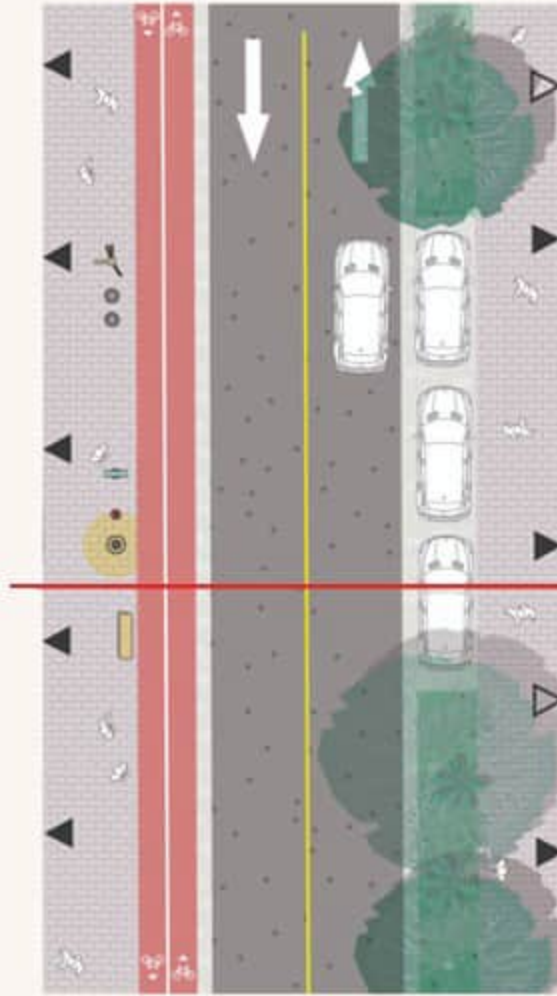


Seating in the green, Cours Seguin, Paris

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.

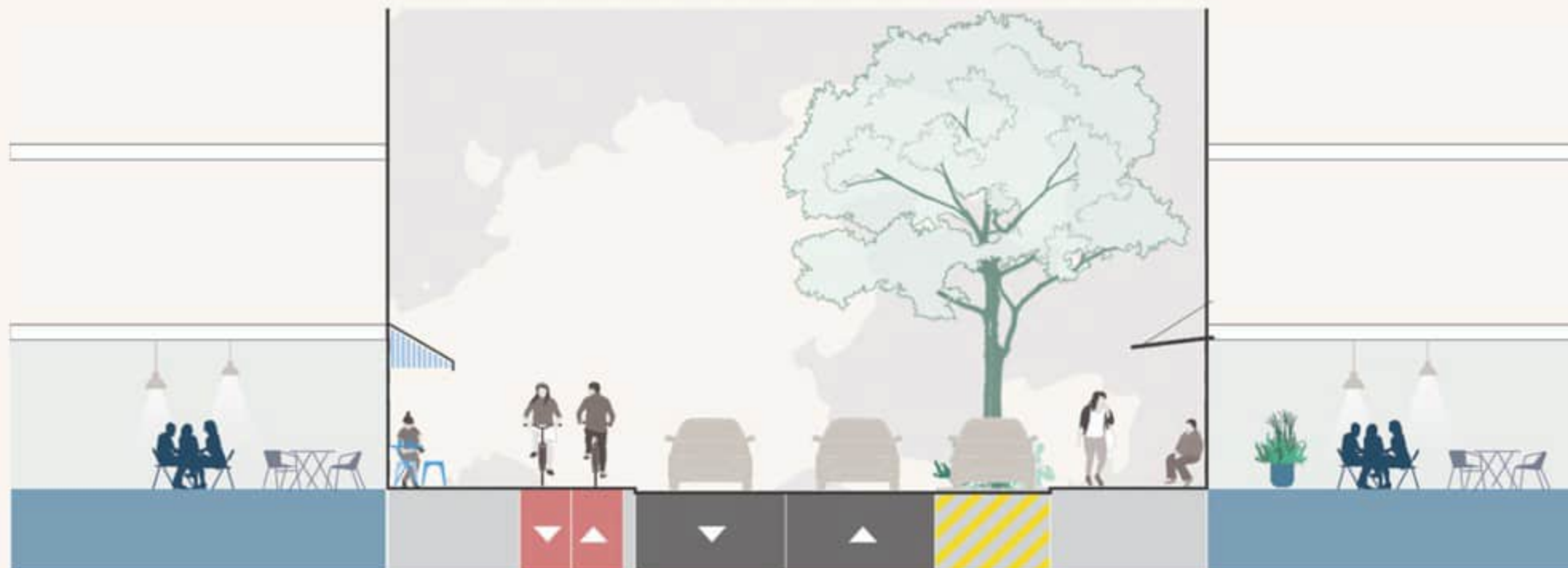
The design balances efficient traffic flow with ample space for pedestrians and cyclists, making the street functional, attractive, and safer for all users.



Space for shops to spill out



Space for restaurants to spill out

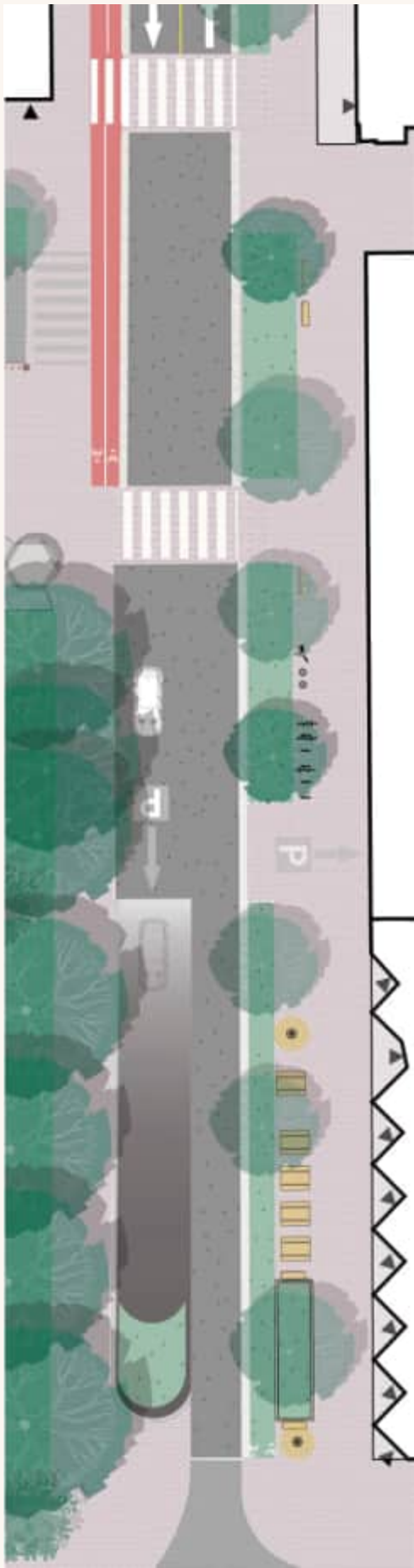
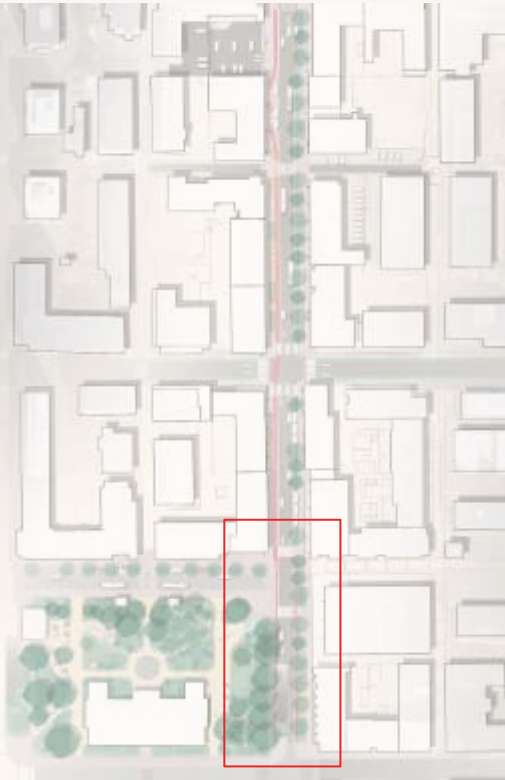


Short-term parking integrated with serving space along sidewalk

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:

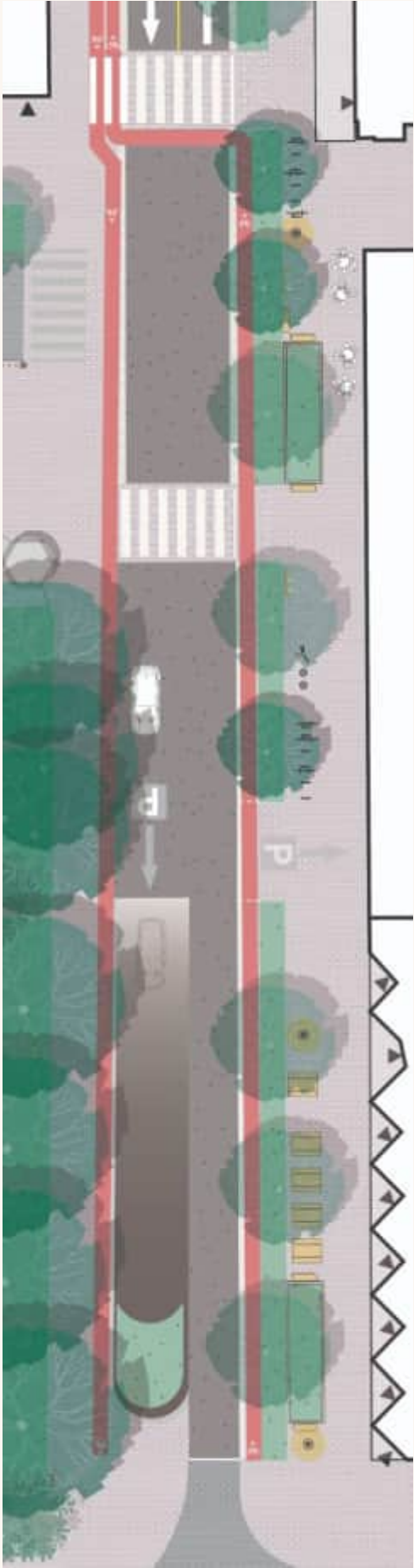
Two way bike lane on East side

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:

- **Safety and Clarity:** The dedicated two-way bike lane on one side and pedestrian sidewalk on the other reduce conflicts between different types of street users.
- **Generous Space:** The wide sidewalk with edge zones allows for seating, bike parking, and planting beds, creating a more inviting and functional environment.
- **Visual Appeal:** Integrating greenery and well-defined areas enhances the street's aesthetic and usability.

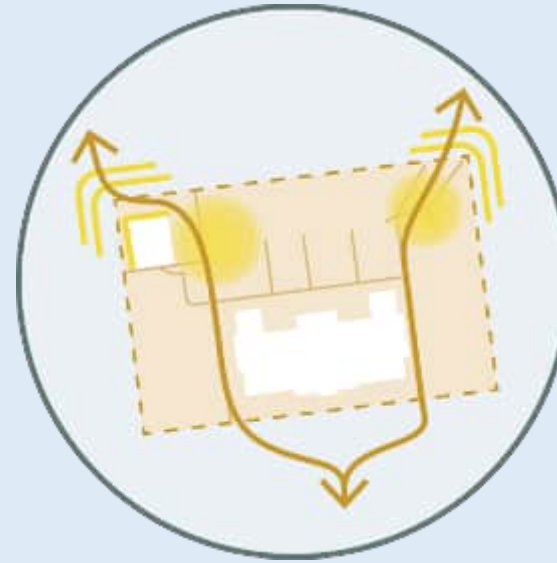
Cons:

- **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 require additional coordination and maintenance.

04

City Hall

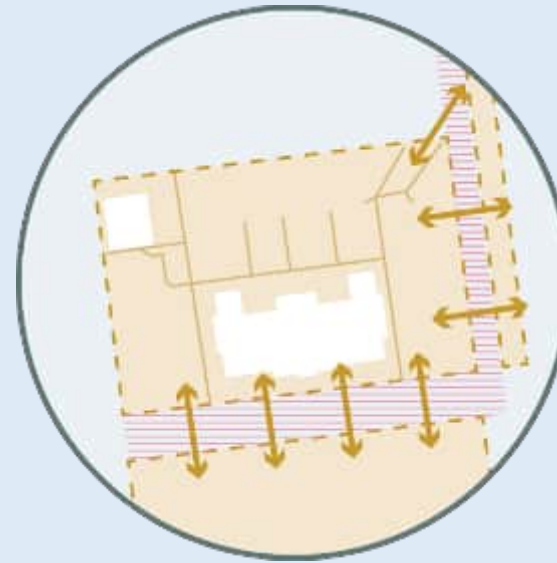
The missing link



Inviting corners

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

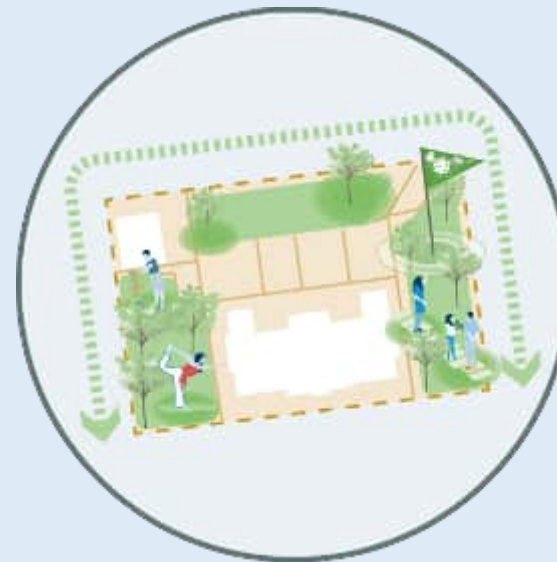
- Enhance entry points for better accessibility
- Create an inviting atmosphere for visitors



Integration with the square and the street

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

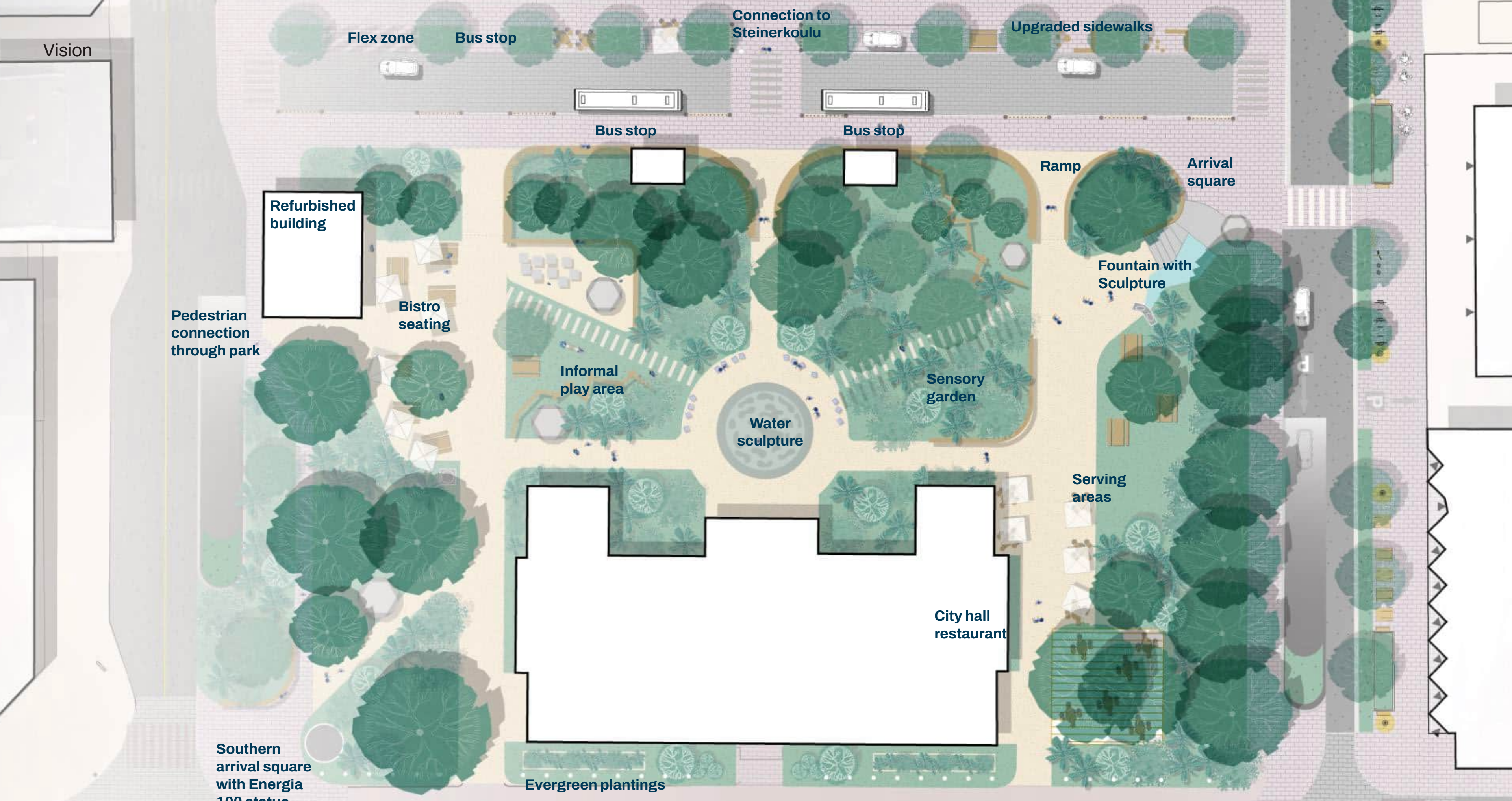
- Strengthen connections between the City Hall area and surrounding streets
- Promote seamless interaction within the square



Enhancing and programming green spaces

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

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



Vision

Flex zone

Bus stop

Connection to
Steinerkoulu

Upgraded sidewalks

Bus stop

Bus stop

Refurbished
building

Pedestrian
connection
through park

Bistro
seating

Informal
play area

Water
sculpture

Sensory
garden

Ramp

Arrival
square

Fountain with
Sculpture

Serving
areas

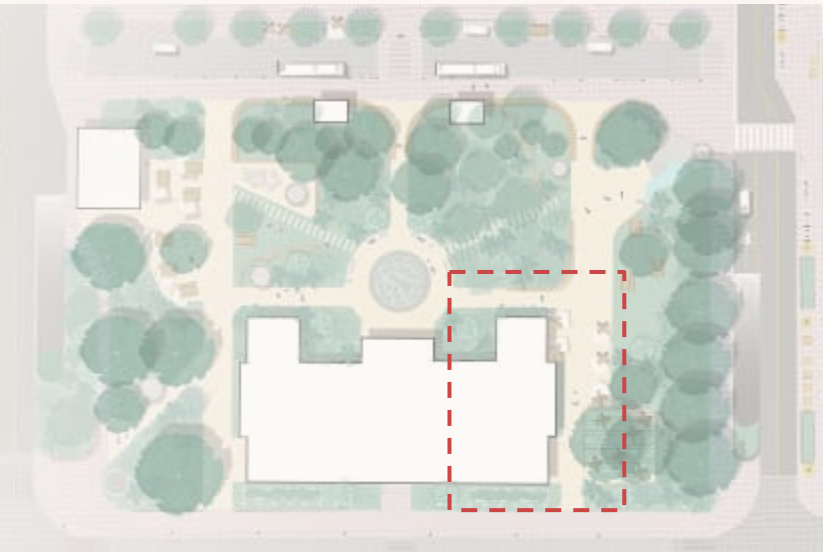
City hall
restaurant

Evergreen plantings

Southern
arrival square
with Energia
100 statue

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.



Serving areas along the edge of historic builing



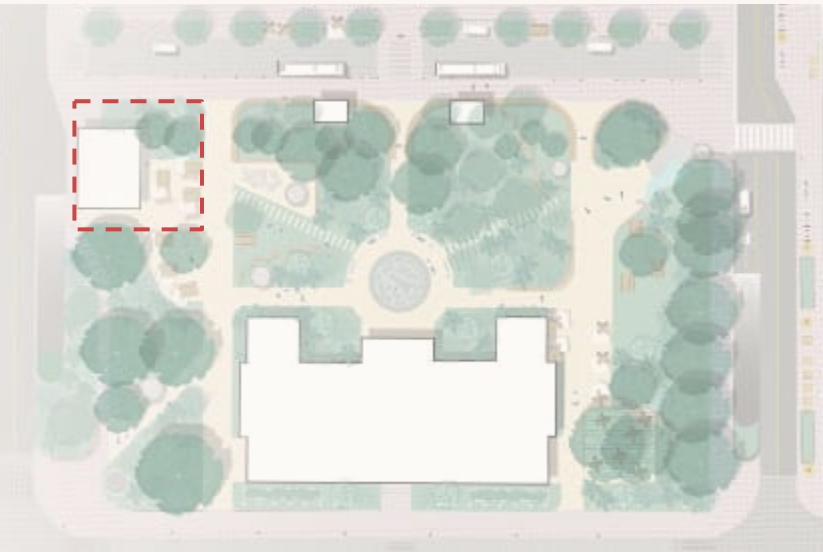
Trees frame and the outdoor serving areas



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



A more rustic and informal experience



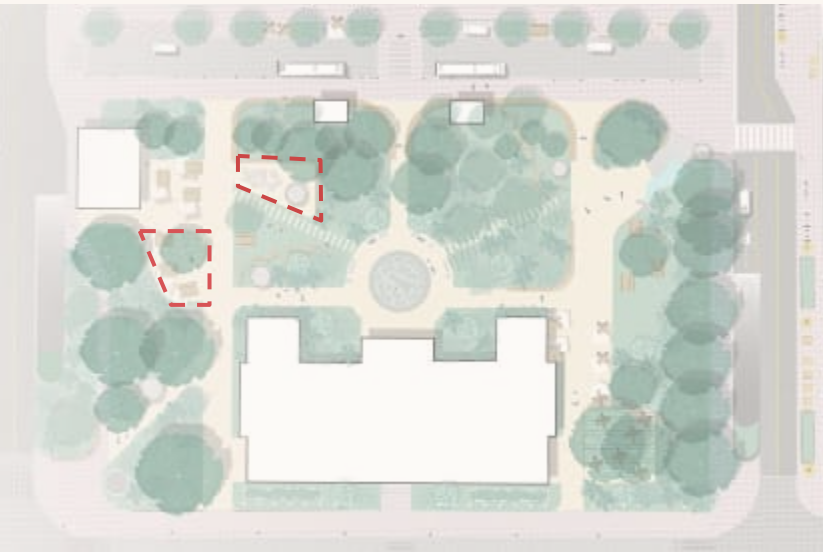
Beer garden atmosphere activates this forgotten corner



Heated seating in winter

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.



Sculptural play elements...



... that work both in summer and in winter!



Sculptures integrated in overall design...



... function both passively and actively!

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.



Usable edges



Water as sensory experience in summer



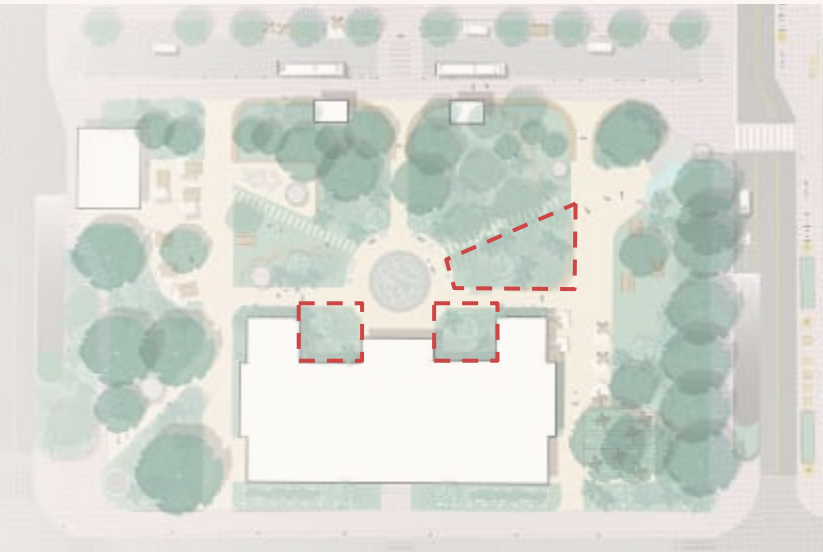
Sculptural features remain visible in winter



A place to meet year-round!

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.



