

# ANALYSIS CHALLENGE KIVENLAHTI-MATINKYLÄ - OTANIEMI

Group 10

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SPT-E5020 - Urban Experience

# Content



Introduction of the areas



Methodology



Expert audit



Comparing expert audit to the Espoo-survey



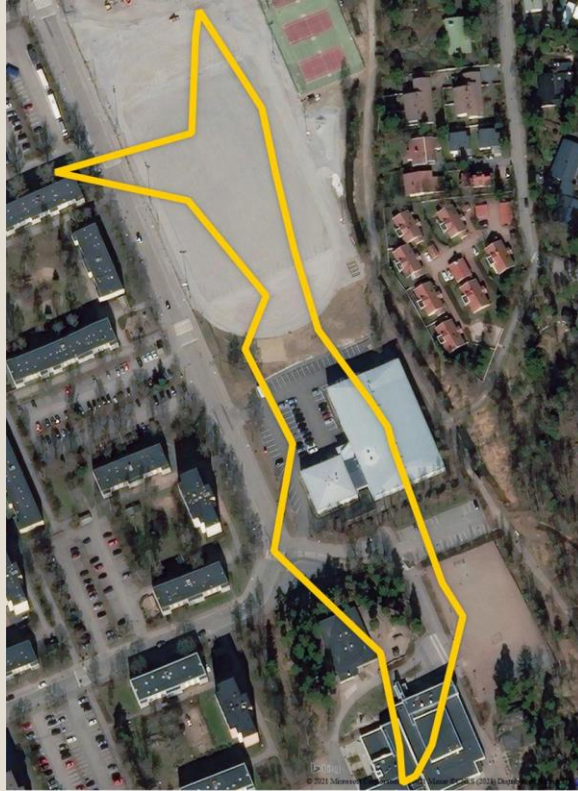
Suggestions for improvements

# Introduction



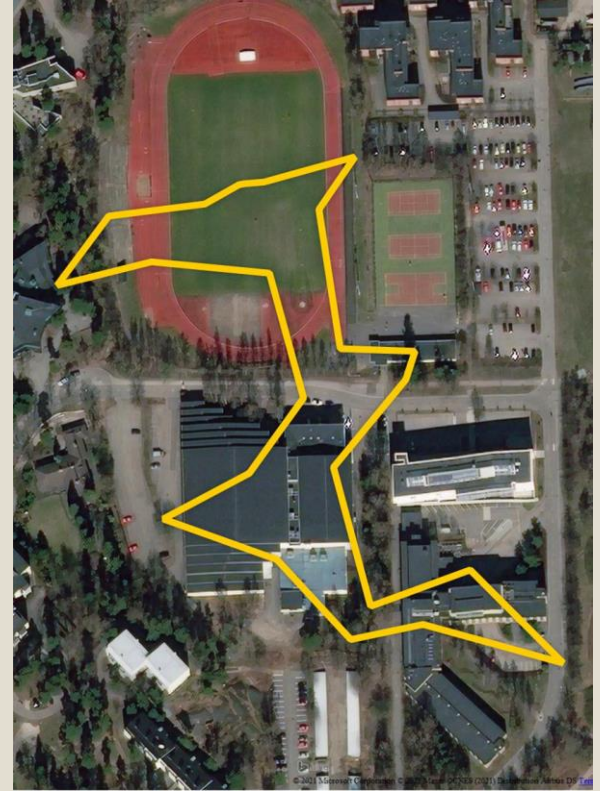
## 82 - Kivenlahti beach

Focused on recreational land-use. Surrounded by residential areas. By the sea.



## 96 - Matinkylä

Mixed land-use, sports facilities and a school. Surrounded by residential area.



