

Kuitinmäki

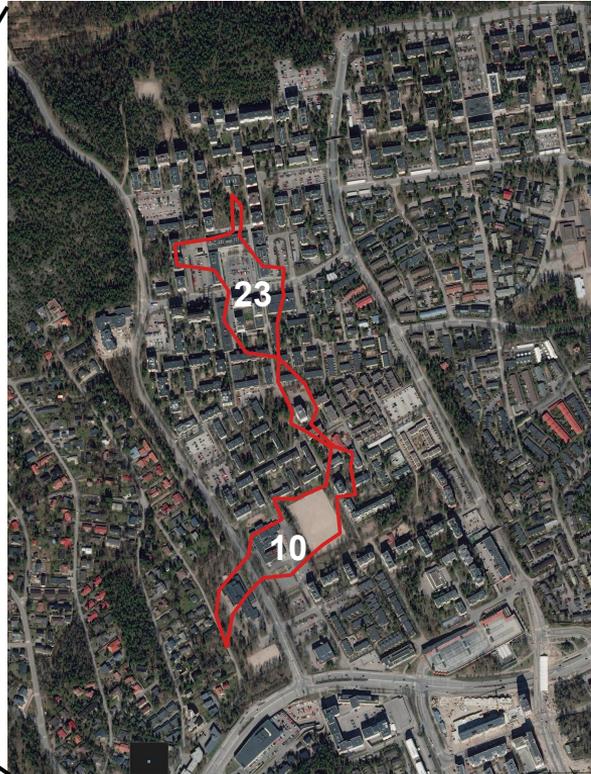
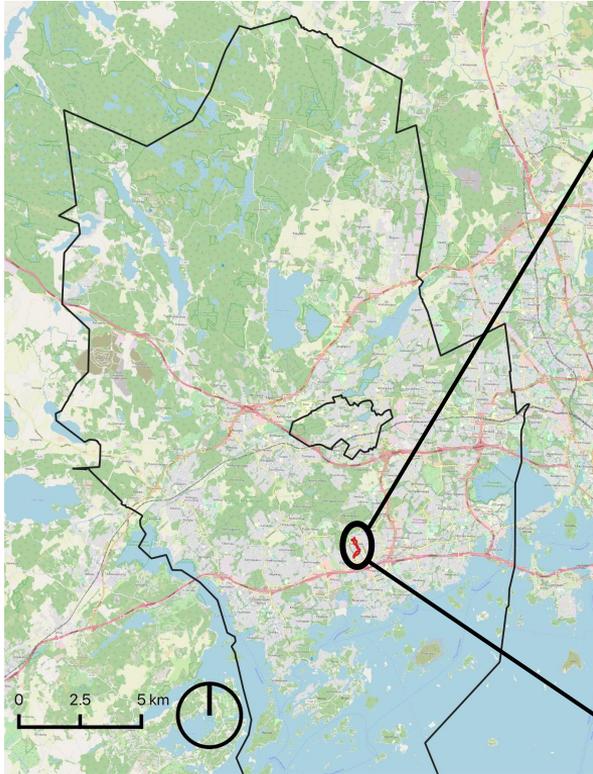


URBAN EXPERIENCE, GROUP TASK 2

Group 2, 23.2.2021

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Selected clusters for the analysis