Play for all ages



Simple installations that do not cost much



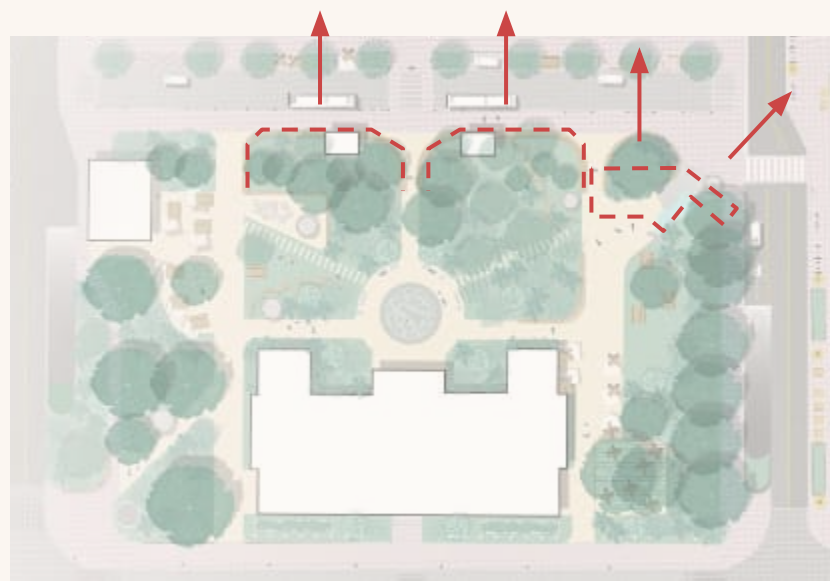
Integrated in landscape design



With a nod to nordic landscapes

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.



Inspired by amphitheaters...



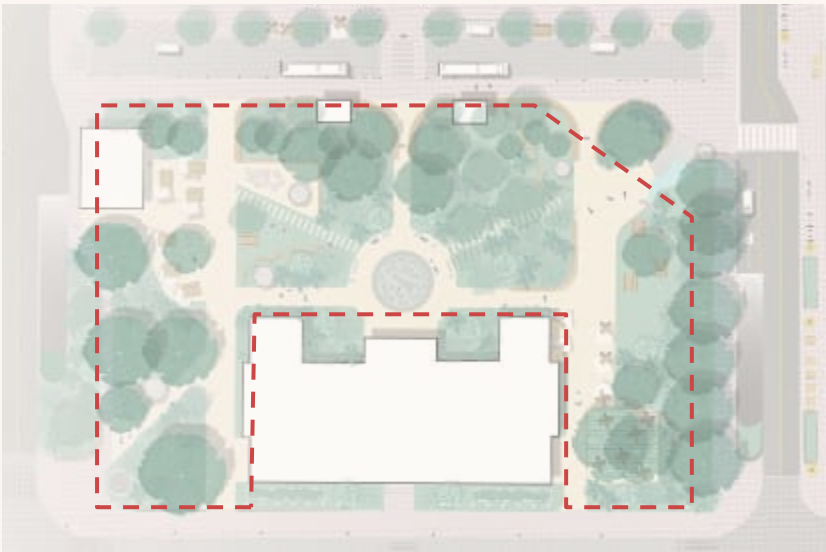
... the townhall park can open itself up



Best practise: Seating edge along New Road in Brighton, England

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

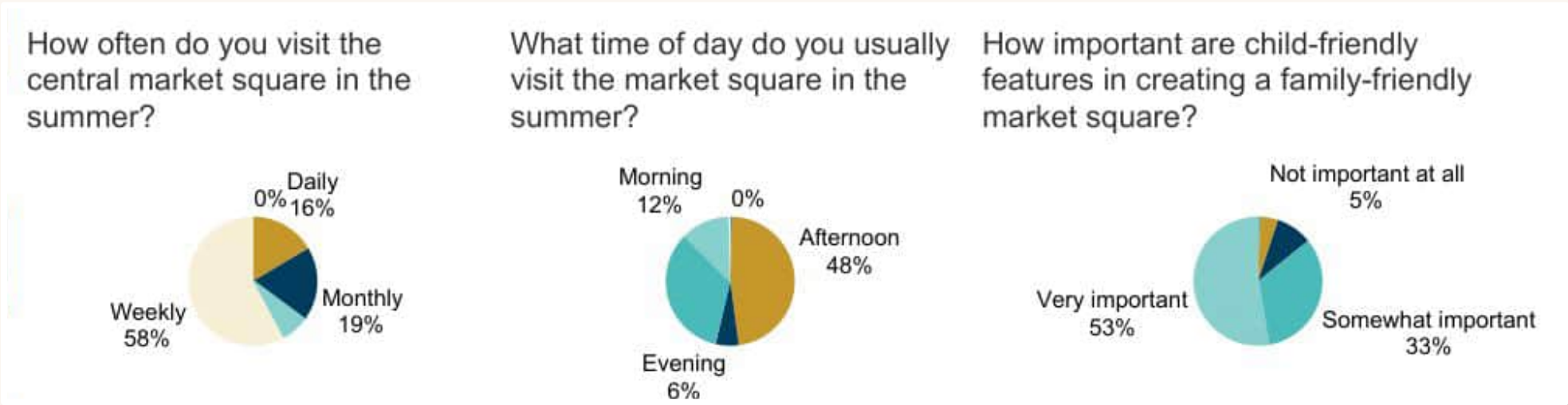


Close-to-nature plantings soften the atmosphere

05

Tori

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



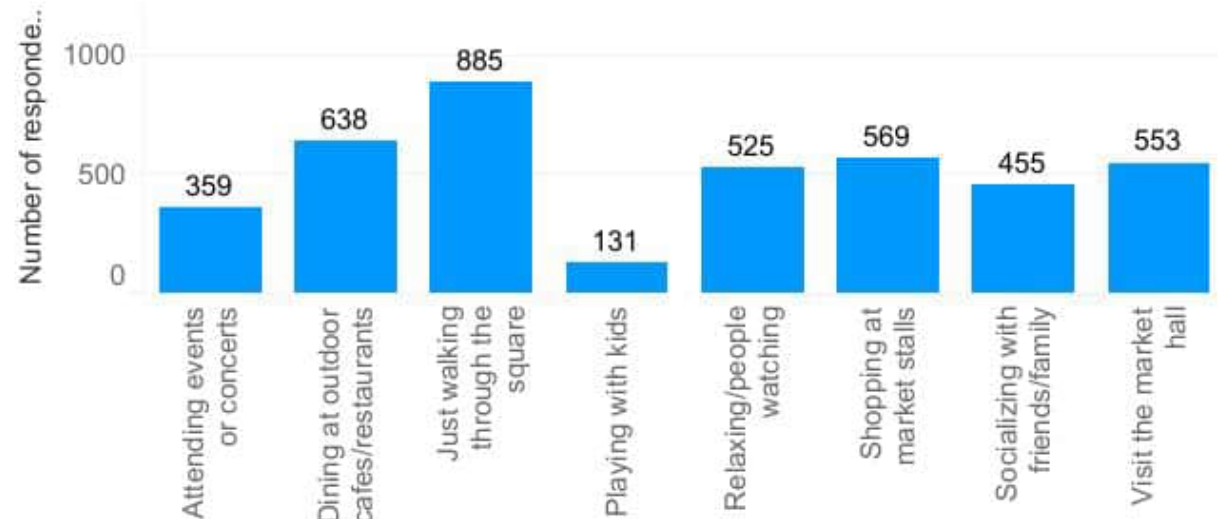
Summer

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

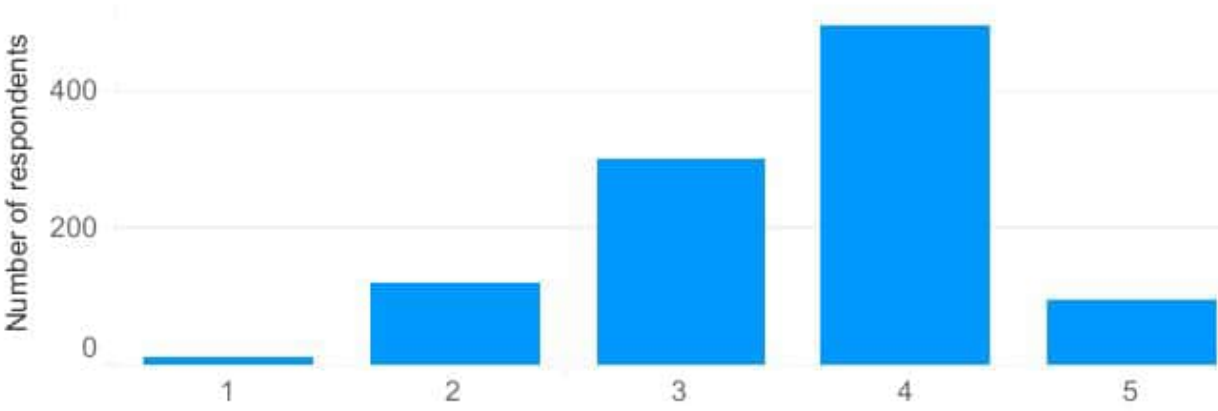
1,027 respondents with current filters

	I don't know	Very low importan..	Low importance	High importance	Very high importa..	Very high Importa..
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 during the summer?



How satisfied are you with the things to do at the market square during the summer?



... and in winter!

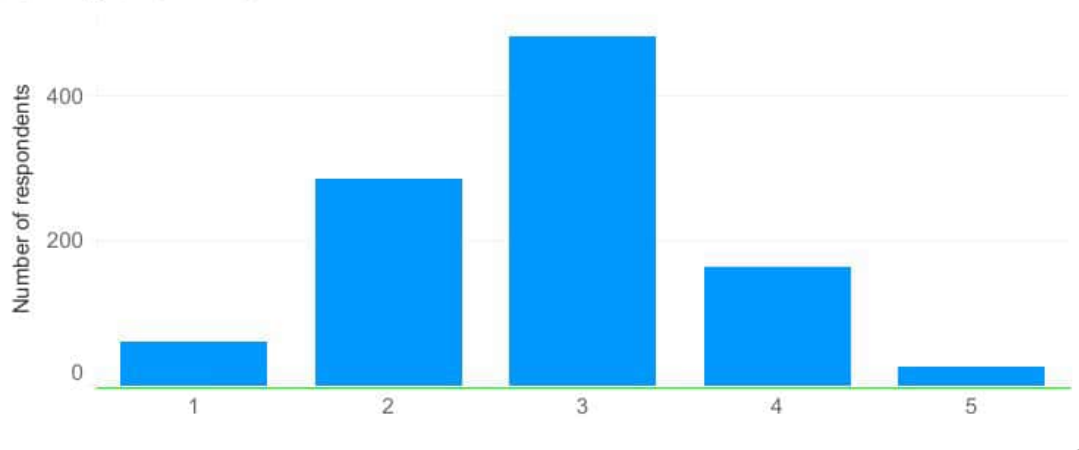
Winter

1,027 respondents with current filters

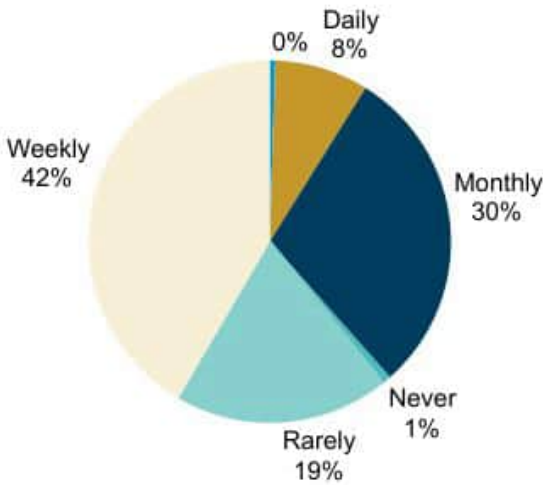
What improvements would you like to see in the market square in winter?

	I 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

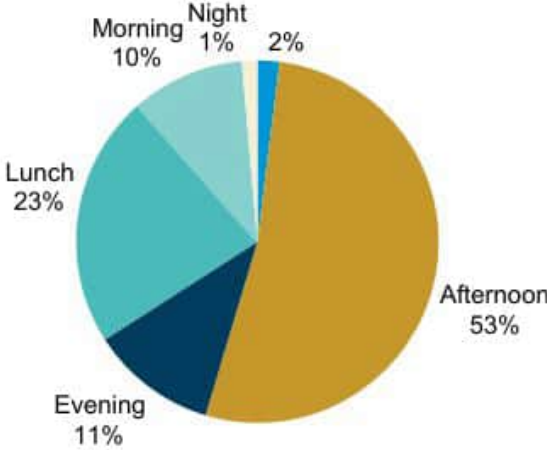
How satisfied are you with the things to do at the market square during the winter?



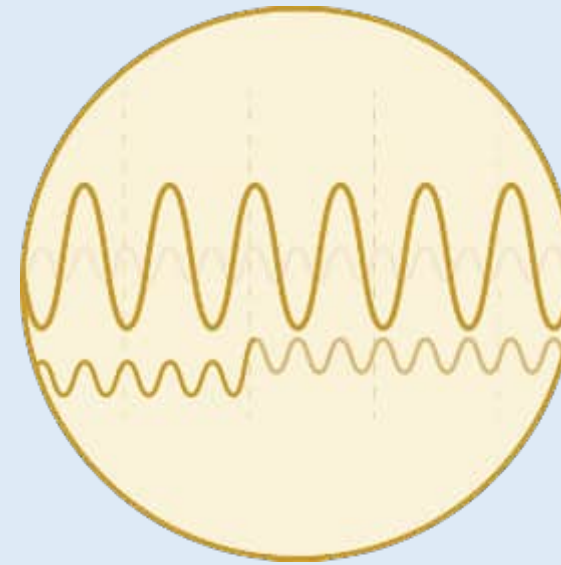
How often do you visit the central market square in the winter?



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



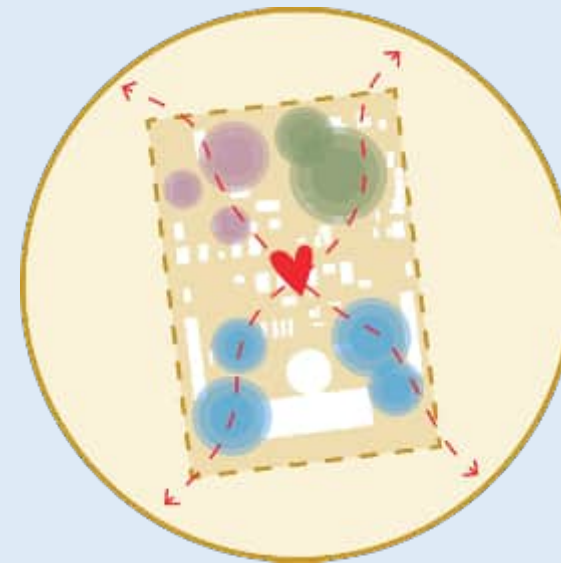
The heart of Kuopio



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.

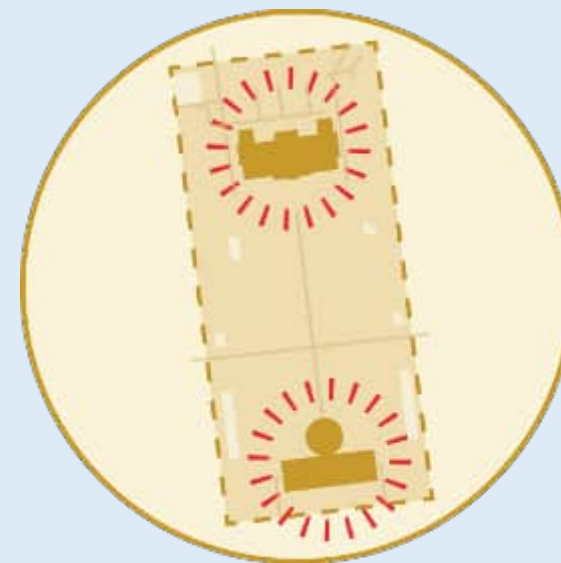
- Filling the event calendar
- Increase everyday activity



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.

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



Celebrating icons

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

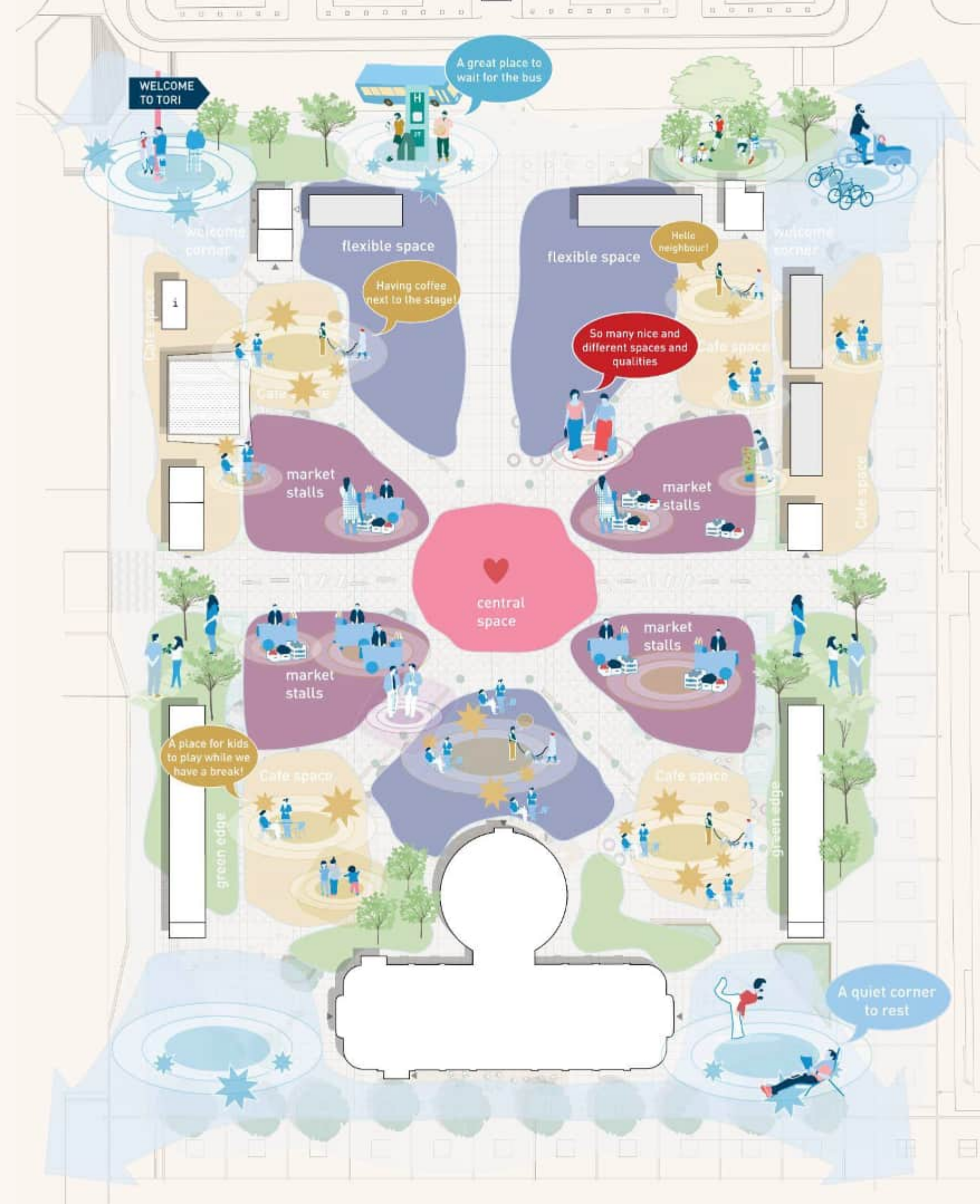
- Integrating key landmarks
- Enhancing the cultural significance of the square

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.

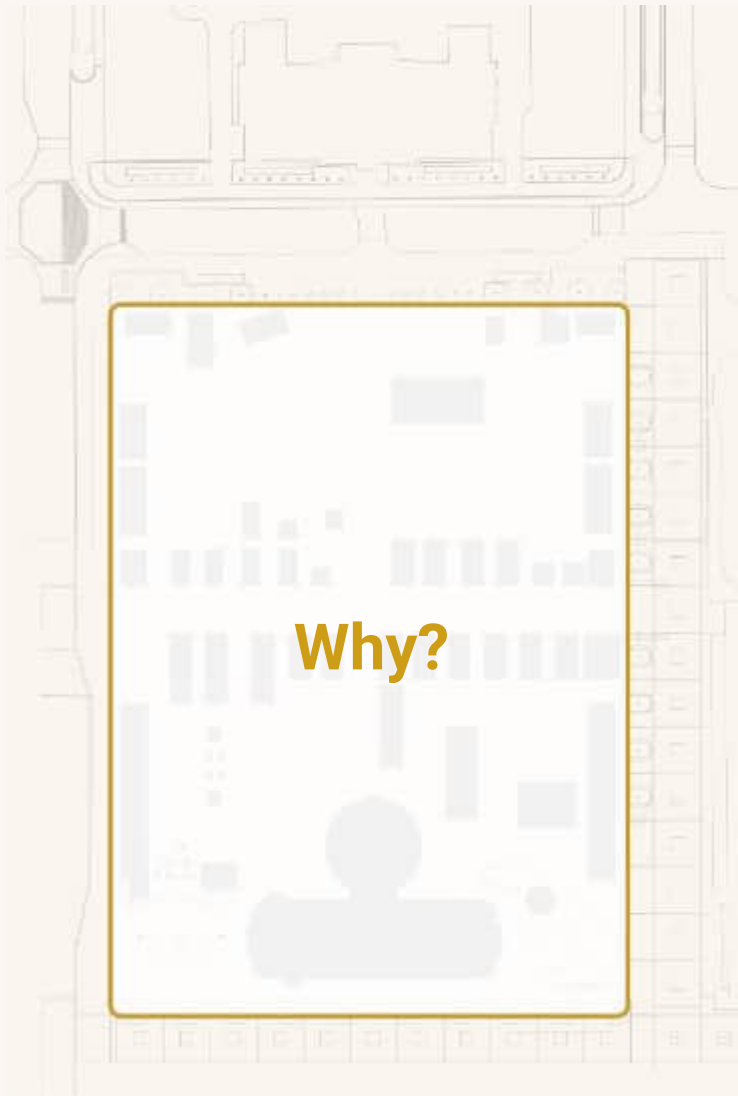
Strategically positioned sightlines will highlight landmarks like City Hall, integrating them seamlessly into the square's daily experience. Integrated access routes and active market edges will optimize space, offering flexibility for diverse activities and ensuring a dynamic, open environment.

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.