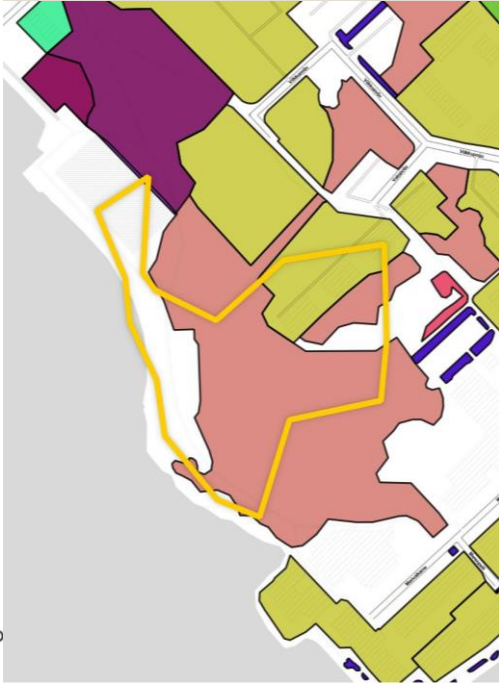
## 65 - Otaniemi beach

Focused land-use, sports facilities and a hotel. Residential area nearby. By the sea.

# Land use analysis

## ESPOO LANDUSE

- ALLOTMENTS
- CEMETERY
- COMMERCIAL
- FARMLAND
- FARMYARD
- FOREST
- GRASS
- HEATH
- INDUSTRIAL
- MEADOW
- MILITARY
- NATURE RESERVE
- ORCHARD
- PARK
- QUARRY
- RECREATION GROUND
- RESIDENTIAL
- RETAIL
- SCRUB



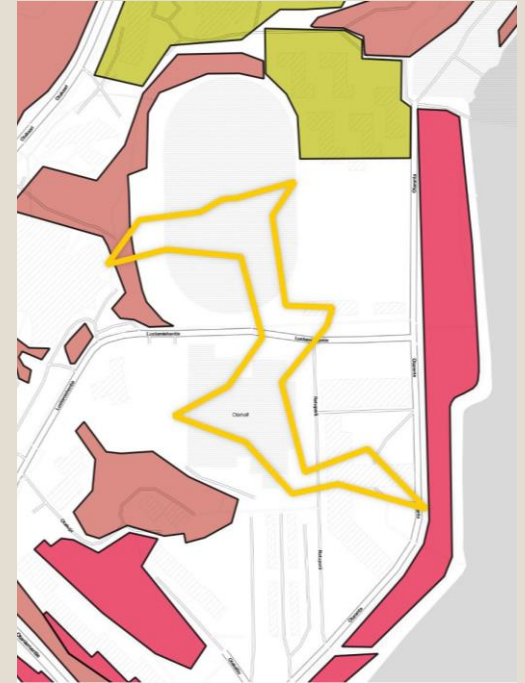
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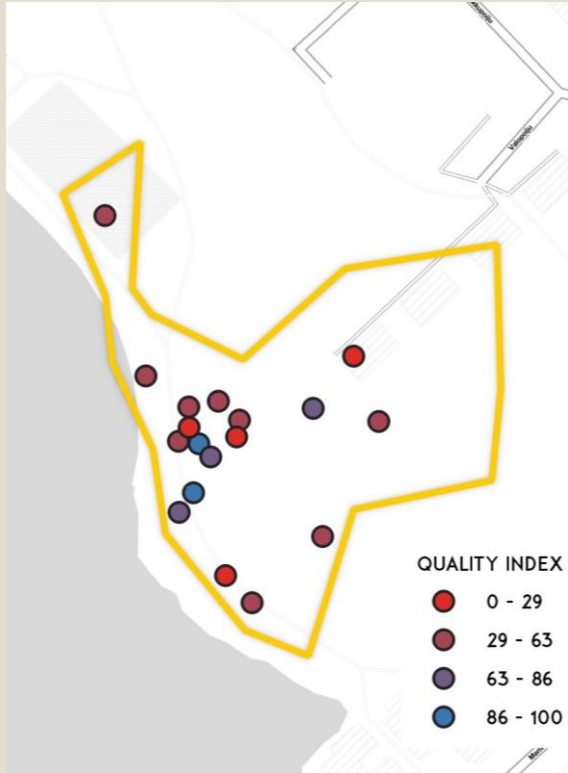
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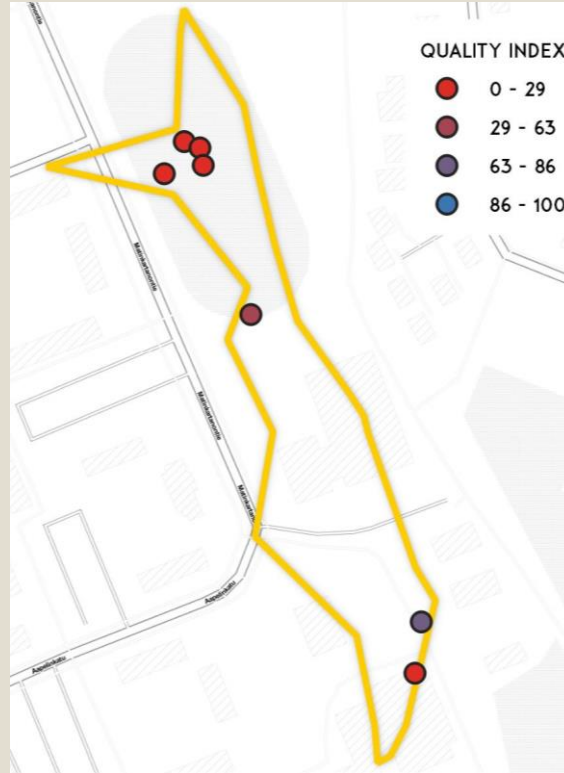
Focused land-use, sports facilities and a hotel. Residential area nearby. By the sea.

