Cultural Preservation and Promotion in the Smart Cultural Triangle Precinct

An Interactive Qualifying Project
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Abstract

The historical heritage in the Smart Cultural Triangle Precinct (SCTP), Hong Kong, is at risk due to the lack of public awareness. The purpose of this project is to find out the best way to preserve and promote the culture in the SCTP. To do this, we surveyed the public and interviewed stakeholders, experts and shopkeepers to get their opinions; we assessed and updated the walking tour plan, and established the groundwork for a website to help promote the area.

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Authorship

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Table 1: Authorship

Note: HG = Hannah Goddard, JJ = Jiayi Jiang, JP = Joseph Petitti, and XW = Xuejun Wang. "ALL" indicates that all group members contributed to the authorship of a section equally.

The editing process of our report consisted of us getting together and reading over each section and deciding what comments and corrections were needed, so all group members contributed equally to the editing process.

Executive Summary

Development provides a better life for many people around the world, but it can also lead to the disappearance of traditional culture and historic buildings. If no one does anything to protect this heritage, our memories could be forgotten. Hong Kong is one of the most developed cities in the world, with one of the most unique and diverse cultures. As the demands of development increase, Hong Kong has struggled to find a balance between urbanization and the preservation of its culture.

Hong Kong has faced many challenges brought by its cultural diversity and limited space. It is one of the most densely populated cities in the world, and as such old buildings are often demolished to make room for modern high rises. With a changing cultural background of its population and a changing political system, this issue has been downplayed by the government while the younger generation shows increasing concern for Hong Kong's history. For example, Queen's Pier, a historic former landing point for British governors and royalty was demolished in 2007 amid mass protests to make room for new commercial use. In contrast, some historic sites, like the former Police Married Quarters (PMQ) in the Central District, have been renovated and revitalized as an art center. With greater public support, these kinds of preservation projects could be even more effective and extended to other parts of Hong Kong.

Our goal is determining the most effective ways to get local people and tourists actively supporting some of Hong Kong's historic buildings and traditional culture in the Smart Cultural Triangle Precinct (SCTP). To accomplish this goal, we have outlined several objectives. First, we want to understand public opinions about preservation efforts in the Central District of Hong Kong, and identify the perspectives of stakeholders, experts, shopkeepers, locals, and tourists. Another objective is assessing the walkability of the area to update the city walk tour. A final objective is laying the foundation for a website to promote preservation efforts in the SCTP.

We accomplished our objectives using the following methods. We conducted surveys with locals and tourists and interviewed shopkeepers, experts and stakeholders and synthesized the results in our report. In the survey, we asked about people's opinions on the current city walk in the SCTP, and most of them were not aware of the walking tours but showed an interest in one with more cultural landmarks and historical heritage. When asked about a digital platform to get information about the area, most people chose a website among the options of blog, mobile app and pamphlet, and wanted to see event and entertainment information about the SCTP, which guided our work on the city walk and website.

From our interview results, we found that the public awareness issue should be further addressed for shopkeepers, and they need more information about the sites and the area as a whole. Although most shopkeepers think promoting the SCTP will be helpful for their business, there is still a lack of knowledge. Most of the experts we interviewed suggested that the government should preserve the heritage in the Central District as an area, not just individual buildings, and creating the SCTP will promote the preservation efforts. A digital platform such as a website and a walking tour could be helpful for public engagement, especially with the younger generation. As for stakeholders, they are more concerned about the interests of the group that they represent. They suggested public awareness could be promoted by providing updated walking tours and including interesting stories to attract both locals and tourists. They said the government should value historic buildings of local communities, and try to provide more affordable place in sites like PMQ for public engagement.

We carried out case study research on existing similar platforms focusing on Hong Kong and other cities. We determined what content was needed and desired by stakeholders and the public based on data gathered from the survey and research. One thing that our group noticed when researching websites and apps was that we should make

ours have a very user friendly and visually appealing interface to attract more people. A website was the favored option in our survey, and websites are cheaper and easier to develop and maintain than apps or physical platforms like pamphlets or brochures. They also have a wide reach, as anyone with internet connectivity and a web browser can access it at any time for free.

We also observed many streets within the precinct, and made notes of specific qualities about each of the streets. Many of the observations that we made were about the general characteristics of the street, such as whether it was narrow or wide, the slope, and any obstacles that were around, including cars and people. These specific things are hard to change about a street, but the things that can be changed are safety, signage, cleanliness and sometimes accessibility. Fixing small things like these can be helpful in the long run to promote and preserve the SCTP.

Based on our results, we developed the following nine recommendations, divided into three groups: those related to the walking tour, suggestions about the website, and ideas for future research.

Walking Tour   From the results of the survey and our walkability assessment, here are some recommendations for stakeholders:

1. To help promote the SCTP, we recommend that the government improve cleanliness, add railings to streets with narrow sidewalks and busy traffic, and add signage in more locations in the area, including bigger signs at the entrances to important sites.

2. We propose our walking tour plans to the ISU as a guideline for the further improvement of their walk, in the case that the Central–Mid-Levels Escalator is under construction. See Sections 4.4.2 and 4.4.3 for details.

3. Tour organizers should include practical information and interesting stories as

explained in Section 4.2, and cultural landmarks such as H6 Conet, Hong Kong News-Expo, and Pak Tsz Park, and historic sites such as Man Mo Temple and the Duddell Street Steps.

Website Based on our experience developing the website prototype, here are the recommendations we suggest for the stakeholders and future research on the topic:

1. Because locations of shops and restaurants can change frequently, the ISU should hire some maintainer to update the information on the map page at regular intervals. As development projects are completed, some of the information on the site will become outdated too. For example, the page on the Central Market should be updated once construction on the market has been completed.

2. The site could be updated with information about currently ongoing events in the SCTP. Our survey respondents were split on the question of what information they would like to see from an online platform, but the two most popular responses were "News and Events Information" and "Entertainment Information." The website could serve as a valuable source of information on events in the area. Again, this would require a maintainer to keep the information up to date.

3. More interactive features such as a public forum or a blog with public comments could be added. Our team determined this would be a useful way for locals and tourists to interact and learn more about the history and current state of the area, as well as voice their opinions and concerns about it.

General Recommendations and Further Research Here are our general recommendations for stakeholders in the SCTP area and future groups that continue to work on this project.

1. Our interviews (see Section 5.1.2) show that most preserved buildings are public or government sites, and private buildings are still at risk. Therefore, we suggest that the Urban Renewal Authority (URA) should make an effort to preserve private buildings that are important to the local community.

2. We recommend that the managers of each historic and cultural site keep the sites open and accessible to the local small businesses so that they can remain economically stable and the historic sites can sustain themselves.

3. For future groups working on the SCTP project, we recommend they research what needs to be done to make an area more walkable, how online platforms can be used to effectively promote areas like the SCTP, and what work has been done at the Central Market and other historic sites around Central. If a future group uses a survey, we would recommend they plan to conduct it for a longer period of time, and translate it into more languages, such as Korean and Japanese.

We hope that the implementation of one or more of these recommendations can get more people engaged in the preservation of historic sites in the Central District of Hong Kong.

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1   Introduction

Development provides a higher quality of life for many people around the world, but it can also cause the disappearance of traditional culture and historic spaces in cities like Hong Kong (Henderson, 2008). Economic growth, increased life spans, technological progress, and prosperity occur through modernization, but often at the cost of tradition. Developers often demolish significant historic icons to make room for more profitable modern high-rises (Lee, 1996). Cities all over the world, from Durham, England, to Beijing, China, have struggled with the tradeoff between tradition and progress (Budd, 2003; Visser, 2004), and the issues of cultural preservation are still hotly debated by governments, NGOs, and the public (Lee, 2012; Tabarrok, 2016). If nothing is done to preserve these spaces and the history they represent, a great deal of humanity's most important achievements and stories could be lost forever.

In recent decades, Hong Kong has experienced economic redevelopment, and is recognized as one of the top ten most competitive economies for the last seven years by the World Economic Forum (Schwab, Sala-i-Martin, Eide, & Blanke, 2014). Ideally, Hong Kong could transform into a city where economic growth and traditional culture coexist so that people can have the chance to enjoy the conveniences of the growing economy and the charm of local culture. However, in reality there has only been economic growth. Many of the tailors' shops, mom-and-pop stores, and open-air dai pai dong food stalls have been replaced by smartphone shops, cosmetics sellers and luxury stores (Yau, 2017). Since the handover of Hong Kong to the People's Republic of China in 1997, the new Hong Kong government has put more emphasis on economic growth to secure its status on the international stage, which has led to a lack of regard for traditional culture. In addition, historic sites in the city of Hong Kong often have had to yield to the need for space for living and business due to the rapidly growing population of over 7 million (World Population Review, 2018). Also, due to the diversity of the population,

peoples' attitudes toward the traditional culture and historic sites in Hong Kong vary considerably. (Hong Kong Census and Statistics Department, 2017).

Scholars have conducted studies on preserving traditional culture in many other cities and districts in Hong Kong. Many have studied Singapore's conservation policy to find out how to preserve historic districts as the economy grows (Lee, 1996). The destruction of Queen's Pier in Hong Kong brought more insights and attention to this issue, as well as what has been done in Shanghai and the West Kowloon Cultural District. Shanghai preserved its historic buildings by allowing the reuse of those buildings instead of tearing them down to make way for new development (Henderson, 2008). The Hong Kong government built West Kowloon Cultural District, which is one of the landmark sites in Hong Kong for preserving traditional culture by holding events and exhibitions (Kong, 2007).

The Hong Kong government and NGOs have proposed many urban development plans. For example, the Smart Cultural Triangle Precinct (SCTP), a conservation project proposed by the Institute for Sustainable Urbanisation (ISU), focuses on preserving the cultural heritage of the triangle area between the former Central Police Station, Police Married Quarters, and the Central Market in the Central District of Hong Kong (Govada, 2018). Yet, public awareness of this traditional culture disappearing is low. Public opinion research on the SCTP area is lacking. The government needs information about stakeholder opinions in order to make effective policy decisions about this area. Moreover, there is no easily accessed source of information for locals and tourists to obtain and share information about historic sites' preservation, such as the SCTP project. Our project will help fill this gap.

Our purpose is determining the most effective ways of getting local people and tourists involved in preserving some of Hong Kong's historic buildings and traditional culture, and promoting the triangle area between those buildings as a whole. To achieve

this goal, we have established the following objectives: First, finding out what the public thinks about current preservation and promotion efforts; and second, determining the content and features of a website to promote the area and further address the public awareness issue. To do this, we will examine public feedback, interview stakeholders and decision makers, conduct a physical survey of the area, and lay the groundwork for the online platform with information about the SCTP. Ultimately, we hope our project will gain the support of the public and help engage residents in the preservation and promotion of one of the most culturally and historically significant areas in Hong Kong.

2 Background

As urbanization takes place worldwide, tensions between preserving traditional culture and introducing technology have grown. In this chapter, we discuss the relationship between the disappearance of traditional culture and modern development as a global trend and explain the reasons for this disappearance. Then we provide some comparisons of cities facing this situation. Last, we focus on the Central District, Hong Kong, introducing its historic sites and discussing the causes of disappearance of local culture specific to Hong Kong.

2.1 Traditional Culture is Disappearing

In this section, we introduce traditional culture in general and discuss possible reasons for its fading globally. We start with the definition of culture and briefly explain its role in people's daily lives. Then we point out the potential factors responsible for fading traditional culture, such as globalization, cheap imported products, and the dilemma between economic growth and cultural preservation.

2.1.1 Traditional Culture

By Merriam-Webster's (2018) definition, culture refers to "the customary beliefs, social forms, and material traits of a racial, religious, or social group," "the set of shared attitudes, values, goals, and practices that characterizes an institution or organization," and "enlightenment and excellence of taste acquired by intellectual and aesthetic training." It is the special routine formed by a group of people or in a region. Such routine plays a vital role in people's daily life, helping them gain a better sense of belonging, thus stimulating their interest in societal work.