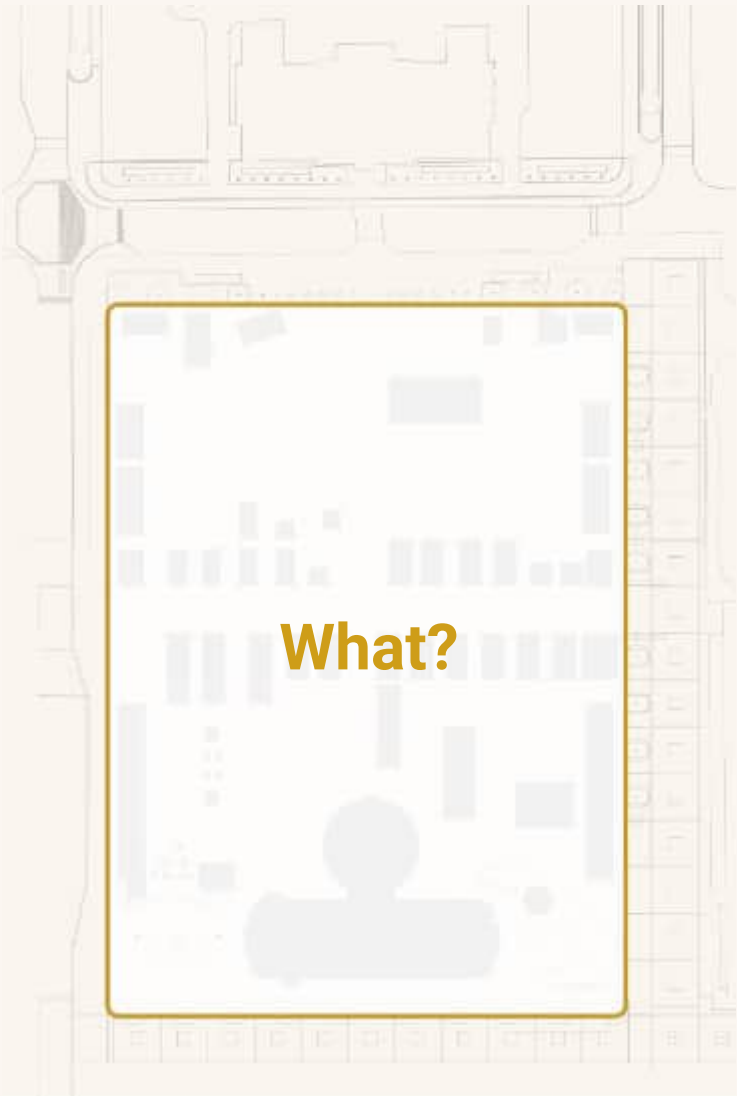


Our Approach to Transforming Tori

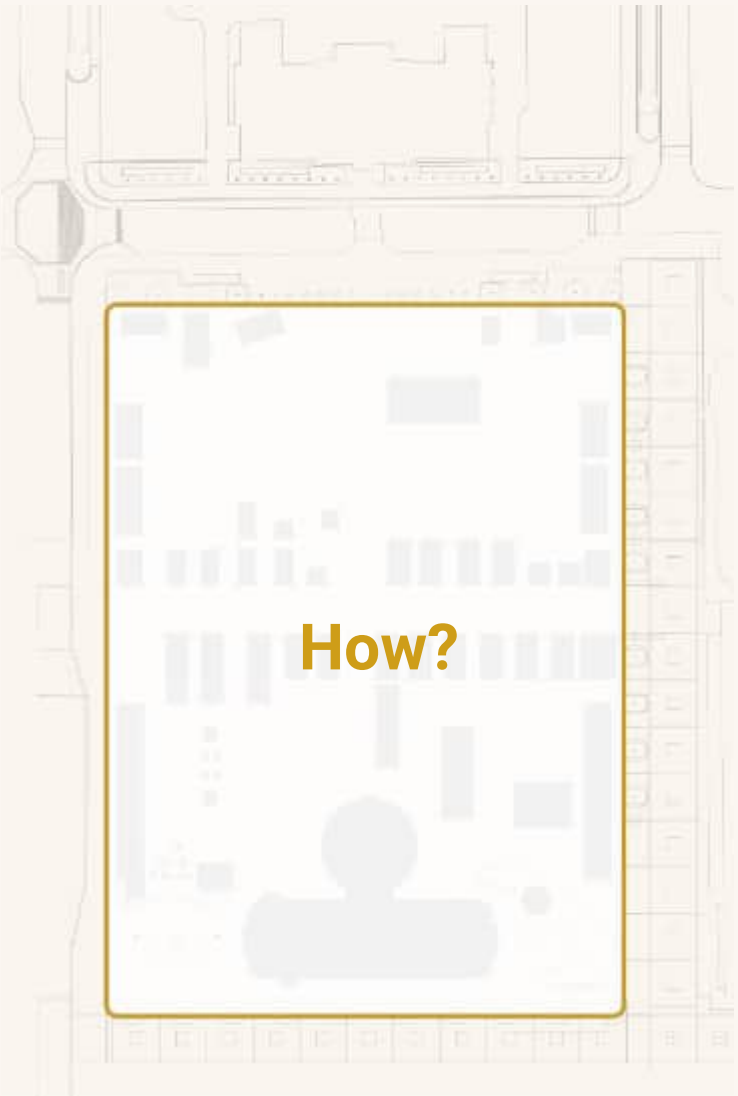
From Identifying Challenges to Implementing Solutions



Identify Challenges



Define Key Moves



Propose Design Guidelines

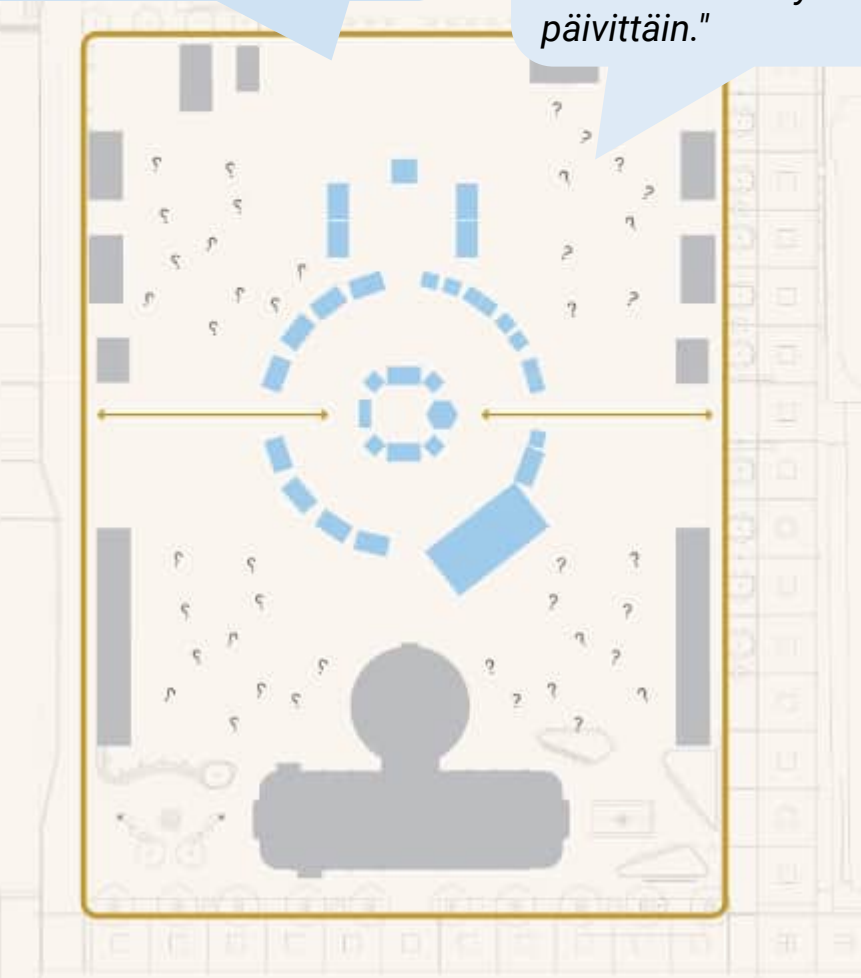
01 / Challenge winter

Passive winter layout

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

"Talvella tori on vain keskustan ylityspaikka."

"Itse torilla ei talvisin ole varsinaisesti kahviloita, mutta torin ympäristön kahviloissa ja ravintoloissa käyn lähes päivittäin."



Empty Tori in winter



Inactive market hall in winter

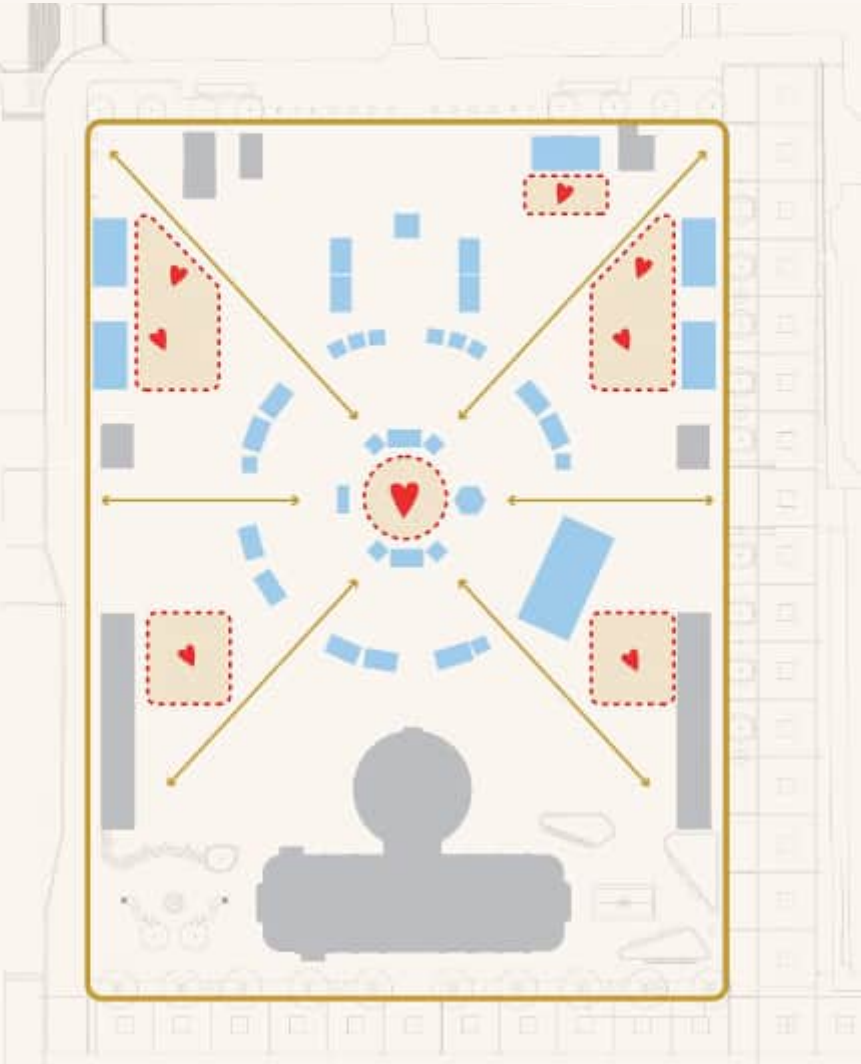


A lot of space for temporary activation?

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.



Gehl — Making Cities for People



Guelph Market Square



Winter activities, Östersund, Sweden



Winter activities, Östersund, Sweden

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.
2. Introduce year-round cafes with heated outdoor seating areas to encourage social activity even in cold weather.
3. Introduce a central feature which attracts people to the square even if the market is not present during winter months

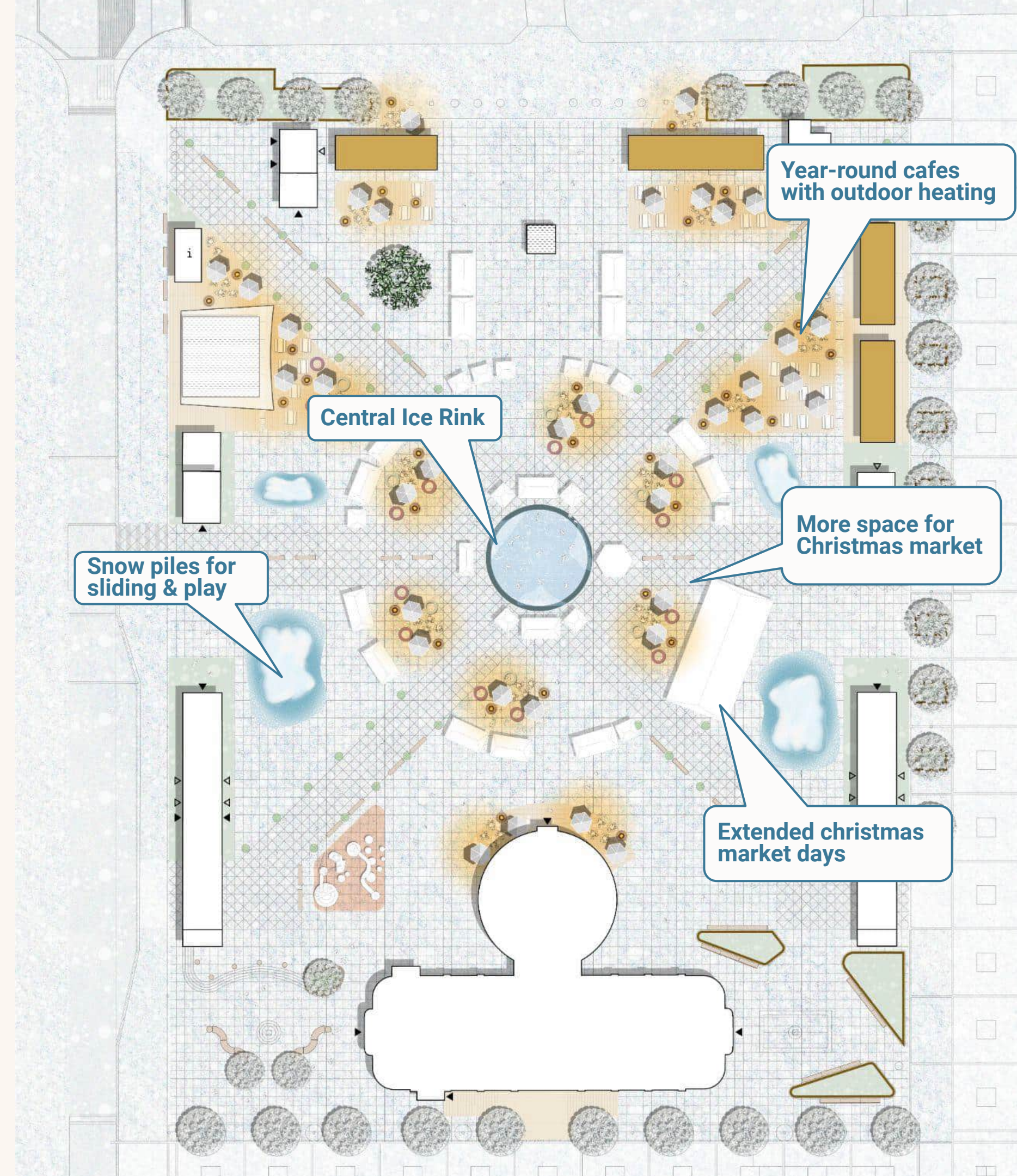
"Lämmitetty paviljonki, joka voisi toimia rentona kaikenikäisten kaupunkilaisten kohtaamispaikkana"



"Lämmintä ruokaa, katettuja ja lämpimiä kahviloita ja ehkä ravintoloita kin"



"Joulutori voisi olla koko talvikauden"



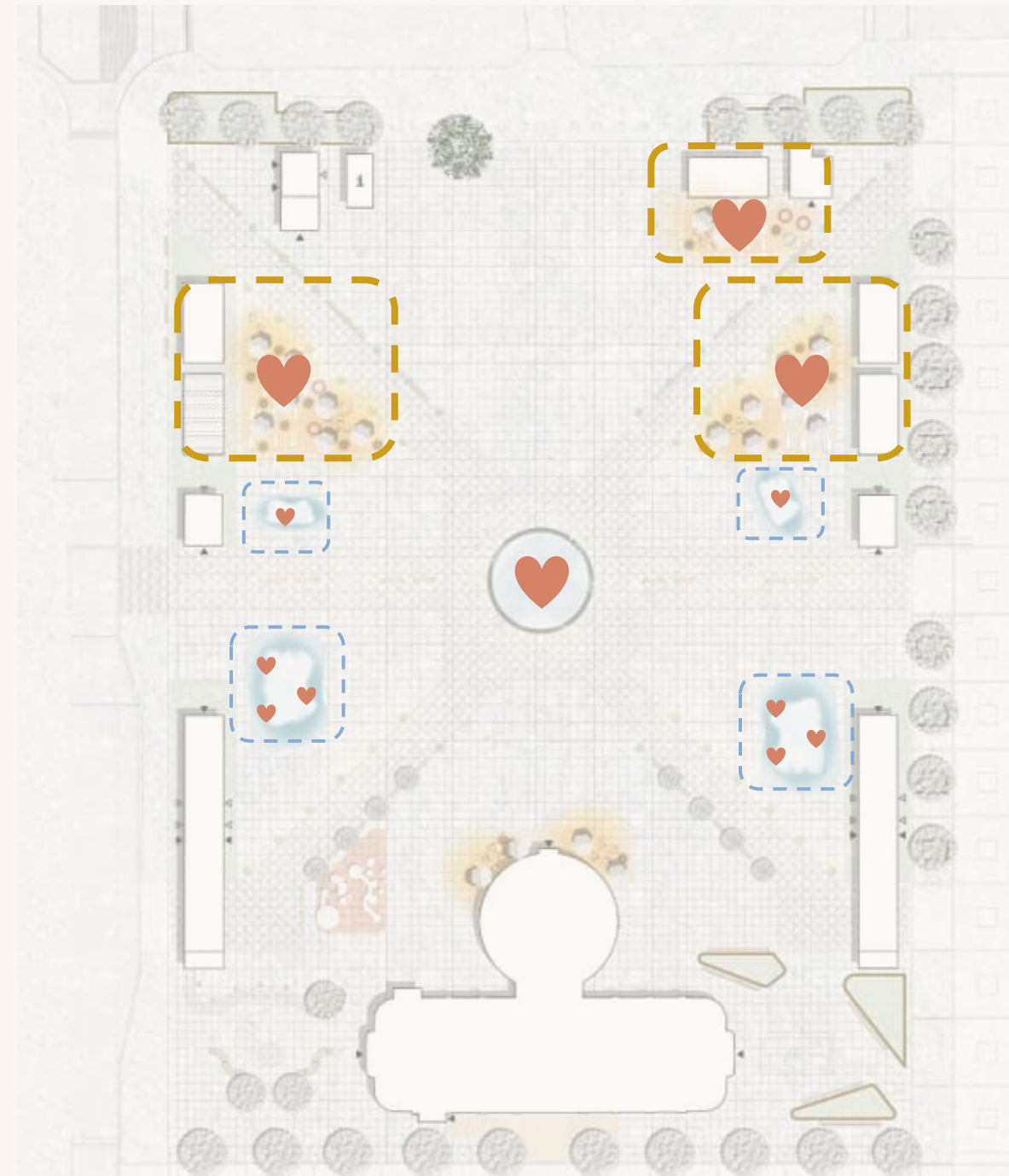
01 / Design Guidelines winter

Keeping square active during market off-season

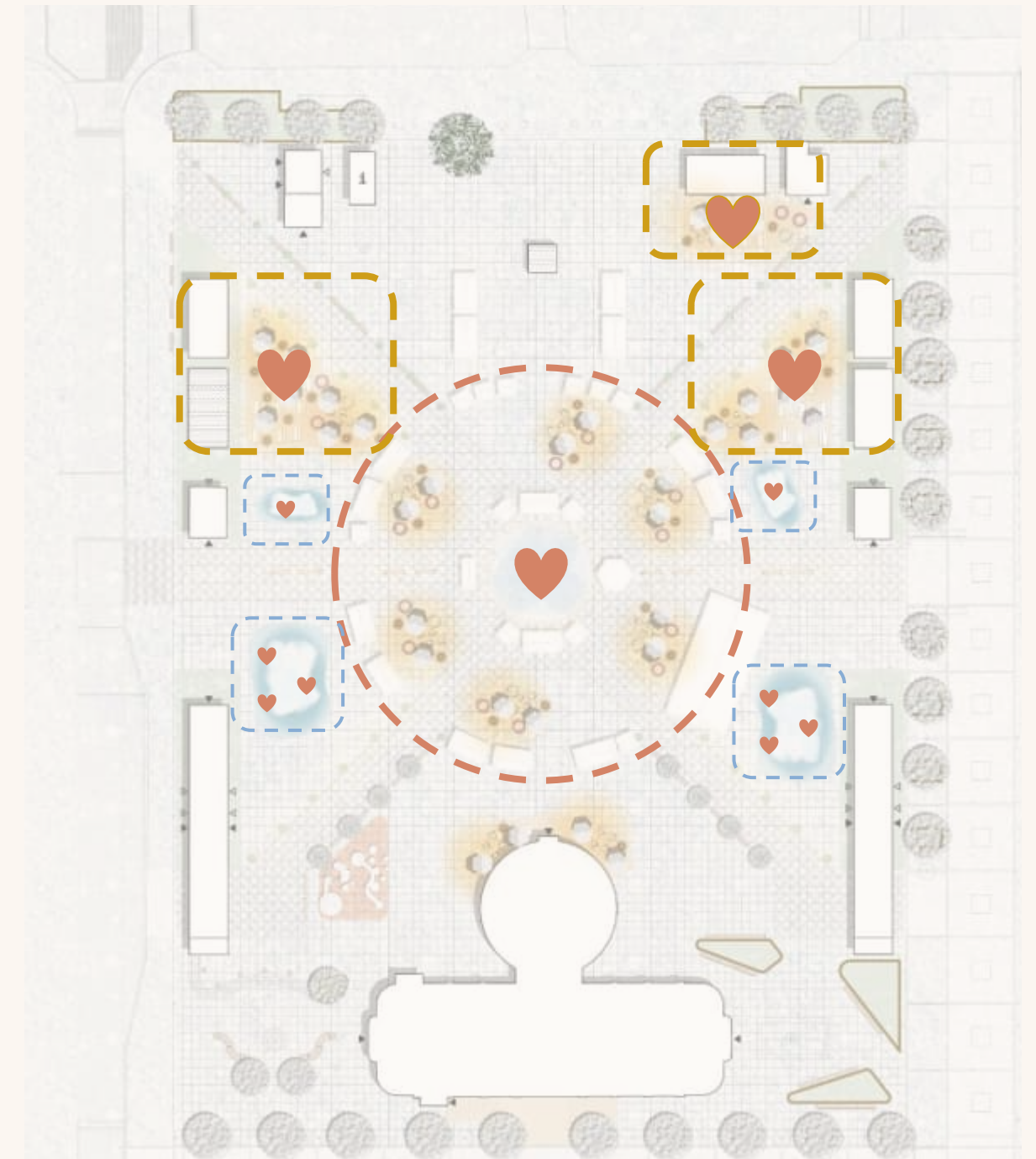
1. The square should support both passive and active winter activities, with or without the Christmas market.
2. A central feature is crucial to keeping the square lively outside of Christmas market times.
3. Year-round cafés and snow play areas can help keep the square's edges active during winter.



Guelph Market Square, Canada



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.

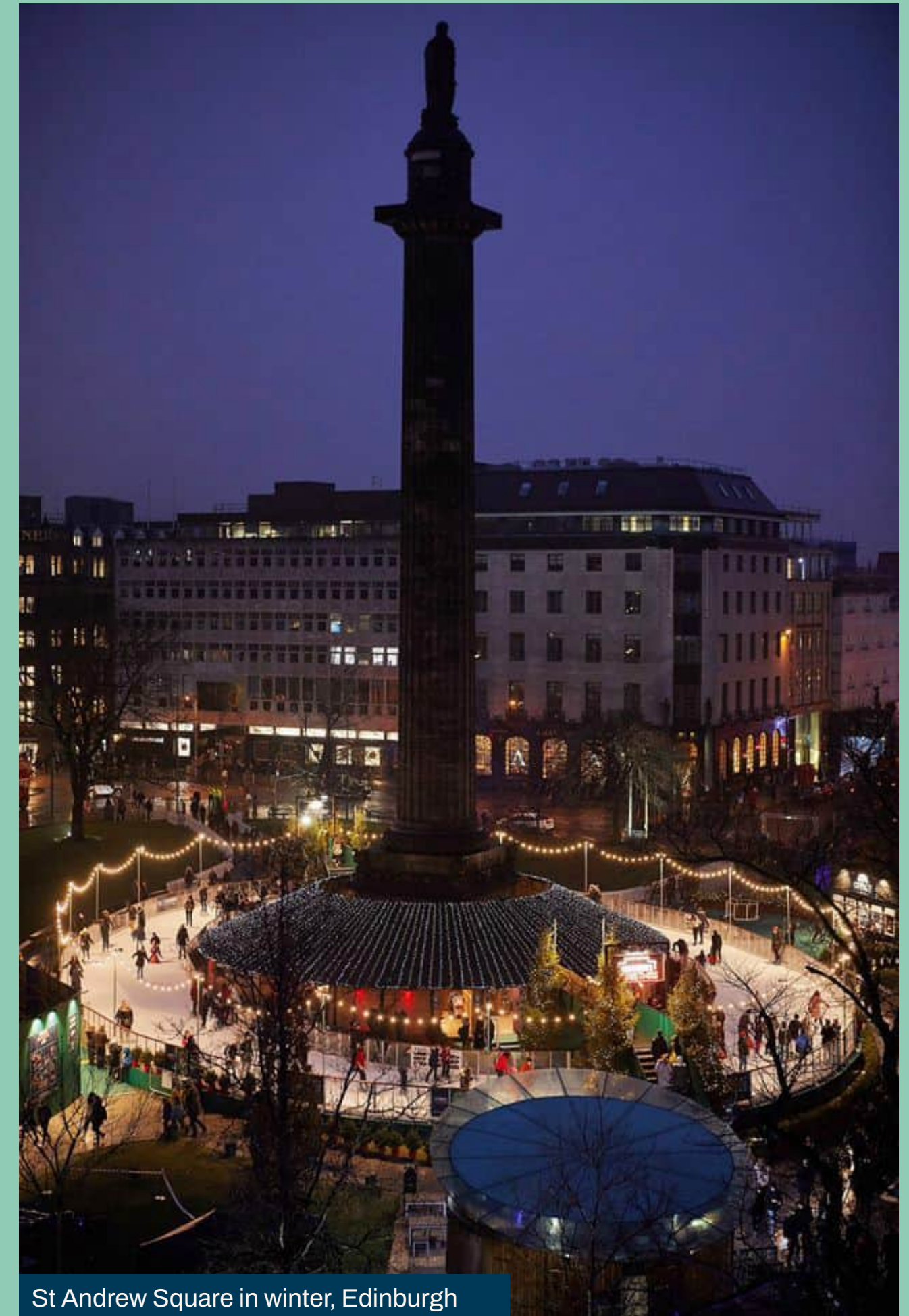
This case illustrates how a central monument can be harmoniously integrated with a seasonal activity, showing that Kuopio's public square could similarly balance a significant landmark with an active winter feature, enhancing year-round use.