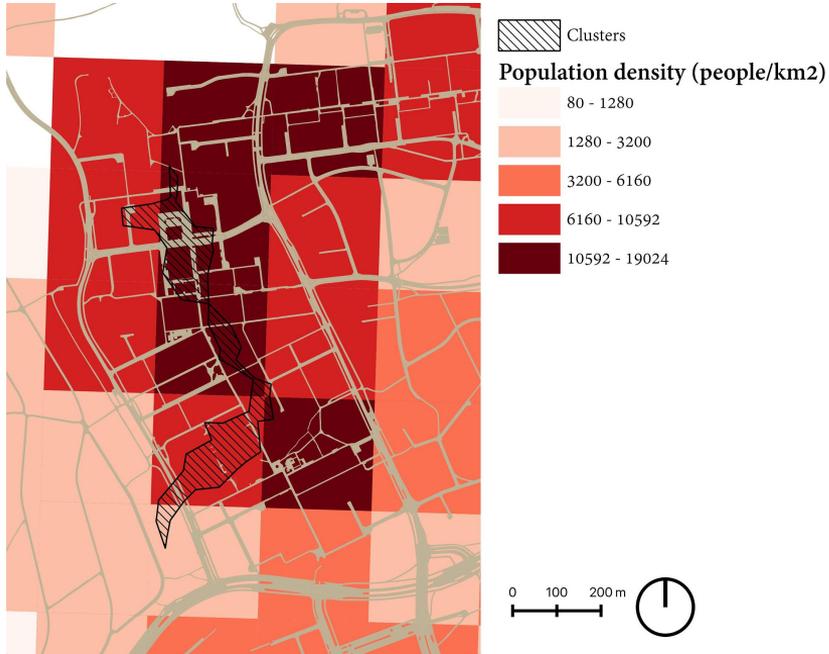


 Clusters

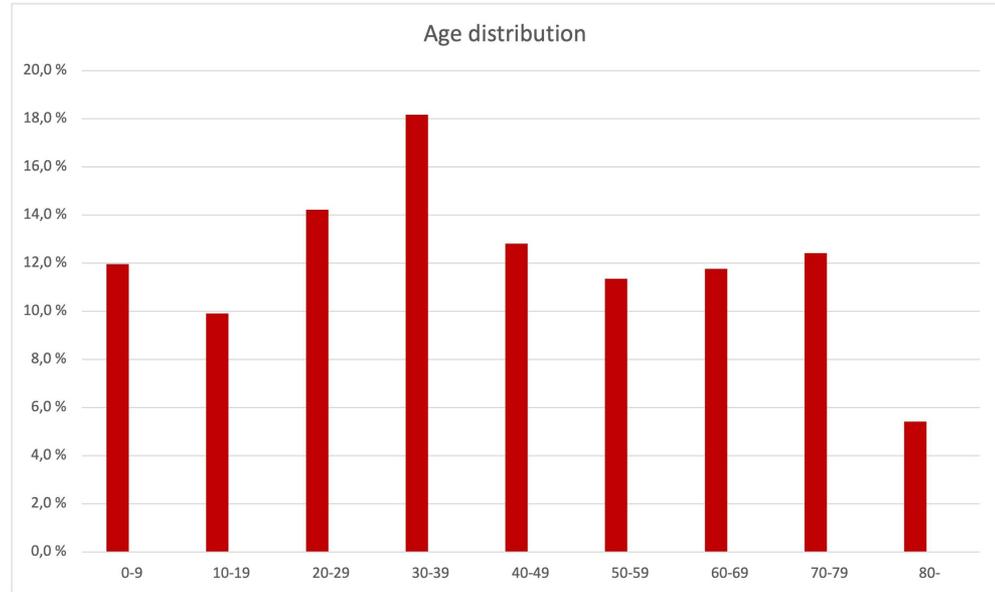
Selected clusters
10 and 23 are
located in
Kuitinmäki district
in southern Espoo.