2.1.2 Disappearing Culture

With a prosperous economy worldwide, it is an unstoppable trend that traditional culture is disappearing rapidly throughout the world (Jongko, 2016). In Ecuador, the authentic Panama hats are vanishing; in Romania traditional glass-making is dying out. Another reason for the vanishing culture is the influx of cheap products from the global market. With cheap products made by huge labor forces in Asia, local traditional culture products are at a disadvantage from the cheap competition. In addition to that, with globalization, the intersections between different cultural groups increases the chance that people may live in a neighborhood where the residents follow totally different cultures and customs. Because people are less likely to want to preserve a culture they did not grow up in, the lack of understanding contributes to the disappearance of local culture. In some places, certain kinds of tradition may still exist as a way of promoting local tourism, and stilt fishing is an obvious example. In Sri Lanka, stilt fishing (see Figure 1) has faded because of some factors. Among these are rapid economic growth and globalization in general (Khan, 2018). With the help from the local government, stilt fishing is more like an attraction than a livelihood.

2.2 Why are Historic Sites Disappearing?

The struggle between redevelopment and the preservation of historically and culturally significant sites is a challenge faced by cities around the world (Tiesdell, 1995). From Nottingham, England, to Kyoto, Japan, city planners, local and national governments, and non-governmental organizations (NGOs) are working to develop solutions to this problem (Mohamed et al., 2017; Tiesdell, 1995). In this section, we explore the reasons for the difficulty preserving historic sites in several cities around the globe.

Figure 1: Stilts fishermen near Unawatuna, Sri Lanka (Gagnon, 2006).

2.2.1 Diversity and Immigration

In the past few decades, free movement of people and global trade have led to a dramatic increase in cultural diversity in many cities around the world (Riggs, 2002). While this increased diversity can have positive benefits on the local culture, it also poses problems from a preservation standpoint. Waves of new immigrants from very different cultures might not feel the same reverence for historic sites as locals (Lee, 2012). In general, people do not feel as obligated to protect culture and history that they did not grow up with.

2.2.2 Tourism

Tourism is a major contributor to the economies of historically significant cities (Hong Kong Census and Statistics Department, 2016). Some researchers have argued that the goals and values of tourism management and cultural heritage management are in conflict with each other (Boniface, 1998). Others claim that tourism can benefit the preservation of historic and cultural sites, when done right (McKercher, Ho, & du Cros, 2005). Both groups agree that focusing only on tourism and economic growth is detrimental to historic preservation. If you only focus on preserving the parts that tourists want to see, you can end up neglecting and destroying the real history.

Figure 2: Durham Castle, April 2017 (Brain, 2017).

2.2.3 Economic Issues

Perhaps the biggest challenge to historic preservation is the cost. Preservation efforts result in a conflict between saving old buildings and making way for new ones (Washington, 2012). When local governments mandate preserving a building and prevent new construction, it leads to a restricted supply of real estate and price spikes. The cost of maintaining these buildings can also be extreme. For example, the cost to fully repair Durham Castle (see Figure 2), a UNESCO World Heritage Site in England, is estimated at £3 million (Budd, 2003). Additionally, many historic sites in cities occupy extremely valuable land that could be used to further economic growth (Tabarrok, 2016).

2.3 Comparison Among Cities

In this section, we discuss cities that face the crisis of historic culture disappearing and the similarities and differences among them. We chose Singapore, Beijing and Macau as the examples due to their similar history of modern development and cultural preservation. All of them once struggled with the dilemma, facing the crisis of a dying-out culture, yet now they have taken actions to protect their cultural heritage along with economic growth.

2.3.1 Singapore

As a vital city as well as a young nation, Singapore faced the dilemma between economic growth and culture preservation in the 1970s when redeveloping areas to fulfill the demands of livelihoods and the economy, especially in the central area where it was and still is the heart of commerce (Lee, 1996). In the central area, the land was mainly occupied by shop houses, with wholesalers and retailers trading on the lower floors, and residents living on the upper levels. These buildings made up the traditional cityscape of Singapore.

However, according to the Housing Committee, since 1940 there were increasing demands for housing due to the huge population. An average of 18 persons shared a building that was a shophouse or a warehouse (Sim, n.d.). Moreover, it was hard to manage the crowded buildings with so many people living in them. Therefore, maintenance was ignored by property owners during this period. Soon these historic buildings that once were famous icons in the central area became dilapidated and faced the prospect of being removed for the urban renewal plan that took place after 1970.

To develop the economy and at the same time preserve the historic and cultural heritage, the government released a series of conservation policies, aiming to retain the buildings of historic and architectural significance and to enhance ethnic-based activities (Lee, 1996). The Urban Redevelopment Authority (URA) in Singapore first determined the historic districts rich in the cultural heritage of the three major ethnic groups of the population, and within each district a core area was identified as the basis of the conservation plan. Inside each core area, the URA introduced traditional activities of each ethnic group: street activities, grocery shops, restaurants, a show house, and the old theater to be reconstructed. The URA revitalized temples and other religious or festival-related shops, and the regulations strongly encouraged the antique and art shops because they would advertise the local culture to both people from the historic districts as well as outsiders. The URA released a detailed guideline, setting the framework for "the private sector to be actively involved in conserving Singapore's heritage" (p. 402).

After the preservation plan, the government restored about half of the old shophouses to their original appearance by the end of 1994, and more would be restored in the future (Lee, 1996). In addition, they also turned the majority of these shophouses into commercial use again from residential use, with retail shops on the first floor and offices on the upper levels. The URA also enhanced the ethnic-based activities in the historic districts, which was appealing to tourists. Singapore's urban conservation poli-

cies have succeeded in preserving some of its historic and cultural heritage along with rapid economic growth and modern urban development.

2.3.2 Beijing

Similar to Singapore, Beijing, as the capital of China, has also experienced the disappearance of traditional culture (Visser, 2004). When Beijing became the political and economic center of China, the government decided to demolish the old buildings with a long history and to construct new commercial and residential areas. Since 1950 urban planners introduced Jiucheng Gaizao, or urban renewal, to completely rebuild the old city, with funding from foreign investments, transference of land-use rights and housing commodifications. The transformation was chaotic, during which time the government left many historic sites in ruins for years. "Forced relocation and demolition abounded in Beijing and other Chinese cities in the mid-1990s, as traditional houses and cultural artifacts were replaced by hotels and shopping malls funded by investments from Hong Kong, Taiwan, Japan, and the West" (p. 279). Meanwhile, the population in Beijing has grown since the 1950s due to workers migrating to work in newly-built industries in the city, which raised the need for housing. To address the problem, the government decided to transform urban housing from being a public good to a market commodity. As a result, they demolished most of the traditional housing alleys known as Hu Tong (see Figure 3) to build new residential estates, which led to the loss of the culture of Hu Tong that people focus on today, since Hu Tong has been around since the Yuan Dynasty and was a symbol of social status in the past.

In Beijing, there are several NGOs and companies devoted to preserving the traditional culture, including Jiachuan Culture Company and Beijing Culture Heritage Protection Center (Jing, 2018). Jiachuan Culture Company founded Jiachuan Experience Center to conserve traditional culture like ceramics by making daily-use products for the common people. The founder, Zhang Erze, captivates the customers by re-establishing

Figure 3: A hu tong in Beijing (McKim, 2010)

a family culture in contemporary Chinese families to help them obtain a better understanding of this traditional art. The company also holds events to attract people from other countries to experience traditional Chinese culture. The central government has also addressed the preservation of Hu Tong by preserving them in designated areas in central Beijing (Gomart, Schaefer, Zhao, Long, & Soules, 2003). In 2017, the central government issued guidelines on the preservation and development of cultural heritage, hoping to witness a boost in the international influence of Chinese culture by 2025 (Xinhua, 2017, Jan. 26). The guidelines include preserving the traditional villages, historic architecture, dialects and supporting Chinese poetry, painting, and calligraphy.

2.3.3   Macau

Like Hong Kong, Macau was and still is a city where eastern and western cultures mix (Countries and their Cultures, 2018). A similar colonial history makes Macau like a mirror to Hong Kong. The culture in Macau was mainly famous for its inclusive architecture. Since Macau was built by the Portuguese, the city was and still is filled with the romantic characteristics from Mediterranean-European designs, along with the oriental style contributed by Chinese workers. The city keeps attracting visitors with its views of the old city, churches, statues, and gardens. Nevertheless, these were under threat from the urban renewal plan, massive population growth, and modernization. The city torn down several statues, and some were even shipped back to Portugal. The Border Gate, which marked the border with mainland China in the past, now is blocked by new skyscrapers (Yu, 2008).

The urban planners in Macau used facade retention to address the conflict between economic growth and cultural preservation as a compromise outcome (Pereira & Caballero, 2016). Therefore, the old structures retained their original appearance, while the insides are completely renovated for other purposes, and sometimes modern skyscrapers coexist with the historic building. The Banco Nacional Ultramarino is a typical example of such an approach, which serves as a landmark in Macau, and a symbol of the tension between the historic sites and modern development (see Figure 4). Furthermore, most facade retention is purposely used by the casinos, which maximizes the atmosphere of a theme park inside, thus attracting more people. In these places, in addition to facade retention, urban planners have increased the replicas of old constructs to create a nostalgic street view in old Macau while allowing modern development on the island.

These examples provide an understanding of the conflict between modern development and cultural preservation that is important to urban planners. Different cities use different approaches to address such issues, which may provide insights into Hong Kong.

Figure 4: Facade retention on the Banco Nacional Ultramarino, Macao (Hinto, 2007)

2.4 Why are Hong Kong's Historic Sites Disappearing?

With its unique culture and changing political systems Hong Kong has faced many challenges and changes, which we will discuss in this section.

2.4.1 Cultural Diversity and Immigration

Due to Hong Kong's complex history, its population is made up mainly of a mix of Cantonese Chinese, mainland Chinese, Filipinos, Indonesians, South Asians, and Europeans (Hong Kong Census and Statistics Department, 2017). In the past two centuries Hong Kong has changed hands four times (Carroll, 2007). Waves of refugees entered from mainland China during times of war and famine, as well as many new immigrants when the region was returned to China in 1997. The recent Hong Kong governments have had less of a desire to preserve the history and culture from the time when Hong

Kong was under British rule. For example, the post-handover government now promotes Mandarin in schools over the traditional Cantonese. Likewise, the new immigrants who did not grow up with Hong Kong's traditional culture may also be less likely to want to preserve it.

Figure 5: Hong Kong skyline as seen from Victoria Peak (Wikipedia, 2009)

2.4.2 Limited Space and Economic Concerns

With a population of over seven million and very little land suitable for building, Hong Kong is the fourth most densely populated area in the world (Hong Kong Census and Statistics Department, 2018). As such, land is at a premium, and developers often demolish old buildings to make room for new high-rises (Zheng, 2017). Hong Kong already has more skyscrapers than any other city in the world (Council on Tall Buildings and

Urban Habitat, 2018), but the demand for real estate is still high (see Figure 5). Historic buildings in Hong Kong occupy land that could be very valuable if development was allowed, and some believe these buildings should be demolished to allow for more development (Tabarrok, 2016). Furthermore, not only does preservation represent opportunity costs in terms of land that could be used for other purposes, it also represents very real costs in terms of money and resources needed to maintain these buildings. For example, revitalization plans for Hong Kong's Central Market could cost up to HK$1.5 billion (SCMP Editor, 2015).

2.5 Historic Sites and Culture in Hong Kong

Formerly a British Colony, and even under Japanese rule for a short time during World War II, Hong Kong is a very diverse and culturally unique city (Carroll, 2007). Home to an array of people and cultures, the city has pretty much everything. As one of the most densely populated cities in the world and with a rapidly growing population, Hong Kong has a high demand for residential and commercial space. But there are many aspects about the city that make it different from any other city.

2.5.1 Culture in Hong Kong

The complex historical background and various ethnic groups created a unique culture in Hong Kong by absorbing characteristics from others (Carroll, 2007). By the 1970s, people started to create their own identity. As the economy steadily grew over time, people showed interest in local culture, focusing on Cantonese operas, music and the film industry. Cantonese opera was the mainstream music in Hong Kong in the first half of the 20th century (Gao, 2017). Cantopop has flourished since the 1970s, as a genre of love songs with Cantonese lyrics backed by western-style pop music (Carroll, 2007). Similar to cantopop, another rising cultural industry is filmmaking. Since the 1980s,

Hong Kong's cinema industry has been celebrated throughout the world, known as the Hollywood of the Far East (Ge, 2017).

2.5.2 Historic Sites in the Central District

The heart of Hong Kong lies in its most central district. Referred to as "Central," this district is located on the north shore of Hong Kong island, right across from Tsim Sha Tsui on Victoria Harbor. It is home to many large corporate and banking headquarters, shopping malls, and hotels, and was the center of trade during the period of British rule (Evans, 1972).