St Andrew Square in summer, Edinburgh



St Andrew Square in winter, Edinburgh

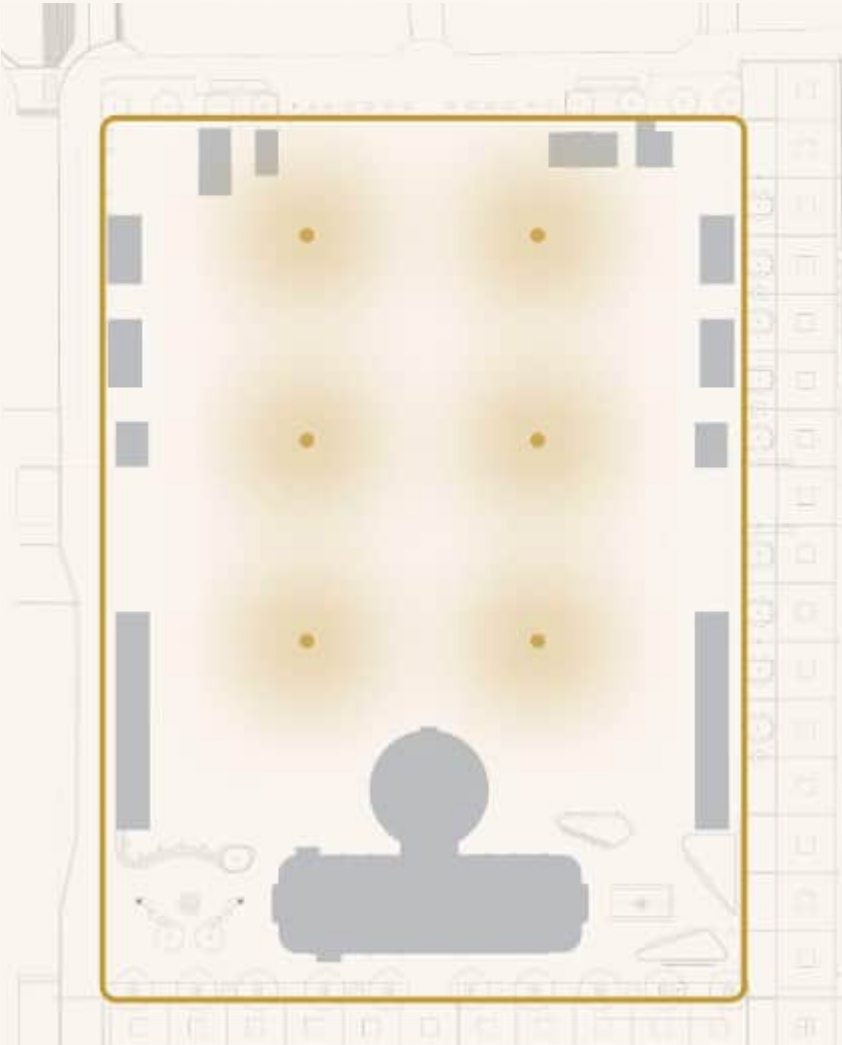


St Andrew Square in winter, Edinburgh

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.



Tori in the evening



Tori at night



Isolated and overscaled lighting

02 / Key move

Integrate Layered Lighting

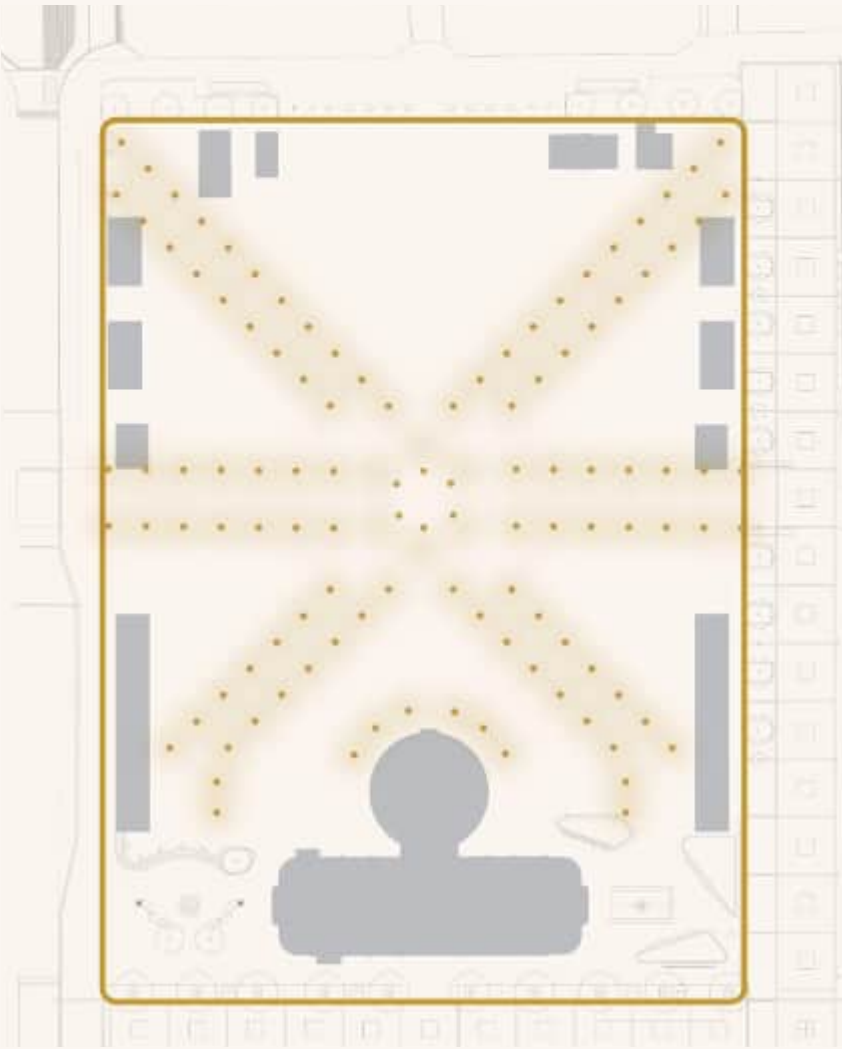
Introducing smaller-scale lighting elements will highlight key routes and spaces, enhancing both aesthetics and safety.



Christmas decoration on Swedenborgsgatan, Stockholm



TorvehallerneKBH, Copenhagen



Gehl — Making Cities for People



People on light-filled seesaws, Montreal

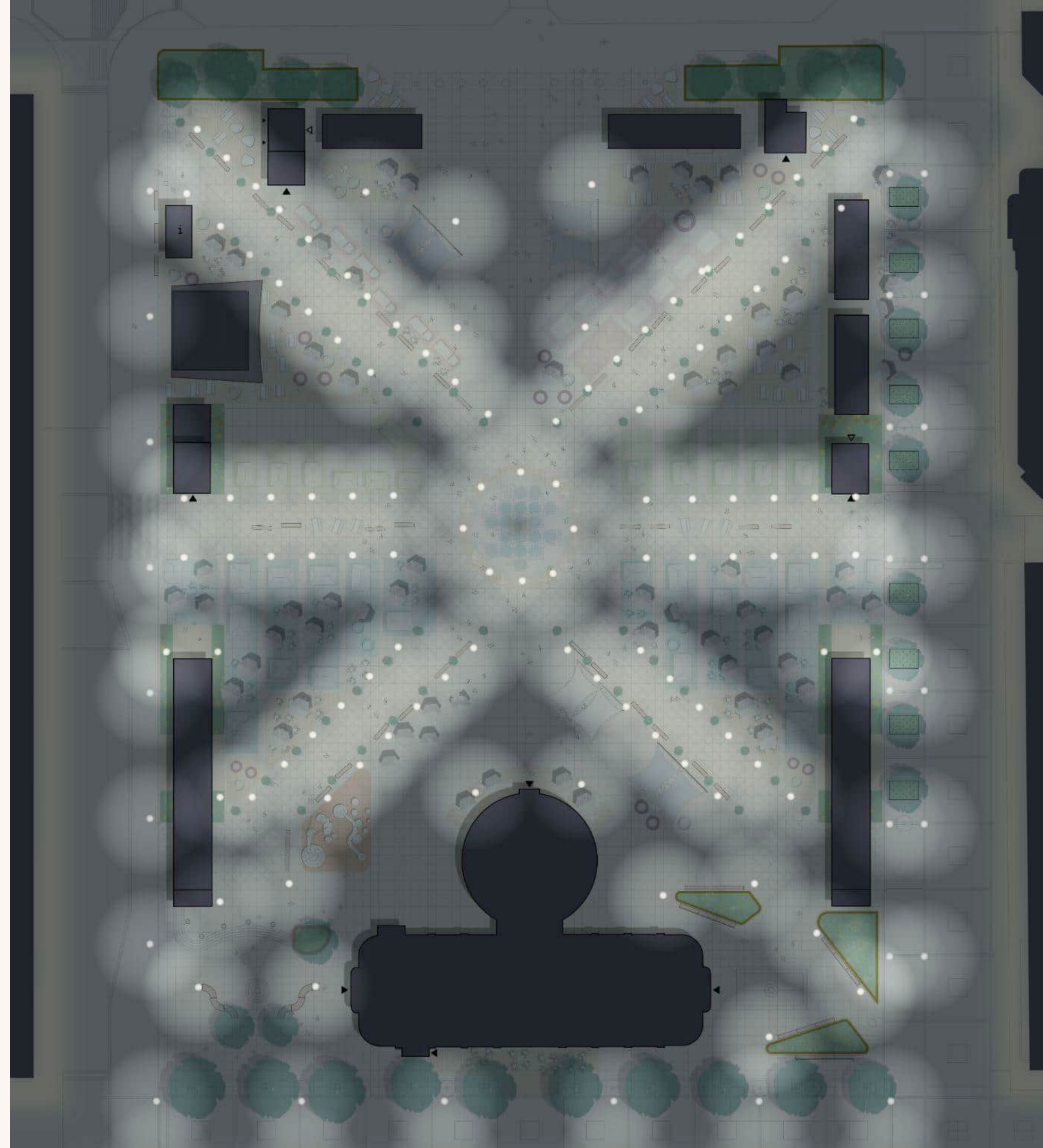


Small scale lamp posts on a square in Puigcerdà, Spain

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.

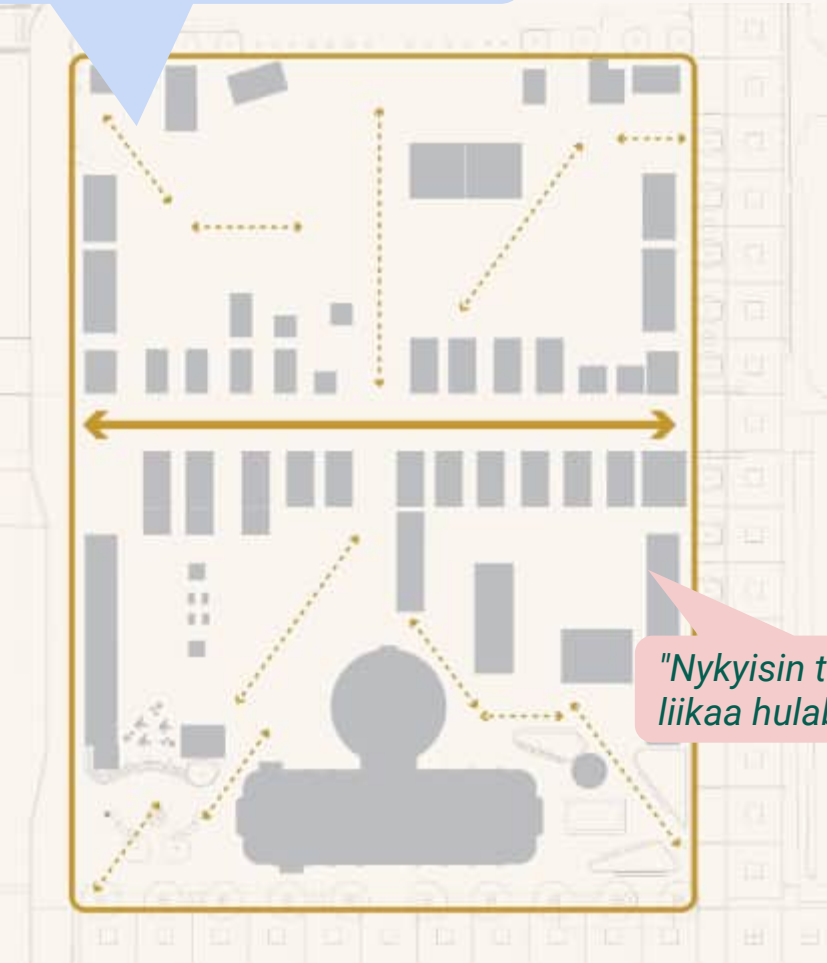


03 / Challenge

Lack of hierarchy and clear flows

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

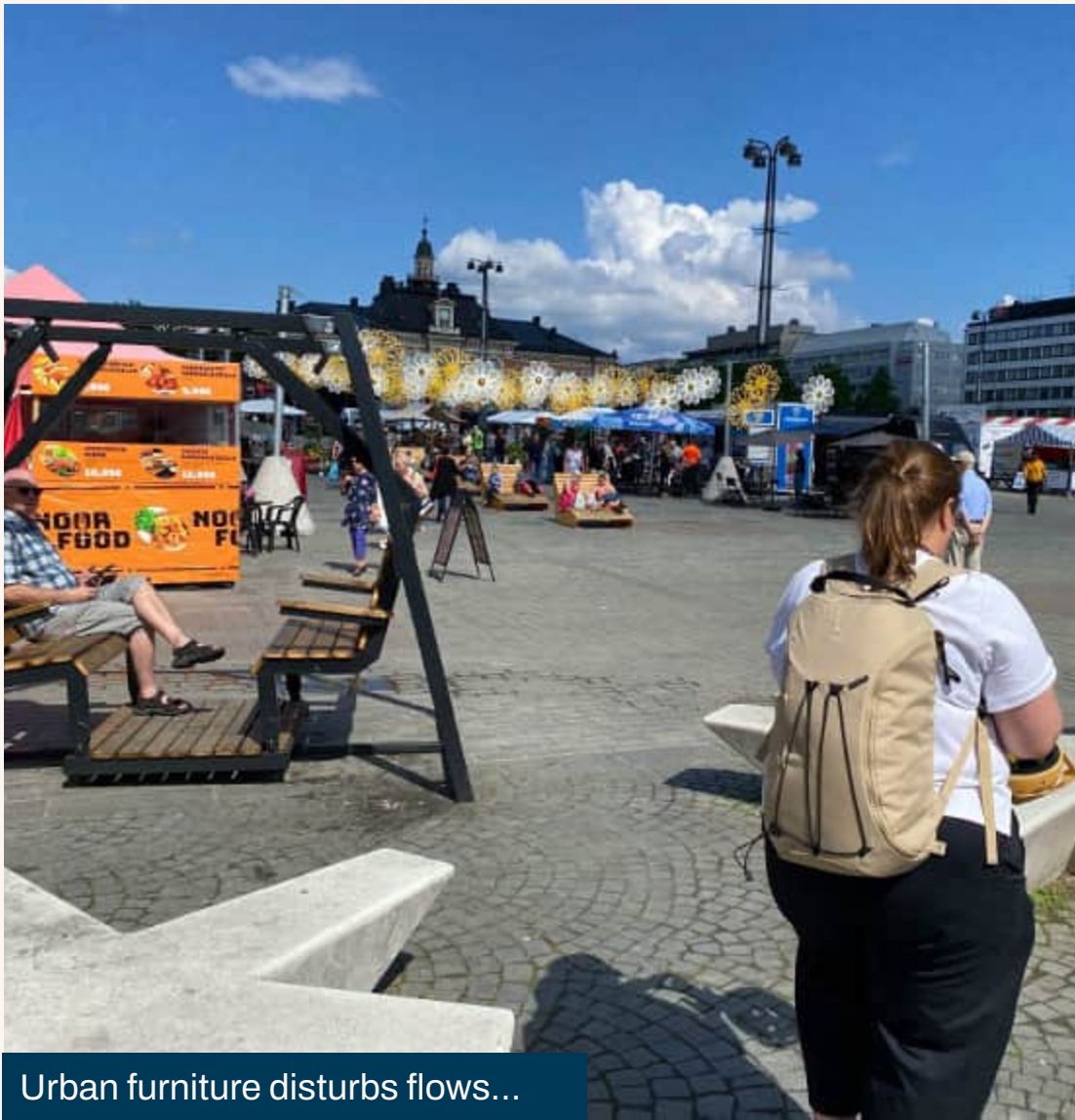
"Tori on kaottinen, usein ei ole selkeitä kulkureittejä torilta esim bussipysäkeille."



"Nykyisin torilla on liikaa hulabaloota."



City Hall covered by the stage.



Urban furniture disturbs flows...

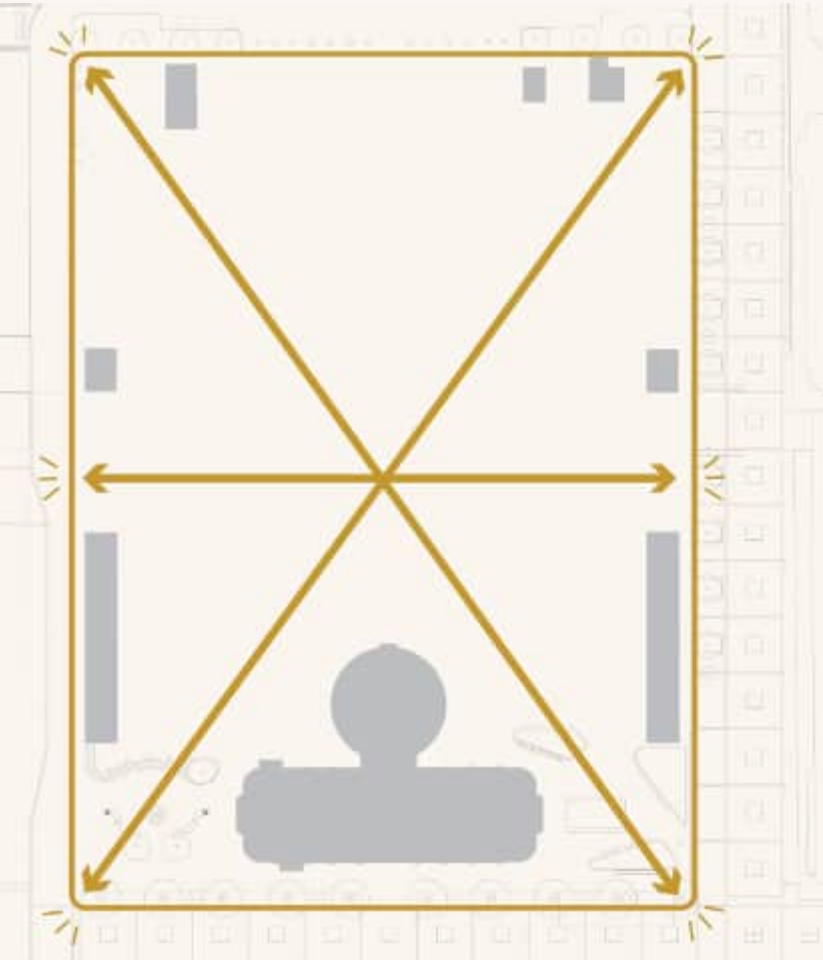


... especially at highly frequented southwest entrance

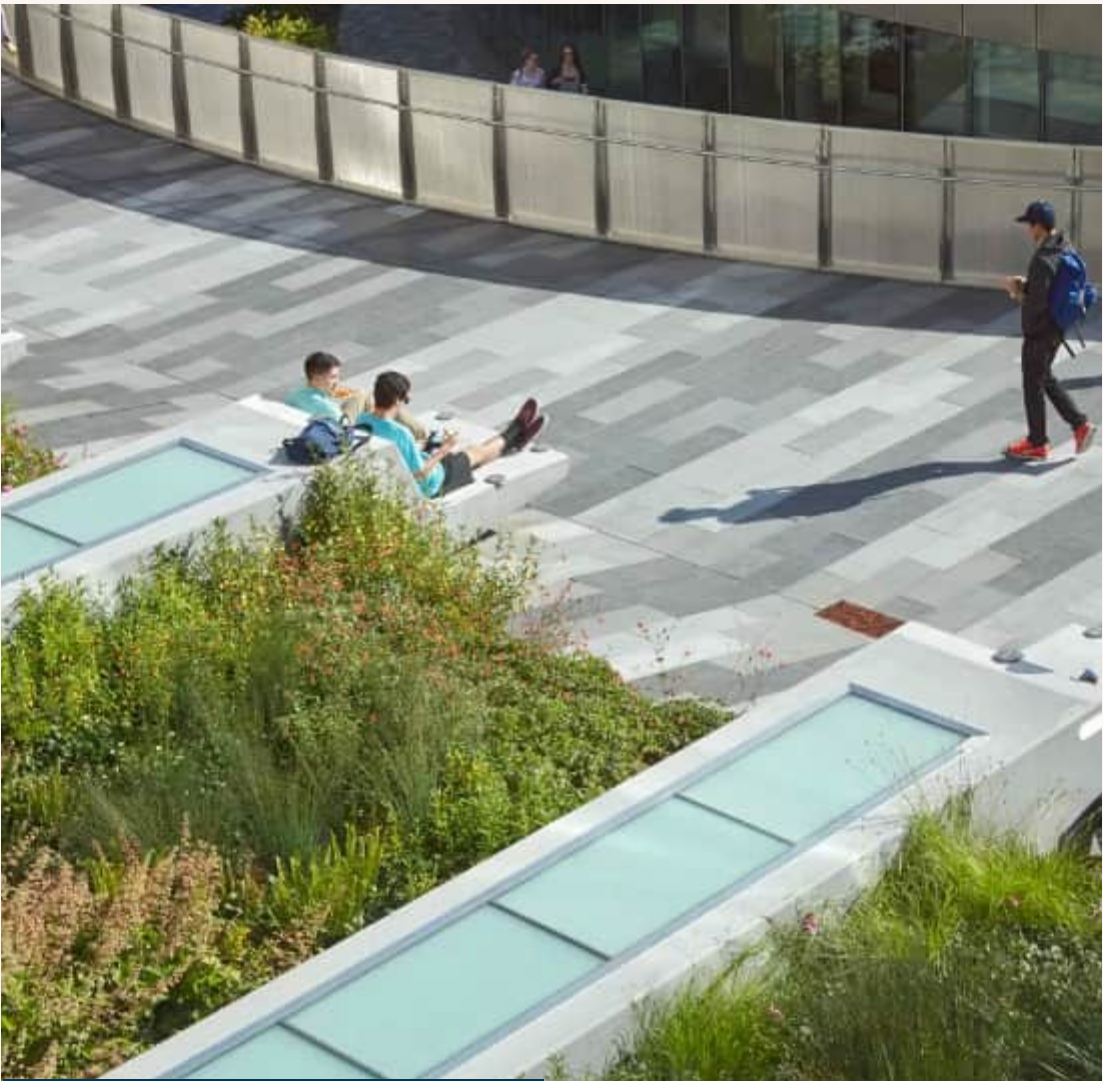
03 / Key move

Enhance Diagonal Connectivity

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



Istanbul Basitas 4



Mikkelin tori, Finland

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.



