



Mankkaa



Keilaniemi



Marketanpuisto



Westend

## FOUR POSITIVE PLACE CLUSTERS



Mankkaa



Keilaniemi



Marketanpuisto



Westend

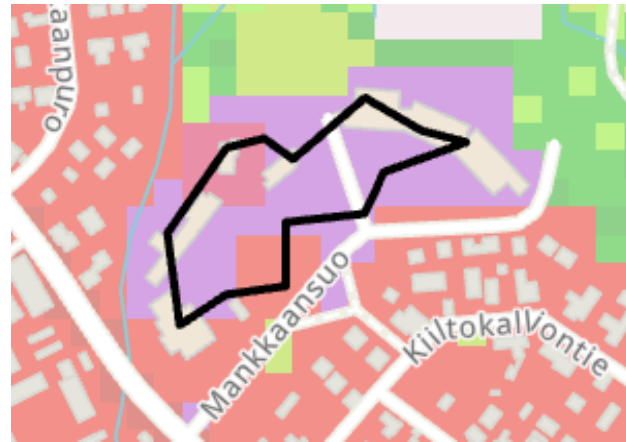
## FOUR POSITIVE PLACE CLUSTERS

All more attractive locations in Espoo than average... but why?

# INTRODUCTION: Land use classes

## Mankkaa

industrial /  
service /  
commercial  
urban fabric



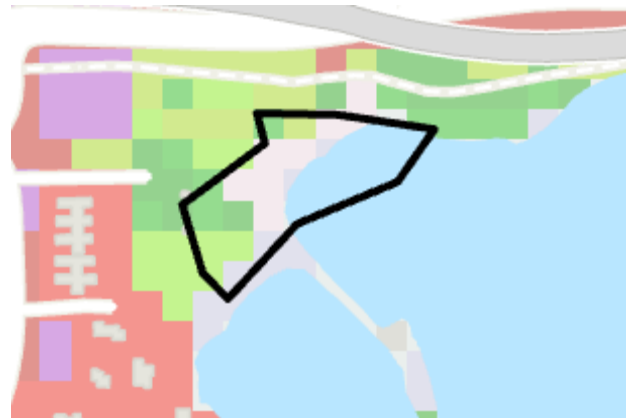
## Keilaniemi

industrial /  
service /  
commercial  
transport



## Westend

sea  
sports / leisure  
beach  
forest



## Marketanpuisto

park  
urban fabric  
industrial / service /  
commercial



# Mankkaa



1956



1996



2020

Source: City of Espoo

- Dominated by educational services:
  - Purola Daycare
  - Mankkaanpuro Elementary School
  - Mankkaa Middle School
- No residences
- 2/3 of all visits are for work or school purposes
- Leisure services provided well by two gravel fields, a basketball court, a playground, and trails through greenery
- All visits are purposeful as the road leading into the area is a cul-de-sac

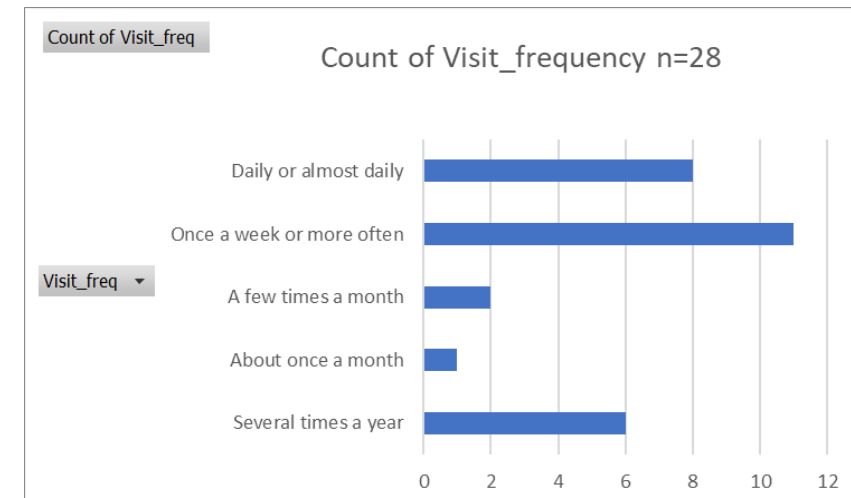
	Avg Place_Qual
Childcare_or_school	62.88235294
Work or study place	74
Leisure	71.71428571