There are many historic sites that are scattered throughout Hong Kong; some are older than others, but all are very important and contribute to the vibrancy of the city (Evans, 1972). Many have been restored to their original glory and turned into museums or art complexes, while others are still in the process of being renovated. Unfortunately, many of these historic sites, due to the constantly growing population, are under pressure from the demand for space and redevelopment. However, the passion and drive to keep the heritage and culture alive in Hong Kong has led to restoring many of these buildings and has been the goal for many redevelopers in Hong Kong. We will now discuss several of these historic districts and buildings and how the government and NGOs are transforming them.

2.5.3 Central Market

One of Hong Kong's oldest markets, on Queen's Road Central, originally opened in 1842 (see Figure 6), providing locals with everything from food to daily essentials (Evans, 1972). The building that currently stands at this location was built in 1939 and has been slowly deteriorating since (Heaver, 2017). In 2003 the building was closed, and the plan was to use the land for a high-rise development. In recent years numerous groups have submitted proposals to the government to renovate and revitalize the Central Market,

which we will discuss in detail in Section 2.6. Some people want a simple, low-cost renovation to just offer a place for local artists, start-up businesses, and traditional cuisine to set up shop. Others have offered up ideas about an "urban oasis" modern, outdoor marketplace. However, this idea was less popular as much due the cost.

Figure 6: Hong Kong's old Central Market ("Old Central Market of 1895 [photo]," 1895)

2.5.4   Victoria Prison and the Central Police Station

The Central Police Station and Victoria Prison were among the first things that the British built in Hong Kong when they took control in 1841 (Kao, 2018). The British government used this compound for many purposes throughout the end of the 19th century and most of the 20th century, renovating and expanding it over time. After World War II, they used it as an Immigration Department office and it was processing many illegal immigrants and refugees from Vietnam around the 1980s. But by 2006 the

Hong Kong government turned the prison and the police station into a historic site and they were no longer being used for their original purposes. Today the compound that consists of the Central Police Station, Victoria Prison and the Former Central Magistracy has been restored and parts have been turned into an arts complex by the Hong Kong Jockey Club (HKJC). The restoration took a total of eight years and includes all the cells in Victoria Prison, signs and brick work on the outside of the building and many rooms within the buildings, all meant to show what the buildings originally looked like (Tsui, 2018). The new "art complex" includes a mix of contemporary and modern styles made from concrete and glass that stand out from the old brickwork of the original prison and police station.

2.5.5 Hollywood Road

The backbone of the vibrancy and culture in the Central District runs along Hollywood Road. This road was one of the first major roads that was constructed by the British government after the founding of Hong Kong in 1841 (Davis, 2017). Originally Hollywood Road was a place for merchants to unload their goods and sell and trade them with locals. There used to be about a hundred little eclectic antique shops along Hollywood Road, but now only about forty or so of them remain. Like any growing city, skyscrapers are replacing the buildings with small shops and little businesses are being pushed out by modern chains.

2.5.6 Mid-Levels Escalator

As one of the most innovative and useful things of its time, the mid-levels escalator opened up in 1993 at a cost of HK$30 million (Wong, 2017). Stretching a length of 800 meters and consisting of a total of 18 separate escalators, it connects the Central and Mid-levels Districts of Hong Kong. It intertwines between streets and connects pedestrians to many local shops and restaurants. Depending on the time of day, the

escalator will change the direction in which it is moving to accommodate the flow of pedestrian traffic. Since the construction of the escalator the number of shops and businesses near the escalators has increased, but prices of properties around the area have also increased due to the new-found convenience and accessibility to places (Waters, 2013). The goal of the escalator was to reduce vehicular traffic in the city by getting people off the roads and encouraging them to walk rather than drive. Ultimately, this helped reduce vehicle traffic in the area, but it also helped the environment by not having so many cars in use every day.

2.5.7 Police Married Quarters

The Police Married Quarters (PMQ) was originally the grounds of a government school (Barber, 2018). This school provided a western style education to some residents at primary and secondary levels and was temporarily relocated and later called Queen's College. During World War II the building was bombed and had to be demolished after the war. In 1951 the British government constructed the Police Married Quarters at this site (Hong Kong Tourism Board, 2018). The police needed a building to house the high ranking, married police officers because the need for living space was high. In total, it contained around 140 single rooms and 28 double rooms. By 2000 the building was no longer being used very much and started to go into a state of decay. In 2009 PMQ was one of eight projects to be preserved under the "Conserving Central" policy (PMQ Management Co., 2018). In recent years most of the site of the former PMQ has been turned into commercial space (Hong Kong Development Bureau, 2016b).

2.6   What Preservation has Been Done in Hong Kong?

Like Singapore and Beijing, Hong Kong also faced issues where historic buildings have had to give way to modern development (Henderson, 2008). In responding to rising

public concern about preserving historic sites, Hong Kong's government has put into action a series of preservation plans. In this section, we discuss the relevant legislative actions and three of the eight projects that have been launched by the Hong Kong government in response to the 2007 Chief Executive Address about the Central District of Hong Kong, known as "Conserving Central" policy.

2.6.1 Legislation

The government passed the first legislation for heritage preservation of Hong Kong in 1976, which established the Antiquities and Monuments Office (AMO) (Lu, 2009). Over the next decade, the AMO conducted surveys and investigations and listed more than 70 buildings in Hong Kong as heritage sites. Under this preservation law, those buildings should not be demolished for commercial purposes. However, as the economy of Hong Kong rapidly grew during this period, due to its very limited power, the AMO was not able to stop many historic sites from demolition. The demolition of heritage sites did not arouse public outcry in Hong Kong until the handover of sovereignty in 1997 to Mainland China. During this time, the government decided to expand Hong Kong's economy by tearing down the historic sites for land reclamation. They chose two sites, Kom Tong Hall and The Star Ferry Pier, to be demolished. The public criticised this action due to the historic value of the buildings. In the end, the government abandoned its demolition plans, which marked the starting point of a series of preservation projects. Later preservation plans have often referred to these two cases.

2.6.2 Preservation of the Central Police Station Compound

The Hong Kong Jockey Club (HKJC) has renovated the Central Police Station (CPS) Compound and put it into reuse as a newly developed complex referred to as Tai Kwun (see Figure 7) (Hong Kong Development Bureau, 2016a). Although the AMO declared the CPS compound as an historic monument in 1995, the great economic potential

Figure 7: Tai Kwun opening day, November 2018 (Wikipedia, 2018).

brought by its superior location in the Central District caused conflicts between the local residents and developers in 2003. In order to boost Hong Kong's economy, the Chief Executive of Hong Kong, Tung Chee-hwa, changed the CPS compound from the public-community-used zone into the specific uses zone in 2001. It was marked as a "historical building preserved for cultural, community, and commercial uses" (Ku, 2010, p. 384). The Hong Kong government announced the plan for private tender of the CPS compound in April 2003. As public concern for heritage preservation rose, many local people criticized the government's plan. The plan was shelved in 2004 when a group of wealthy people, the Hotung Group, proposed a different plan, which focused more on preserving culture rather than making profit. They received increasing attention and support from locals and the press when they proposed a HK$500 million donation

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for this proposal. From 2003 to 2007 a heritage preservation group was formed, and conducted surveys of public opinion under the goal of preserving historic sites.

In April 2007 the HKJC proposed a revitalization plan and a donation to the government (Hong Kong Development Bureau, 2016a). The government accepted this proposal and announced in the 2007 Policy Address. The government became the partner of HKJC after three months, and they worked together to promote the preservation plan. They collected public opinion and designs for the buildings over the next six months. In October 2010 the HKJC announced the revised design of the CPS compound project, and construction started in s2011 and continued for five years. Today Tai Kwun is re-opened with sixteen restored buildings after eleven years of work done by HKJC and visited by both locals and tourists (Tsui, 2018).

2.6.3 Preservation of the Police Married Quarters

The Police Married Quarters (PMQ) (see Figure 8) has been renovated and put into reuse, and now serves as a creative industries landmark (Hong Kong Development Bureau, 2016b). Similar to the CPS compound, as public concern for historic sites rose, the Antiquities and Monuments Office conducted surveys and investigations of PMQ from 2005 to 2007. The AMO listed PMQ as a Grade III Historic Building in 2010 due to the discovery of walls and quoin stones from the original structure. The government collected public opinions in 2008 and decided to revitalize PMQ with the following principles:

1. Preserving the historical relics;

2. Manifesting the heritage values and original ambience of the Site;

3. Revitalizing the Site by giving it a new lease on life that may become a landmark for local residents and visitors;

4. Contributing to the holistic planning of the Hollywood Road area under the proposed "spot, line and area" approach for heritage conservation and the promotion of heritage tourism;

5. Responding to the community's concerns about over development in the area; and

6. Addressing the community's aspirations for more POS [public space]

Figure 8: Current entrance to PMQ

The Legislative Council approved the funding and design for PMQ in 2011 (HK Development Bureau, 2016b, para. 12). The construction started in January 2012, and The Musketeers Foundation completed the construction after two years. The Foundation also had support from the Hong Kong Polytechnic University, the Hong Kong Design

Centre, and the Hong Kong Design Institute of the Vocational Training Council. Now over a hundred designer studios, enterprises, and exhibitions in PMQ attract both locals and tourists (Hong Kong Tourism Board, 2018).

2.6.4   Preservation of the Central Market

The government announced the renovation/preservation plan for the Central Market and it is under construction (Urban Renewal Authority, 2017). In 1994, the government converted part of the Central Market into the Central Escalator Link Alley Shopping Arcade, as the starting point of the Mid-levels Escalator. The AMO listed Central Market as a Grade III Historic Building and it closed in 2003. Similar to PMQ and the CPS compound, the government announced the preservation plan in the Chief Executive's Policy Address in 2007. The URA conducted the community surveys and investigations on future uses of the Central Market after receiving the task from the government between 2009 and 2011. The Town Planning Board approved the final design plan in March 2017. The proposal includes a 1,000 square meter open space for the public and 12,000 square meter area for retail facilities in the renovation plan. In 2017, the Central Market was handed over to the URA, allowing private operation and revitalization for 21 years. The construction is in progress and should be completed by 2022.

2.7   Summary

Hong Kong has faced the struggle between modern development and cultural preservation in the past decades. The government has addressed some tradeoffs in preservation efforts such as PMQ, Tai Kwun, and Central Market. Despite current preservation projects in Hong Kong, there is still a lack of research related to public awareness of, and participation in, preservation plans. Our team will use the methods that we discuss in the next chapter to attempt to fill this gap.

3 Methodology

Our goal was identifying the best ways of promoting the image of the Smart Cultural Triangle Precinct (SCTP) as a whole to locals and tourists, in order to preserve and revitalize the historical heritage of the area. To accomplish this goal, we:

1. Identified the opinions of locals, stakeholders, and experts on the SCTP;

2. Updated and improved the city walk tour around the cultural triangle area;

3. Created a visual representation of the area through photos and videos; and

4. Laid the groundwork for a website for the SCTP, with developmental history and information about the historical heritage of Hong Kong's Central District.

We will explain our methods to achieve these objectives in the following sections.

3.1 Determining Public Opinion

To guide our preservation efforts we identified the opinions of the public on current preservation projects. We wanted to get the perspective of stakeholders, conservation experts, tourists, and local people to determine what the most important cultural aspects of the SCTP were and the best ways to preserve them.

3.1.1 Survey

To determine what local residents and tourists thought were the most important aspects of the preservation and promotion of the SCTP, we carried out a survey of members of the adult population in the SCTP.

Our survey gauged public opinion on the current state of the three sites in the SCTP, including which sites the people being surveyed had been to, and their opinions on walking tours and websites for the area.

We selected a sample of people from an area in the SCTP with a mix of locals, tourists, and workers using convenience sampling (a type of sampling in which the sample is drawn from the part of the population that is close to hand). We carried out the survey on weekends and weekdays, during the daytime and evenings. We made versions of the survey in English and Chinese, as well as print and digital versions. To get the most responses and respect our participants' time we designed the survey to take no more than five minutes.

Our target sample size was around 100 participants. We conducted the survey face-to-face over the course of several days, and got a total of 128 responses. See Section 4.1 for more information. The questionnaire we used is found in Appendices C and D.

3.1.2 Interviews with Stakeholders

While public opinion is important, also at least as important are the views of larger stakeholders such as government officials, property owners, and members of NGOs. Our sponsors helped with identifying individuals to talk to, and we interviewed one stakeholder from PMQ and one from Tai Kwun.