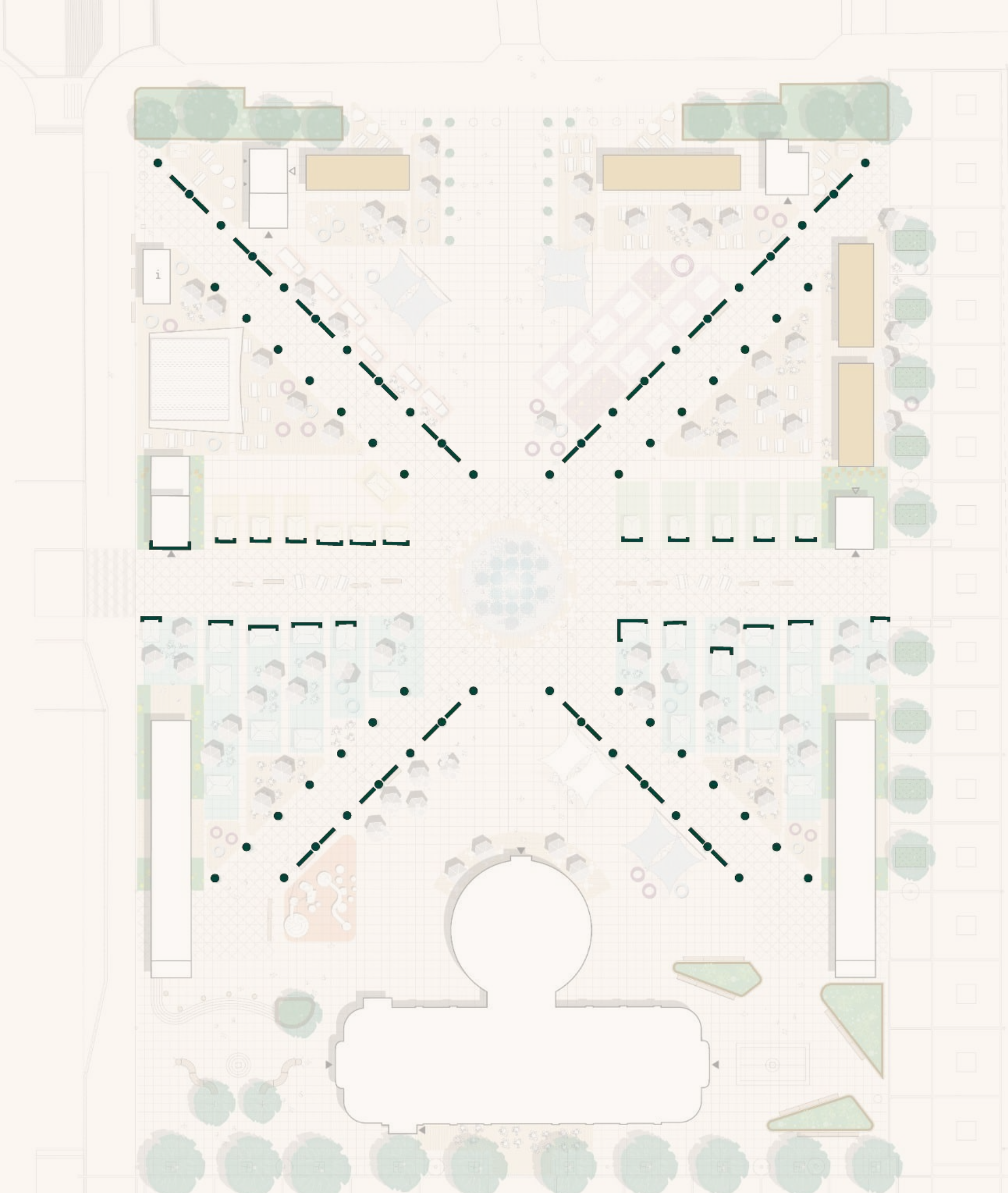
Kärda Central Square, Estonia



Mikkelin tori, Finland



Turku Market Square, Finland



04 / Challenge

Lack of clear programming

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



Cluttered spaces around Market Hall



Vendor stalls blocking pathways



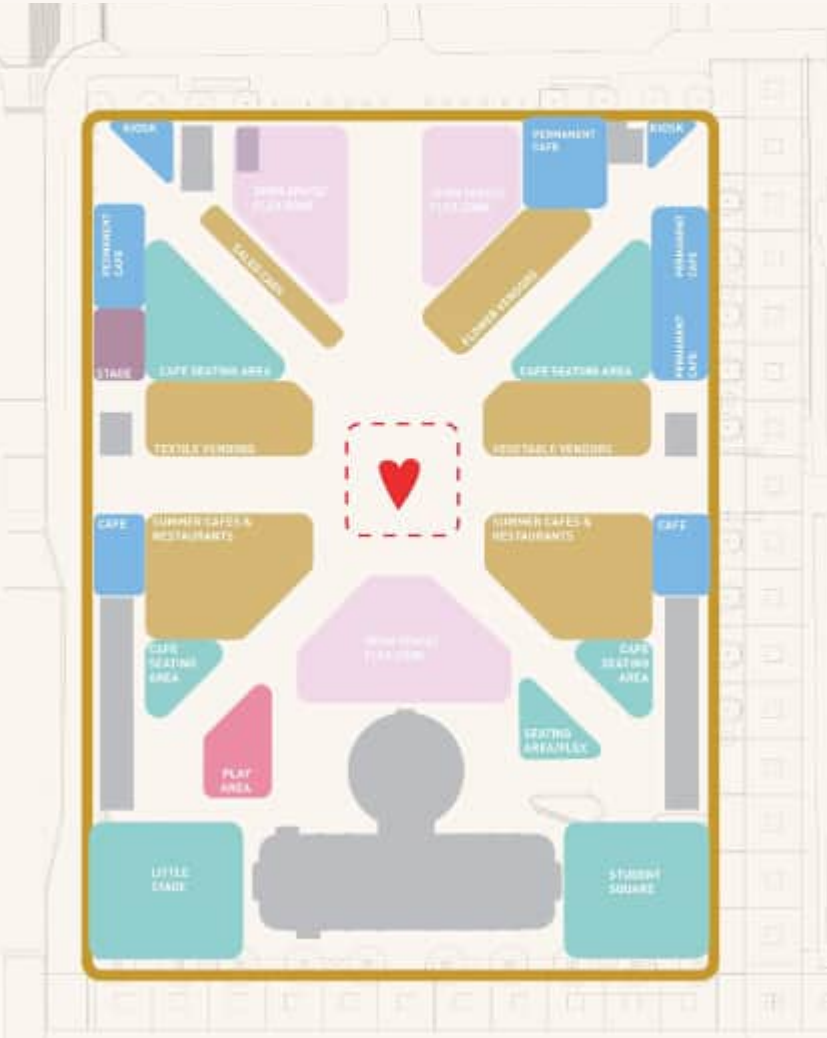
Urban furniture disturbs flows.



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.



Seating arrangement



Flower Market, Munich

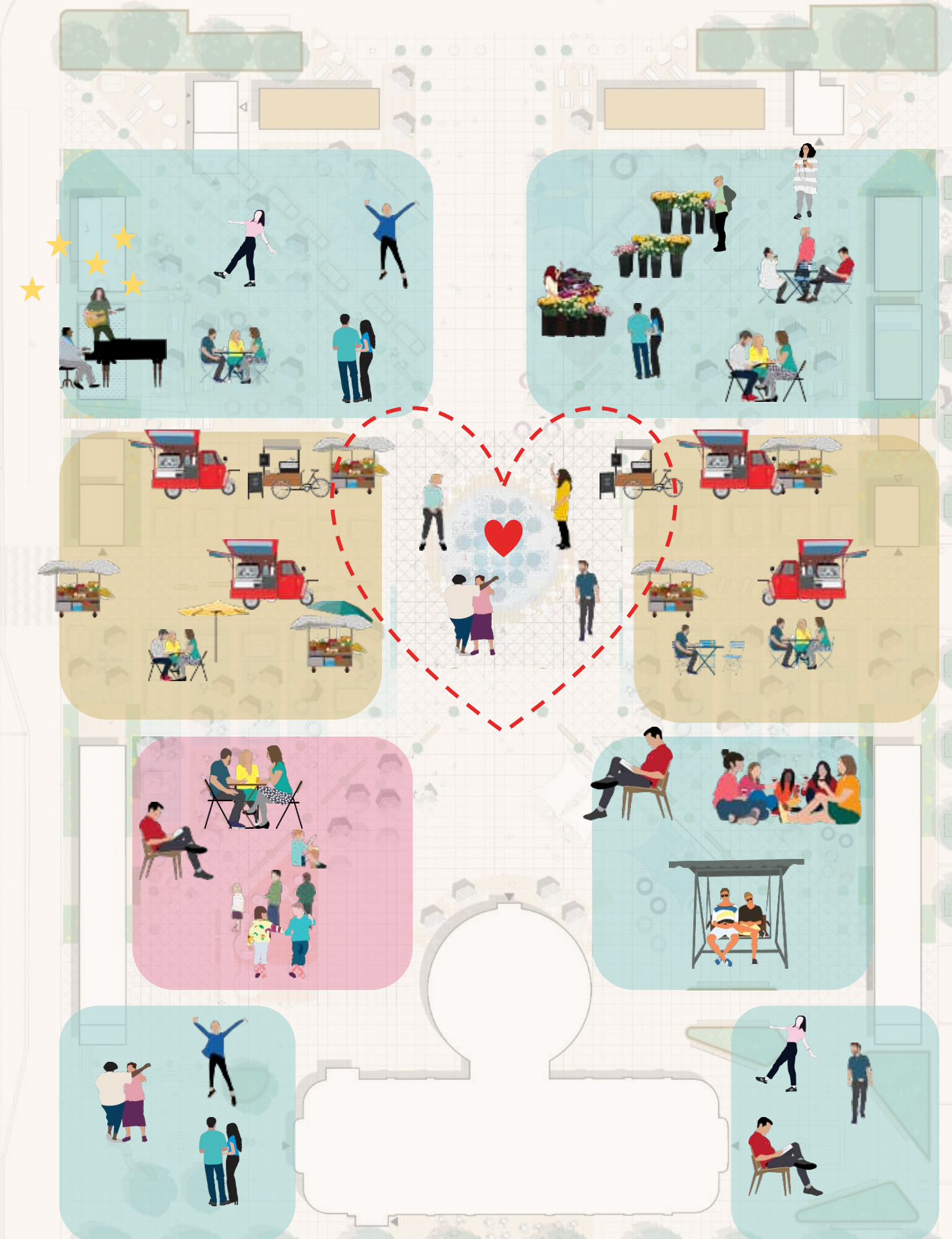
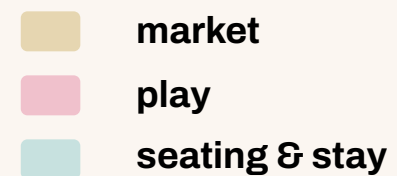


Winter landscape, Östersund

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.



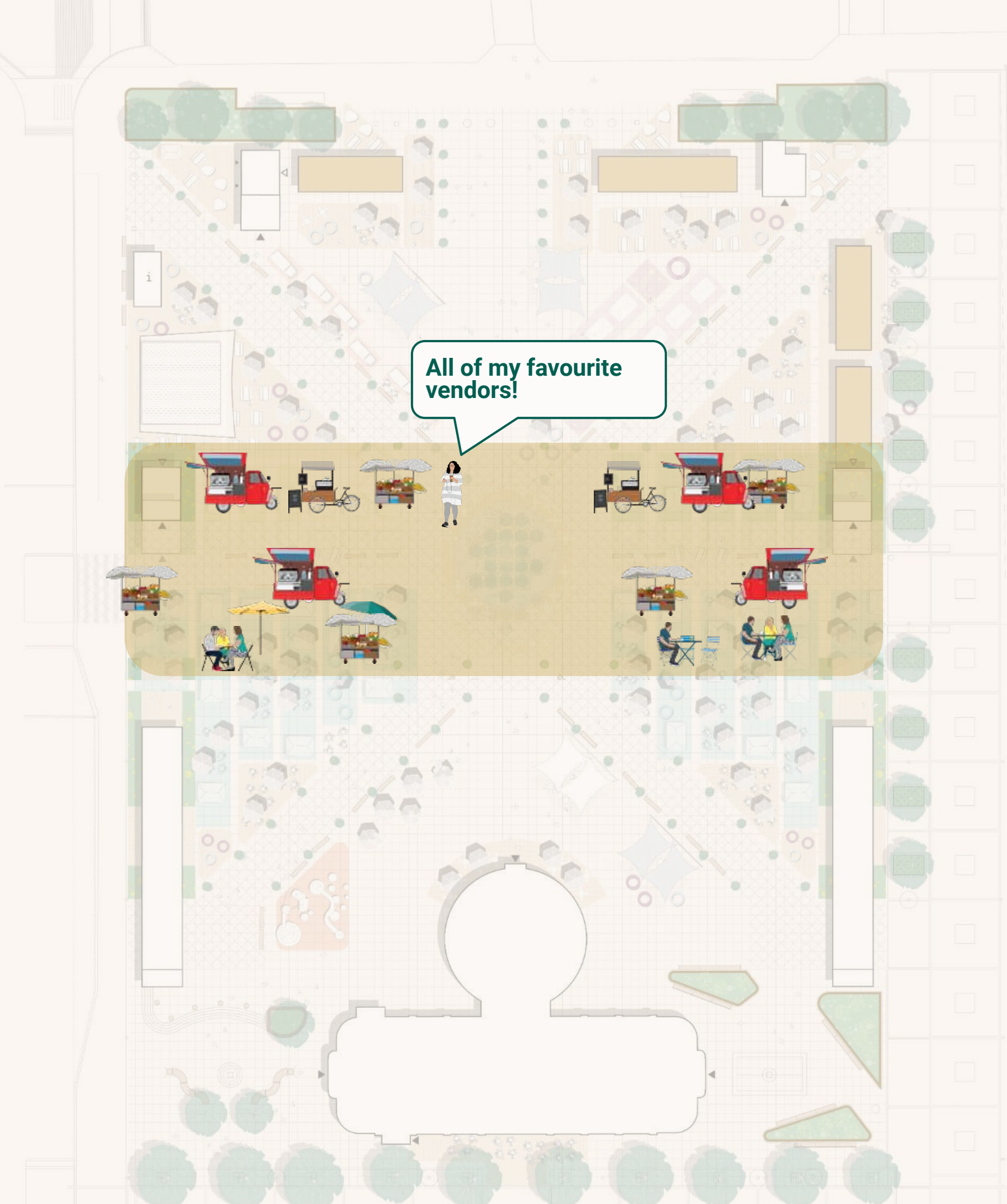
04 / Design Guidelines

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.



Farmers' market, Munich



04 / Design Guidelines

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.



Cafe Nemoland, Copenhagen

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



"Pienempiä tapahtumia voisi olla enemmänkin."



04 / Design Guidelines

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.



Flower vendors at Kuopio Tori

"Ruokaa ja juomaa miellyttävässä ympäristössä."



"Tykkään tosi paljon käydä torilla aamukahvilla."



04 / Design Guidelines

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



04 / Design Guidelines

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 jaksaa jäädä torille vaikka haluaisi."



The Porch at 30th Street, Philadelphia



04 / Design Guidelines

Curating Diverse Environments

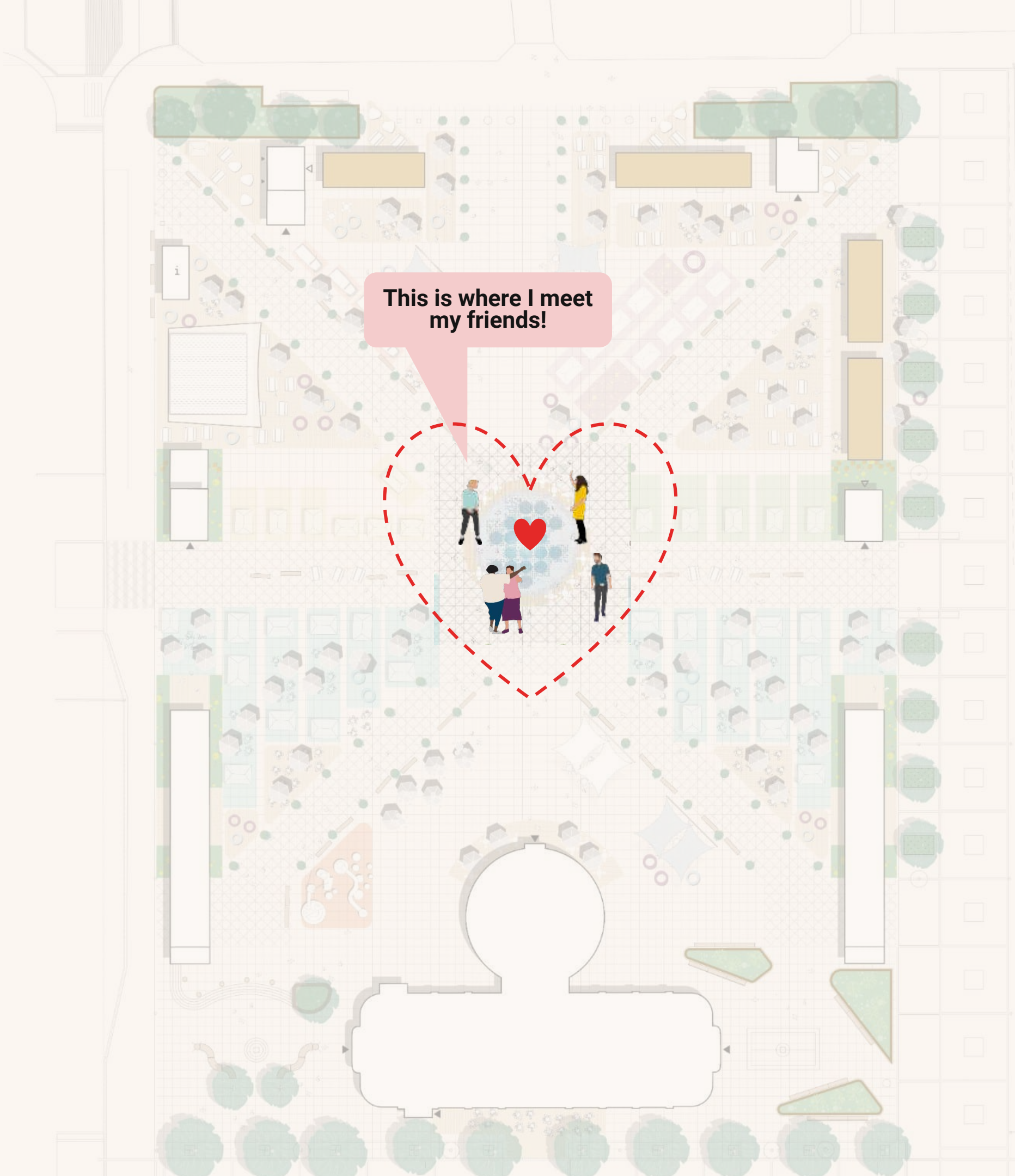
Create a central meeting point that is ideal for gathering with friends, making it a convenient and recognizable spot within the square for social interactions.



Ede Market Square



Central seating on Market square, Copenhagen

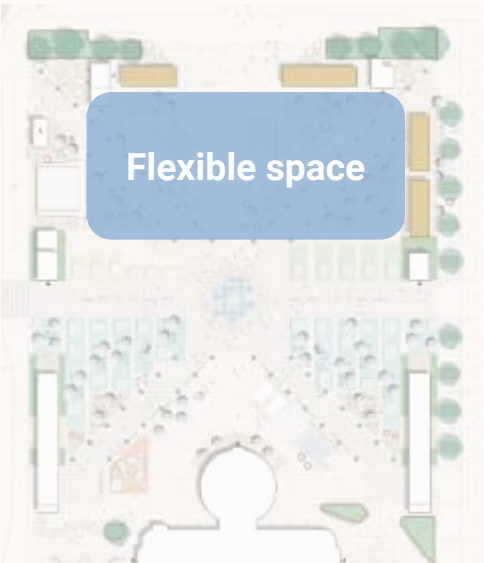


04 / Design Guidelines

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.



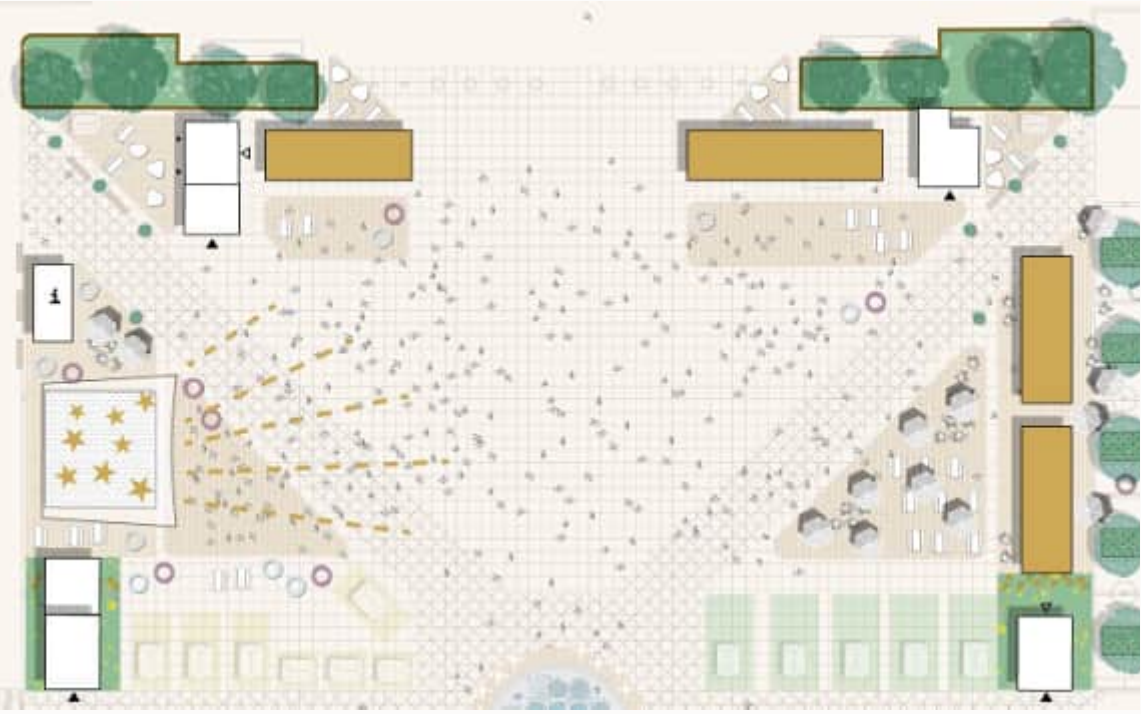
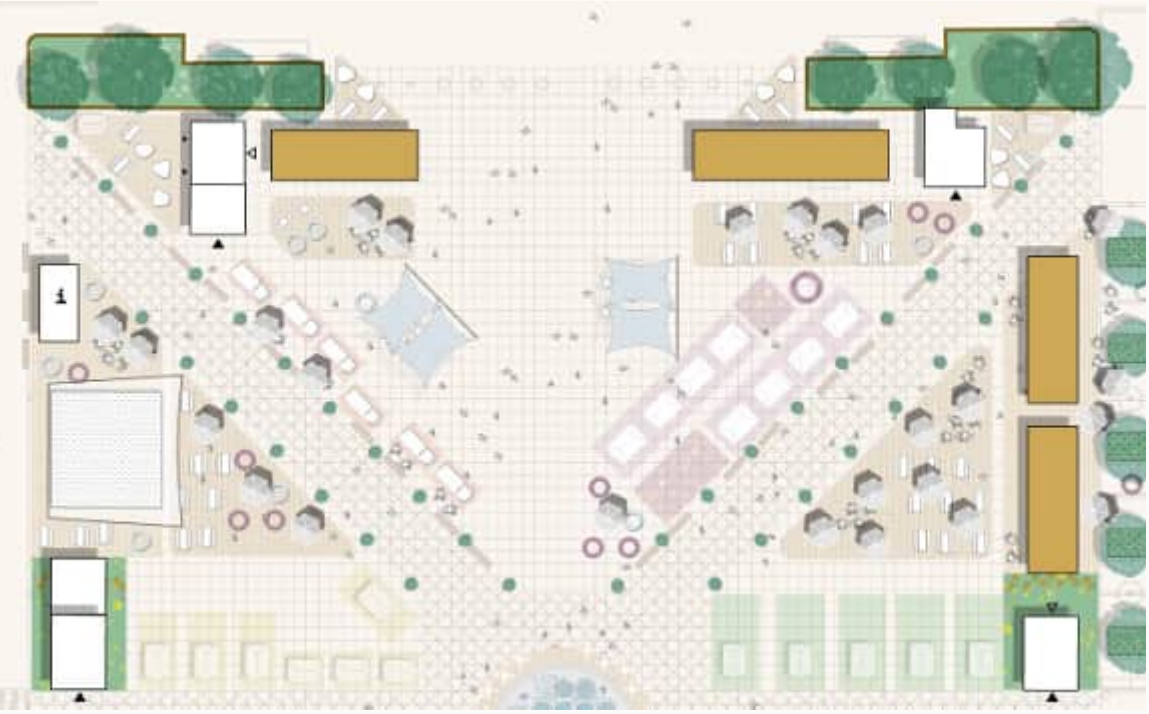
Situation 02 Event space

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.



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.