# Perceived quality



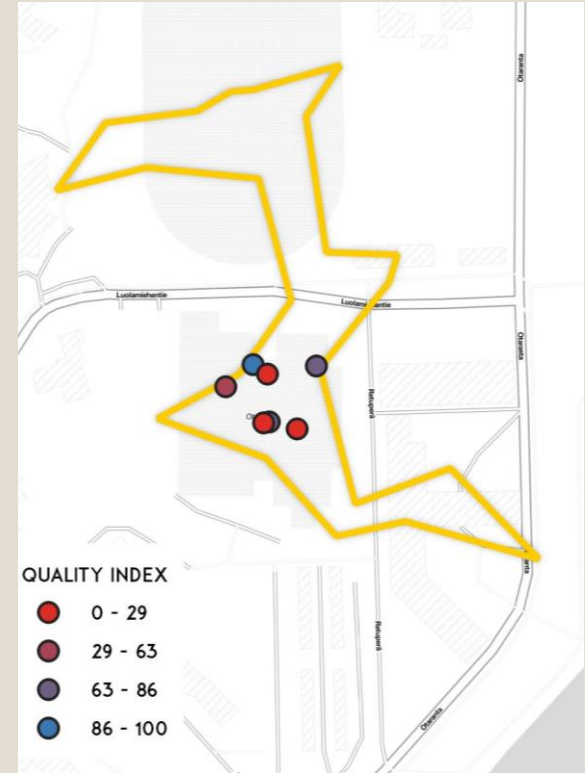
## 82 - Kivenlahti beach, Q= 56

Mixed perceived quality and quality not perceived consistently.



## 96 - Matinkylä, Q = 52

Consistently perceived quality.



## 65 - Otaniemi beach, Q = 53

Quite consistently perceived quality. All perceived quality points focused on one area