We tailored the questions we asked depending on the background of the person we were interviewing. We asked questions related to the sites and preservation projects the interviewee's organization had worked on. In general, our questions focused on cultural and historic preservation in the SCTP and other areas of Hong Kong. We also asked interviewees about their personal opinions related to our project, and if there were other concerns or stakeholders we had not yet considered. Our interview protocol is found in Appendix E.1.

We were careful to make sure each interviewee understood that their participation was entirely voluntary, their answers were attached to their names unless they requested to be anonymous, and they had no obligation to answer any questions. If we used direct quotations from interviews, we made sure to respect the interviewee's privacy,

and receive consent from the person quoted. We conducted all interviews face-to-face, with one group member transcribing what was said. We also recorded the interviews, if the interviewee consented to this. We achieved our goal by interviewing two stakeholders.

3.1.3 Interviews with Experts

We also wanted to obtain the opinions of experts in the fields of urban planning, historic preservation, and civil engineering. Our contacts at the Chinese University of Hong Kong and Institute for Sustainable Urbanisation were very helpful in identifying experts to interview. Once again, we tailored the interview questions to the interviewee's area of expertise by asking questions related to the field they worked in. In general, we used our sponsors to identify the experts to ask about how urban renewal projects had been carried out in the past, both in the SCTP and in other areas of Hong Kong and the world.

We followed the same procedures to protect the privacy of interviewees as we outlined in Section 3.1.2. Responses were voluntary and interviewees remained anonymous if they requested to be. If we used direct quotations from interviews we made sure to receive consent from the person quoted. We conducted all interviews face-to-face, with one group member transcribing what was said. We also recorded the interviews, if the interviewee consented to this. We interviewed three experts. Our interview protocol is found in Appendix E.2.

3.1.4 Drawing Conclusions from Interviews and Survey

We synthesized the information we received from the interviews and surveys to draw conclusions about what the most important cultural and historical aspects of the SCTP were, and the best ways to preserve them. To do this we analyzed survey data quantitatively using graphs and tables, and analyzed interview data with content analysis. Content analysis involved reading through text, assigning labels to its main ideas and

meaning, and identifying patterns if possible. We used this information to generate recommendations for the best ways to promote the image of the cultural triangle area to locals and tourists, in order to preserve the historical heritage of the area. See Section 4.2 for more details.

3.2 City Walk Assessment

In this section, we discuss the potential of a city walk to promote the image of Central Hong Kong, as well as get people engaged in the preservation of the culture in the Central District. To familiarize ourselves with the city walk, we researched existing city walks of other cities, investigated ISU's existing city walk in the SCTP, assessed the walkability of the SCTP, and confirmed the audience for the city walk.

3.2.1 Investigate Existing City Walks

First, we conducted research on the city walks of other cities to figure out what items the walk should include and how long it should last. We mostly gathered information from the official tour websites, from the Freedom Trail in Boston to self-guided walks in Hong Kong. We focused on the highlights such as museums, galleries, historic buildings and statues included in these city walk tours and tried to use the same guidelines in the SCTP walk in Hong Kong.

We also conducted research based on an existing walking tour planned by ISU. We examined how this tour could be improved for better accessibility and explored the concept of a ground-level city walk for when the Central-Mid-Level Escalator was closed for maintenance.

To assess the walkability, we mainly searched the information from the Urban Renewal Authority that provided us with documents like site plans and pictures in the Central District. We assessed the walkability through our own observations and expe-

riences walking through the SCTP area. We assigned each road on the walking tour a walkability score based on traffic, steepness, how crowded it was, etc. Based on the data that we gathered through this research, we created a revised city walk plan using the most accessible paths, and included it in our recommendations to ISU.

3.2.2 Audience of the City Walk

In order to make recommendations on the best city walk plan, we first needed to identify the audience. We proposed that the main audience of the city walk were tourists and local residents since the aim of the city walk was to involve people in the cultural preservation and to stimulate their interest in the historic heritage and attractions in Central Hong Kong.

Another target audience was the large stakeholders, or decision makers, regarding the cultural preservation and redevelopment of the area. When we proposed the city walk in the Central District, we took the Hong Kong Tourism Board, the owners of the historic buildings, people from local Destination Marketing Organization (DMO), and officers from the URA into consideration by means of face-to-face interviews (see Section 3.1.2 for more information). Because the officers from URA were those who made decisions on every urban renewal plan, the purpose of the city walk could be appealing to them for the preservation of the culture in the Central District. As for the owners of cultural heritage sites and the local DMO, the city tour was supposed to draw their attention to maintaining the historic buildings.

3.3 Visual Representation of the SCTP

In order to provide more information on the SCTP area for locals and tourists, our team gathered information by taking photos and videos of the area.

3.3.1 Photos and Videos

Our team used photos and videos to document the unique culture of the SCTP area. We recorded experiences at the three sites as well as in the streets and shops between them. We also visited the area at different times of the day and on different days of the week to get a wide range of experiences, and a more complete understanding of the area. We categorized the photos and videos based on when and where we took them.

3.3.2 Presentation of Photos and Videos through a Website

To showcase the photos and videos we created a simple website. The site had the following information:

1. Information about the history/heritage within the SCTP;

2. A gallery of photos and videos of the area; and

3. A map of the SCTP, including information on walking tours

As described by our sponsors, our target audience included the public, design and development professionals, stakeholders, the business sector, and others who might be interested in the future of the SCTP area.

We determined what content we should include on this website by focusing on looking at platforms that had similar objectives. We looked at the websites that promoted specific buildings in the Smart Cultural Triangle Precinct, which included PMQ, the Central Market andTai Kwun (former Central Police Station/Victoria Prison).

3.3.3 Identifying Similar Websites

Our first objective was having a website where locals and tourists could learn more about the history and the heritage within the SCTP area (Hong Kong Tourism Board, 2018). The websites we looked at were specific to the locations within the triangle

area. The Police Married Quarters and Tai Kwun both had websites that clearly and easily showed what each location offered. Both locations had been revitalized and both websites explained what the location once was and a little about the heritage, while also giving information about events. Our website could give users easy access to each of these websites from one location advertising the entire SCTP.

Our second objective was creating an online gallery of photos and videos to give locals and tourists an up-to-date perspective of the area, and a better idea of the attractions and opportunities in it. We researched similar online galleries and used this information to guide the creation of our website. This helped inform the public, as well as promote the SCTP as a whole precinct, rather than three unrelated sites.

Our last objective was providing information on tours and city-walks of the area. We compared other walks/tours in Hong Kong and in other cities. We also used information that we gathered from our survey to determine what people expected to see from a website (see Section 3.1.1 and Appendices C and D).

3.4   Summary

Our tasks include identifying the opinions of locals, stakeholders and experts, assessing a city walk tour around the SCTP area, recording our experiences through pictures and videos, and laying the groundwork for a website. These were helpful for the ISU to preserve and promote the historic heritage in the SCTP area as a whole, which would be beneficial for Hong Kong to maintain its unique culture while continuing its economic growth.

4 Results

In this chapter, we detail our findings from the study we carried out. We present the data collected from the survey, summarize the interviews, introduce the website and analyze the walkability assessment in order to conclude a way to get more people engaged in the preservation effort in the Central District.

4.1 Survey Results

As mentioned in Section 3.1.1, we conducted a survey to find public opinions about the Smart Cultural Triangle Precinct (SCTP) area. In this section, we discuss the results of the survey and the survey respondents' demographics.

4.1.1 Survey Locations

We carried out the survey from January 15th to 19th in the SCTP area from 11 AM to 2 PM, so that we could collect opinions from people on weekdays and weekends. Figure 9 shows the places where we conducted the survey and the number of responses that we received. In total, we received 120 responses on paper and eight responses from the digital survey. Since the Central Market was still under construction and the only place available was the arcade connecting it with the Mid-Level Escalator, where there was a busy walkway, we did not choose Central Market as a place for polling. From the map, we found out that we received more responses in Tai Kwun, which was reasonable because Tai Kwun opened only eight months ago and is more appealing now. While PMQ has been open for several years and it is not connected directly with the escalator.

4.1.2 Analyzing the Survey Results

Over 60% of the survey respondents were between 20 and 40 years old, and 64% of them were female. From our survey, 60% were from outside of Hong Kong and came to the
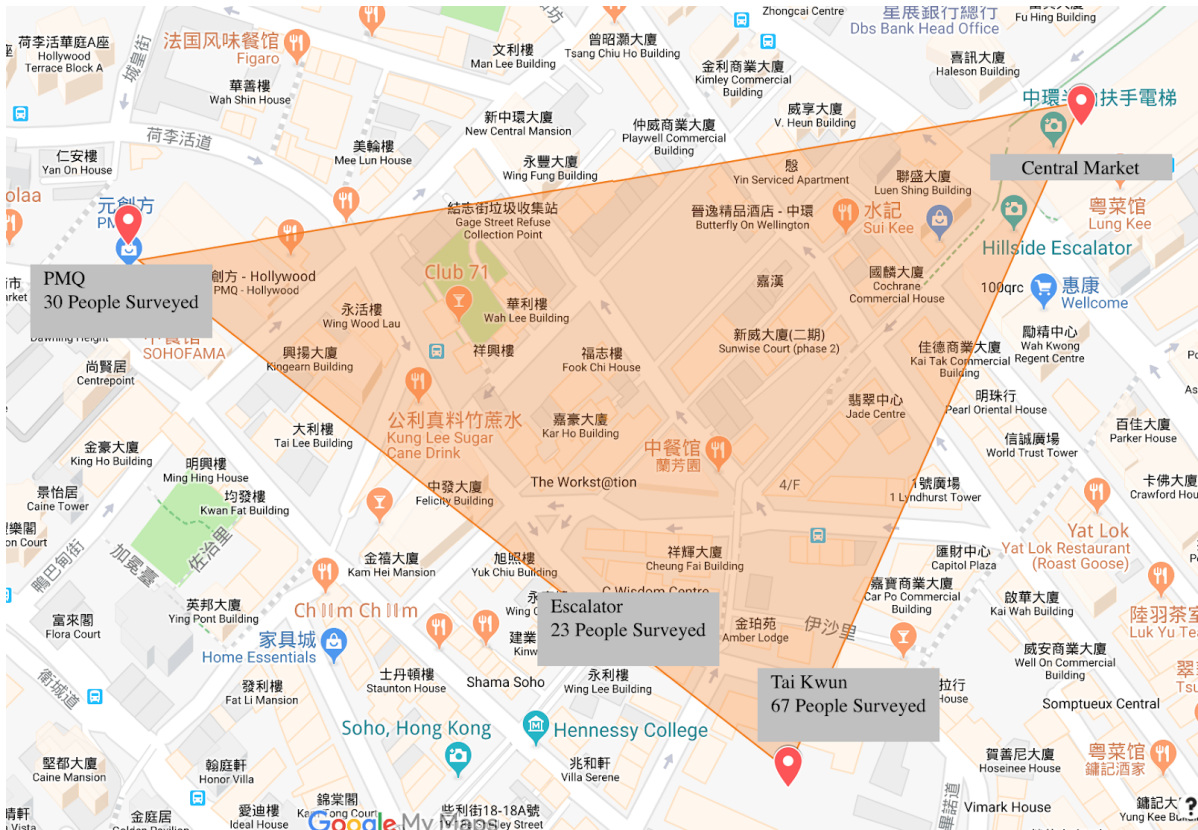
Figure 9: Survey Locations

place for recreation. When we asked whether they had used the Mid-Level Escalator on that day, about 73% answered positively, which reflected that the Mid-Level Escalator is still an efficient way to help people travel around in the Central District. In addition, most people had been to PMQ, Tai Kwun or the Central Market before participating in the survey, while a few of them did not realize where they were when taking the survey. This was understandable because the entrance of the sites lacked eye-catching logos or signs, based on our observation. Over half of the people that we surveyed were not aware of the walking tour inside the Central area and would like to take one with cultural landmarks and historic buildings. Similarly, over half of the sample was unfamiliar with the preservation plan in the area. However, they were pleased with the current state of the historic and cultural sites and the escalator. Finally, when we asked for their preference on how they would like to get information about the Central

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District, about 68% chose the website and indicated their interest in seeing entertainment information, news/events information and historical information, which would be one of our recommendations for creating the website.