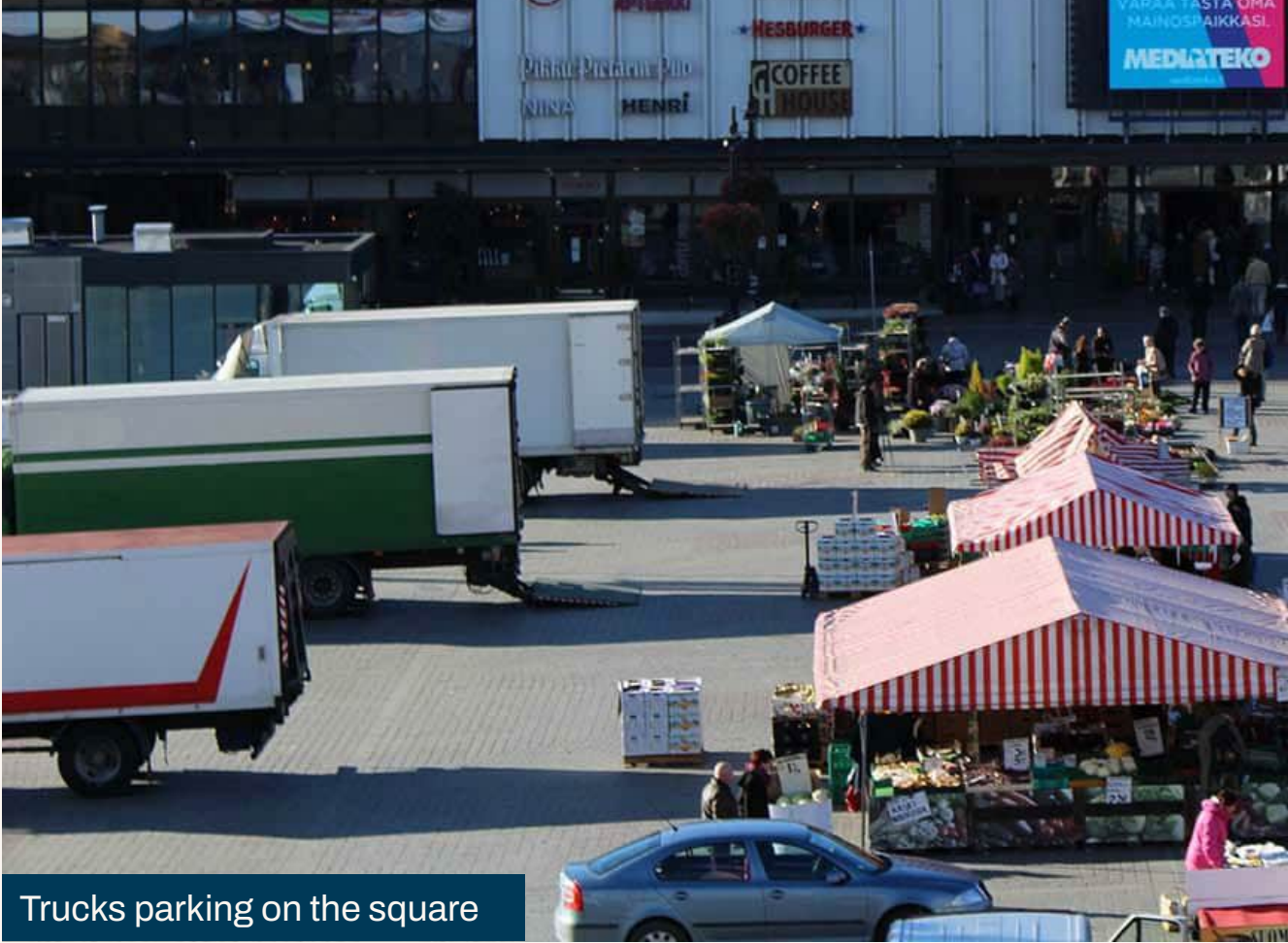
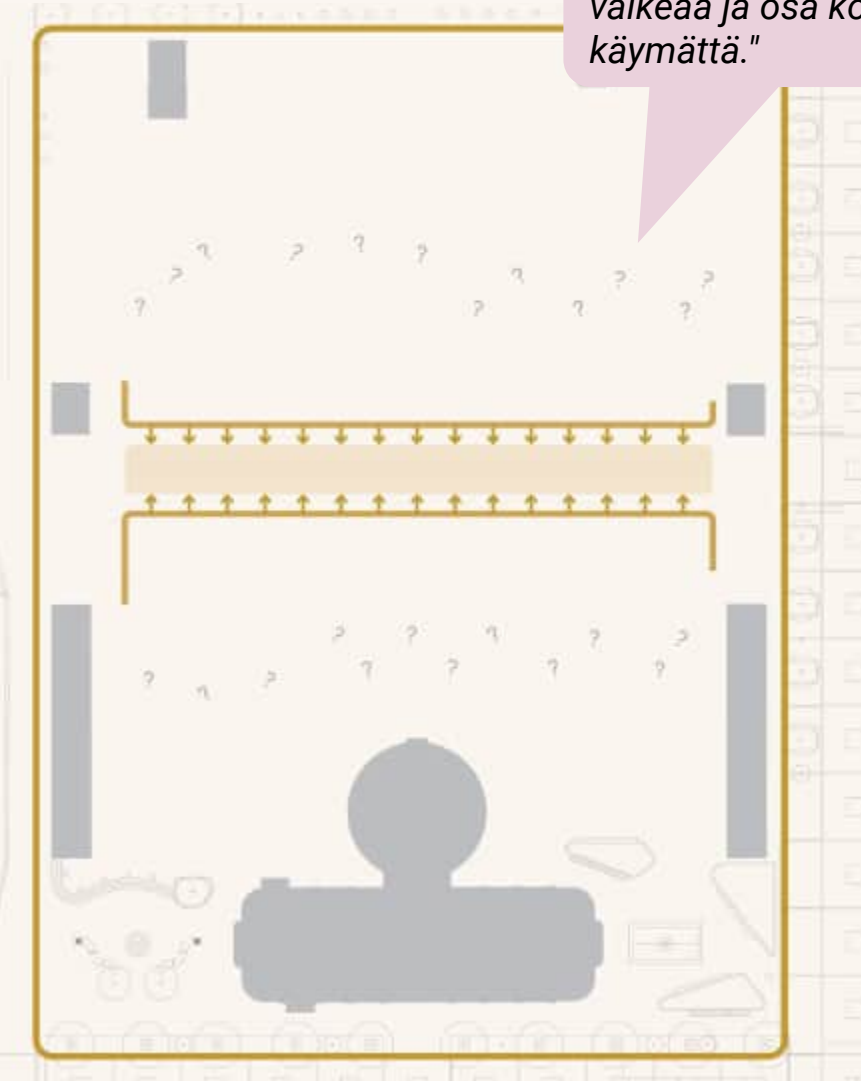


05 / Challenge

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.

"Ruuhka aikana eteneminen vaikeaa ja osa kojuista jää käymättä."



Trucks parking on the square



Backsides oriented towards public space

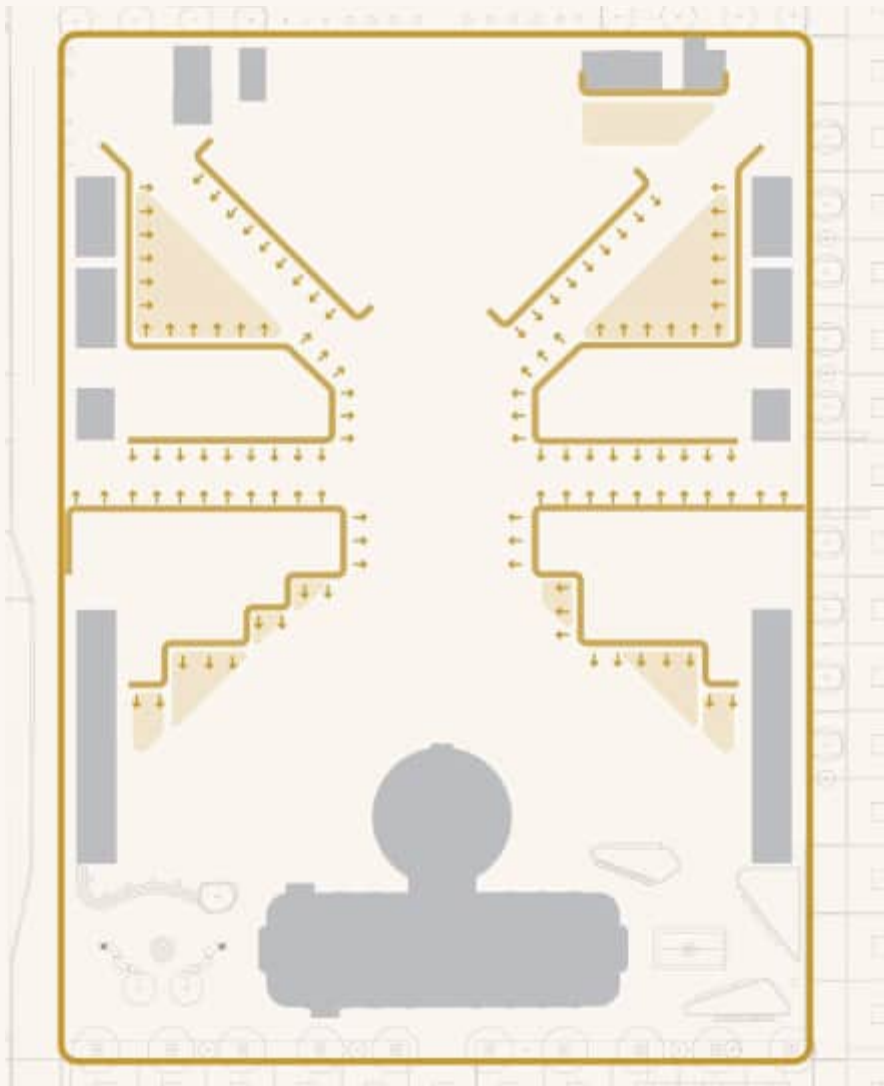


Disconnect between City Hall and Market

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.



Gehl — Making Cities for People



Market in Hauptmarkt, Nürnberg



Harbour Market, Croatia

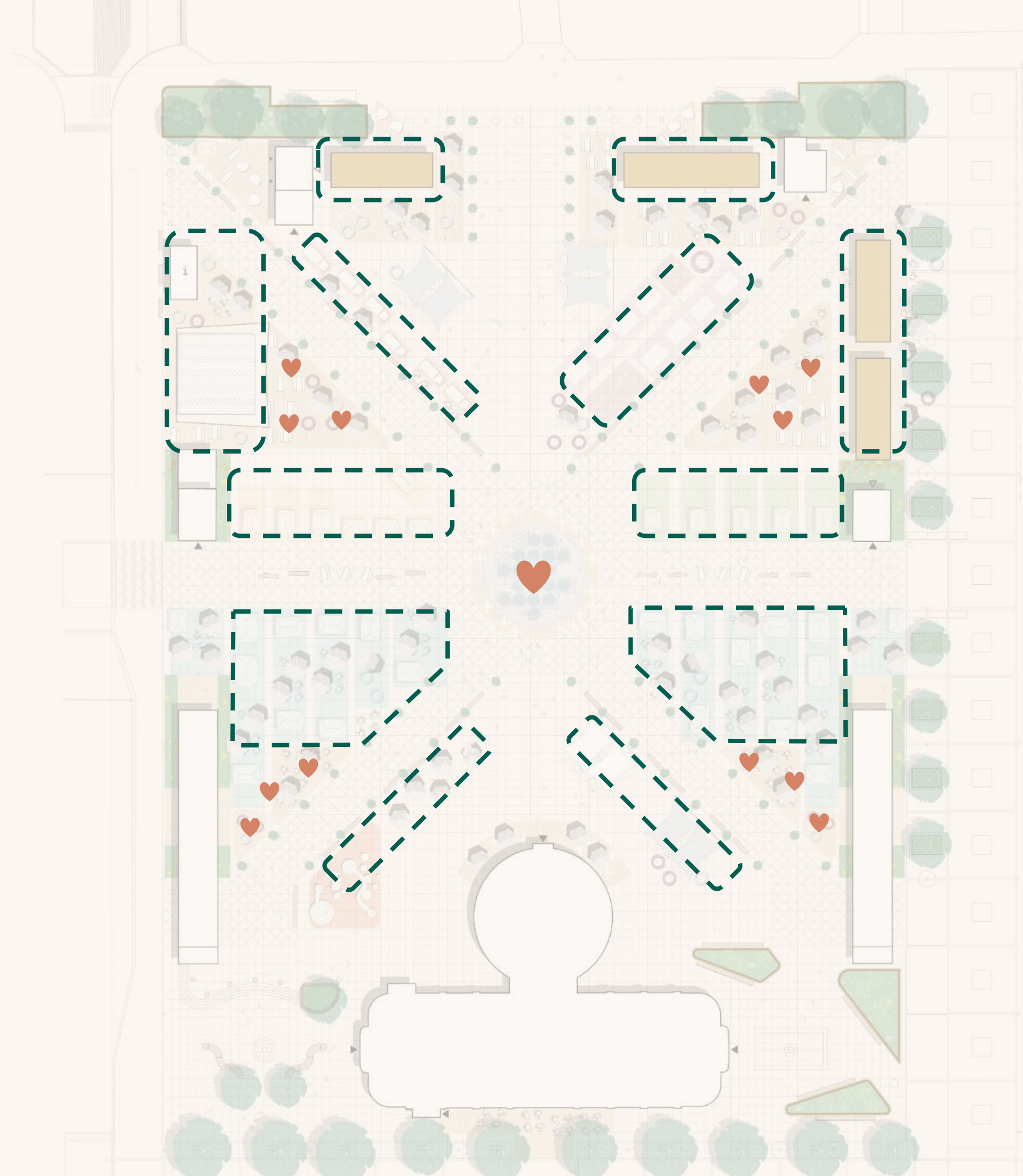


Outdoor Market, Bangkok

05 / Design Guidelines

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.

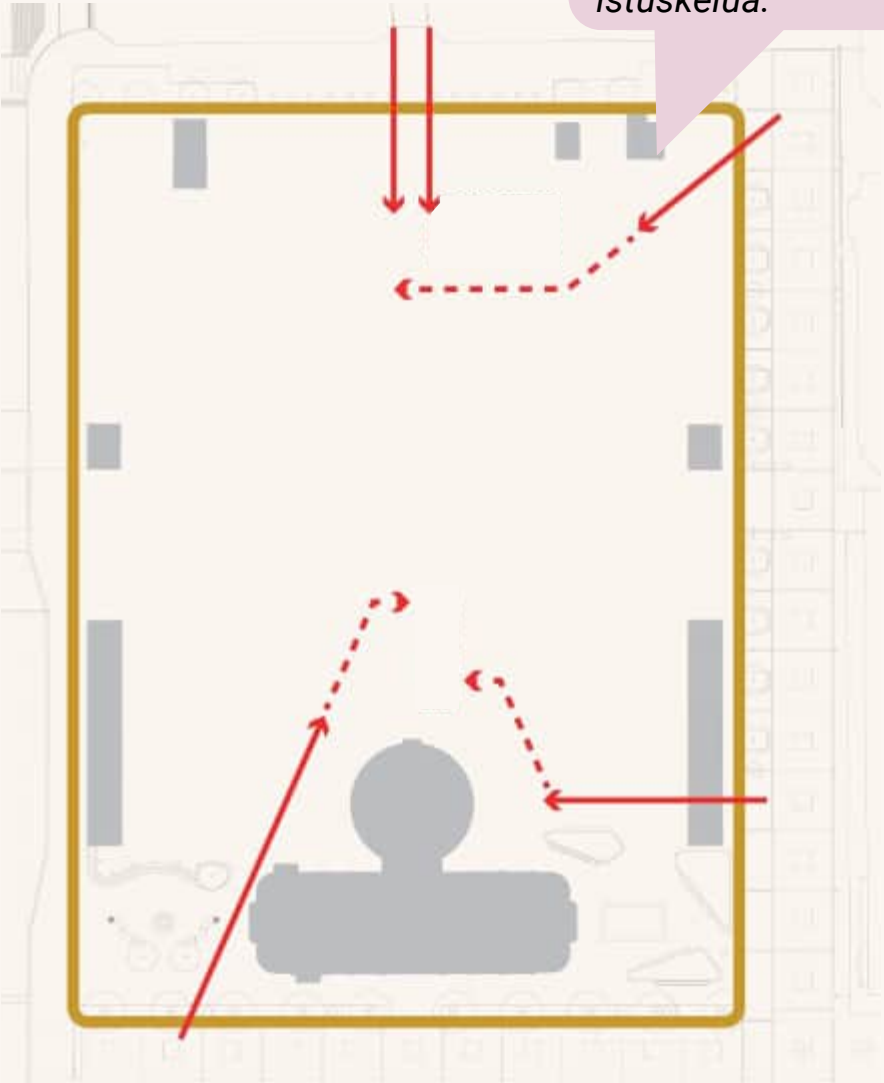


06 / Challenge

Disrupted Flow Due to Service Routes

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

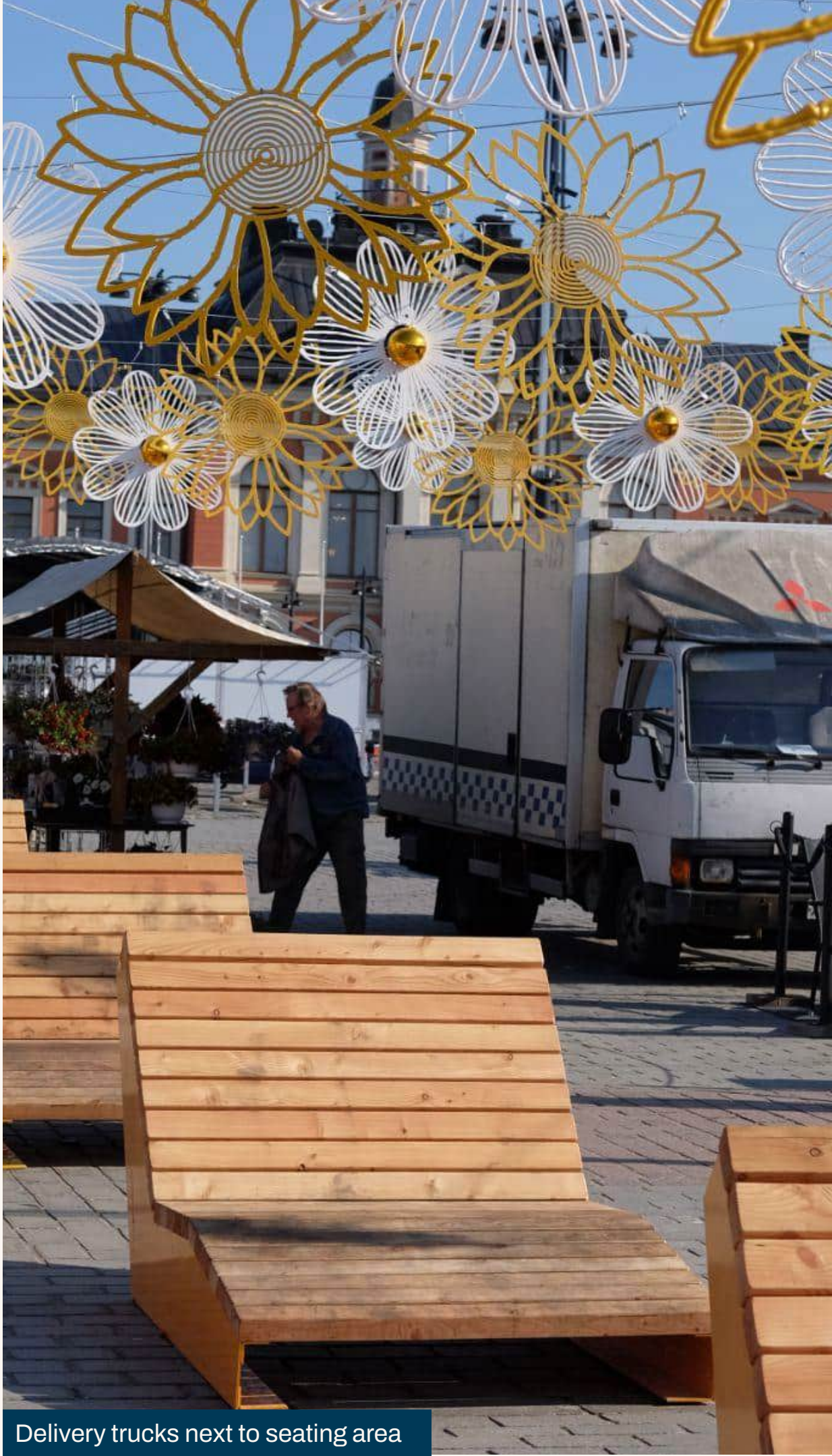
"Torin puhdistus koneella häiritsee toisinaan kahviloissa/terassilla istuskelua."



Trucks parking on the square



Delivery trucks arriving at peak hours



Delivery trucks next to seating area

06 / Key move

Organise delivery routes along the diagonals

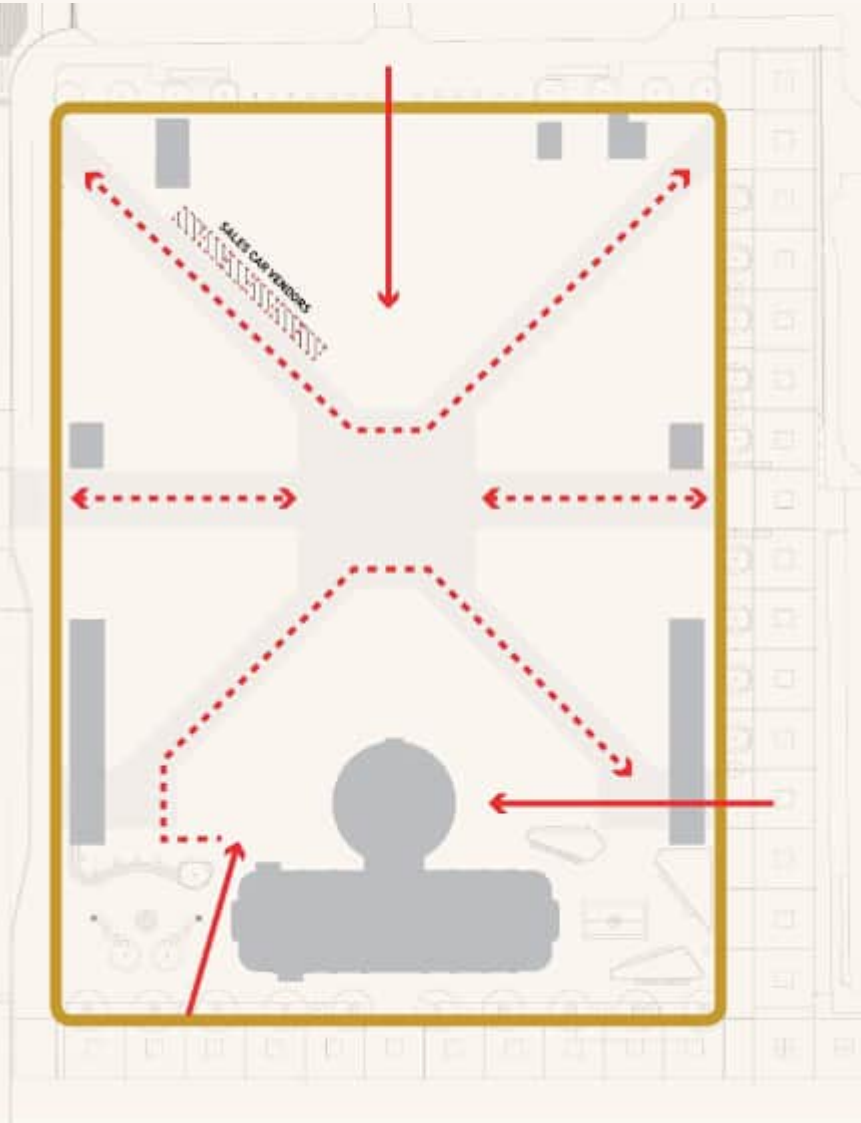
Redirecting service routes to align with diagonal paths during off-peak hours will minimize interference with pedestrian traffic.