# Homepoints of users

## Clusters



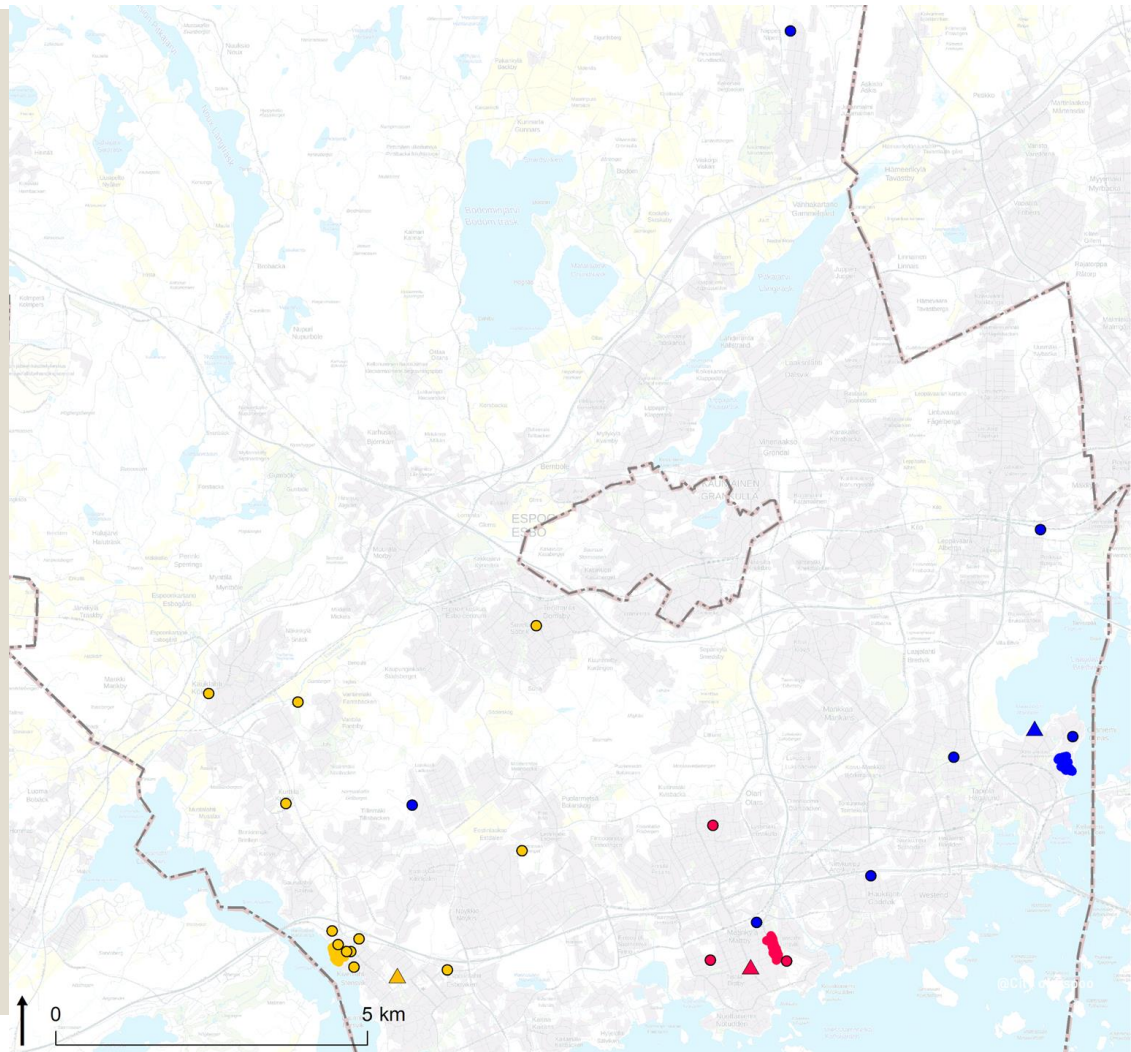
## Everyday places respondents' homepoints



