



# SMART CULTURAL PRECINCT



# Meet The Team



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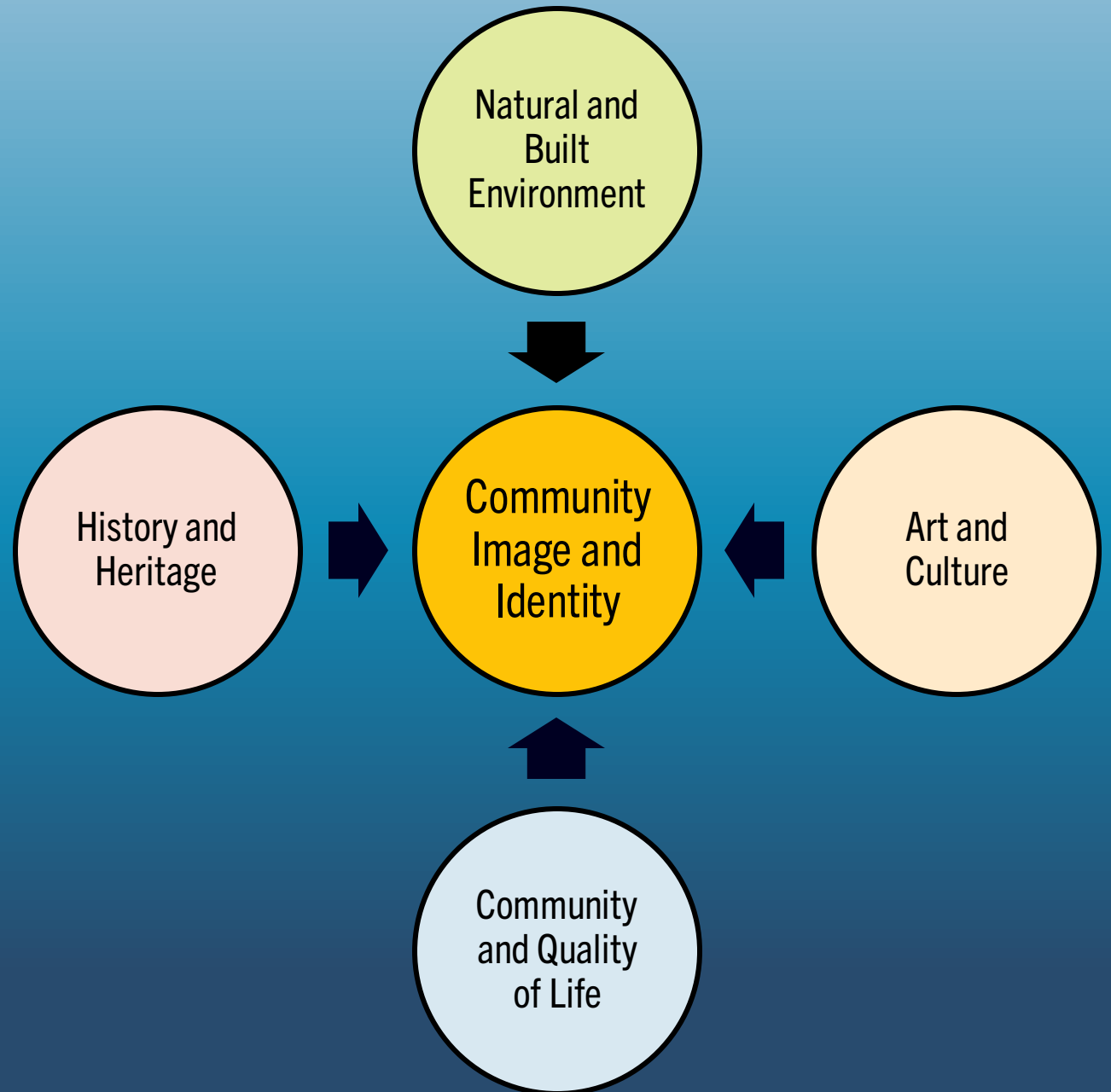




What is a Cultural Precinct?