Source: Google Street View

# Mankkaa (Appendix)

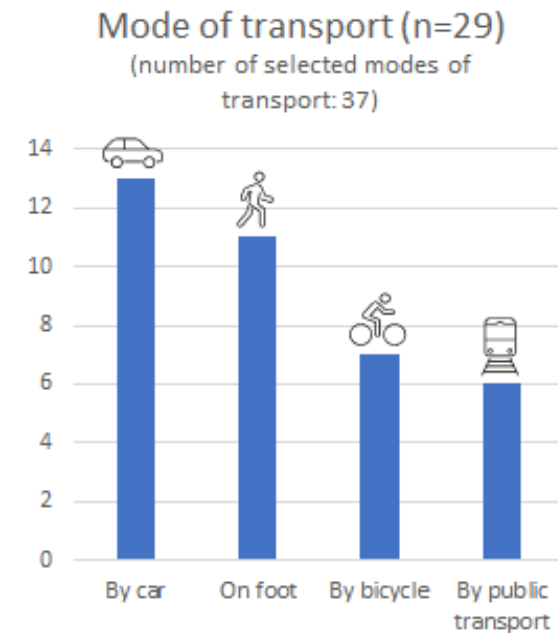
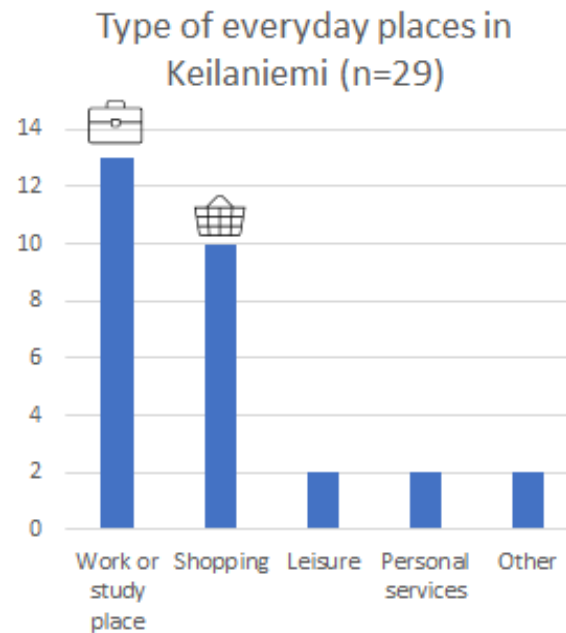
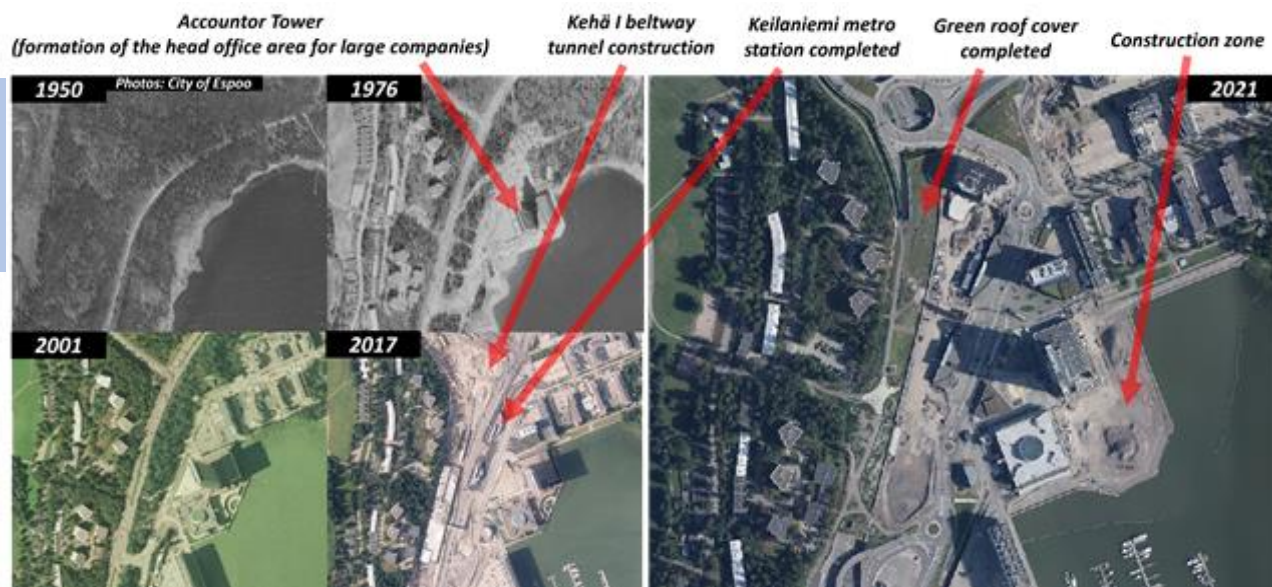
- Public transportation opportunities for the area are provided by a single pair of bus stops (Seilimäki)
- Three bus lines: 114, 548, and 549
- The bus stop experiences regular stops, as one of the above three lines stop at the area around every five minutes.
- People can reach Tapiola in around 11 minutes, Leppävaara in around 25 minutes, and Kaunianen in around 12 minutes by public transportation.
- The area doesn't necessarily experience large amounts of PT-traffic, as only 10% of survey respondents claimed to reach the area by PT.