## Quality places respondents' homepoints



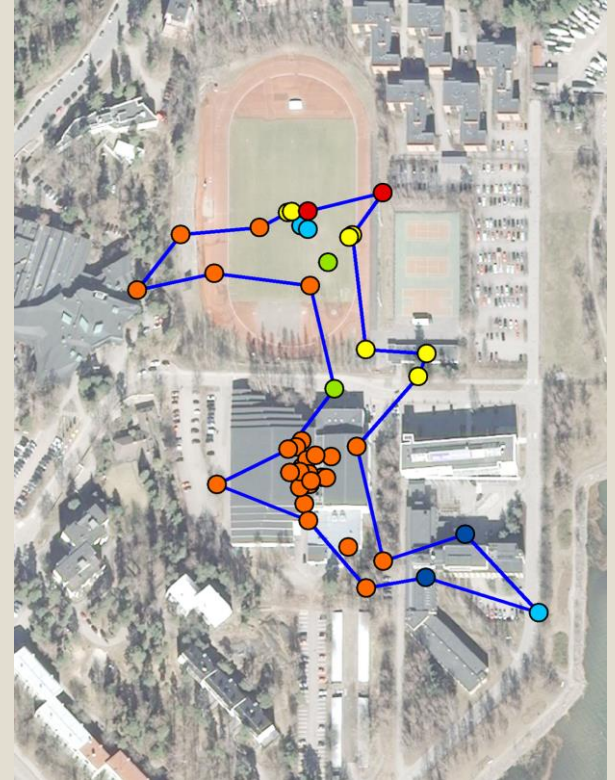
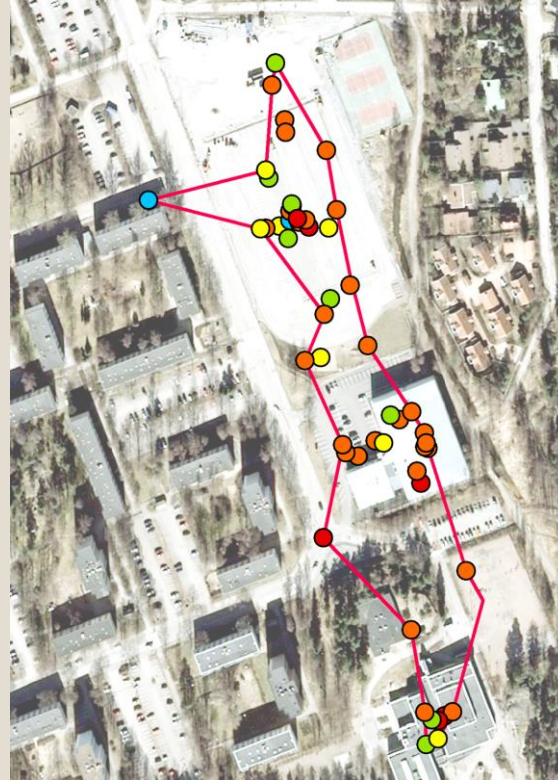
Esppo municipality border



# Visit frequency of the areas

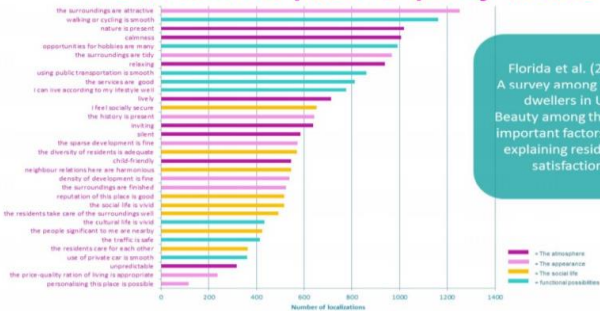
## Visit frequency

- Daily or almost daily
- Once a week or more often
- A few times a month
- About once a month
- Several times a year
- Once a year or more rarely



# Methodology of our study

## The contents of positive quality factors



1. Analysis of cluster areas
2. Exploring the Espoo-survey
  - the locations of the respondents vary
3. Expert audit from the cluster areas

1. How attractive do you find the area?
2. How do you perceive walking and cycling possibilities in the area?
3. Evaluate the nature of the area from one to five
4. How do you perceive the image of the area?
5. How do you perceive the area to support activeness and wellbeing?
6. How would you improve the area? ->What would you add to the area and what bothers you in the area?



# Expert audit Otaniemi

## Overall Environment

Nature and built environment are well blended in.

## Natural Features:

Abundant natural features. People from different age groups come here daily.

## Walking and cycling:

Very accessible with dedicated pathway for the recreational area.

## Transport:

Both car and public transport are viable options.

## Functionality:

Sport-oriented area with gym (Unisport) and sport-field. Gym is closed now (negatively perceived). Hotel and student accommodation.

## Aesthetics:

Friendly inviting quality (few complain of privacy in the ground floors).



# Expert audit Matinkylä

## Walking & Cycling

Car-oriented with traffic in the evening. Pathways too narrow for walking and biking.

## Public transport

Public transportation is limited with hard-to-find bus stop. Car parking right in front of the bus stop.

## Functionality

“monotone” – sport-oriented with gym and sport field. School nearby is separated.

## Aesthetic

Not aesthetically pleasing gym building. Construction site is present. Small share of nature.