# What Makes A Cultural Precinct?





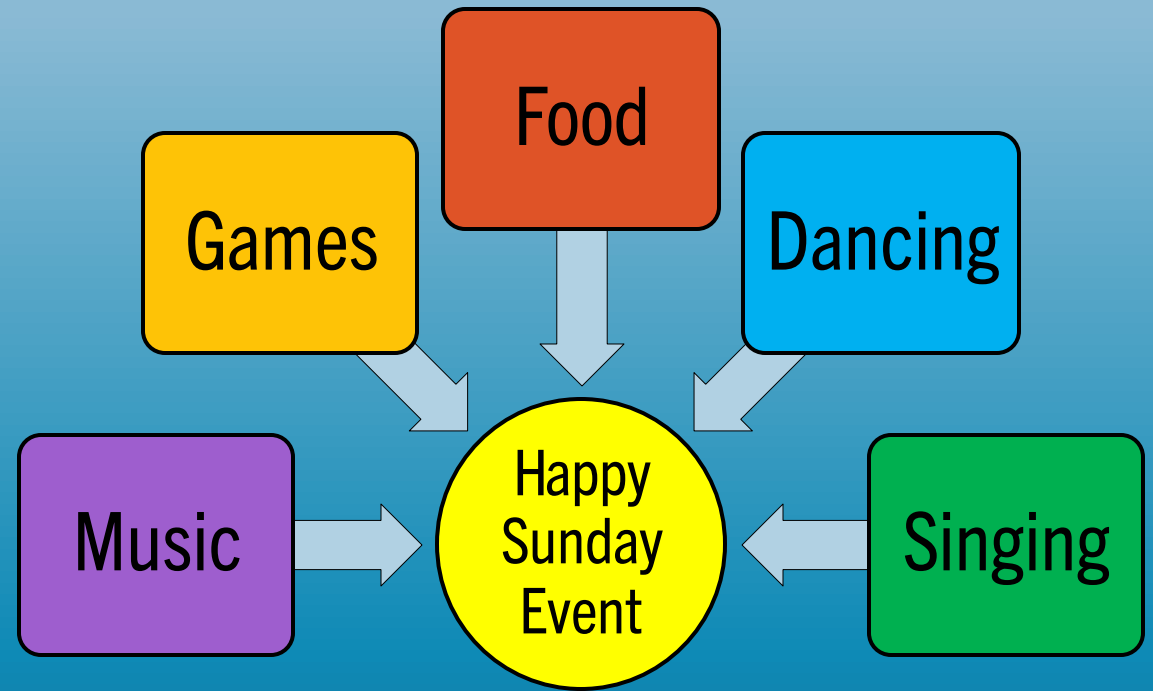


# Why Does Hong Kong Need A Cultural Precinct?

- Hong Kong's diverse cultural identities
- Enhance cultural connections
- Improvement of community's quality of life