Physical characteristics

Population density

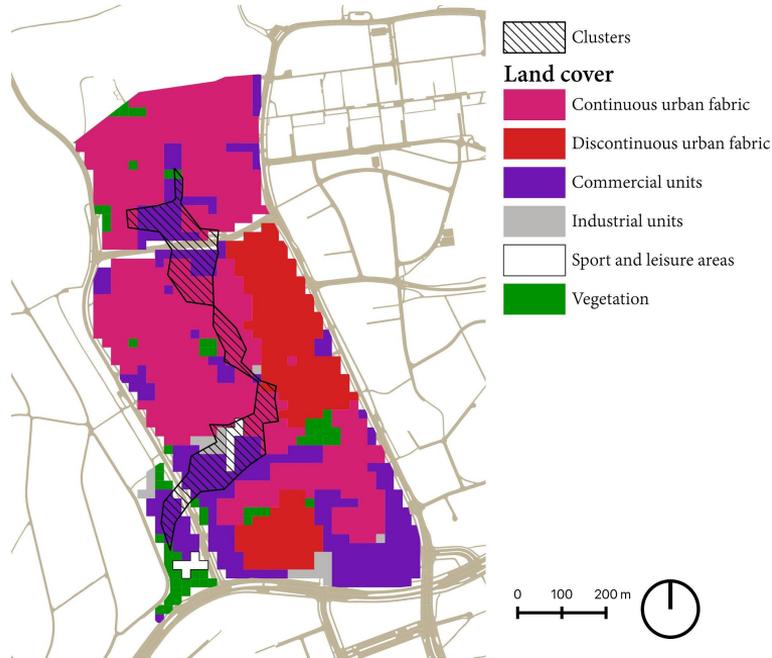


Age distribution

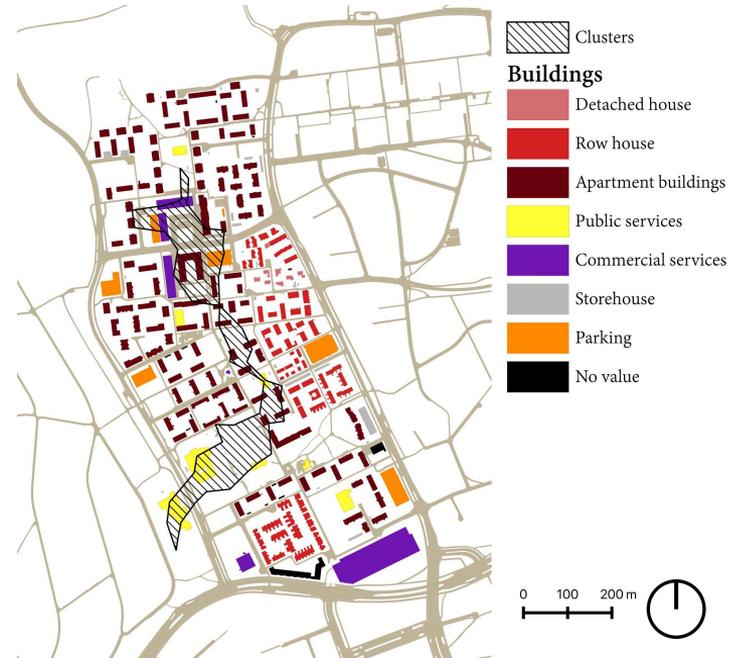


Physical characteristics

Land cover

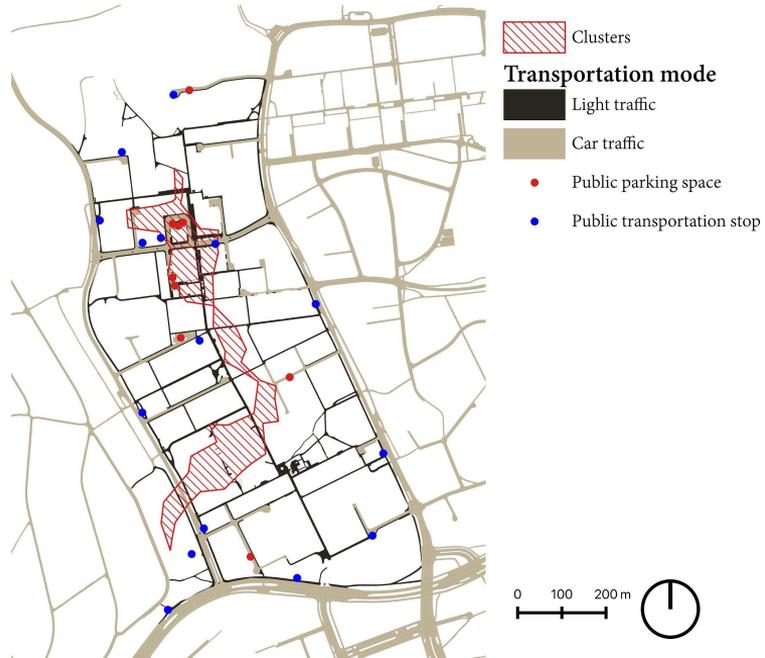


Building function

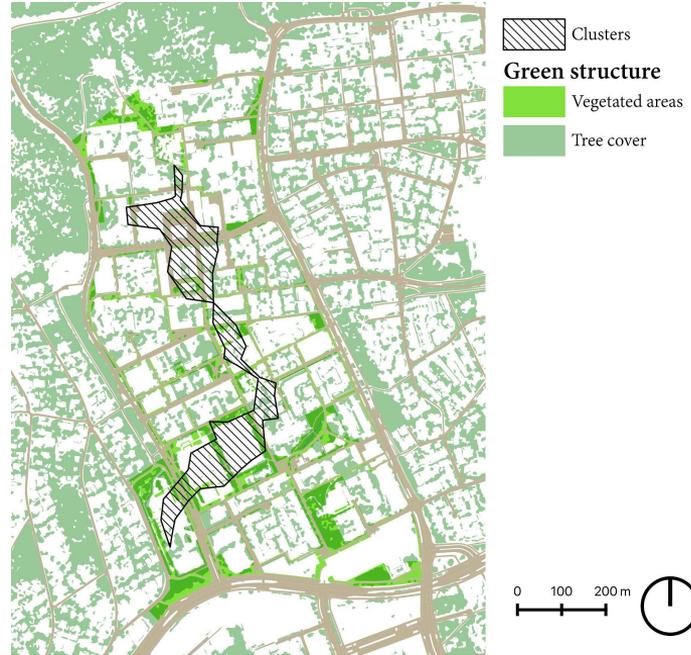


Physical characteristics

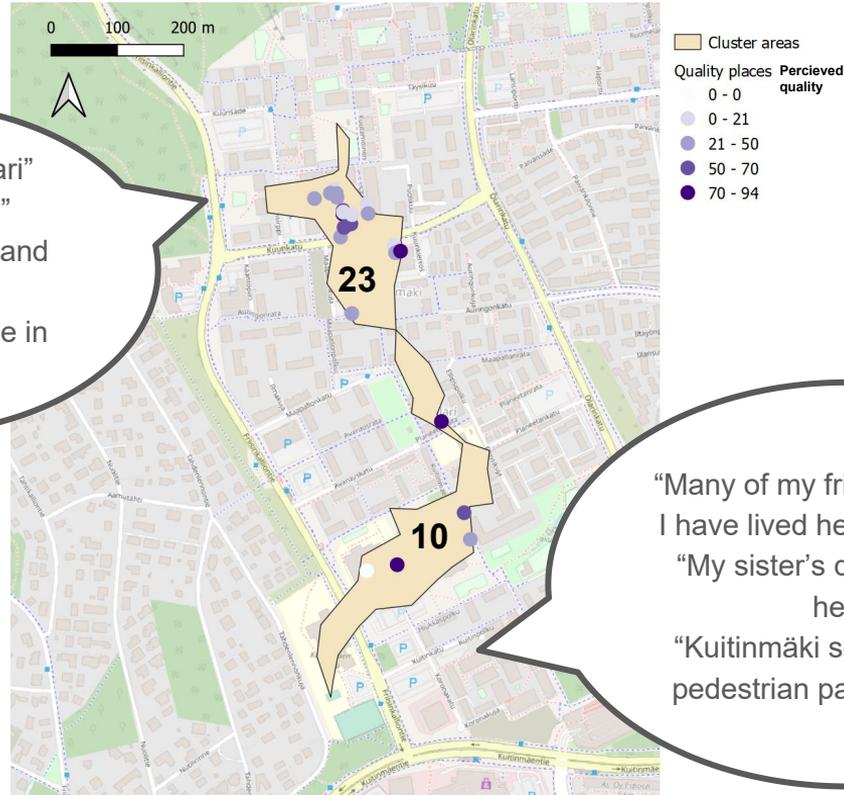
