

Attractive smaller towns in the Nordics

Small town attractiveness

- Focus on town characteristics that attract and retain population outside of work hours, which can be influenced through urban planning
- Exploring the nexus
Housing – Public space – Connectivity
- National discourse on urban attractiveness are explored in 5 case study towns





Attractiveness?

What is the term intended to mean?

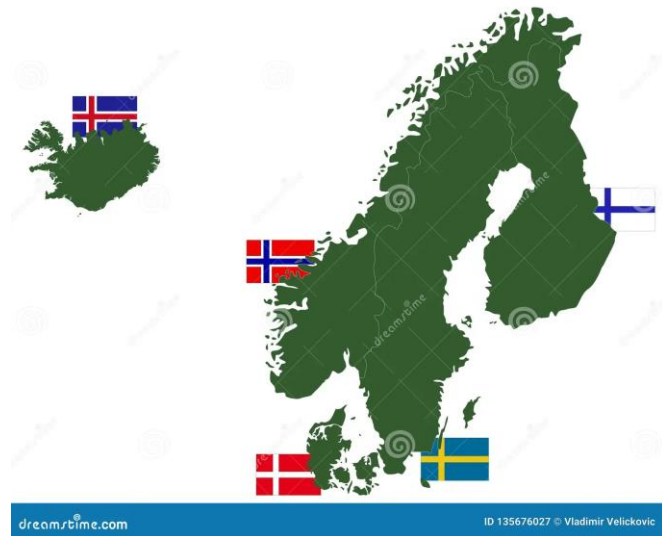
How is the term understood in local contexts?

*How is the term transformed into buildings,
parks, squares, streets, homes and other built
environments?*

(Hidman 2018)

Depends on who you ask...

National discourse and case study towns



Denmark

City centers
Vordingborg

Finland

Shrinkage/
smart adaptation
Rauma

Norway

Competitiveness vs.
livability
Lillehammer

Iceland

Infrastructure
Egilstadir

Sweden

Designed living
environments
Nora & Lindesberg

Urban Planning Focus Points

Housing

- Diverse and qualitative housing supply that fits present and future populations
- Strategic localization

Public Space

- Living town centers and services
- Urban space and architecture
- Leisure and culture
- Blue-green infrastructure

Connectivity

- Within the town
Connections between housing, public space and workplaces/schools
- With other towns and rural areas
- Includes physical and digital infrastructure



Urban structure / interconnections

Living town centres

- Densification and vibrancy
- Shopping, but also...
 - Meeting places
 - Public services
 - Culture and events
 - Housing
 - Nature
 - Tourism
- Intuitive paths
- Identification of attractive places: preserve and develop carefully
- Integrate old and new



The main shoppingstreet in Lillehammer
Photo: Lumi Tomren

Housing

- Who do we want to attract?
- A varied housing supply
- Affordability
- Filtering
- Balancing multi- and single-family housing
 - demand
 - density-sprawl

Nora, Sweden

Photo: Anna Granath Hansson



Connectivity



Cars



Public transport



Walking and
biking



The 15-minute-
city ideal

- Cars and parking?
- Public transport!
- Walking? Mainly biking...

- Strategic localization:
 - Densification and the 15-minute-city ideals
 - Closeness a core value- balance?

- Swift, affordable and comfortable links to surrounding towns/areas
 - Working while commuting?

The body and soul of a town

Physical dimensions reflected in planning important- but social dimensions also vital for attractiveness

Community
Social ties
Cooperation



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Questions?

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