Shared Public Space, Graz



Restricted delivery zone on Market in Nuremberg



New Road, Brighton

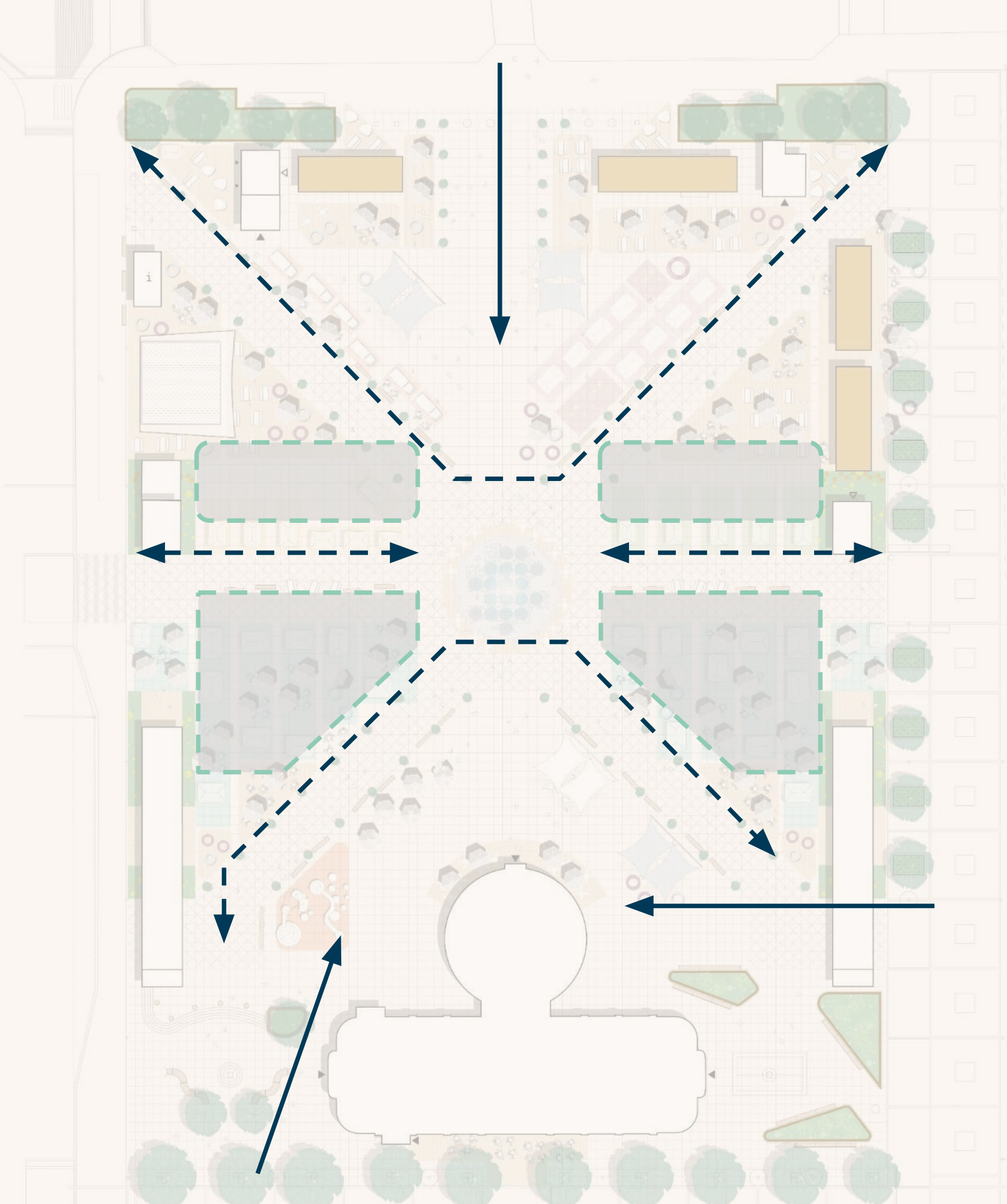
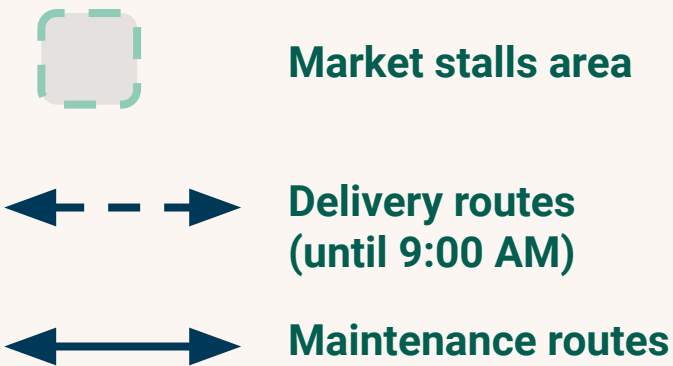


Exhibition Road, London

06 / Design Guidelines

Organise delivery routes along the diagonal

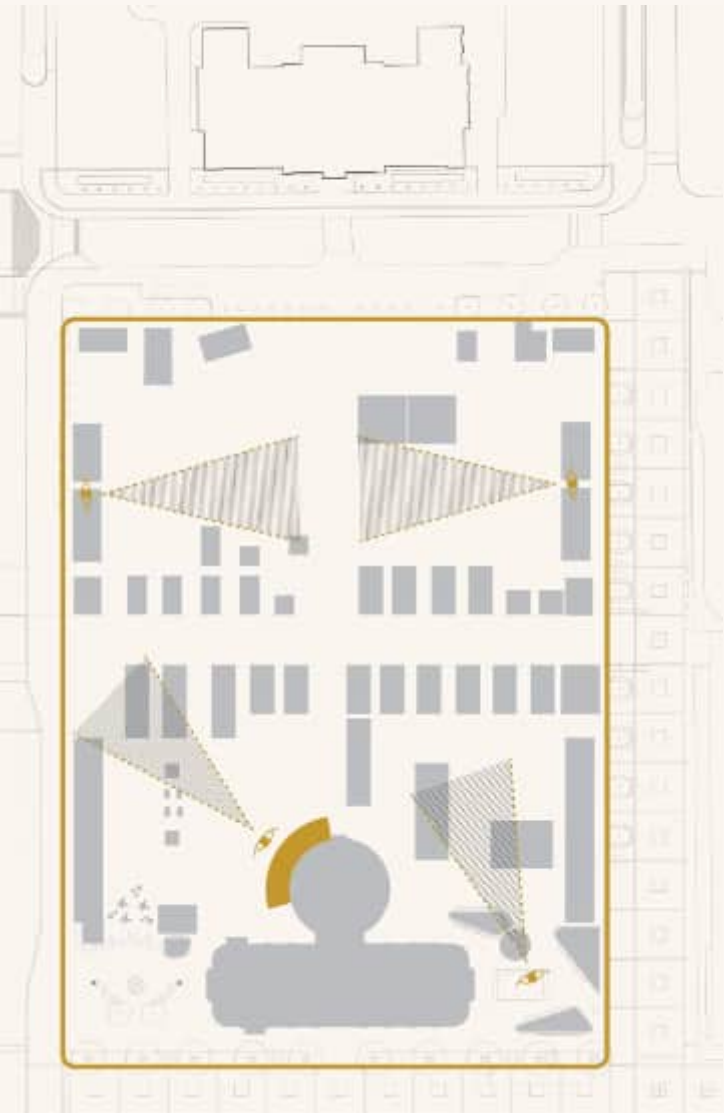
- 1. Utilize new diagonal routes for early-hour delivery access to reduce congestion during peak times.
- 2. Restrict delivery access to before 9:00 AM to ensure unobstructed pedestrian movement throughout the day.
- 3. Utilise existing maintenance routes, limiting their use to off-peak hours, to maintain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



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

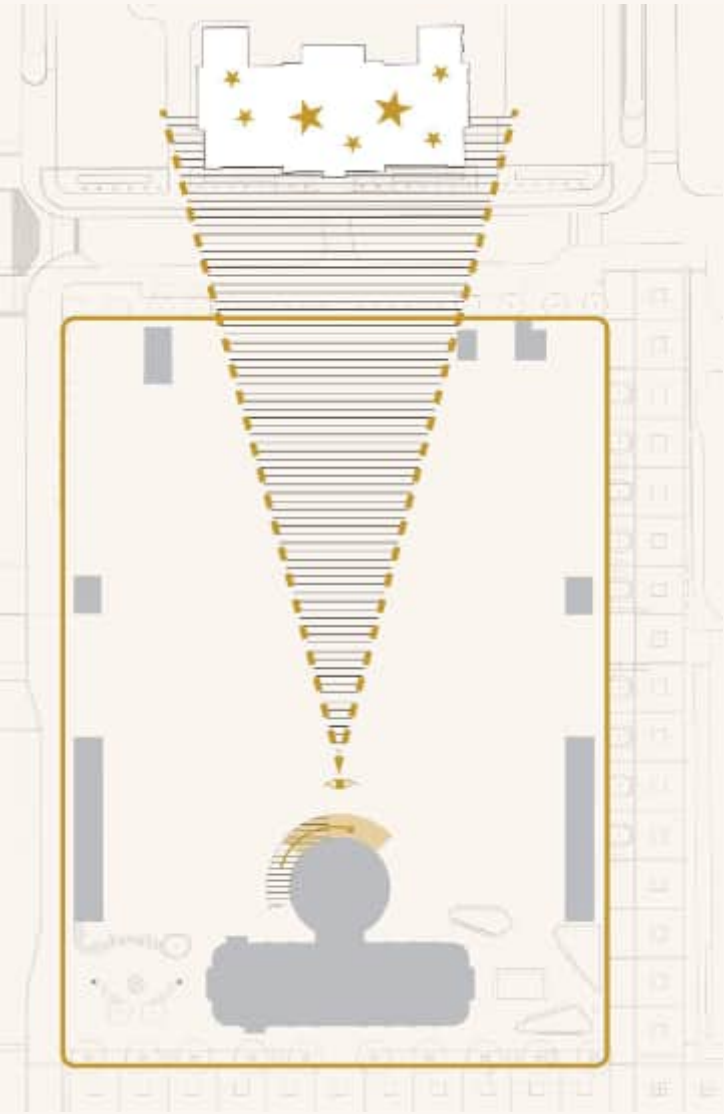


Undefined sightlines from cafe areas

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.



Light festival, Copenhagen



Church of Our Lady of the Rosary of Black Men, São Paulo



Old Market Square, Nottingham

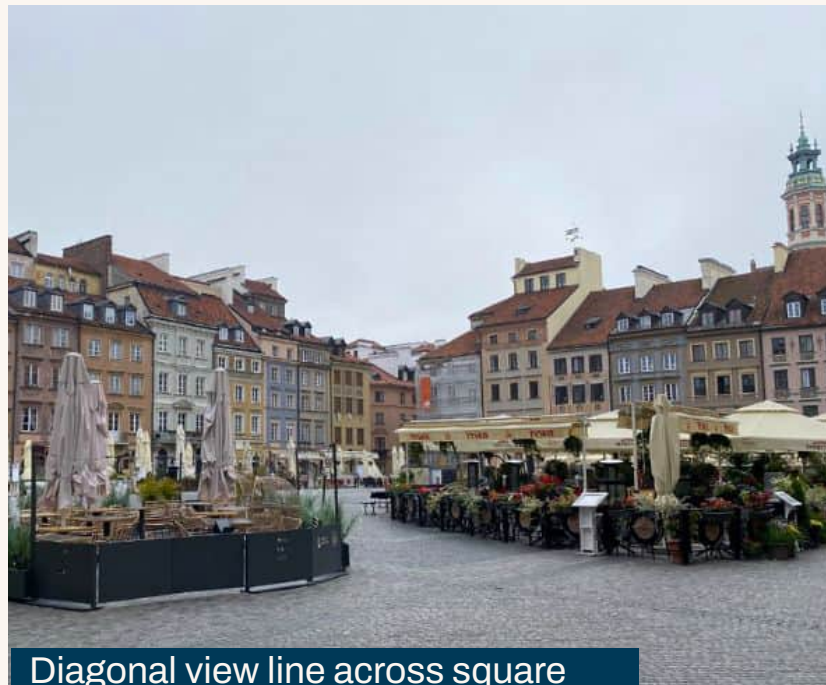
07 / Design Guidelines

Establish viewpoint towards City Hall

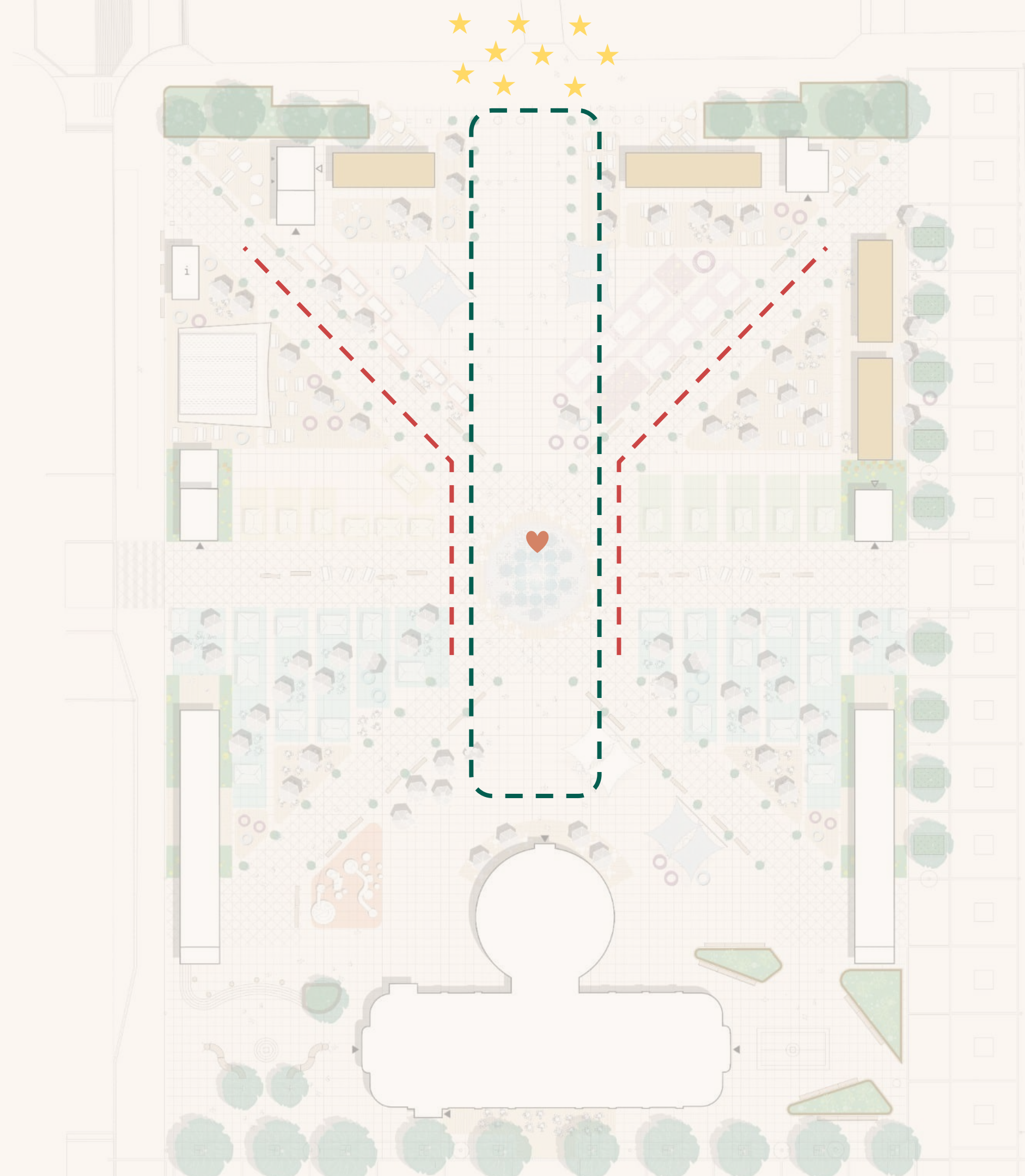
1. Position lower height features in the central area to maintain unobstructed sightlines.
2. Use market stalls and other elements to frame the view rather than block it.
3. Design the central feature to complement rather than compete with surrounding landmarks, ensuring a harmonious visual environment.



Monuments help with identification



Diagonal view line across square



08 / Challenge

Cluttered Centre

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



City Hall covered by market stalls



Market stalls disturb diagonal flows

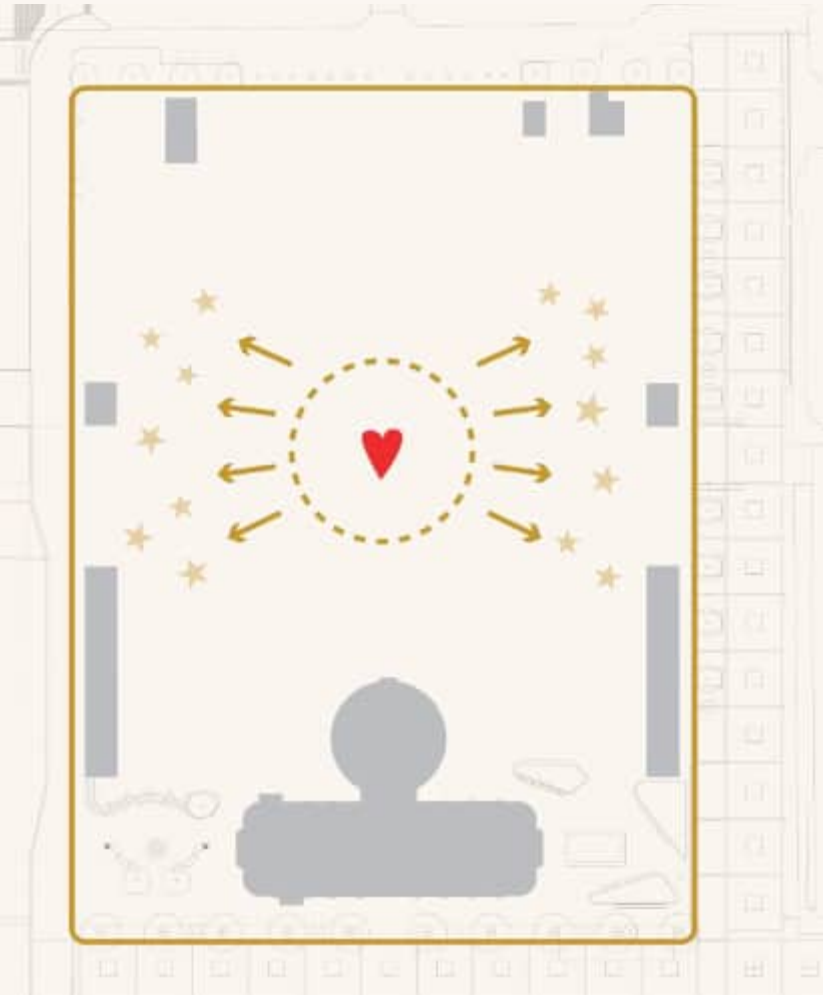


Market stalls act as barriers

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.



30th Street Station Porch Swings, Philadelphia



Plaza Mayor, Madrid

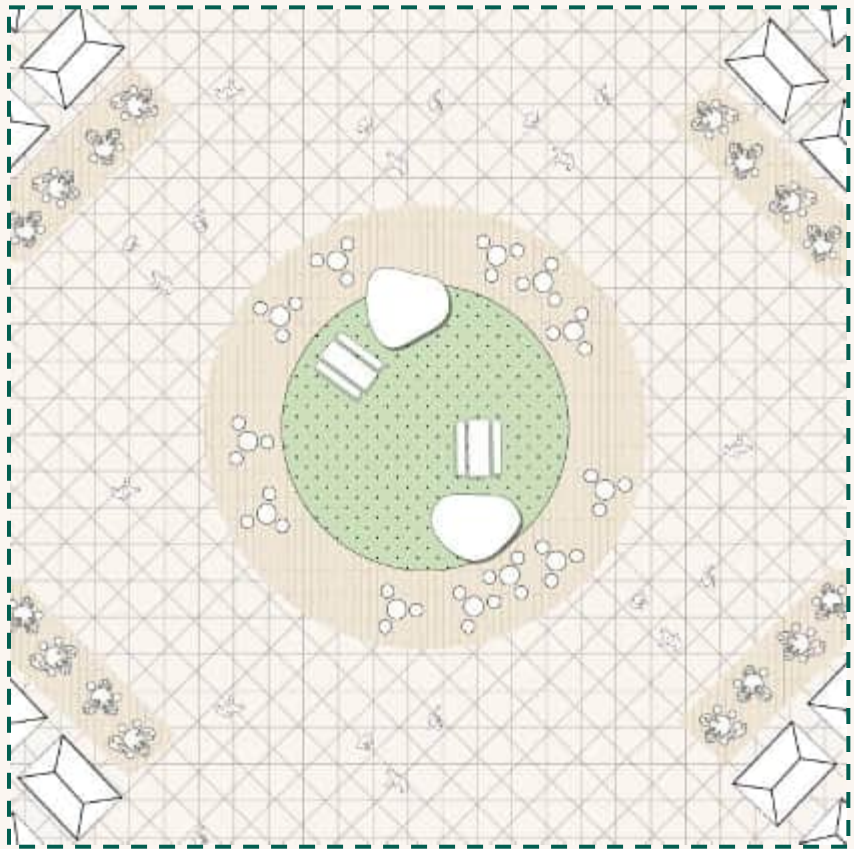


Kultorvet, Copenhagen

08 / Design Guidelines

Year-Round Active Central Feature

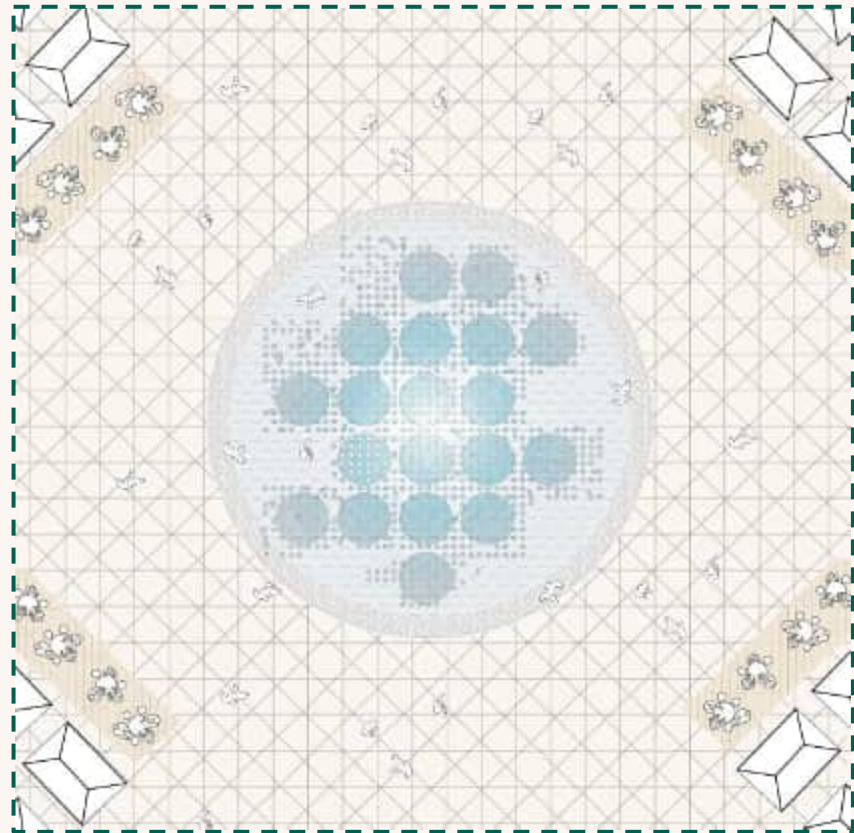
- 1. Create a space that stays active year-round, incorporating features like a splash fountain in summer and an ice rink in winter.
- 2. Use established identity of Kuopio Market square: Mualiman Napa
- 3. Ensure the central feature is adaptable for different events, from concerts to seasonal markets,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



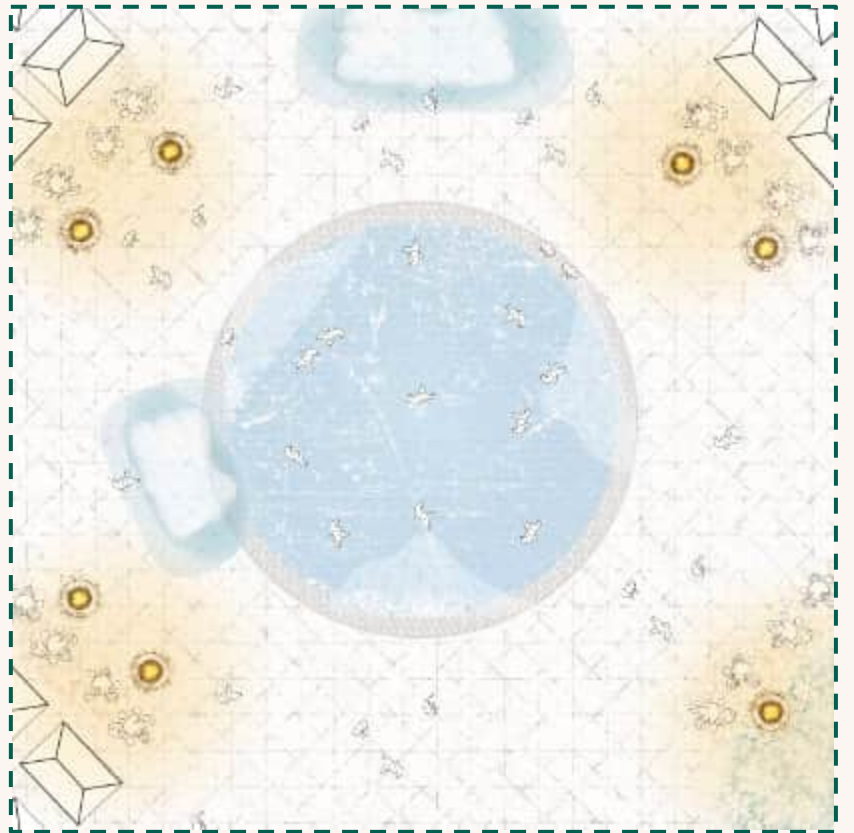
Option 1
Green centre with seating



Option 2
Mualiman Napa sculptural element



Option 3.1
Splash fountain in Summer



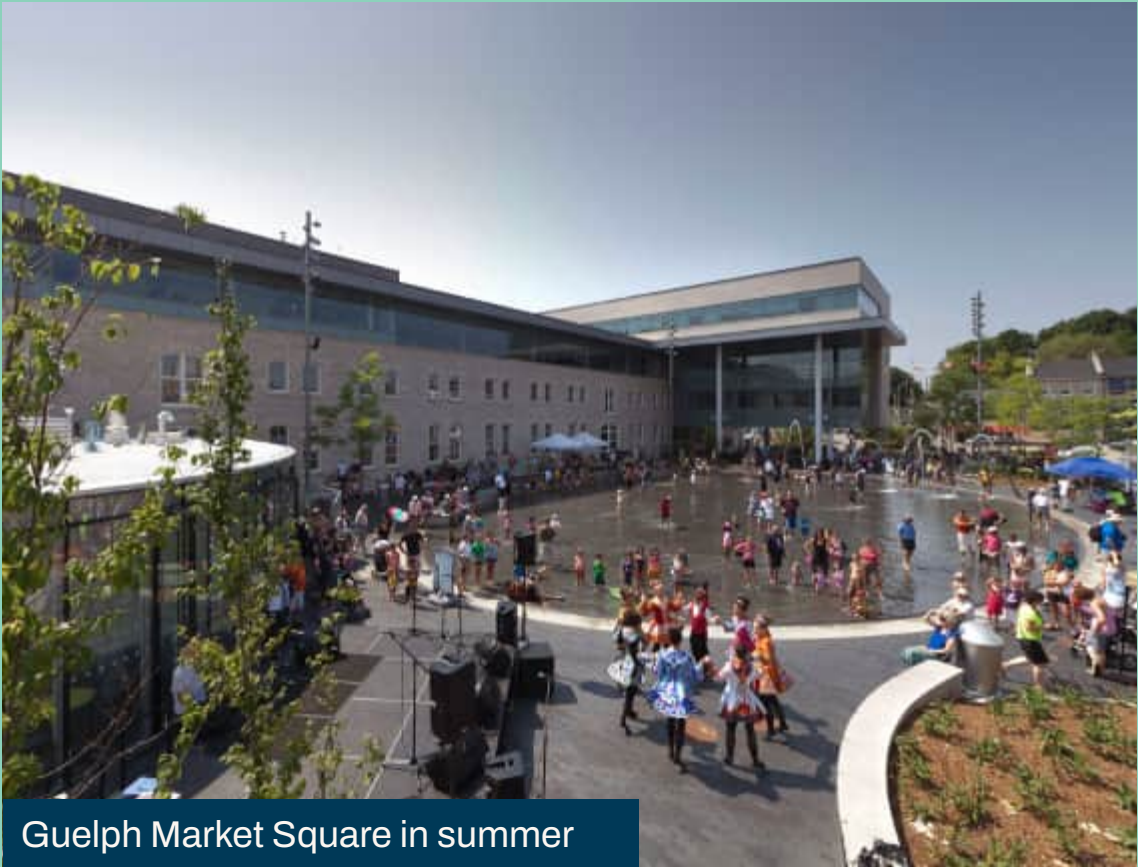
Option 3.2
Ice rink in Winter

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 terrain, solving the issue of flattening the area for 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 summer