# Events: Happy Sunday Themes



## Benefits

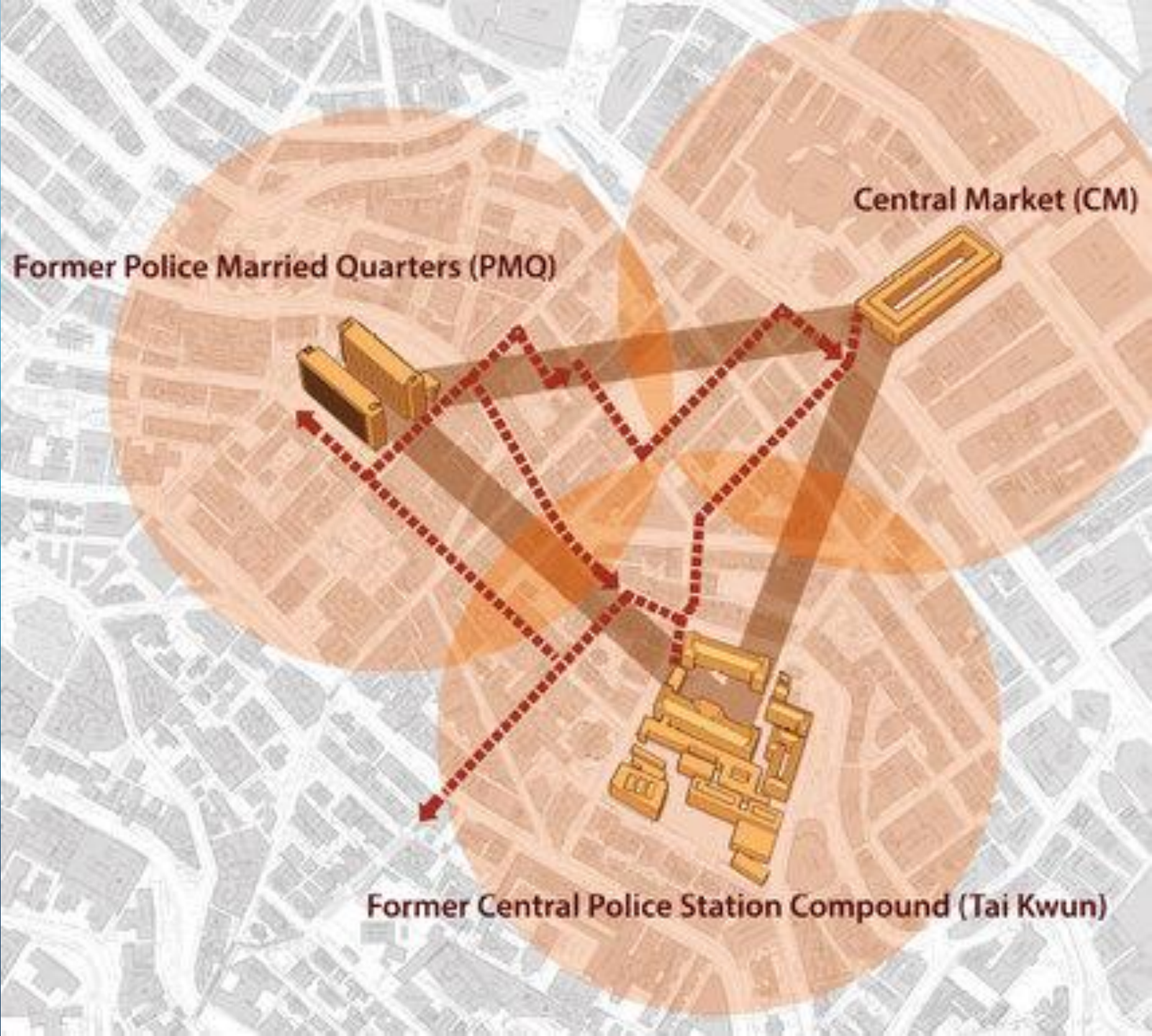
Sharing Stories

Enhanced Well-being

Community Engagement



# Transforming Central's Triangle Into A Smart Cultural Precinct

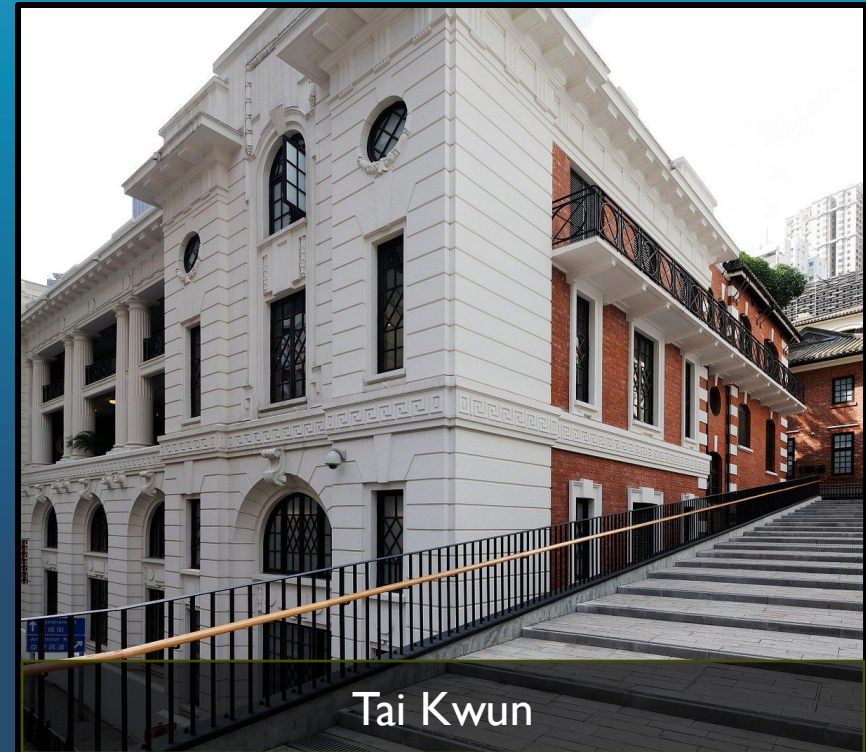






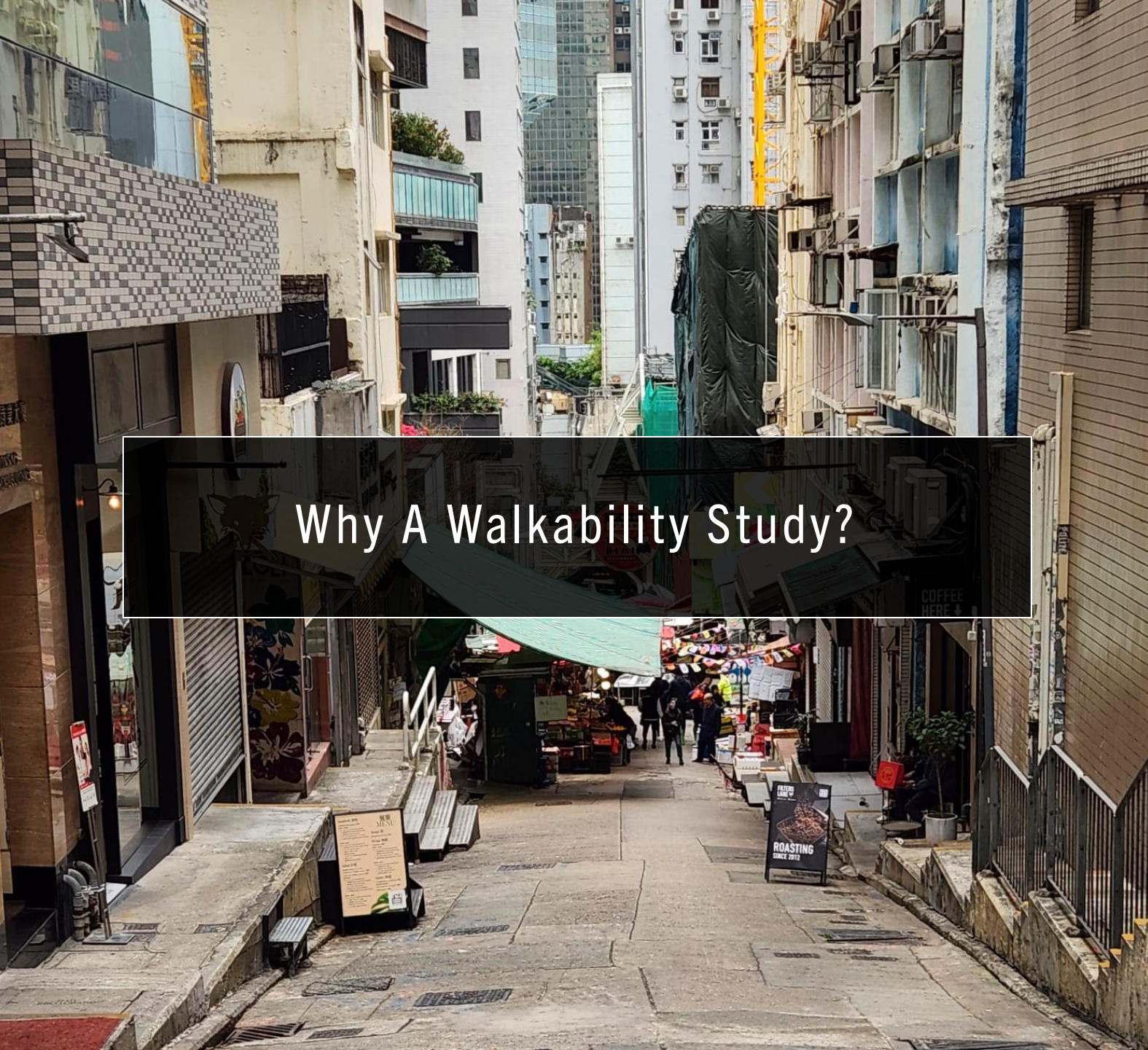
Police Married Quarters (PMQ)

# SCP Landmarks



Tai Kwun





## Why A Walkability Study?

- Ensure area is connected, encouraging walking and exploring
- Walkability scores help to determine best places to hold an event
- Help to find and draw attention to issues
- A more walkable area will enhance the quality of life of residents and visitors