Transportation possibilities



Green structure



Analyzing the data / Quality places



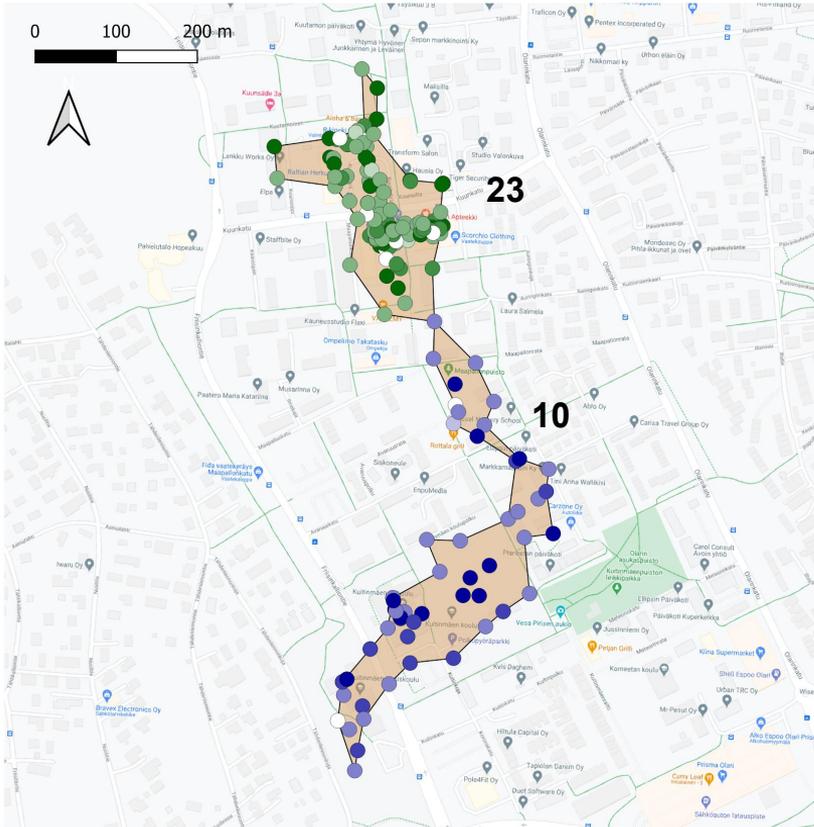
“The center of Olari”
“Kuitinmäki mall”
“Place for hobbies and post office”
“Noisy drunk people in the pubs”

- Cluster 23 has more quality places (20).
- It is possibly because the cluster has more services and hobby spaces, where people visit.