Based on our survey, we can conclude that locals and tourists in the Central District lack awareness of the preservation and the historical significance of the area. Some tourists treated the sites as simple tourist attractions without acknowledging the rich heritage. Nonetheless, they showed their willingness to use a website to learn the information about the Central area, which was what we have been working on to promote the image of the SCTP area.

4.2   Interview Results

We interviewed stakeholders, experts and shopkeepers in order to better understand their points of view on the preservation effort in SCTP. In this section, we discuss their attitudes. The summaries of interviews are found in Appendix F

4.2.1   Stakeholder Interviews

We interviewed Katty Law, a convener from Central and Western Concern Group, which is an organization made up of community members concerned about preserving historic sites in central and western Hong Kong. The group stopped the original redevelopment plan of PMQ and stopped the government from selling it. They are also involved in other preservation projects in the area. Overall she thinks promoting the triangle area as a whole will promote the preservation of heritage in the Central District. "The interesting parts of the city lies in the small streets and corners," she said. However, she mentioned that there are some concerns and practical issues. The first concern is the traffic in the area. If we wanted to improve the walking tour, the dirty and narrow sidewalks, along with the cars, should be taken into consideration. Those streets could be difficult for

a group of 20 to 30 people to walk through. She also mentioned that the website or mobile app may be more helpful for the young generation rather than the older people. Each site also has its own problems. For example, the high rent in PMQ kept public away from using the space for creative industries. Besides those concerns, she thinks the preservation effort will be better and better.

Likewise, we interviewed Margaret Brooke, chair of the Hong Kong heritage foundation. She is also involved in Tai Kwun preservation project. Margaret also agrees with the idea that creating a precinct in Central that bring individual buildings together will promote the preservation effort. She mentioned that the preservation project of Tai Kwun is successful. Some people have questioned that Tai Kwun is a bit commercial now, but she thinks that a heritage building has to have commercial uses to be sustainable in the long term. This issue also applies to PMQ. There is always controversy between people who think heritage buildings should be available for public use only and those who think some commercial use is okay if it helps preserve the building. Stakeholders need to balance the two. She thinks that by creating this precinct, it is possible to connect all the buildings and attract more people to visit the area and potentially solve the issue.

When it comes to the website and city walk, she suggested that we should include the information about not just each site, but also the shops within the area. She also said online resources should be useful for sending out message to the younger generation. She also provided suggestions on including interesting stories in the city walk tours as many of them are only about histories and it could be boring.

In conclusion, stakeholders think their individual sites will benefit from the promotion of the SCTP, as there will potentially be more people attracted to the area and thus help the sites to become self-sustainable. They want to preserve the heritage of these sites, but recognize that they have to be economically sustainable for long term preservation

plans as the maintenance cost for these historic buildings is high. With the preservation effort for the whole area, there may be more attention from the public which may bring new solutions to the problem.

4.2.2   Expert Interviews

We wanted to get more insight in how to promote the area, therefore we interviewed two professors, Professor Hendrik Tieben from the Chinese University of Hong Kong (CUHK) and Professor Hoyin Lee from the University of Hong Kong, and the CEO of an NGO focused on cultural preservation, Jennifer Frisinger.

We first interviewed Prof. Tieben, a professor from School of Architecture in CUHK, focusing on Architecture and Urban Design. He provided us an overview of the preservation history in the Central District and many useful suggestions on future development of the website and city walk. He thinks that a website which provides information on shops will be helpful, because they change very often. Also, he thinks interesting stories inside the area may attract more people. The website could also mention the practical information, such as where to find the bathrooms, accessibility, etc. Linking the walking tour to the website may also be useful. Meanwhile, he mentioned some concerns about the current preservation effort. He thinks the preservation projects in Hong Kong are now mainly focused on the Central District. The government also needs to do work in other places in Hong Kong. Further, many of those projects only preserve government buildings, not private buildings important to local communities. Besides the historic sites, the placemaking, walkability and quality of life should be considered too, not just preserving the places tourists like. The preservation effort should keep in mind both tourists and locals.

Next, we talked to Dr. Hoyin Lee from the University of Hong Kong, director of the Architectural Conservation Programs. He agreed with the idea that SCTP presents, that promoting the area as a whole, including the small local business in between could

improve the overall preservation efforts. "Conservation in the content of a living city should be less about preserving individual buildings as dead monuments and more about the living heritage of established communities that give Hong Kong's urban experience such as enchanting qualities," as he said.

He also thinks that online platforms such as website with its target audience of the younger generation will be helpful in terms of arousing attention for heritage preservation. Because the younger generation is the future and plays an important role in Hong Kong's future development. He also suggested that a map containing the geographic information of the shops within the area could be very helpful, which is one of our features for the website. For city walks, he mentioned that many of them are quite boring and including information about small local businesses in the city walk may attract more locals and tourists to participate.

Finally we interviewed Jennifer Frisinger, CEO from Walk DVRC Ltd. Her team focused on transforming a key 1.4 km stretch of road in the Central District, from Pedder Street to Western Market, into a public realm through pedestrianization. They also aimed for linking the public transportation artery to the historic sites such as Tai Kwun and PMQ. She provided us some insights on walkability inside the area and suggestions for our project. She agreed with our assessment that the walkability of the SCTP has a lot of room for improvement. She also agreed that a website could promote the preservation effort, as many things are going digital nowadays in society. She mentioned that adding an actionable feature, such as an interactive forum, to the website will make people more engaged in the preservation. She also stated that there are many existing walking tours associated with events, which are helpful for people to know more about the area. Besides increasing public awareness for preservation efforts, government support is also an essential key to successfully preserving the area in a sustainable way.

In conclusion, all the experts we interviewed agreed that creating the SCTP can improve the preservation effort in the Central District. The heritage inside the Central District is not only about those individual buildings, but more about the community culture. They also suggest a website providing information about the area and allowing public engagement is beneficial for promoting the SCTP area. The website could serve as a foundation for future applications. Experts also suggested an updated walking tour. They mentioned that the government should support the preservation projects and pay more attention to the local communities.

4.2.3 Shopkeeper Interviews

Aside from opinions of stakeholders and experts, we also interviewed shopkeepers in the area to find out more about their opinions on preserving this area. We interviewed six shopkeepers or workers in the triangle area. We chose two shops from inside the sites, including a local designer jewelry shop from PMQ and a traditional tailor shop from Tai Kwun. We also interviewed people from four shops on the street inside the triangle area, which are a souvenir shop on Hollywood road, a tailor shop, TenRen's Tea on Cochrane street, and a fruit stand beside the street in the market. All of the interviews were short and the summaries of the interviews are found in Appendix F.

We first interviewed a woman who works in a jewelry shop in PMQ. She had only been working in this shop for about half a year and told us that she chose PMQ because of its creative features and how it provides opportunities for local brands and Hong Kong designers. She suggested that creating this SCTP area could promote the business of the shops in PMQ.

Secondly, we went to a traditional tailor shop in Tai Kwun and interviewed the owners. They said they used to be in the Central Market for 23 years and were invited by Tai Kwun to open a shop there. They think the Central Market is more convenient for their business because it is closer to people's workplaces and thus there could be

more potential customers when people are passing through the building. However, they liked the current state of Tai Kwun due to the preservation of the heritage. When we asked about their thoughts on promoting this triangle area, they did not express a clear standpoint because they had never been to PMQ, and believed that it is more for the arts.

A worker in a souvenir shop on Hollywood also did not express a clear view towards the project either. He suggested that Tai Kwun is more for the heritage and PMQ served as a local market. As a shopkeeper, he thinks PMQ beneficial to his store more than the other sites. The shopkeepers from the other two shops on Cochrane street think that creating this Smart Cultural Triangle Precinct has the possibility to improve their business by attracting more visitors, both tourists and locals. However, they are not familiar with the other sites.

Lastly, we interviewed a woman from a fruit stand on the street market. She was not aware of any of the sites or preservation plans in the area and was quite resistant to our questions. She said she only came here to make a living and does not care about the preservation.

In conclusion, different shopkeepers hold different views on the preservation and promotion of the SCTP, but they are not against the idea that the SCTP presents. The major concern is that many people do not have enough knowledge about the individual sites and the area as a whole.

4.3 Designing a Website

Our team created a simple website prototype to showcase the potential for using a web platform to promote the Smart Cultural Triangle Precinct. In this section, we go over the design process and explore ways ISU could expand it in the future.

4.3.1 Research into Similar Sites

While designing the website our team looked at many existing sites with similar objectives, audiences, and content. The two sites that influenced us the most were Tai Kwun's site (`https://www.taikwun.hk/en/`) and PMQ's site (`http://www.pmq.org.hk/`). These sites were perfect because they deal with the same content as our site, have a similar goal of promoting historic buildings, and are aesthetically appealing.

Another website that stood out to our group is called Tours by Locals (`https://www.toursbylocals.com/`). We found this website to be user friendly because it provided useful information for someone who has never been to the area and recommendations for what to expect while on the tour. It includes the theme of tour, such as the history, museums, hiking or religious heritage. When researching websites and apps we noticed that our website should have a user friendly and visually appealing interface to attract more people.

4.3.2 Website Prototype

The prototype website is live at `https://sctp.petitti.org/`. The website design we settled on was influenced by the sites we researched and feedback from our sponsors. The ISU wanted a lot of pictures and videos to show off the area. It aims to be a simple but aesthetically pleasing directory of information. Simple colored blocks of text accompany full-width photos of the SCTP sites taken by our team. Figure 10 shows a screenshot of the website's design.

We wrote the site in pure HTML and CSS, with some JavaScript for interactivity. We used no third-party frameworks or libraries. We have published the source code under a free and open source license, and it is available to view at `https://github.com/jojonium/SCTP-Website`.

Currently the site consists entirely of static HTML pages with no server-side in-
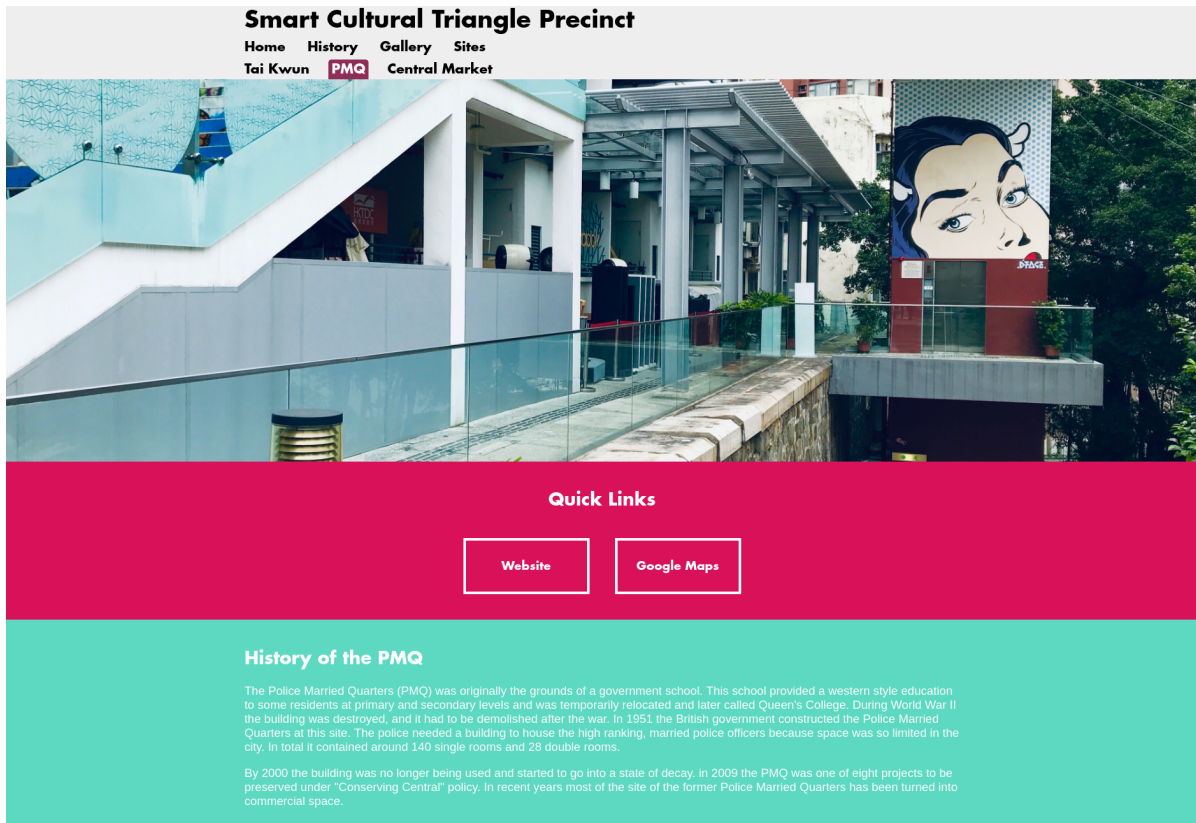
Figure 10: A screenshot of an early prototype of the website

teractivity. Our group discussed ways in which server-side content could be useful in expanding the scope of the site in the future, but decided not to pursue this development path due to our limited time and experience. See Section 4.3.4 for more details.