# Expert audit Kivenlahti

## Surroundings & Aesthetic

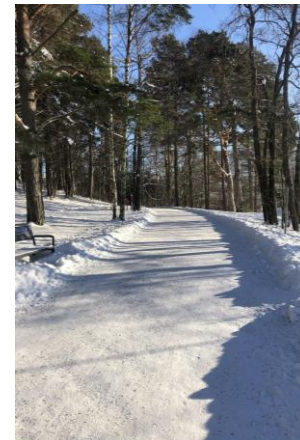
- Pleasant if buildings are not included. Buildings are unattractive and have been stained.
- Aesthetically a truly picturesque place with the sea

## Nature

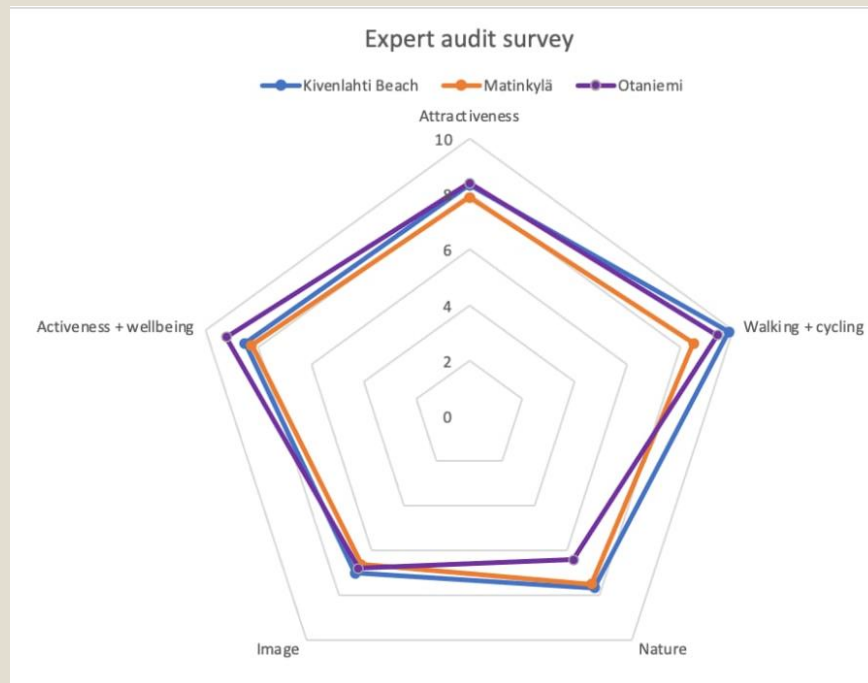
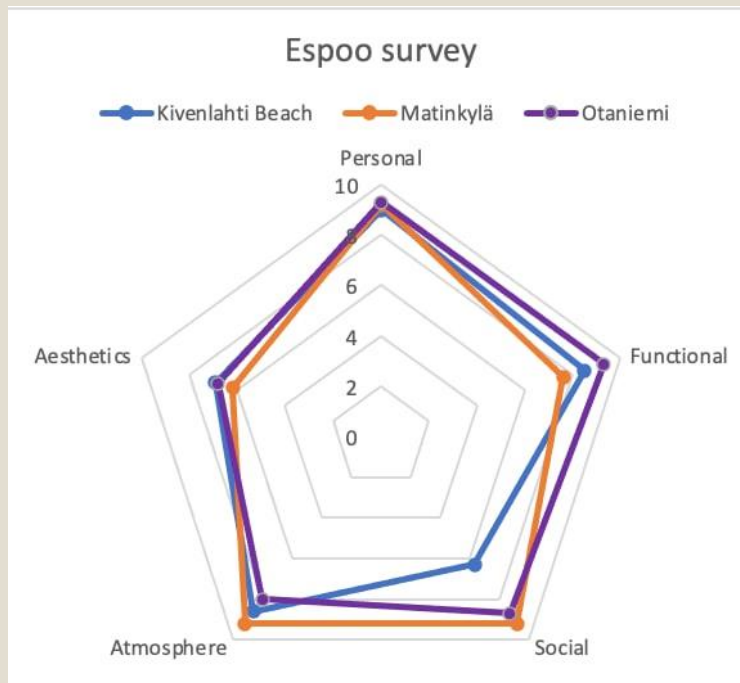
- Nature in the area is present but quite limited. Building stock nearby.

## Walking and cycling

- Excellent opportunities (Espoo Rantaraitti) although the proximity of the highway may reduce the walking experience



# Comparison Radar



# Suggestions for improvements



ACTIVITIES



SAFETY



SERVICES

THANK YOU!  
ANY  
QUESTIONS?