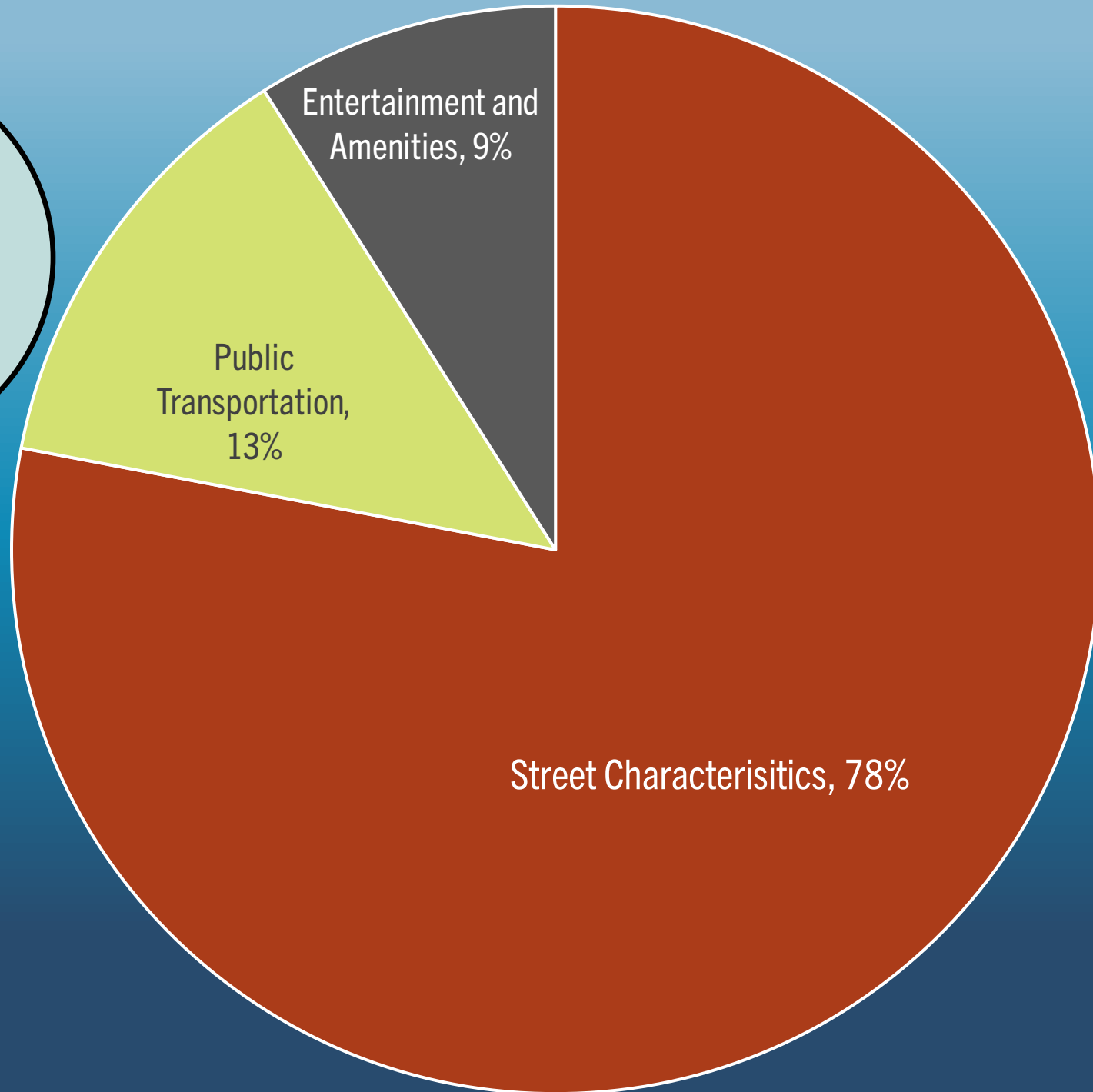
## Past Studies



- Comfortability and Pleasantry of Walking
- Walking Efficiency
- Less focus on accessibility



What Did We Measure?











## Queens Road

- Directly connected to the Mid-Level Escalators and MTR station
- Wide sidewalks for wheelchair users
- Contains raised lines along the sidewalk for those visually impaired





Queen Victoria  
Road

- Directly connected to the Mid-Level Escalators and MTR station
- Wide sidewalks for wheelchair users
- Mostly flat street for those with mobility challenges



Jubilee  
Street



# Graham Street

## Recommendations:

- Paving of sidewalks
- Addition of trees and colorful murals to increase the pleasantry of walking down the street
- Close to vehicles so pedestrians can walk on the street and all those with mobility challenges can use the streets to navigate easier







# Survey

What are the community's thoughts on creating a Cultural Precinct?



It is important to gain  
local community  
insight  
to understand...

...multi-generational opinions.

...public opinions on the current state  
of Central.


...what the community wants to  
be improved in the future.



## Survey Questions

1. How do you get to Central?
2. What is your main reason(s) for being in Central?
3. What age range do you fall under?
4. What makes this street pleasant to walk down?
5. How strongly do you agree with the following statements:  
"I would like to see more streets in Central closed to vehicles to make it easier to walk."  
"It is easy to walk around comfortably in Central."  
"I would attend a cultural/arts event in Central."
6. Would you prefer to use an SCP mobile app or website?



The background of the slide is a dark, textured surface covered with numerous question marks of varying sizes and shades of brown and gold. The question marks are scattered across the entire frame, creating a sense of inquiry and uncertainty.