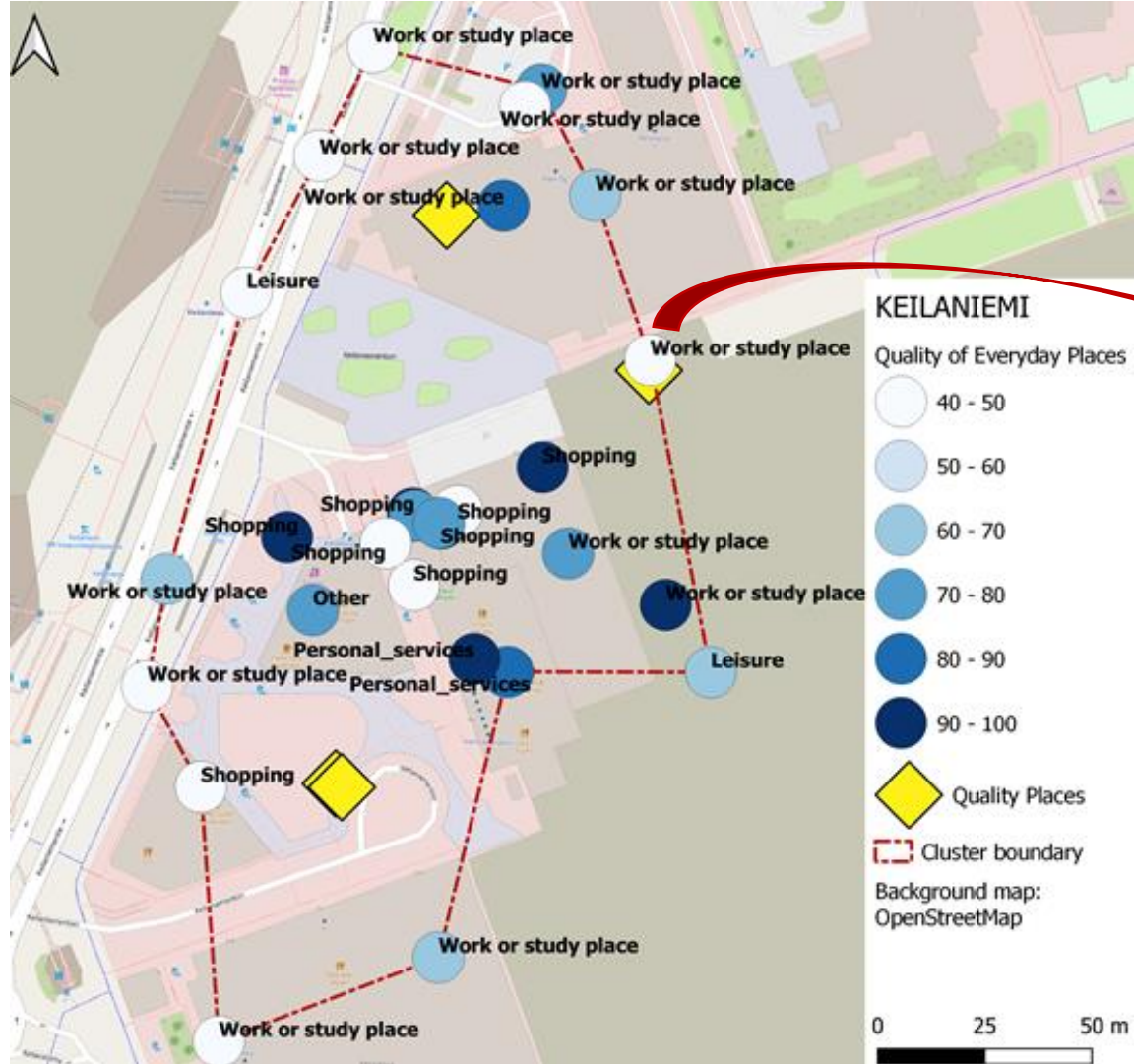
Number of everyday points	28
Share of walking as mode of transport	36,842098
Share of bicycle	23,684200
Share of car	34,210499
Share of public transport	5,263160
Average perceived quality of cluster (from everyday markings)	67