4.3.3 Online Gallery

The SCTP site also serves as an online gallery for the photos and videos our team has taken of the area (see Section 3.3). We stored our pictures and videos on the web server hosting the site, and they can be accessed in an easy and visually appealing way right from the site. These images and videos should give the public a better understanding of what the Smart Cultural Triangle Precinct is actually like, and bring more interest in the historic sites.

4.3.4 Possible Future Expansions

The current SCTP site is just a prototype for the ISU to test the popularity and success of an information website on historic buildings. If the test proves successful the ISU could expand the site to incorporate new features in the future. Our team discussed the following possible expansions:

- A forum, image board, or other location for users to interact with each other—this could allow for visitors to share pictures, comments, and ideas about the SCTP with each other, and encourage more people to visit the area.

- A blog—a blog with information and updates about the area could be useful for keeping visitors interested and informed on the preservation projects happening in the precinct.

4.4 Walking Tour Assessment

As a part of our project we wanted to assess the walkability within the area of the triangle precinct. This is really important because a big factor with trying to promote an area is making sure that it is accessible to everyone. Linking the three main points of the cultural triangle is crucial to the project, and the mid-level escalator system is a really good example of how the linkage is currently in effect. Focusing away from the escalator is also essential because it is currently under a four-year upgrade. There will always be parts of the escalator not running which is where assessing the walkability of the surrounding streets comes into play.

4.4.1 Walkability Assessment

There are two main streets that run through the triangle precinct, and a bunch of little ones that link Tai Kwun to PMQ and to the Central Market. We observed Queens

Road Central and Hollywood Road which are the main streets within the SCTP. We also observed Staunton Street, Aberdeen Street, Lyndhurst Terrace, Gage Street, Wellington Street, Old Bailey Street, the Central–Mid-Level Escalator and the ground level area below the escalator which is partially Cochrane Street. Figure 11 shows a map of the area and the specific streets that we observed.
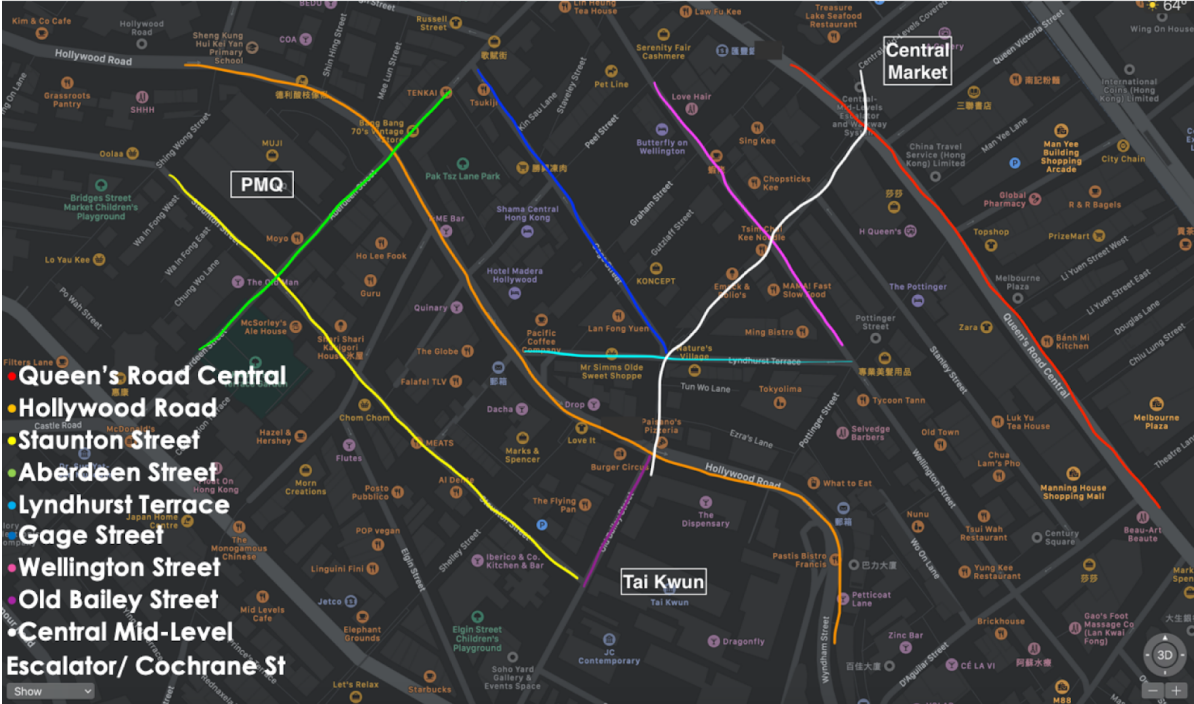
Figure 11: Streets that we observed

While observing these ten streets, there were six main things that we were looking out for and we made specific notes on each of these categories that is found in Appendix F. After that we ranked each category for each street on a scale of 1-10 (1=bad ranking, 10=good ranking);

1. Width: how wide or narrow the walkable area of the street was (1=narrow, 10=wide).

2. Slope: how steep or how flat the street was (1=steep, 10=flat).

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3. Obstacles: how many people were in the area, if cars were allowed and if there was construction going on (1=many, 10=none).

4. Safety: how safe the street was, if there were railings on the side of the sidewalks, how crowded it is or if cars are allowed on the road (1=not safe, 10=very safe).

5. Signage: how many signs were along the street, specifically directional signage (1=none, 10=lots).

6. Cleanliness: how clean the street was (1=dirty, 10=spotless).

7. Accessibility: whether the street is universally accessible (1=not accessible, 10=very accessible).

We set up the rankings this way so that when we calculated them the higher number displayed the "more walkable" streets. Table 2 shows the rankings that we made for each street and the sum of all the categories per street.

Street	Width	Slope	Obs.[1]	Safety	Signage	Clean.[2]	Acc.[3]	Total
Queen's Road	9	9	1	7	9	7	8	50
Hollywood Road	8	9	5	7	9	7	3	48
Staunton Street	5	8	5	5	6	8	3	40
Aberdeen Street	4	1	4	4	7	7	1	28
Lyndhurst Terrace	6	7	4	5	4	6	8	40
Gage Street	1	4	1	1	2	1	1	11
Wellington Street	4	6	2	2	4	2	8	28
Old Bailey Street	4	3	8	6	4	8	2	35
Cochrane Street	9	5	5	8	7	6	8	48
CME[4]	5	8	4	9	9	9	3	47
CME (ground-level)	9	4	5	9	7	4	3	41

Table 2: Walkability ratings of selected streets in the SCTP

Most of the streets that we observed were generally very safe places to walk. Some better than others mainly because of either how crowded they were due to people and

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[1]Obstacles

[2]Cleanliness

[3]Accessibility

[4]Central–Mid-Levels Escalator

cars, or how steep they were. Overall the safest place to walk is not surprisingly the mid-level escalator because no cars are allowed up there, the slope is controlled by the escalator and it also controls the flow of the crowd based on what direction it is going during the day. The second best places to walk are Cochrane street, the road under the escalator, because it is very wide and part of the road does not allow cars, and along Hollywood Road because it is generally a flatter road compared to most. Many of the smaller roads are steeper but are less crowded, while the wider streets are flatter and crowded so they tend to even each other out when it comes to which is more walkable. We found that the smaller streets that tended to be a little steeper felt more walkable because there was room to walk rather than being pushed around by large crowds and worrying about cars.


Figure 12: Proposed walking tour using the Central–Mid-Levels Escalator

Figure 13: Proposed walking tour without the Central–Mid-Levels Escalator

4.4.2 Walking Tour with Escalator

Using the mid-level escalator to travel around makes exploring the SCTP much easier for many reasons, including the fact that one can travel right over busy intersections and not have to stop and wait. We suggest the best way to get to the three main points in the triangle area is to start at the Central Market and walk through it, then take the mid-level escalators right up to the Footbridge Gate of Tai Kwun, after that get back on to the escalators and take the exit on Staunton Street, turn right and walk down to PMQ's entrance on Staunton Street as shown in Figure 12. This is a really simple way to hit all of these places by using the escalators and it does not take a whole lot of energy. The only downside to using the escalator system is that one can travel right over and miss many interesting little shops within this triangle precinct.

4.4.3   Walking Tour without Escalator

As a result of the escalator being under construction for the next couple of years, the ISU wants to have a way to reach all of the locations within the SCTP without using the escalator. There is a current route for a walking tour but our plan has some minor changes to it where we think there is a safer, less crowded route, while also being able to explore the little shops in between. Starting from the Central Market, one would cross Queen's Road Central on ground level, over to Cochrane Street. From there follow Cochrane Street, right under the escalator until Lyndhurst Terrace. There are stairs along the way but these streets right under the escalator are pedestrian only, making them much safer than other streets. Continuing up Lyndhurst Terrace and making a left onto Hollywood Road, will eventually lead to the main entrance of Tai Kwun, Pottinger Gate. After Tai Kwun, leave through the Old Bailey Gate and from there it is a straight shot to PMQ along Staunton Street as shown in Figure 13. The benefit of walking along street level is that there are so many interesting shops, cafes, and restaurants that sell all sorts of interesting little things, so doing the tour without the escalator has its own advantages.

5 Conclusions and Recommendations

With this project, we hoped to learn the best way of promoting the Smart Cultural Triangle Precinct area as a whole. In this chapter we will summarize our most important findings from our survey and interviews, website prototype, and walkability assessment. Finally, we will make suggestions for stakeholders, and recommendations for further research on this topic.

5.1 Key Findings

Based on our results, our team has drawn these overall conclusions. We created our recommendations based on these findings.

5.1.1 Survey Conclusions

We conclude from the survey results that locals and tourists are still not aware of the existence of the SCTP area and the walking tours or historic significance, and preservation plans inside. However, over 70% of the people show an interest in the walking tour with preference of cultural landmarks, historic buildings, and modern attractions. The tour organizers can refer to this when improving and designing the walk in the future. Furthermore, over two thirds of the survey respondents prefer to use the website over other options, such as mobile app, blog, and pamphlet, to get entertainment and events information about the area, which can be set as a tool for the promotion of the area.

5.1.2 Interview Conclusions

From our interview results, we learned that for shopkeepers, they need more information about the sites and the area as a whole, and most shopkeepers think this project will be helpful for their business. For experts, they suggested that a website and a walking tour will be helpful, and creating this triangle area will promote the preservation efforts.

As for stakeholders, they are more concerned about the interests of the group that they represent. They agreed that each individual site will benefit from the promotion of the area as a whole. Our interviewees suggest that ISU can promote public awareness of the preservation effort by providing updated walking tours. Interesting stories can be added to the walking tour to attract both locals and tourists. For future urban planning and development, the cleanliness and width of the sidewalk should be taken into consideration. It is important for the area to achieve economic and social self-sustainability. Government support will be essential and could try to provide more affordable places in sites like PMQ for the public to engage in. The government should also value historic buildings of local communities and support those preservation projects.

5.1.3 Website Conclusions

Based on our surveys, we conclude that a website is the best online platform for the SCTP to pursue and promote. In addition to being more popular in our survey, websites are cheaper and easier to develop and maintain than apps or physical platforms like pamphlets or brochures. They also have a wide reach—anyone with internet connectivity and a web browser can access it at any time for free.

For these reasons, we pursued a website for our prototype online platform. The prototype we have developed (see Section 4.3), while not fully featured, should still be a good proof of concept and starting point for future expansions.

5.1.4 Walkability Conclusions

After observing the streets within the precinct, we noted specific qualities of each street, as we show in Appendix G. Many of the observations that we made were about the general characteristics of the street, such as whether it was narrow or wide, the slope, and any obstacles that were around, including cars and people. These specific things are hard to change about a street, but the things that can be changed are safety, signage,

cleanliness and sometimes accessibility. Fixing small things like these can be really helpful in the long run to promote and preserve the SCTP.