## Where Did We Survey?

**ISU Playroom  
@ SCP**

**CUHK Campus**

**HKU Campus**

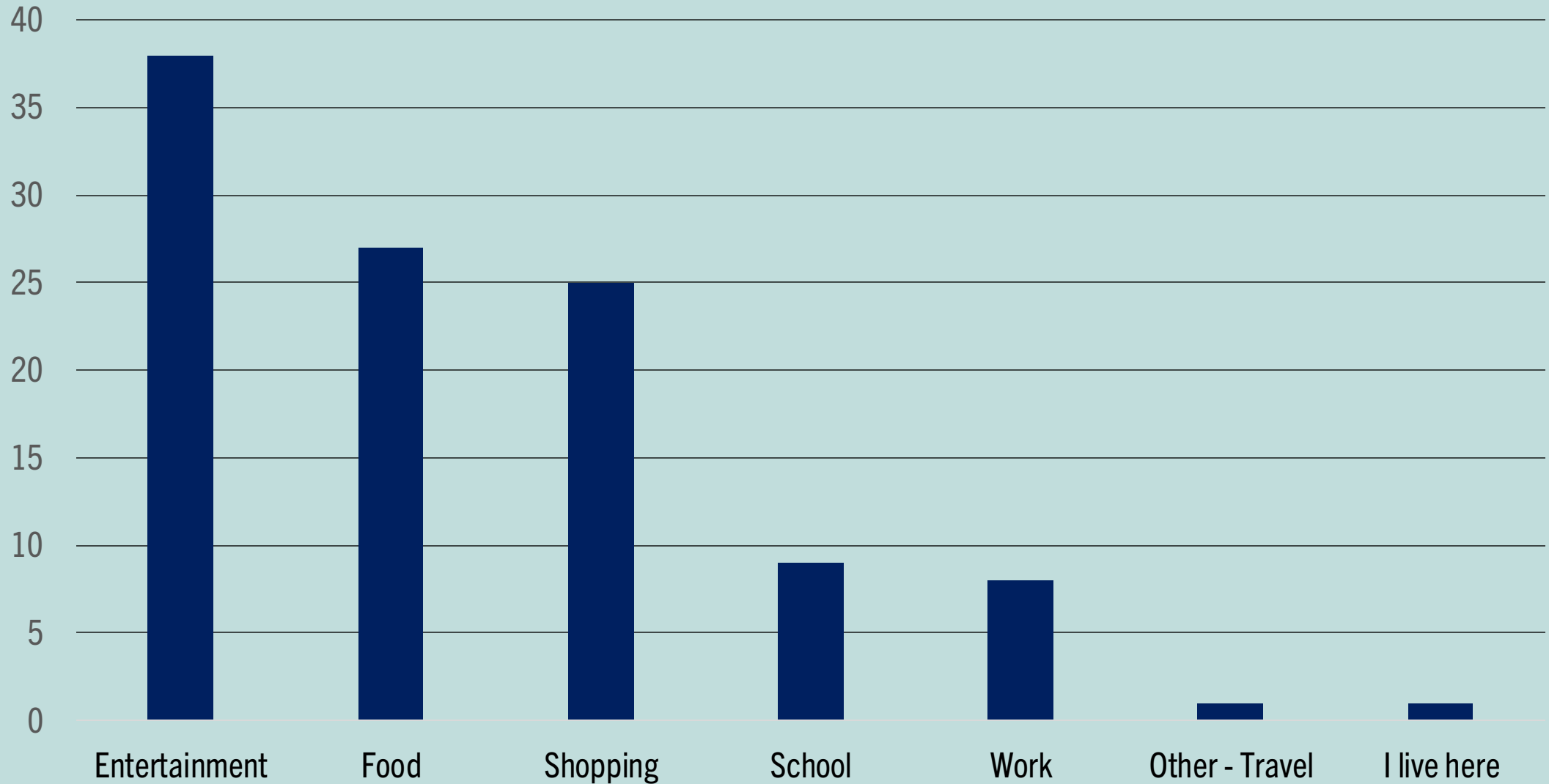


An aerial photograph of a dense urban skyline, likely Hong Kong, featuring numerous high-rise buildings and skyscrapers. A light blue rectangular text box is centered in the upper portion of the image, containing the text "Survey Results".