- Although cluster 10 has less (5) quality places, most of them are ranked neutral or positive.
- Cluster 10 has mainly housing and a school

“Many of my friends live here. I have lived here myself too.”
“My sister’s daughter lives here”
“Kuitinmäki school and the pedestrian paths around it”

Analyzing the data / **Everyday places**



Cluster areas

Everyday places cluster 23, perceived quality

- 15 - 32
- 33 - 49
- 50 - 66
- 67 - 83
- 84 - 100

Everyday places cluster 10, perceived quality

- 16 - 32
- 33 - 49
- 50 - 66
- 67 - 83
- 84 - 100

→ Overall very positive quality rankings for both of the clusters

→ Visiting frequency varying a lot

→ The way people got to these two areas also varying a lot, walking being the most important, biking the less used mode

→ In cluster 23 (the northern one) shopping and other services were the most common activities, in cluster 10 (the southern one) school and leisure were the most common ones

Regression Analysis of **Quality Places** - SPSS

Dataset: Excel_MyEspoo_adults_specialplace

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Walking	11860	0	1	.37	.484
Bicycle	11860	0	1	.22	.411
Public_transport	11860	0	1	.14	.345
Car	11860	0	1	.39	.488
Travelmode_other	11860	0	1	.03	.157
Social_environment	7171	0	2	1.43	.676
Active_environment	7167	0	2	1.52	.688
Aesthetic_environment	7232	0	2	1.55	.727
Atmosphere	7233	0	2	1.61	.702
Personal_significance	7142	0	2	1.62	.589
Place_quality_fixed	11859	0	100	69.33	27.042
Valid N (listwise)	6953				

Which factors affect place quality (dependent variable) most?



Linear regression results ($R^2 = 0.606$)

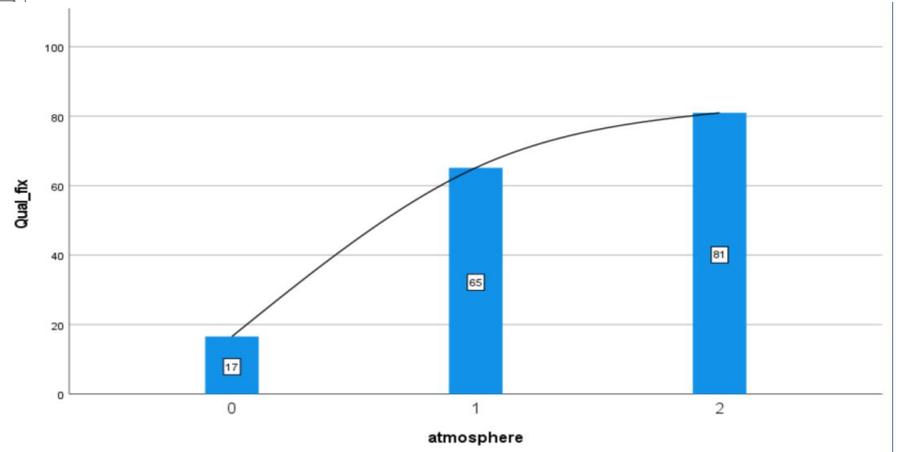
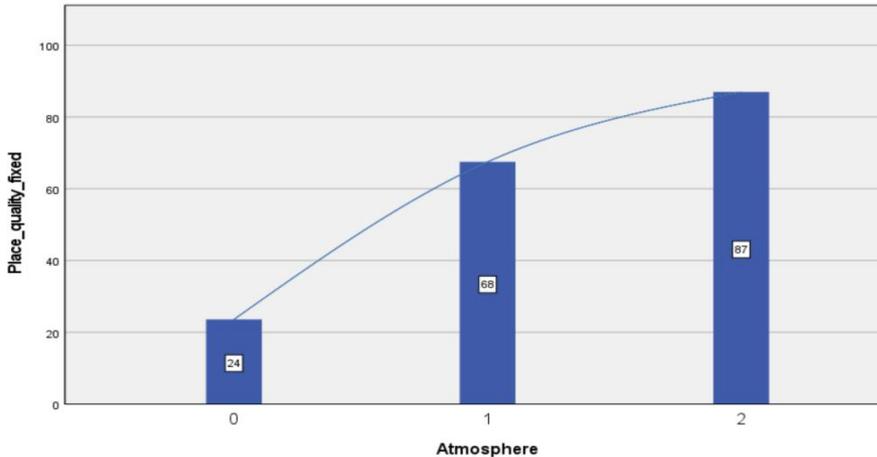
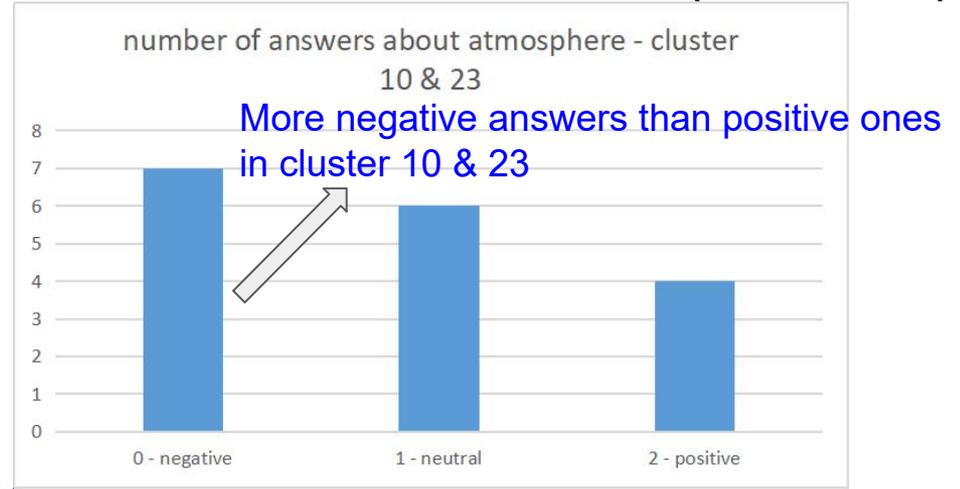
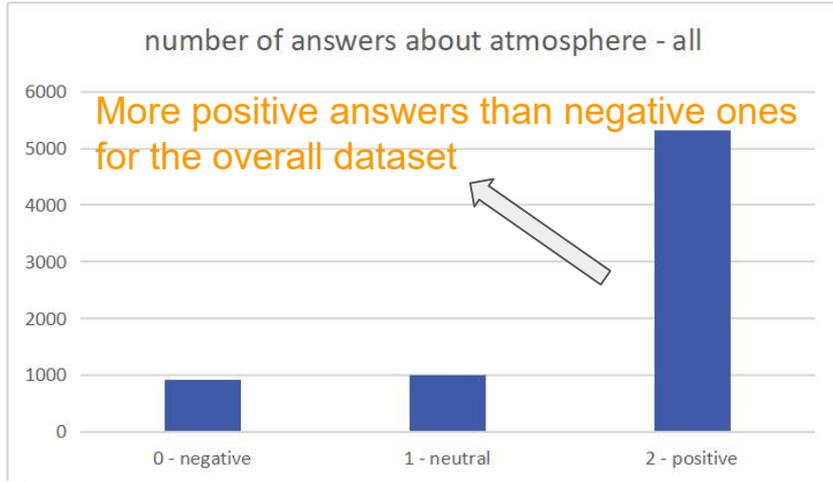
1. Atmosphere has strong positive correlations with place quality.
2. Personal significance and functionality of place contribute to place quality at similar level.
3. The influence of environment is greater than that of travel modes.