5.1.5 Limitations

With more time and resources we could have gone further with our methods. For example, we could have implemented some of the recommendations for the website and added more functionality. If we had more time we could have collected more survey responses and conducted more interviews. We also could have used more quantitative measurements in the walkability assessment, such as measuring the width and slope of each street. Although there is still work to be done on the SCTP project, our team accomplished our objectives and has laid the groundwork for future research.

5.2 Recommendations

We have divided our nine recommendations into three groups: those related to the walking tour, suggestions about the website, and ideas for future research.

Walking Tour From the results of the survey and our walkability assessment, here are some recommendations for stakeholders:

1. To help promote the SCTP, we recommend that the government improve cleanliness, add railings to streets with narrow sidewalks and busy traffic, and add signage in more locations in the area, including bigger signs at the entrances to important sites.

2. We propose our walking tour plans to the ISU as a guideline for the further improvement of their walk, in the case that the Central–Mid-Levels Escalator is under construction. See Sections 4.4.2 and 4.4.3 for details.

3. Tour organizers should include practical information and interesting stories as explained in Section 4.2, and cultural landmarks such as H6 Conet, Hong Kong News-Expo, and Pak Tsz Park, and historic sites such as Man Mo Temple and the Duddell Street Steps.

Website   Based on our experience developing the website prototype, here are the recommendations we suggest for the stakeholders and future research on the topic:

1. Because locations of shops and restaurants can change frequently, the ISU should hire some maintainer to update the information on the map page at regular intervals. As development projects are completed, some of the information on the site will become outdated too. For example, the page on the Central Market should be updated once construction on the market has been completed.

2. The site could be updated with information about currently ongoing events in the SCTP. Our survey respondents were split on the question of what information they would like to see from an online platform, but the two most popular responses were "News and Events Information" and "Entertainment Information." The website could serve as a valuable source of information on events in the area. Again, this would require a maintainer to keep the information up to date.

3. More interactive features such as a public forum or a blog with public comments could be added. Our team determined this would be a useful way for locals and tourists to interact and learn more about the history and current state of the area, as well as voice their opinions and concerns about it.

General Recommendations and Further Research   Here are our general recommendations for stakeholders in the SCTP area and future groups that continue to work on this project.

1. Our interviews (see Section 5.1.2) show that most preserved buildings are public or government sites, and private buildings are still at risk. Therefore, we suggest that the Urban Renewal Authority should make an effort to preserve private buildings that are important to the local community.

2. We recommend that the managers of each historic and cultural site keep the sites open and accessible to the local small businesses so that they can remain economically stable and the historic sites can sustain themselves.

3. For future groups working on the SCTP project, we recommend they research what needs to be done to make an area more walkable, how online platforms can be used to effectively promote areas like the SCTP, and what work has been done at the Central Market and other historic sites around Central. If a future group uses a survey, we would recommend they plan to conduct it for a longer period of time, and translate it into more languages, such as Korean and Japanese.

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Appendices

Appendix A   Sponsor Description

The Institute for Sustainable Urbanisation (ISU) (2015) is a non-profit public organization founded in 2014 and funded by the Hong Kong government and non-profit organizations. Their mission is to promote livable, walkable, and sustainable cities worldwide.

There are four employees/founding members, Dr. Sujata S. Govada, Dr. Essy Baniassad, Mr. Ravi K. Govada and Mr. Widemar Spruijt (The Institute for Sustainable Urbanisation, 2015). Dr.Govada is the founding director of the organization and also an Adjunct Associate Professor of urban design at the Chinese University of Hong Kong (CUHK). Dr. Baniassad is an architect and professor at CUHK and the University of Botswana. Mr. Govada is a founding member of ISU specializing in public relations. Mr. Spruijt is a city planner and urban designer with experience of cities all over the world. They are all experienced professionals in the urban design field.

UDP International (2008) is a for-profit boutique firm focusing on long-term environmental, economic and social sustainability, which was also founded by Dr. Sujata Govada. UDP International is a partner with ISU. They have done projects for cities all over the world, including making a plan to revitalize Graham Street market in the Central District of Hong Kong while "maintaining the existing urban morphology and ensuring the cultural continuity and collective memory of street market culture" (para. 1).

Professor Hendrik Tieben from CUHK is also a sponsor on this project. He is an architect and an Associate Professor at CUHK's School of Architecture (The Chinese University of Hong Kong, 2018). He is also the director of M.S. Urban Development program. Professor Tieben worked on the re-envisioning of community space in Tin Shui Wai and Sai Ying Pun areas of Hong Kong. The education at the School of Architecture is meant to not only teach the students about architecture but also to teach them about

the many changes that may occur in the near future (CUHK, School of Architecture, 2018). The School offers many undergraduate degrees including a four-year Bachelor of Social Science degree in Architectural studies, as well as graduate degrees that include Master of Science in Urban Design, Master of Architecture, and Master of Science in Sustainable and Urban Design.

Appendix B   What is an IQP, and how Does This Project Qualify?

An interactive qualifying project (IQP) is a group project required of every WPI student, in which they try to solve real problems and gain experience from engaging in interactions with society (Worcester Polytechnic Institute, 2018). The IQP is supposed to help WPI students, who are predominately engineers and scientists, by giving them an understanding and appreciation for the social and humanistic contexts of their work. IQPs are typically completed off campus in seven weeks and are unrelated to the students' majors. Common topics for IQPs are energy, the environment, sustainable development, education, cultural preservation, and technology policy.

This project focused on cultural preservation in the SCTP in the Central District of Hong Kong. It was carried out by a team of four students from different majors at the Hong Kong project center between January and March 2019. The project involved actual social science research, including interviews, a survey, background research, academic writing, professional presentations, critical thinking, and problem solving. This project also used science principles such as data analysis and technology like Geographic Information System mapping (GIS) to create the map on the website. The project helped solve a real problem with social and economic impacts that matters to the local community. Our goal of promoting cultural and historic preservation aligned with the purpose of an IQP.

Appendix C   Survey Questions — English

We are a group of students from Worcester Polytechnic Institute in Massachusetts working for the Institute for Sustainable Urbanisation. This survey is designed to help gather public opinions on preservation projects in the Central District. For each question, put a check next to the one answer that applies best.

1. **What is your gender identity?**   □ Male   □ Female   □ Other
2. **What is your age?**   □ Under 20   □ 20–40   □ 41–60   □ Over 60
3. **Where do you live?**
   □ In the Central District   □ In Kowloon
   □ In another part of Hong Kong   □ Outside of Hong Kong
4. **Why are you here today?**
   □ For work   □ I live here   □ For my studies
   □ For recreation   □ Other: ─────────────
5. **How did you get here today?**
   □ I used the MTR   □ I took a bus
   □ I took a taxi   □ I walked
   □ I drove here   □ Other: ─────────────
6. **Did you use the Central–Mid-Levels escalator today?**   □ Yes   □ No
7. **Have you been to the following sites? (Check all that apply)**
   □ PMQ (former Police Married Quarters)   □ Tai Kwun (former Central Police Station)
   □ Central Market   □ I haven't been to any of these sites
8. **Are you aware of any walking tours in this area?**   □ Yes   □ No
9. **Would you be interested in walking tours in this area?**   □ Yes   □ No
10. **What would you want from a walking tour in this area? (Check all that apply)**
    □ Historic buildings   □ Museums   □ Modern attractions
    □ Cultural landmarks   □ Other: ─────────────
11. **Are you aware of any preservation plans in this area?**   □ Yes   □ No
12. **On a scale of 1–5, how do you like the current state of historic and cultural sites in the Central District?**   Strong dislike □—□—□—□—□ Strong support
13. **On a scale of 1–5, how do you like the current state of the Central–Mid-Levels Escalator?**   Strong dislike □—□—□—□—□ Strong support
14. **Which of the following would you be most interested in to get information about this area?**
    □ Website
    □ Blog
    □ Mobile app
    □ Physical platform (e.g. pamphlet/brochure)
    □ Other: ─────────────
15. **What would you want to see from a digital platform about the preservation plans in this area? (Check all that apply)**
    □ News and events information
    □ Entertainment information
    □ Information on businesses and shops
    □ Maps
    □ Historic information
    □ Other: ─────────────

Appendix D   Survey Questions — Chinese

您好，感謝您配合完成我們的社會調查。我們是來自伍斯特理工學院的並正在為一個公益組織工作的大學生，希望通過這個調查收集民意，以便更好地保護中環內的文物建築。請在以下問題中選擇一個最適合您的選項。

1. **請問您的性別是？**   □ 男性   □ 女性   □ 其他
2. **請問您的年齡是？**   □ 20 歲及以下   □ 20–40   □ 41–60   □ 60 歲及以上
3. **請問您住在哪裏？**
   □ 中環   □ 九龍
   □ 香港島上其他區域   □ 香港以外
4. **請問您今天來訪中環的目的是？**
   □ 工作   □ 生活   □ 學習
   □ 娛樂   □ 其他:_____
5. **請問您今天使用的交通方式是？**
   □ 地鐵   □ 巴士
   □ 的士   □ 步行
   □ 駕駛   □ 其他: _____
6. **請問您今天是否使用過半山扶手電梯？**   □ 是   □ 否
7. **請問您是否去過以下地點？（請選擇所有符合的選項）**
   □ PMQ元創方   □ 大館
   □ 中環街市   □ 沒有去過
8. **請問您是否了解中環內的步行遊覽？**   □ 是   □ 否
9. **請問您是否對步行遊覽有興趣？**   □ 是   □ 否
10. **請問您希望在中環的步行遊覽中體驗什麼？（請選擇所有符合的選項）**
    □ 歷史建築   □ 博物館   □ 現代景點
    □ 文化地標   □ 其他:_____
11. **請問您是否了解中環內的古建築保護計畫？**   □ 是   □ 否
12. **從1到5打分，請問您如何評價中環現有的古建築保護計畫？**
    非常不喜歡 □—□—□—□—□ 非常支持
13. **從1到5打分，請問您如何評價半山扶梯？**   非常不喜歡 □—□—□—□—□ 非常支持
14. **請問您對以下哪一種用於獲許有關中環信息的方式最有興趣？**
    □ 網頁   □ 博客   □ 應用程式/app
    □ 宣傳手冊   □ 其他:_____
15. **請問您希望在有關中環的應用程式（App）/網頁上看到什麼信息？（請選擇所有符合的選項）**
    □ 新聞和活動信息
    □ 娛樂信息
    □ 商家信息
    □ 地圖
    □ 歷史信息
    □ 其他: _____

Appendix E   Interview Protocols

E.1   Stakeholder Interview Protocol

This is a basic outline for interviews with stakeholders. Actual interview questions will be customized for the interviewee.

- What organization do you work for?
  - What is your position?
  - What field do you work in terms of preservation/urban renewal plan?

- Do you have any insights or know about preservation plans in the Central District for the following locations:
  - PMQ
  - Tai Kwun
  - The Central Market
  - If yes, have you worked in any of the preservation plans?

- What difficulties did you encounter in preserving those historic sites?
  - Is there any current issue that you identify? Please explain.

- What outcome do you/your organization expect to see from preservation projects in the Central District?

- Will an online digital platform such as a mobile app or website help to achieve the outcome?
  - If yes, what content do you want to see?
  - If no, why?

- Have you heard of any walking tours in the area? If so, please describe.
  - Do you think it can be a good way to promote preservation in Central District?
    - ◇ If yes, will you be interested in participating/ what do you expect?
    - ◇ If no, why?

E.2 Expert Interview Protocol

This is a basic outline for interviews with experts. Actual interview questions will be customized for the interviewee.

- What organization do you work for?
  - What is your position?
  - What field do you work in?
- What do you know about the preservation plans in the Central District?
  - Do you think they are successful? Why or why not?
  - Is there anything that could be improved? Please explain.
- Do you think an online digital platform, such as a website or app, could be helpful in cultural preservation/promotion?
  - Why or why not?
  - What content would you want to see on such a digital platform?
  - If no, is there another approach you would prefer?
- Have you heard of any city walk tours in the Central District? Please describe.
- Do you think a walking tour would be helpful in cultural preservation/promotion?
  - Why or why not?
  - What content would you expect to see in a city walk tour?
  - If no, is there another approach you would prefer?