# Keilaniemi

- Developed for companies since 1970s
- Well accessible by car and metro
- A new green roof cover over Kehä 1 beltway --> **walkability** between Tapiola and Keilaniemi (see aerial photo 2021)
- My Espoo survey data:
  - most of the point markings on the map are work or study places, secondly shopping users
  - only 2 of 29 mentioned Keilaniemi as a space for leisure
  - mostly car users, secondly pedestrians



- The area has developed significantly in recent years:
  - BEFORE: concrete walls & large paved fields between office buildings
  - NOW: a new square with pavilions & planter box style green structures & walkability to Keilaniemi metro station & new ground-level entrances where public space overlaps private space



**1 OF 4 QUALITY PLACES:**

**VISIT FREQ:** Daily or almost daily  
**COMMENT:** "Keilaniemi's company center is close to the heart, it is great that there is such a place in Espoo..."  
**APPROACHING:** Public transport  
**QUAL.PL.POS.** Social, Activity, Aesthetic, Atmosphere, Personal significance

# APPENDIX: Analysis of Keilaniemi

Historical analysis of Keilaniemi offer an overview about spatiotemporal development. The functional environment of the area has been very office-based since 1970s, while Keilaniemi has been relatively distant to urban areas causing a need for car-based infrastructure. Closeness of Kehä 1 beltway and Länsiväylä highway with large junctions have enabled comfortable moving environment for people with car but uncomfortable walking environment due to long distances and the barrier effect.

