

## Research on Spatial Distribution of Service Facilities Based on Innovation Function: A Case Study of Zhejiang University Zijin Co-Maker Town

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**Abstract :** Service facilities are the boosters for the cultivation and development of innovative functions in innovative cluster areas. At the same time, reasonable service facilities planning can better link the internal functional blocks. This paper takes Zhejiang University Zijin Co-Maker Town as the research object, based on the combination of network data mining and field research and verification, combined with the needs of its internal innovative groups. It studies the distribution characteristics and existing problems of service facilities and then proposes a targeted planning suggestion. The main conclusions are as follows: (1) From the perspective of view, the town is rich in general life-supporting services, but lacking of provision targeted and distinctive service facilities for innovative groups; (2) From the perspective of scale structure, small-scale street shops are the main business form, lack of large-scale service center; (3) From the perspective of spatial structure, service facilities layout of each functional block is too fragile to fit the characteristics of '2aggregation- distribution' of innovation and entrepreneurial activities; (4) The goal of optimizing service facilities planning should be guided for fostering function of innovation and entrepreneurship and meet the actual needs of the innovation and entrepreneurial groups.

**Keywords :** the cultivation of innovative function, Zhejiang University Zijin Co-Maker Town, service facilities, network data mining, space optimization advice

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