Coefficients^a

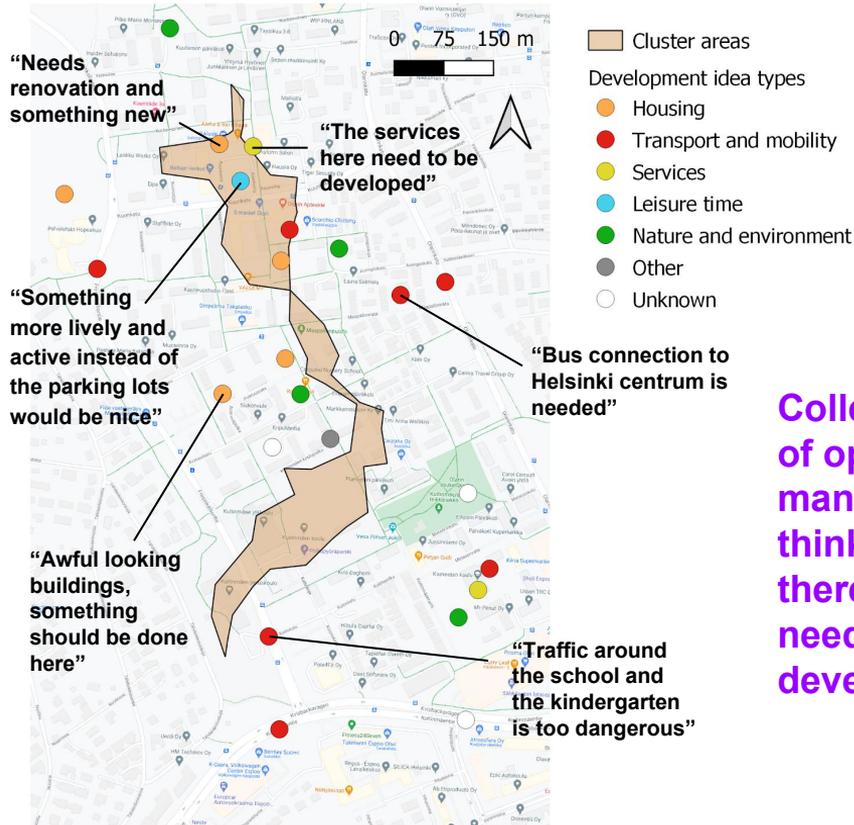
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.987	.715		18.175	.000		
	Walking	1.018	.436	.018	2.333	.020	.993	1.007
	Social_environment	4.749	.415	.112	11.438	.000	.593	1.685
	Active_environment	7.334	.415	.176	17.681	.000	.575	1.739
	Aesthetic_environment	5.230	.508	.133	10.301	.000	.342	2.922
	Atmosphere	14.615	.557	.358	26.230	.000	.305	3.277
	Personal_significance	8.302	.451	.171	18.421	.000	.660	1.514