According to My Espoo survey from autumn 2020, the most common point marking on the map in Keilaniemi is the “Work or study place” which means almost a half of the points (13/29). Also, the share of shopping users is significant with the share of 10/29 while only 2 of 29 mentioned Keilaniemi as a space for leisure, personal services, or other type of everyday place. That implies mainly daytime use of the area, which was reflected also in Arkkitehti magazine (Epäpaikan muodonmuutos, 2022) when describing the reform for Keilaniemi centre. Most of the respondents were car users and second largest group were pedestrians while public transport was the least used mode of transport.

However, political decisions about land use for Keilaniemi have enabled a change towards walkable urban environment around a new public transport node. Old Google Street View pictures from 2009 and 2014 show the previous situation with parking garages and asphalt fields with parking between office buildings. Keilaniemi was an office area between the beltway and sea, but significant changes for functional environment have occurred in late 2010s when West Metro opened with its new station between Accountor Tower building and the beltway. There is also a new green roof cover on Kehä 1 beltway that enable walking between Tapiola and Keilaniemi. A dominant ground level top floor of the parking garage has been demolished and replaced by a new square with pavilions and plantings. Ground-level grocery store, cafes, and terraces enable new social activities between public and private spaces. Also, street functionality around Keilaniementie road is better for pedestrians because of traffic circles and raised crosswalks that slow down speed of cars while there are no traffic lights interrupting walkability. Many bicycle-stands next to metro station support to use cycle. However, cycling and walking seems to be located on the same path, which may be problematic. The area by the sea is partly under construction, but there is shore promenade with green elements such as lawns, trees, and bushes. On the other hand, steep stairways cause problems for physically challenged people while those may be problematic in the winter due to piled ice and snow.

Only one of four of the Quality Place respondents marked all available categories as positive and that place is by the sea and near the shore promenade with lawns and stairway. That respondent has commented on the quality of the place as a company centre. Another respondent marked all categories as negative, and that marking is on top of one building. Another two comments were marked on the same place, but the qualities were contradictory. Thus, the number of quality places is so small in Keilaniemi that any significant results cannot be said. Maybe it should be studied whether the quality is caused by well-functioning working and shopping places and what is the share of interior and outdoor quality places. At least, many of the high-quality points are on top of buildings where the work, study, and shopping places can be found.

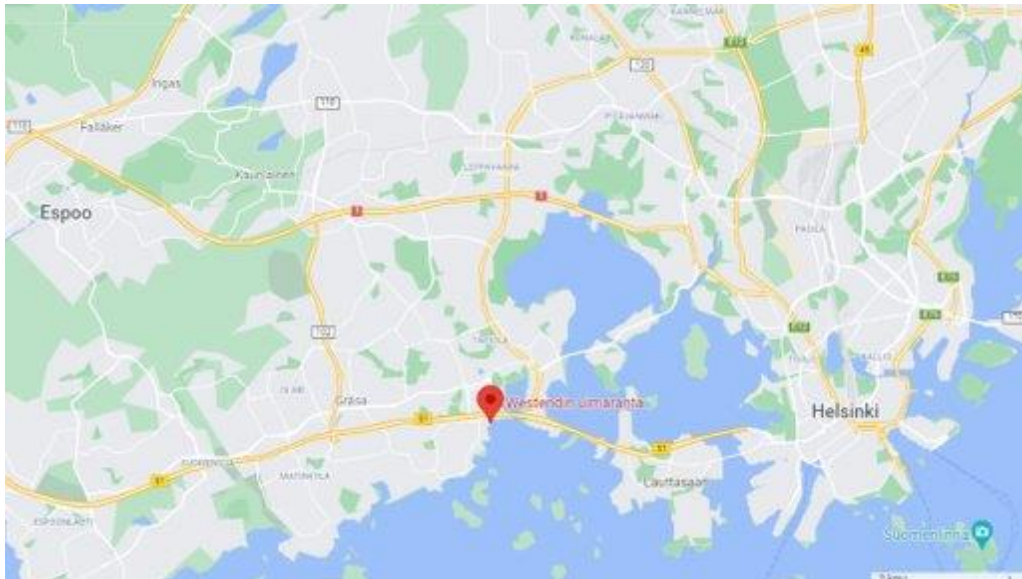
REFERENCE: Epäpaikan muodonmuutos (2022). Arkkitehti. Referred 17.2.2022 <<https://www.ark.fi/fi/2022/01/epapaikan-muodonmuutos/>>