E.3 Shopkeeper Interview Protocol

- When did you start your business, or when did you start working here?
- Why did you choose this location?
- How do you like the current state of the area?
- Do you think improving the area as a whole will improve your business?
  - Do you have any suggestions for improving the area?
- Do you see any value in creating a cultural precinct encompassing PMQ, Tai Kwun, and Central Market?

Appendix F   Interview Notes

This section contains summaries of the notes we took during our interviews.

F.1   Stakeholder Interviews

Katty Law, Central and Western Concern Group, February 1

Katty Law is a convener for the Central and Western Concern Group, an NGO which was started in 2005, and is made up of community members concerned about historic sites. PMQ would have been sold off by the government without their help. She mainly works in the field of urban planning and heritage preservation. She thinks it is still early to comment on the preservation plan in the Central District since most sites haven't been open for long. It needs a comprehensive conversation to say whether the plan is successful. The current preservation plan aims to conserve the building and to attract more visitors. Previously, expensive but unnecessary restaurants occupied space in PMQ since the place is not far from the SoHo area. She also thinks PMQ is too commercialized. The public funding should be promoting creative industry and the space could be better used for local industry. She also mentioned that the rents for PMQ are too high for the local shops to afford. She thought the digital platform would be possibly helpful for the younger generation and it should include day to day updates on events in the area and trip planning. She has heard of a lot of city walks organized by different groups and considered it very useful in promoting the area, because actually experiencing the space and streets is effective to see the place first hand. There are many aspects to see in the walking tour (historic, architecture, commercial, storytelling, urban development, local culture such as festivals, food, small places, markets, temples, etc.) People could take different streets and directions. "We have a tight neighborhood with hidden areas, unusual places, etc." Ton Lau tenement buildings, the markets, small street temples.

Food tour, for example. Not just PMQ, Tai Kwun, and Central Market. There are lots of interesting stories in the little lanes and streets. Every street in this area has a story. So many things to see, pay attention to the small things. "The interesting parts of the city lies in the small streets and corners."

Margaret Brooke, Heritage Hong Kong Foundation, February 12

Margaret Brooke is the chair of Heritage Hong Kong Foundation, representing Tai Kwun, the Blue House, and other significant buildings in Hong Kong. She worked to make sure buildings are being reused and protected and fight to save buildings from destructive redevelopment. For each site's preservation effort, she thinks Tai Kwun is very successful, but a bit too commercial. However, she admits that heritage buildings have to have some commercial uses to remain economically sustainable. Building managers have to look after the cost, which is very high, especially for heritage buildings. For PMQ, she thinks it's quite successful, but also quite commercial. She told us there are generally two schools of thought:

1. It's ok to use historic buildings for commercial if it helps preserve the building in a sustainable way.

2. Historic buildings should only be used for social aspects and promoting the local community.

They have to balance and tension. She thinks online platform would be beneficial, as long as it provides more information, not just on individual sites but the shops in between. Including the whole SoHo area will be interesting for people, and places such as bars and restaurants can be included. The Central Market was the first big market for the public in Central. Yet nobody knows about the preservation plans. Overall, social heritage is quite important for the development of Hong Kong. For city walks,

various organizations run at various locations. But not that many people come to Hong Kong for walking tours. It would help for promoting the preservation effort. HK tourist board advertised their tours through website and it is the best way to advise to people. Tai Kwun also uses social media.

Jennifer Frisinger, Walk DVRC Ltd. February 19

Jennifer Frisinger and her team focused on transforming a key 1.4 kilometer stretch of Des Voeux Road Central, from Pedder Street to the Western Market, into a public realm through pedestrianization. They also aim to link the public transportation artery to historic sites such as Tai Kwun and PMQ. She also agreed that a website could promote the preservation effort as many things are going digital in today's society. An actionable website for the public could be used in future applications, which will make people engaged more in the project. She mentioned that there are many existing walking tours which are often associated with events, those are helpful for people to know more about the area. However, government support is very critical for those projects to move along.

F.2 Expert Interviews

Professor Hendrik Tieben, the Chinese University of Hong Kong, January 30

Professor Tieben works at the School of Architecture in the Chinese University of Hong Kong (CUHK) as an associate professor, focusing on urban design and architecture. He thinks the Conserving Central plan focuses too narrowly on the Central District. Other areas are ignored. It also focuses mainly on government buildings, not on local communities. Placemaking, walkability, and quality of life should be considered too, not just preserving the places tourists like. An online digital platform could be helpful

in cultural preservation, but it should have a clear purpose. It can be established as a foundation for future applications. Shops change fast, someone would need to keep it updated. Make note of interesting art or buildings in the area. And it can be in the storytelling form, exploring a range of different stories in the area will be helpful for future studies. It can related to films, and convey the information in a way that makes people excited to explore. Practical information such as where to find bathrooms, and accessibility can be added. The before/after pictures can be interesting to show on website. And the website should not be only for tourists but also locals. A walking tour would be helpful in cultural preservation. It would be helpful to link the website to real life. Things like country parks and leisure events can be included as lots of online groups meet up to do these things.

Dr. Lee Hoyin, Hong Kong University, February 11

Dr. Lee is an associate professor at the University of Hong Kong, and serves as the head and one of the three founders of the Department of Architecture. He also works in government committee and heritage working group of Tai Kwun. He is the committee member for Tai Kwun and was on the judging panel that decided on the current conservation plan for the Central Market. He said for preservation, the government generally asks for an economic and social benefit. Tai Kwun has the financial self-sustainability issue solved, as it was funded by the Jockey Club. When it comes to whether the current preservation is successful or not, he thinks it is mostly successful, but he doesn't know about the financial aspect yet.

For the Preservation of PMQ, he is not sure whether it is successful or not, as there are criticisms about its financial situation. Although it should have affordable rate for local designers, the site is expensive to run and the managers have to balance with market rate while public expect that conservation should always be free. So the question comes: if the space were made to be free, how does the site to achieve self-sustainable.

And for Central Market, it should include local, small shops, not international brand, as well as public spaces. For successful sustainable preservation, it should achieve four aspects: environment, economic, social, and cultural. For Hong Kong, economic and social aspects are very important. Many of those preservation projects are mainly for tourists' economic benefit. It's important to create a living city, "Conservation in the content of a living city should be less about preserving individual buildings as dead monuments and more about the living heritage of established communities that give Hong Kong's urban experience such as enchanting qualities."

Economic sustainability is the key for sustainable urban conservation. You need money for conservation. Conservation is not about resisting changes, but managing and controlling the pace of change. Hong Kong is going too fast, and this is not good for social sustainability. Instead, it should be gradual, incremental change. Website can be a good way to promote as the target is the younger generation. Younger people are the future,and it's difficult to change the view of the older people, so we should target the young generation. What we are doing is not going to be the actual thing to help for promoting, but the foundation that enable something else. The website can be used in future applications. We should look to the bigger picture, global scale—for example, Google maps. Adding a game platform/map can be helpful to increase public engagement. There are city walks but they are not very successful, because they focused on history. They're boring. Should promote small business to attract tourists, focus on local story.

F.3   Shopkeeper Interviews

Ten Ren's Tea on Cochrane Street, January 31

The woman worked there for 3 months and chose the location to work because of the people working there. She has been to the sites and thinks they are special and she

learned more about Hong Kong people's tradition. She thinks that improving the area as a whole will improve the business as more visitors and more local people will come around and buy drinks.

Tailor Shop on Cochrane Street, January 31

This man worked there for 6 months and chose the location to work because someone introduced him to here and he got a offer. He has been to the sites but not going there very often. He thinks that improving the area as a whole will improve the business. He thinks it also depends on what kind of business people are working on. For example, for their tailor shop it could help a little, as it may attracts more business people to come around.

PMQ Shop S410, January 24

The woman worked there since April 2018 and chose the location to work because PMQ is a creative place, she likes this place, most shops are local brand and Hong Kong design. She has been to Tai Kwun once when it just opened. She thinks that improving the area as a whole will improve the business as there are many shops in Tai Kwun and more popular.

Yuen's Tailor Shop in Tai Kwun, January 24

They started their business in Tai kwun since 5 Month ago, and they were in Central Market for 23 years and Tai Kwun invited them. They liked Tai Kwun, but never been to PMQ. They don't have a clear standpoint on whether SCTP promotion will benefit them or not because they've never been to PMQ. And they thinks those sites has different purpose, Tai Kwun is heritage, PMQ is for art. Central Market is convenient because it's close to people's workplace and there were more people.

Goods of Desire on Hollywood Road, January 24

They started their business in 2011, and they sells Hong Kong products and shows HK culture. There's many foreigners and tourists, and they sell souvenirs. This man said there are a lot of tourists in the area, for PMQ there are many artists and local designers.He often recommend people to go there to have a look. But Tai Kwun he has only been once, and doesn't know much about it. He been to PMQ a lot as they have another shop there. And he thinks Tai Kwun is more for the projects, not for market. PMQ has festivals and markets for locals on Weekends, there are more people there.

Appendix G   Walkability Assessment

We ranked each of the major streets in the SCTP on a scale of one to ten on the following criteria:

1. Width: how wide or narrow the walkable area of the street was (1=narrow, 10=wide).

2. Slope: how steep or how flat the street was (1=steep, 10=flat).

3. Obstacles: how many people were in the area, if cars were allowed and if there was construction going on (1=many, 10=none).

4. Safety: how safe the street was, if there were railings on the side of the sidewalks, how crowded it is or if cars are allowed on the road (1=not safe, 10=very safe).

5. Signage: how many signs were along the street, specifically directional signage (1=none, 10=lots).

6. Cleanliness: how clean the street was (1=dirty, 10=spotless).

7. Accessibility: whether the street is universally accessible (1=not accessible, 10=very accessible).

Streets with a higher total score are "more walkable" streets. Table 2 on page 44 shows the rankings that we made for each street and the sum of all the categories per street. Table 3 shows our notes on each street.

Street	Type	Width	Slope	Obstacles	Safety	Signage	Cleanli-ness	Access-ability
Queen's Road Central	Main Road	Wide along most parts of the sidewalk	Flat	Crowds of people, lots of cars, but wider sidewalks	In most areas	Yes, everywhere	Pretty clean, minor trash on the streets	Yes, mostly flat
Hollywood Road	Lots of restaurants	Wider in some areas, few narrow areas on sidewalk	Flat but some small steps	Crowds of people, cars very close to sidewalk	In some areas	Yes	Very clean	No, mostly flat, but there are steps
Staunton Street	bar & restaurant street	Narrow but decent sidewalks	Flat, not much of a slope, just some steep steps	Not many people and a few cars	Railings when needed	Not much only really street signs, not much for directional	Clean	No, slight slope but there are steps
Aberdeen Street	lots of little shops	Narrow but decent sidewalk	Steep but there are steps	Narrow but cars go slower and not many people	No railings	At inter-sections	Clean	No, very steep and steps
Lyndhurst Terrace	Name brand shops and foods	Decent width sidewalks	Mostly flat	People lining outside shops	Some parts very minimal	At the in-tersections	Clean	Yes, slight slope
Gage Street	market street	Very narrow, no sidewalks	Slight slope	Cars are allowed, very crowded, unsafe	No	None	Dirty	No, packed and cars

Table 3: Walkability notes

Street	Type	Width	Slope	Obsta-cles	Safety	Signage	Cleanli-ness	Access-ability
Wellington Street	Mostly local food places	Narrow, some sidewalks	Kinda sloped but not bad	Cars and people— one way	No railings and narrow	Only street signs but no directions	Carts and cardboard from restau-rants, could be cleaner	Yes
Old Bailey Street	not popular street	Narrow but okay sidewalks	Steep	Quiet street but some cars	No railings but safe	At the ends	Clean	No, there are stairs
Cochrane Street	pedestrian street only	Very wide, no cars in parts	Pretty steep	Lots of people and a few cars	pretty safe but some cars	Yes	Some trash on ground	Yes, just a slope
Central–Mid-Levels Escalator	Pedestri-ans only	Very wide steps but could benefit from a wider escalator	Not steep and steps are provided in the steeper areas	Lots of people, some is blocked due to construc-tion	Very safe	Yes, ev-erywhere	Clean	No, there are stairs to get up to them
Central–Mid-Levels Escalator (ground-level)	pedestri-ans only	Very wide, no cars	Pretty steep	Lots of people but no cars	Safe b/c no cars	Yes	Some trash on ground	No, there are stairs

Walkability notes continued