a. Dependent Variable: Place_quality_fixed

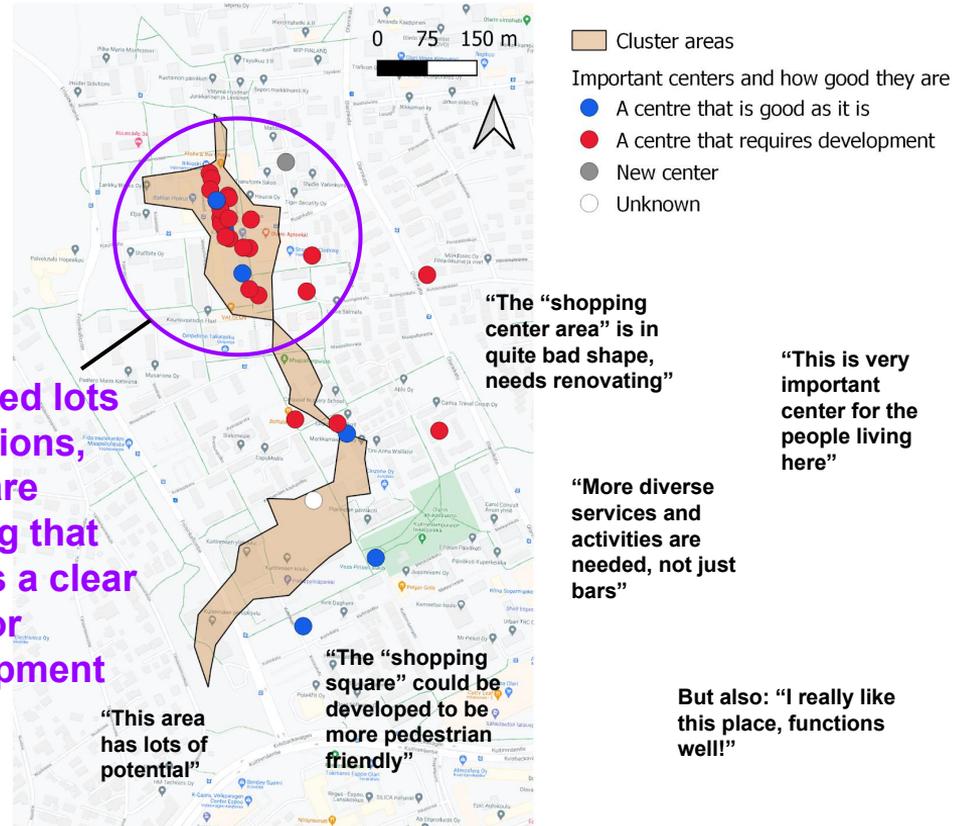
Comparison of the overall dataset and our clusters (10 & 23)



Development ideas for our clusters



Collected lots of opinions, many are thinking that there is a clear need for development



But also: "I really like this place, functions well!"