SOURCES: MyEspoo Survey; City of Espoo; Google Street View; Walking in Espoo Finland - Tapiola to Keilaniemi (YouTube, video: autumn 2020)



# Westend beach

- Located in the south-eastern coast of Espoo
- Near Haukilahti, Tapiola and Otaniemi
- Environment's affordance: swimming, jumping from the dock, fishing, playground for children, showers, ice-cream stall during summertime



# Westend beach

- Functionality is largely affected by the different seasons
- Affected by maintenance
  - Walking access, bike paths
  - Facilities

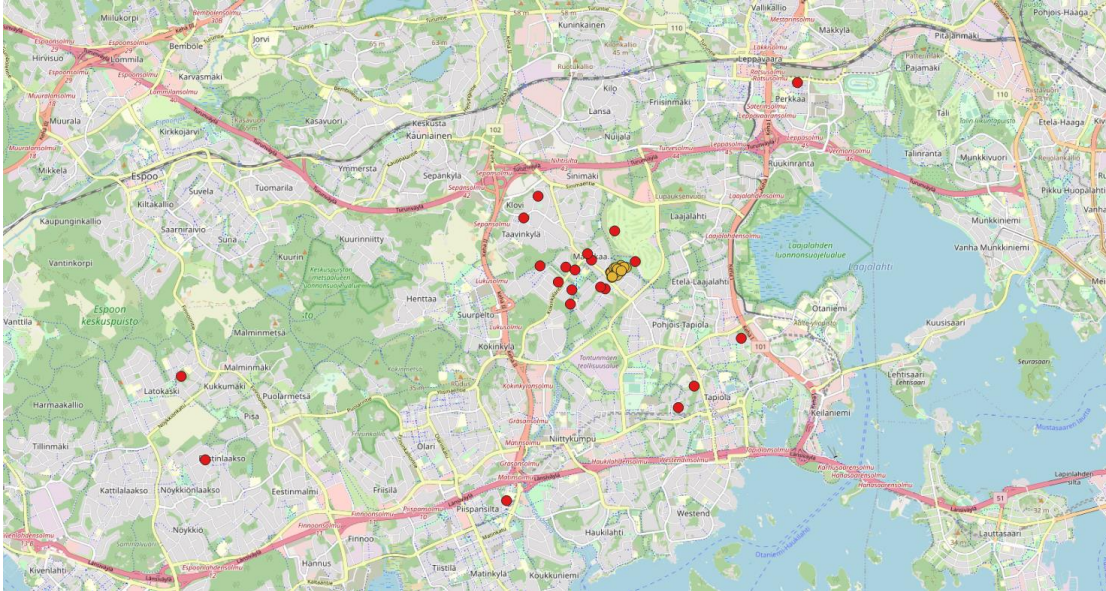


# Marketanpuisto

- Marketanpuisto is Finland's largest exhibition park for yard and park construction.
- Horse stable and restaurant
- Outside of urban structure and close to the Ring 3
- You need a reason to go there (not transport hub)
- Source of inspiration