# Survey Results

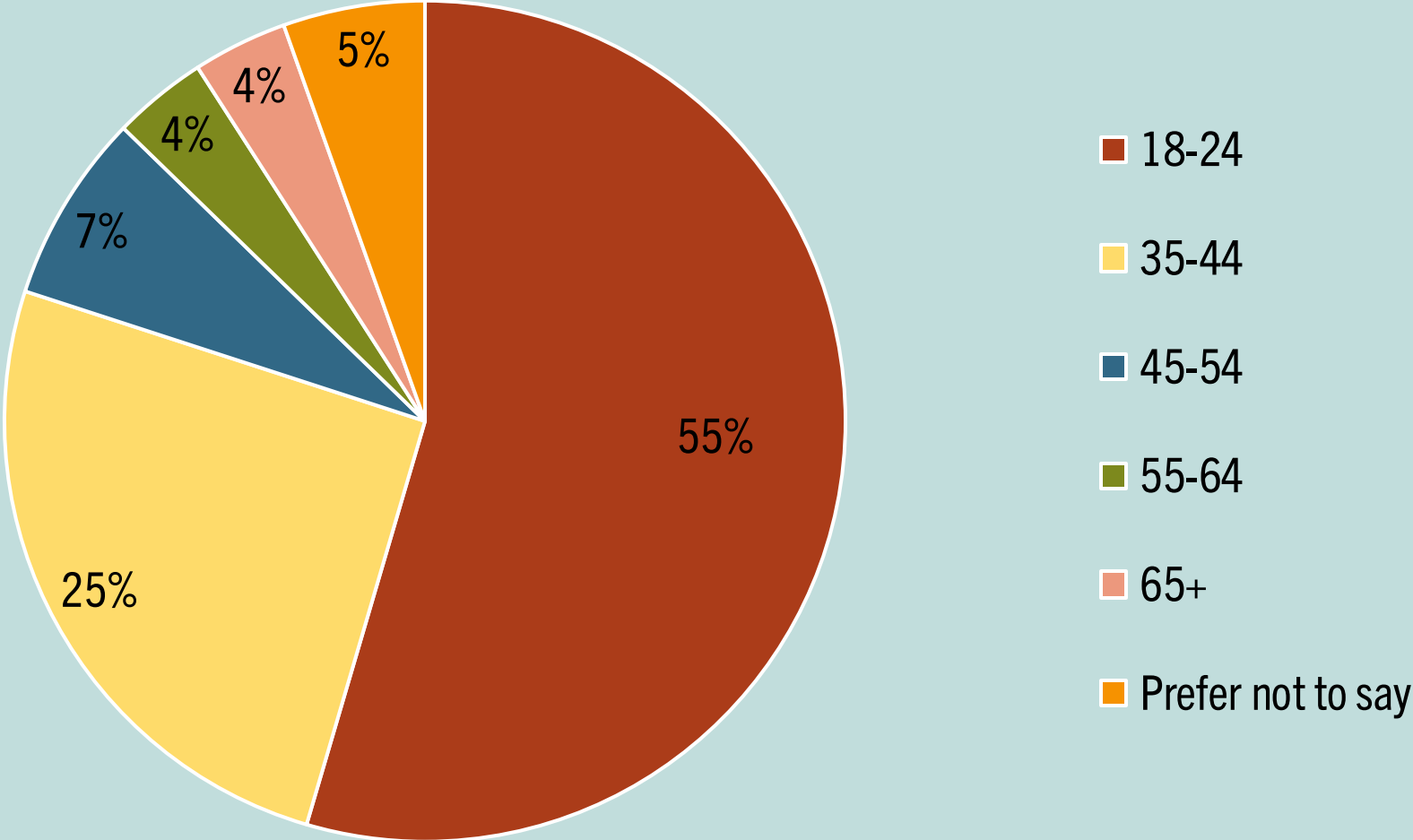


## Count of What is your main reason(s) for being in Central?



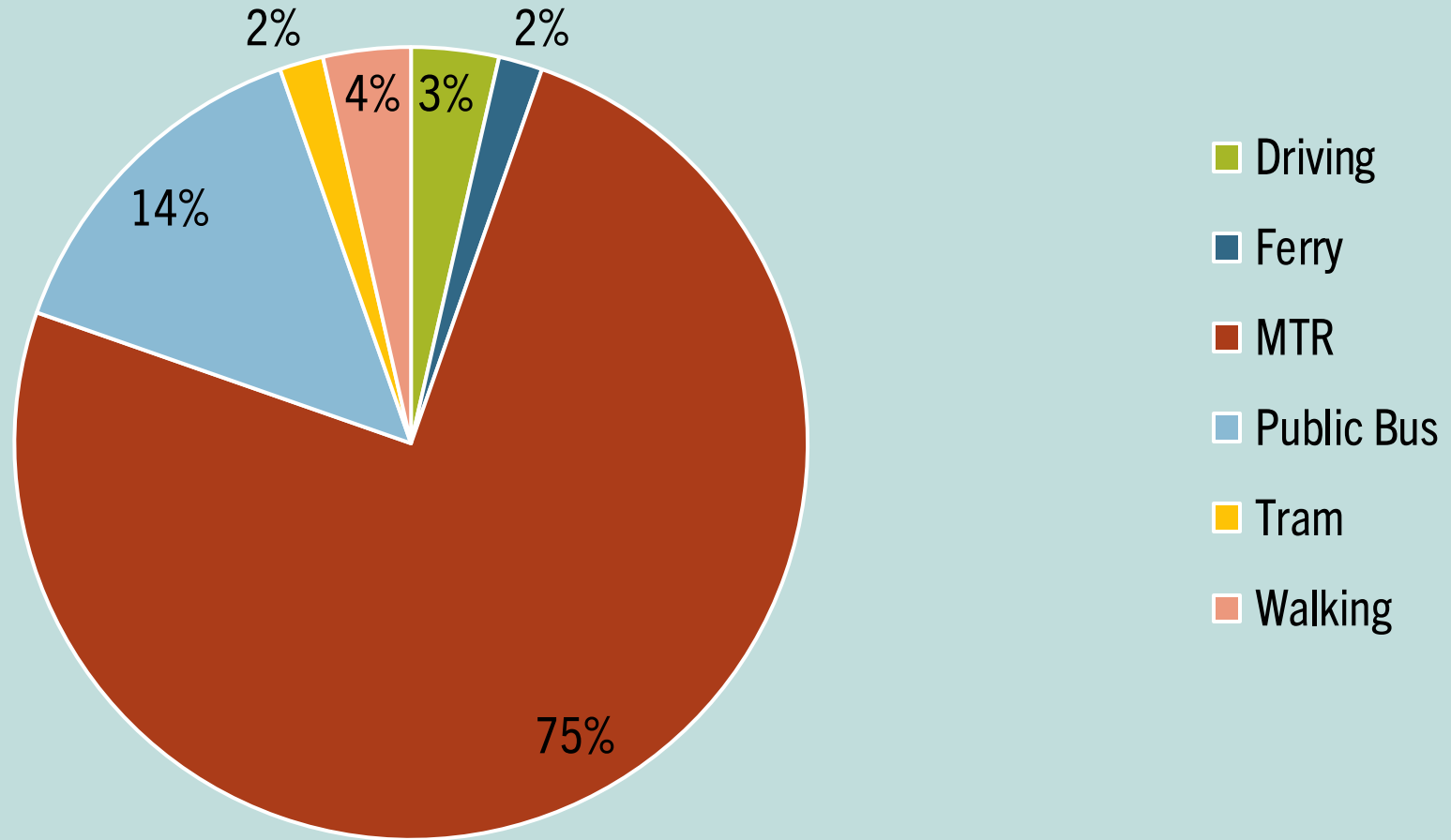


# What is your age?





## How do you usually get to Central?







香港站  
Hong Kong Station

How do you get to Central?