Conclusions from the analysis

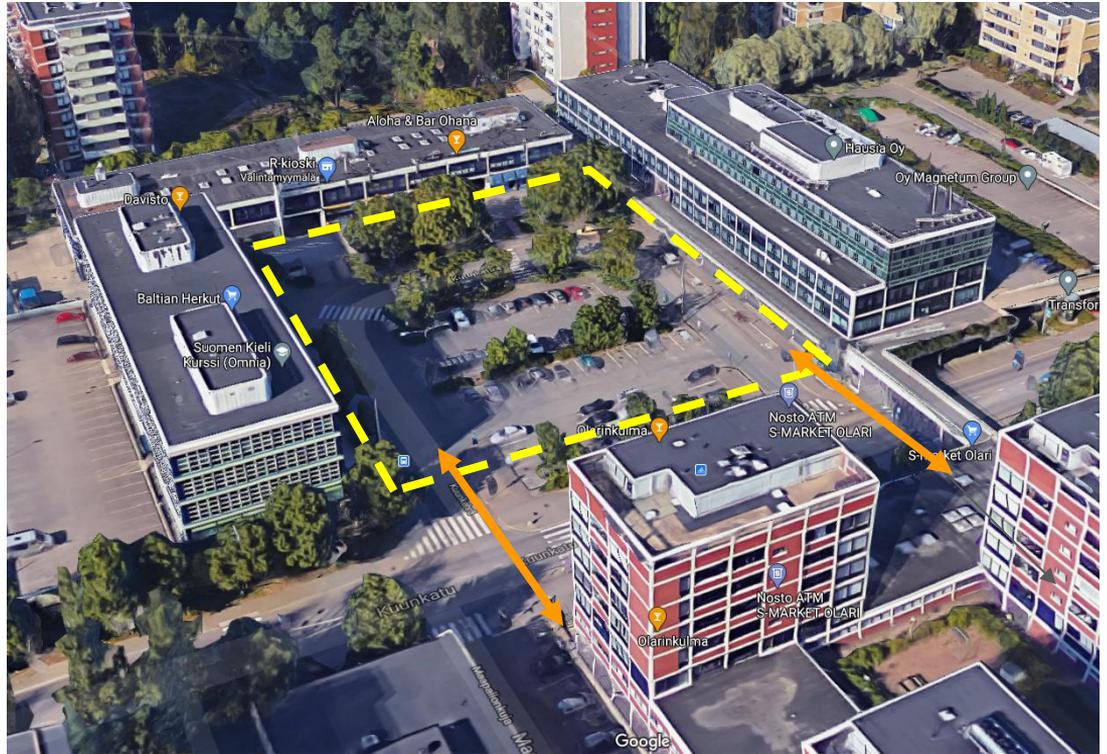


- Northern part and southern part of Kuitinmäki have opposite total scoring sides but there are only 2 scores' difference for the average scoring
- Most of the answers focus on the center in both quality- and every day -places
- Many improvement ideas focus on the centre of cluster 23, even though its perceived score is higher
- Walking is an important mode to access this place
- Atmosphere affects the overall rating of the space most (Regression model)

Development ideas for Kuitinmäki

Atmosphere and functionality

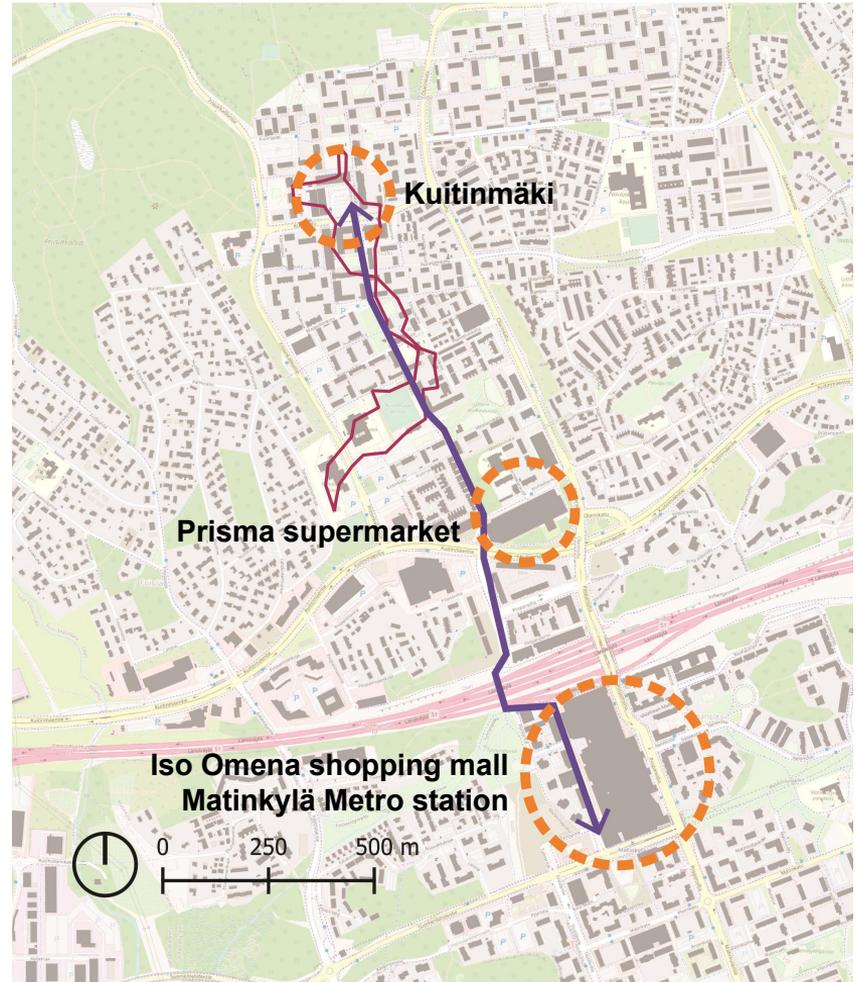
- Development of part of the parking lot to a public space
- Renovating the facade of the shopping centre
- Diversifying the services



Development ideas for Kuitinmäki

Mobility

- Development of the pedestrian path through the area all the way to Iso Omena
- Pedestrian connection developments around the “new square”





Thank you!