Guelph Market Square in winter



Guelph Market Square in the evening



Guelph Market Square in the evening



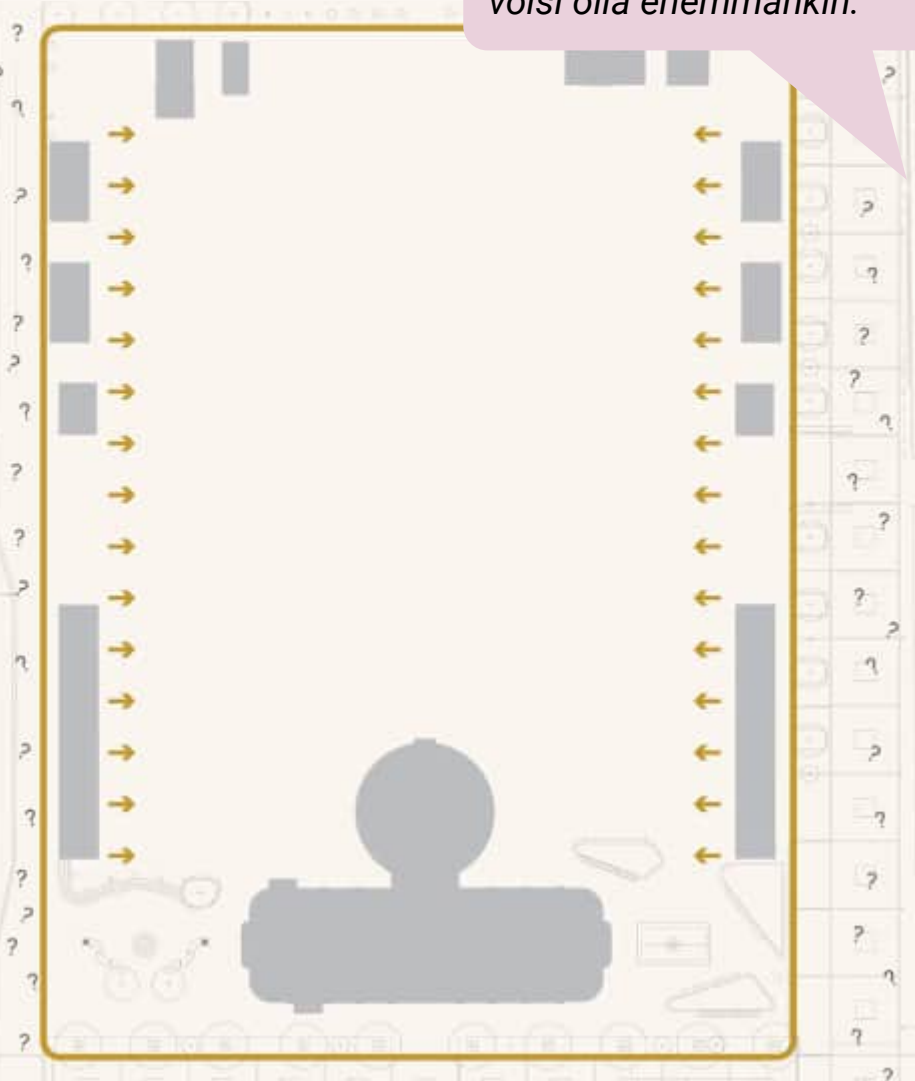
Guelph Market Square in the evening

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.

"Pienempiä tapahtumia voisi olla enemmänkin."



Barriers along the market edge



Inactive facades of parking entrances

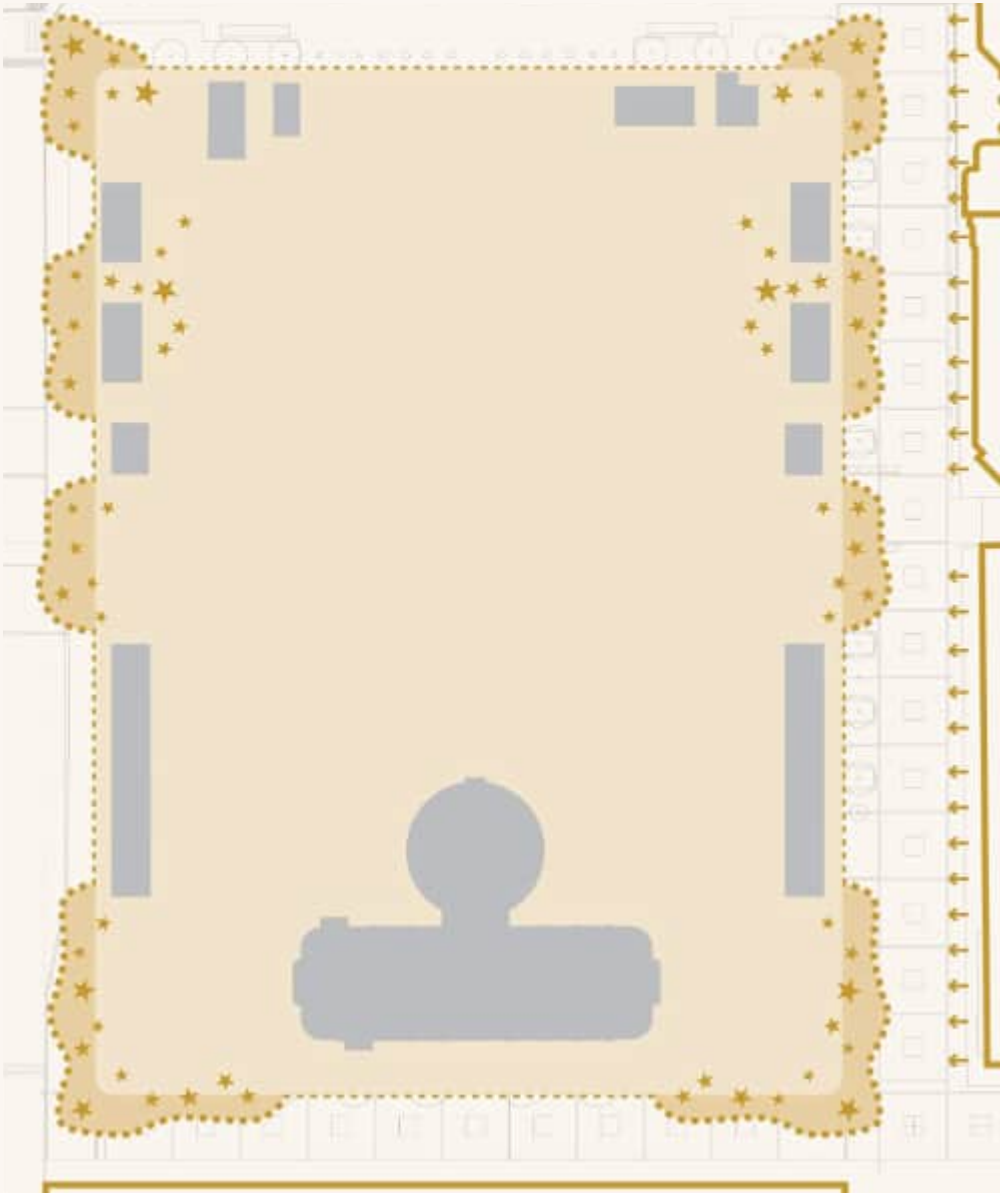


Uninviting atmospheres at the entrances

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.



Retail and green edge, Denmark



Market and retail edge zones, Copenhagen



Lit up edge zones create a safe environment, Copenhagen

09 / Design Guidelines

Integrating Adjacent Areas

1. 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
- Slight variation in function
- Few blind or passive units
- Relief of the facade
- Many details, good structure



E - Passive

- Blind or passive units
- Uniform facades, no details
- Empty walls
- Nothing to look at

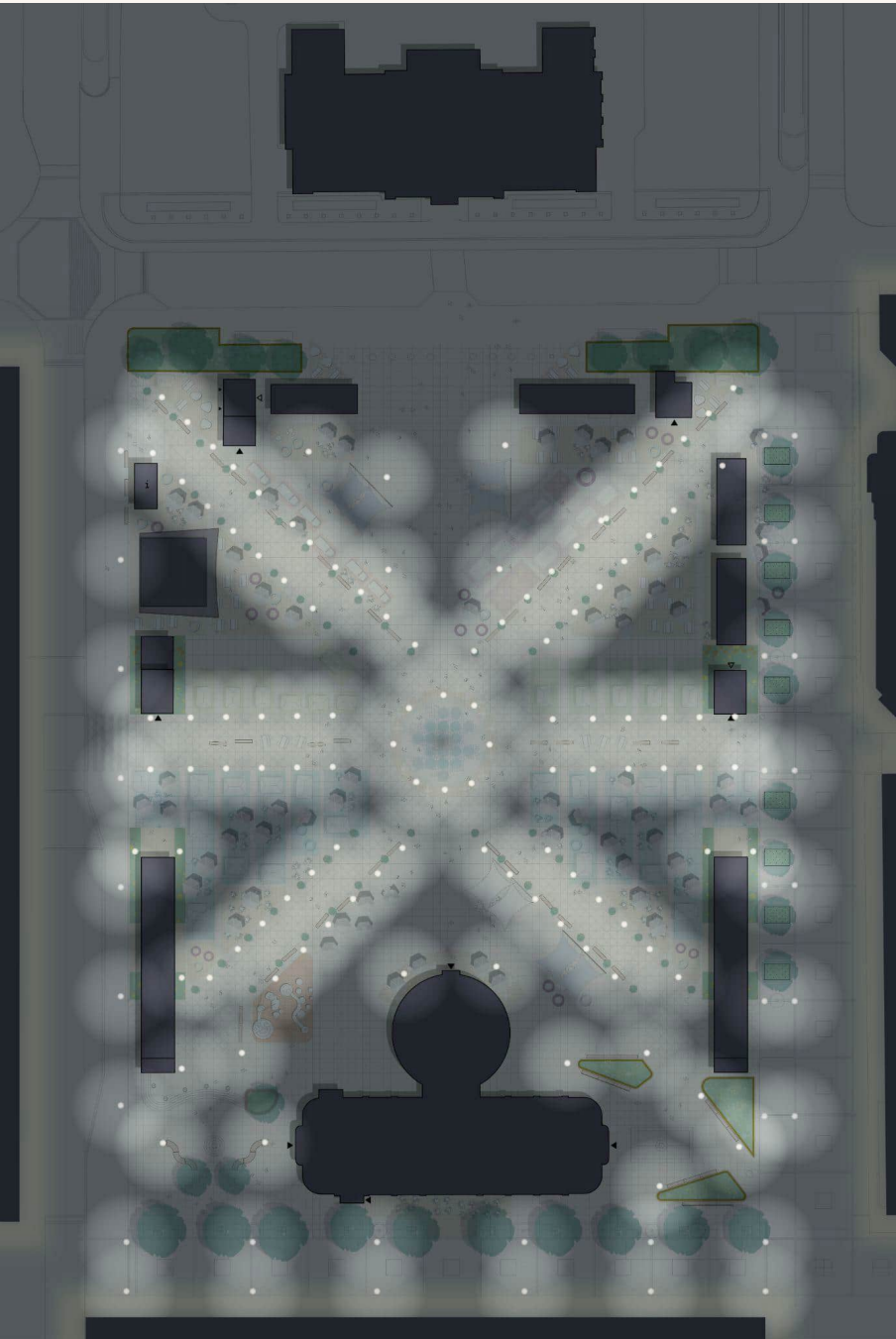


C - Mixed

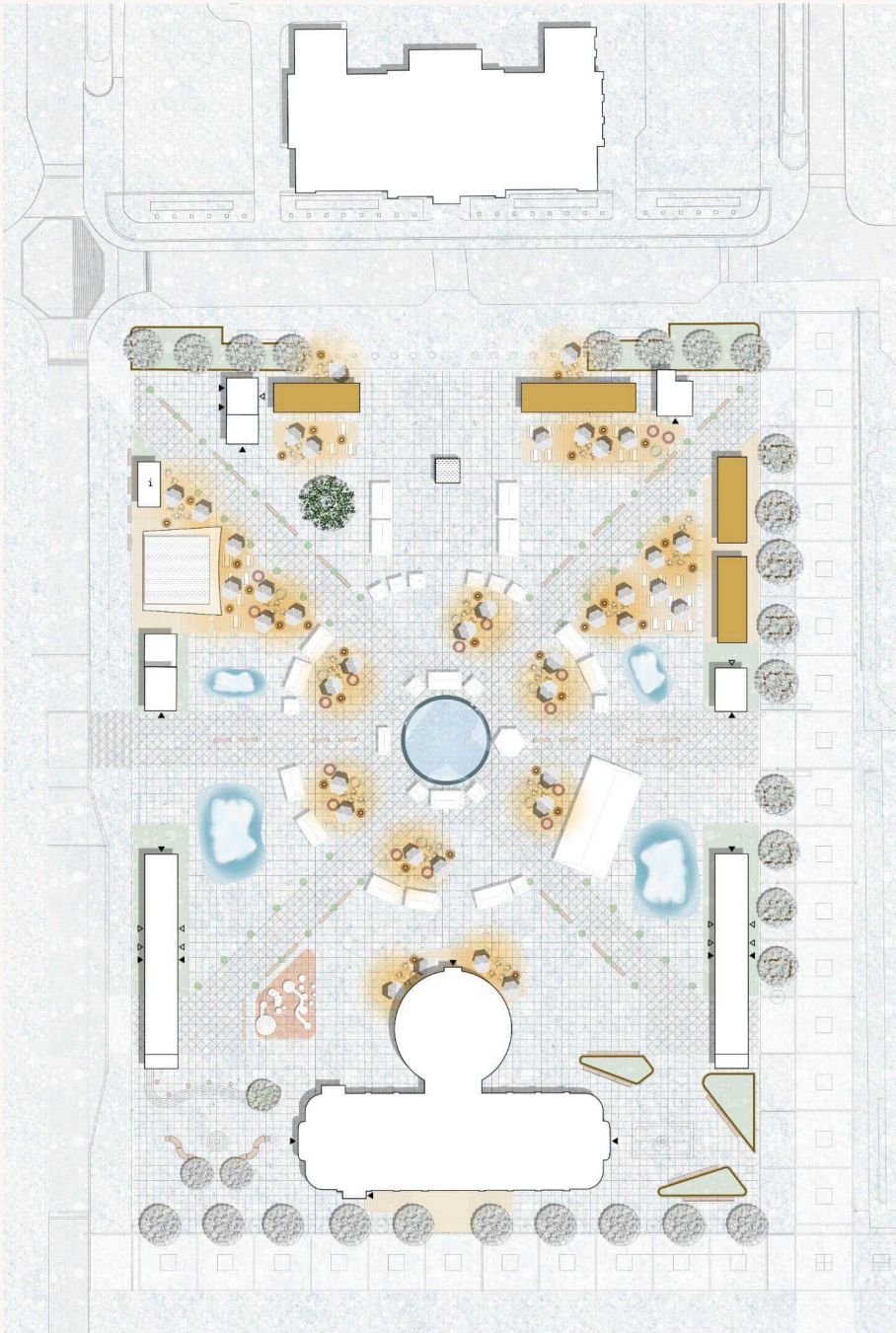
- Large and small units
- Little functional differences
- Some blind and passive units
- Moderate facade relief
- Few details

There is 7x more activity at **A facades** compared to **E facades**!

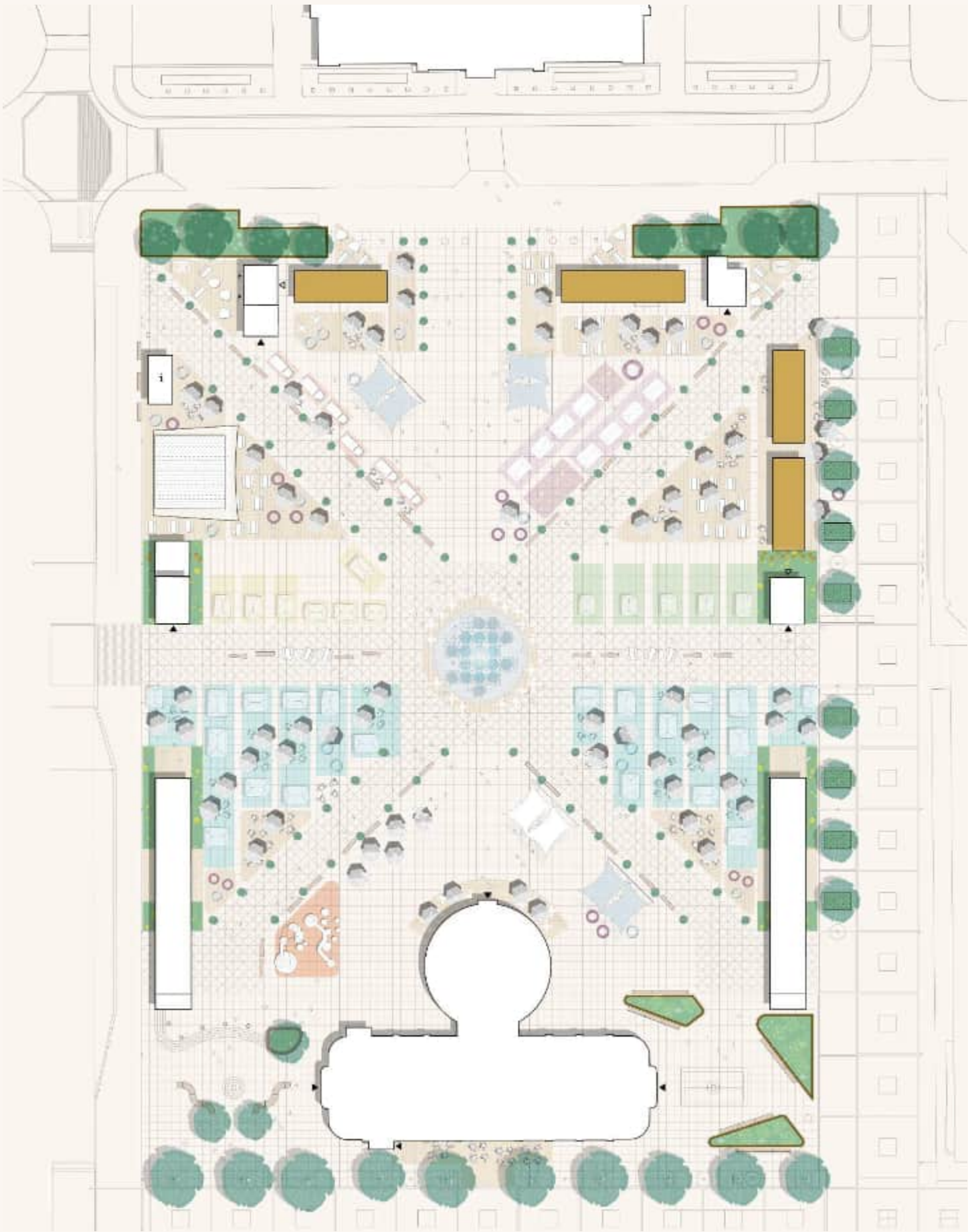
Tori throughout the day and seasons!



Tori at night



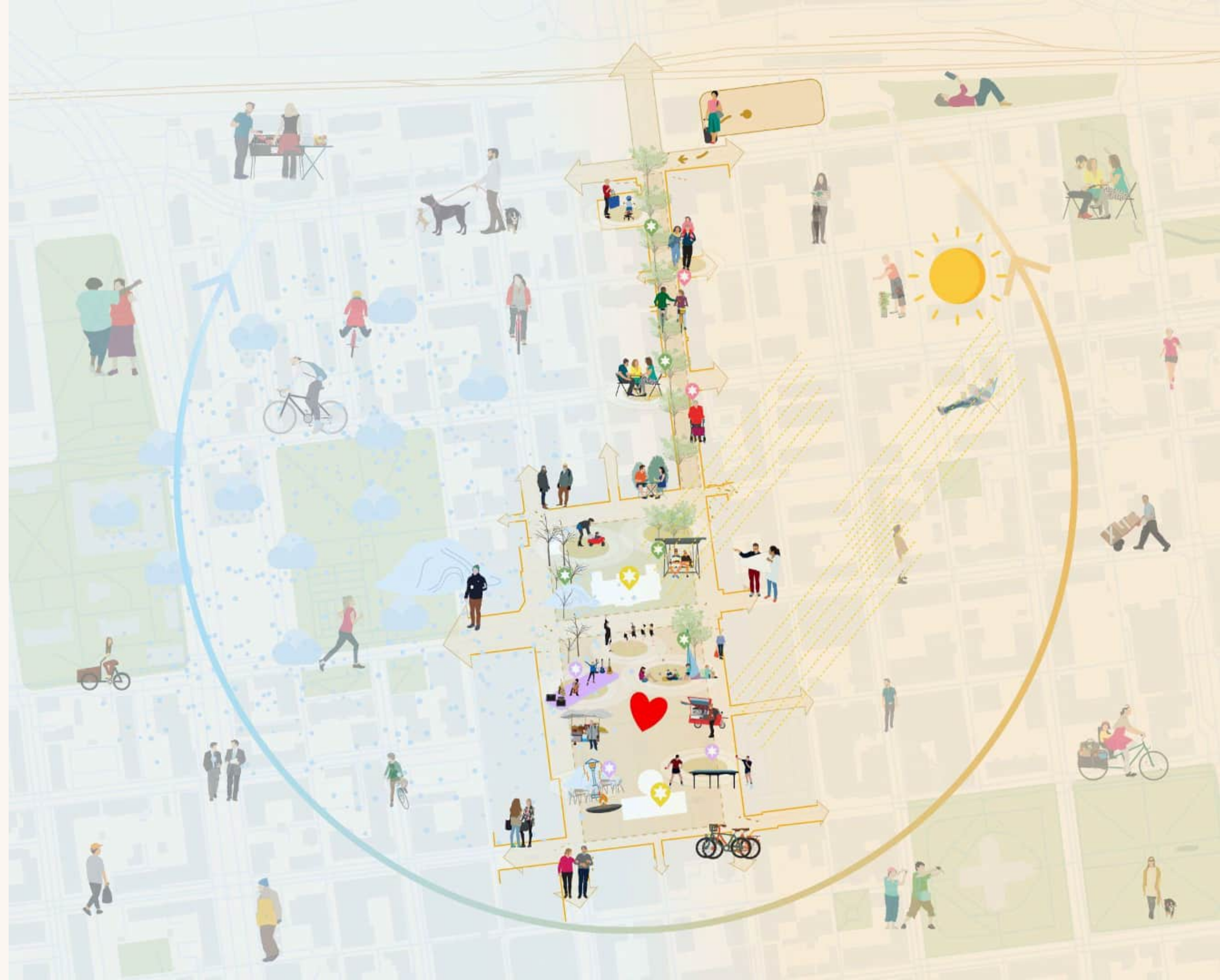
Tori in winter



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!