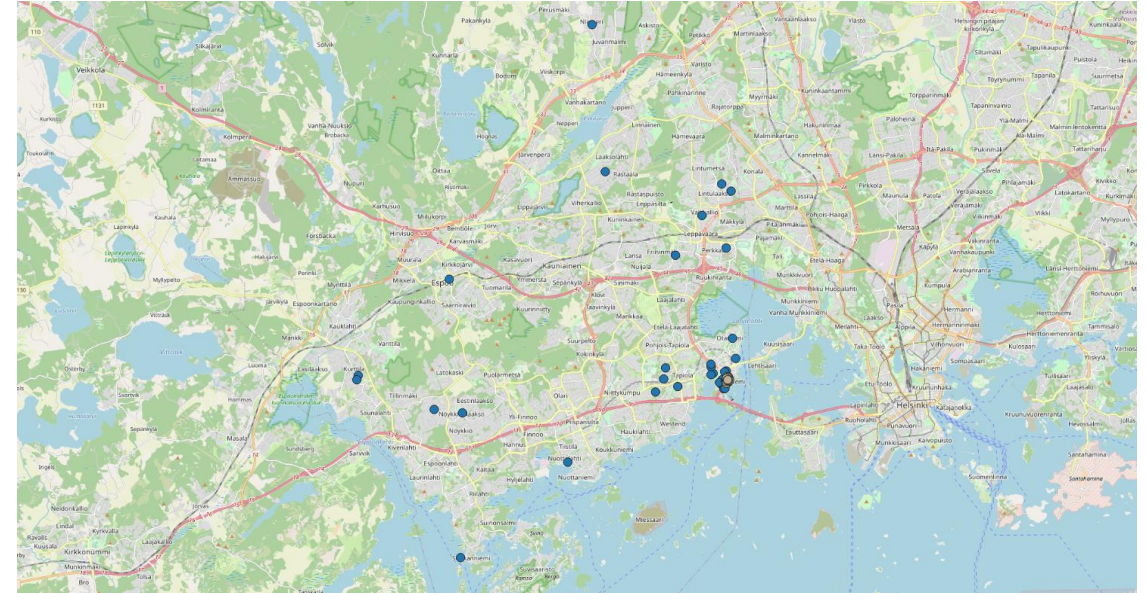


# Home locations, GIS analysis



Of the trips made to cluster 21 (Mankkaa): 16 were made by walking or cycling, 2 by public transit, and 13 by car