VS

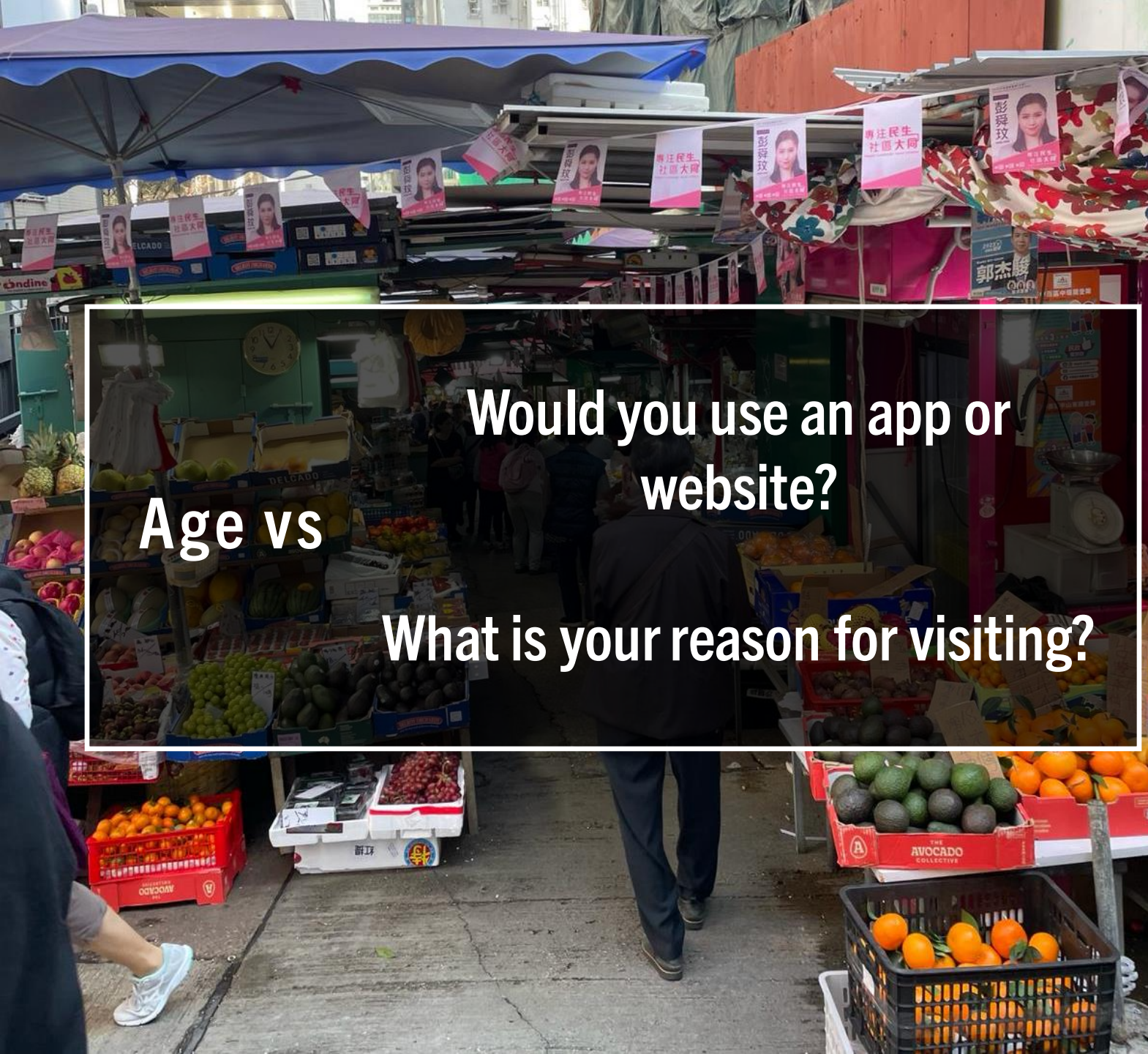
港景街一號  
1 Harbour View Street

What is your age?

- All ages take the MTR
- Older age groups (65+) more likely to walk
- Middle ages (35-54) use a mix of transportation (MTR, bus, tram, ferry)







Would you use an app or website?

Age vs

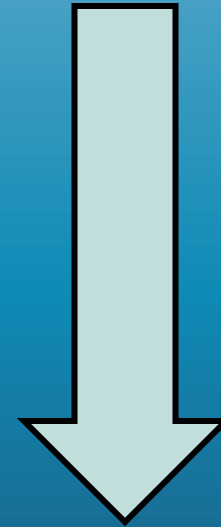
What is your reason for visiting?

- Younger generations are more willing to use an app while older generations would not use either
- Younger generations go to Central for entertainment while older generations go for shopping



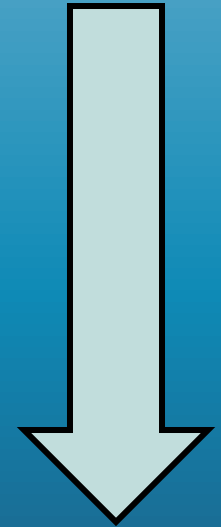
# Survey Effect On Walkability Study

Older generation walking more



Increased accessibility weights

Majority takes MTR



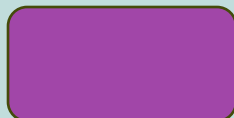
Increased weight for MTR, decreased weight for bus

# Final Street Selection

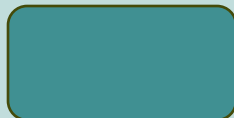
Lyndhurst Terrace



Staunton Street

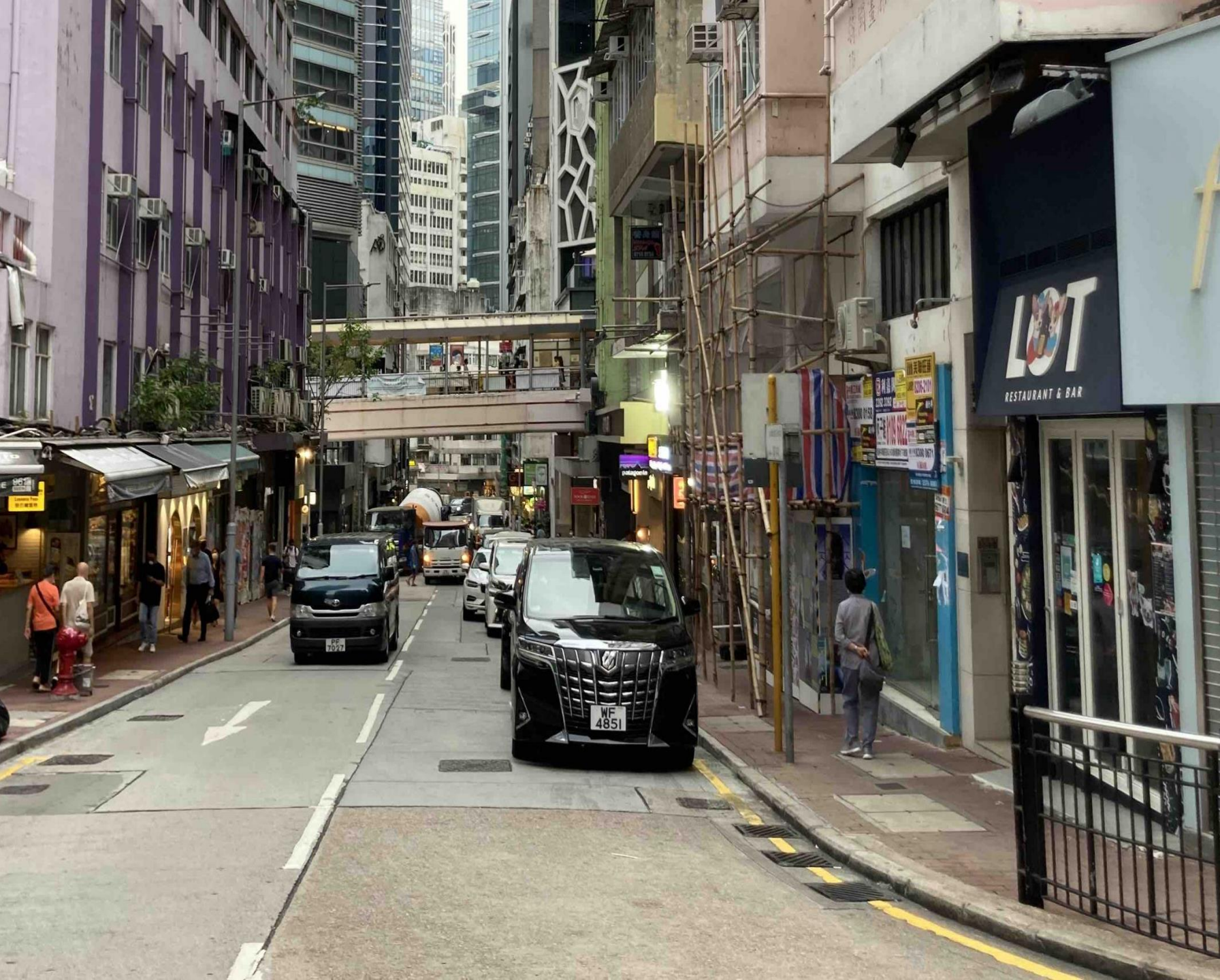


Jubilee Street



Factors Considered: Location within the Cultural Triangle, Walkability Score, Survey Opinions





## Lyndhurst Terrace

- Directly connected to the Mid-Level Escalators
- Wide, Flat street for those with mobility challenges
- Surveys stated it is pleasant to walk down





## Jubilee Street

- Directly connected to the Mid-Level Escalators and MTR station
- Wide and Mostly flat for those with mobility challenges
- High walkability score
- Low daily vehicle traffic





## Staunton Street

- Directly connected to the Mid-Level Escalators
- Wide, flat sidewalks for wheelchair users
- Low daily vehicle traffic
- Surveys stated it is clean and pleasant to walk down





# What Would An Event Look Like? (Staunton Street)

- Music
- People sharing stories
- All demographics can attend
- Businesses sharing and selling their products



# Why Is A Digital Platform Needed?

A platform to promote local events

Attracting community attention to accessibility challenges and for government improvement actions

Providing pedestrian-friendly route directions for visitors

Facilitating the sharing of history and memories within the community



# THE CULTURAL TRIANGLE OF HONG KONG

REVITALISING ITS COMMUNITY THROUGH A DIGITAL PLATFORM

Digital  
Platform



RONIT BANERJEE, WILLIAM HUANG, BRANDON LUONG, REGINA VALENCIA



WPI

C TERM | MARCH 3, 2023



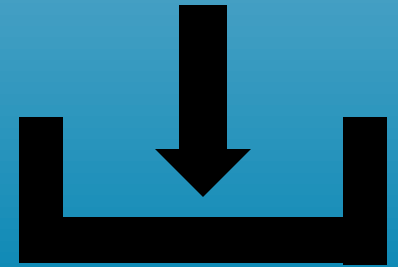
# Why A Website?



Cheaper  
Development



Easy to share



Quicker to  
access





Events

Map

Community

Share Your Story

About Us

Contact Us


Sign In

# Smart Cultural Precinct

Connecting Hong Kong

Contact Us

**Creating culturally-conscious district's for Hong Kong**

 Made in Webflow

## Future Steps And Reflection

### Event Process

Connect with government and non-government organizations to gain insight into event planning process.

Begin hosting events to become a regularly scheduled gathering.

Connect with the domestic workers about their interest in Sunday community events.

### Website Development

Integrate the website into the main ISU website.

Create the ability to increase website text size for those with impaired eyesight.

Create the ability to change the text between English, Traditional Chinese, and Simplified Chinese for all to read.



## Special Thanks To:

The logo for the Institute for Sustainable Urbanisation (ISU) features the letters 'ISU' in a bold, white, sans-serif font. A thick white horizontal line is positioned below the 'U'. The logo is set against a solid magenta rectangular background.

Institute *for*  
Sustainable  
Urbanisation

*Shaping liveable cities / [isurban.org](http://isurban.org)*



**WPI**

Dr. Sujata Govada, Queenie Huang, Thomas Ma, Graham Cheung, Prof. Hendrik Tieben



QUESTIONS?

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