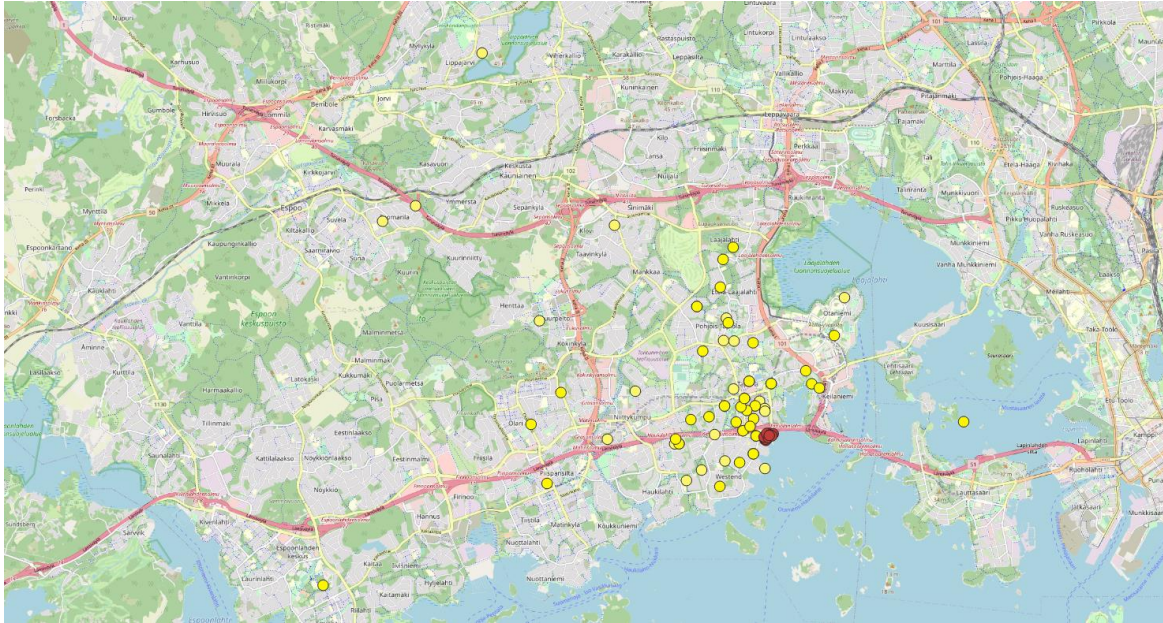
Total trips: 34



Of the trips made to cluster 47 (Keilaniemi): 16 were made by walking or cycling, 7 by public transit, and 14 by car

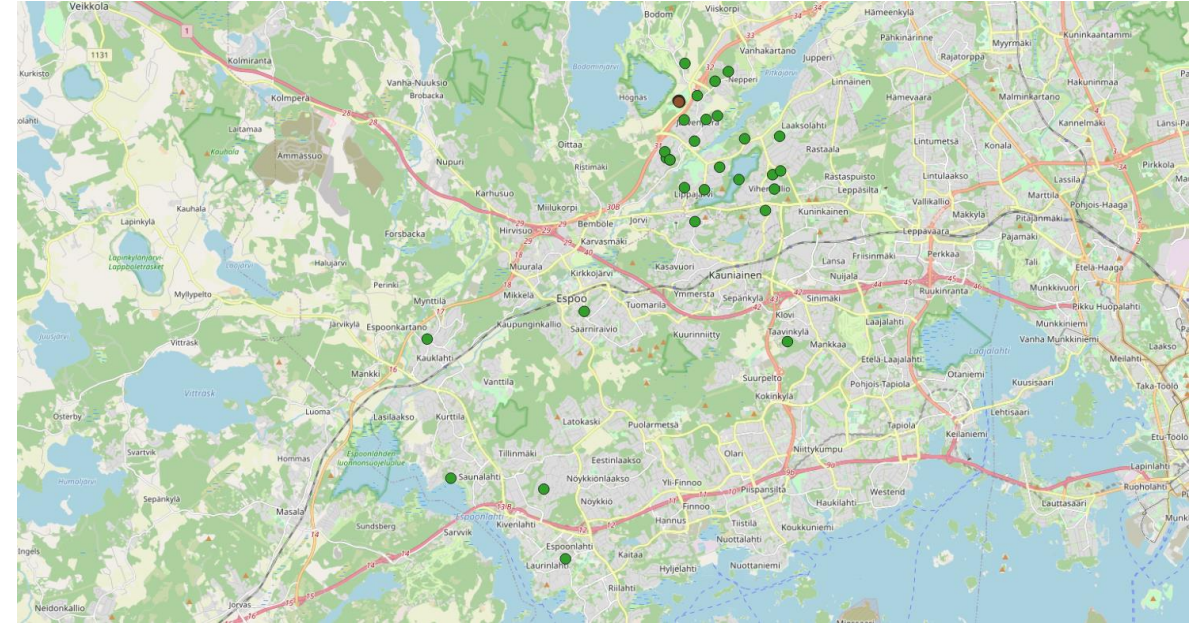
Total Trips: 37

# Home locations, GIS analysis (part 2)



Of the trips made to cluster 48 (Westend): 52 were made by walking or cycling, 1 by public transit, and 14 by car

Total trips: 67



Of the trips made to cluster 81 (Marketanpuisto): 21 were made by walking or cycling, and 18 by car

Total Trips: 39

# CONCLUSIONS

- No certainty from the data whether positive perceptions are more affected by physical or social environment
- Each area has a clearly identifiable specific purpose and function
- Visitors know what to expect from a visit, which leads to high levels of user satisfaction if expectations are met

Thank you!

All more attractive locations in Espoo than average... but why?

