
Supporting Business, Culture and Community in Central, Hong Kong

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WPI



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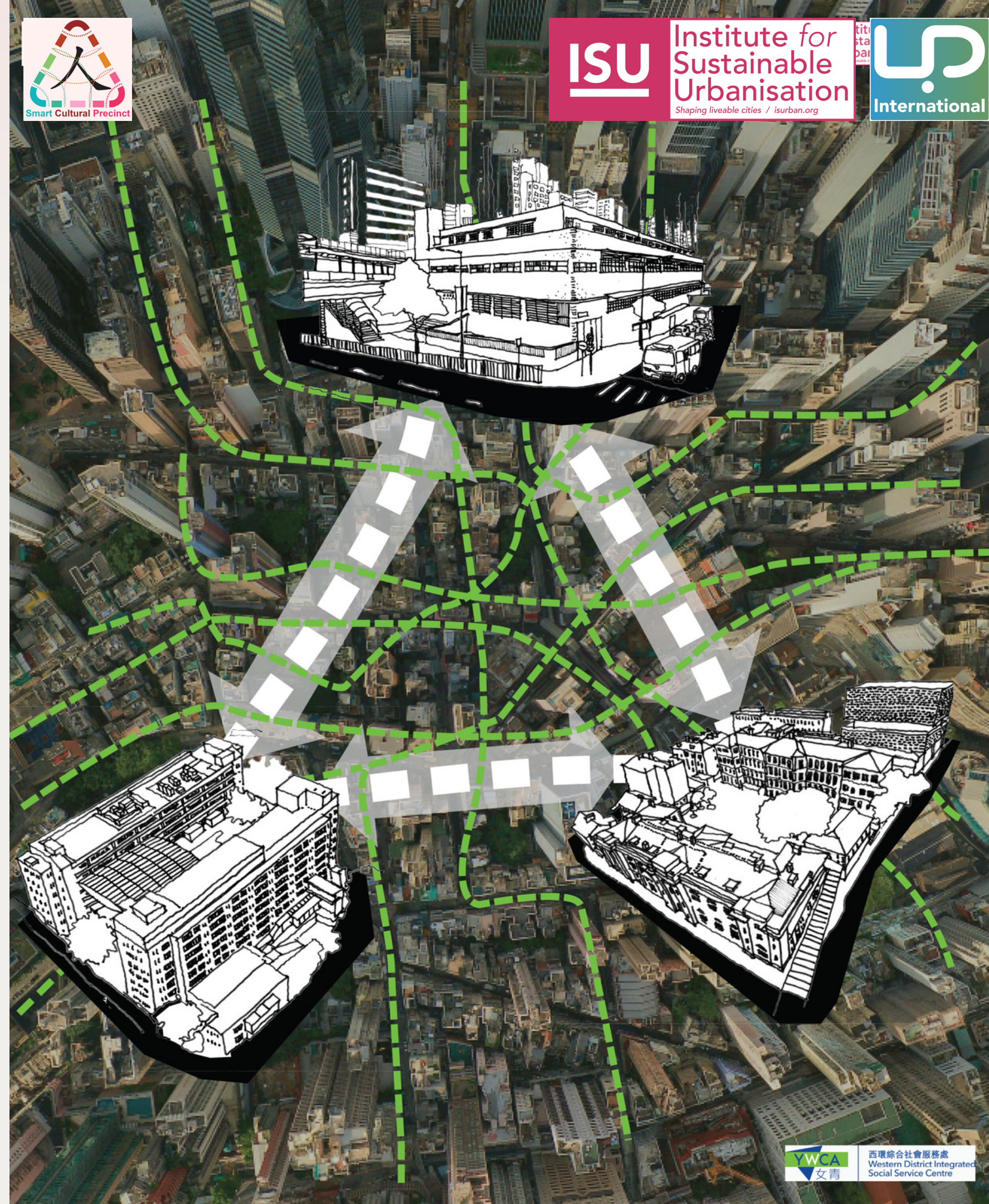
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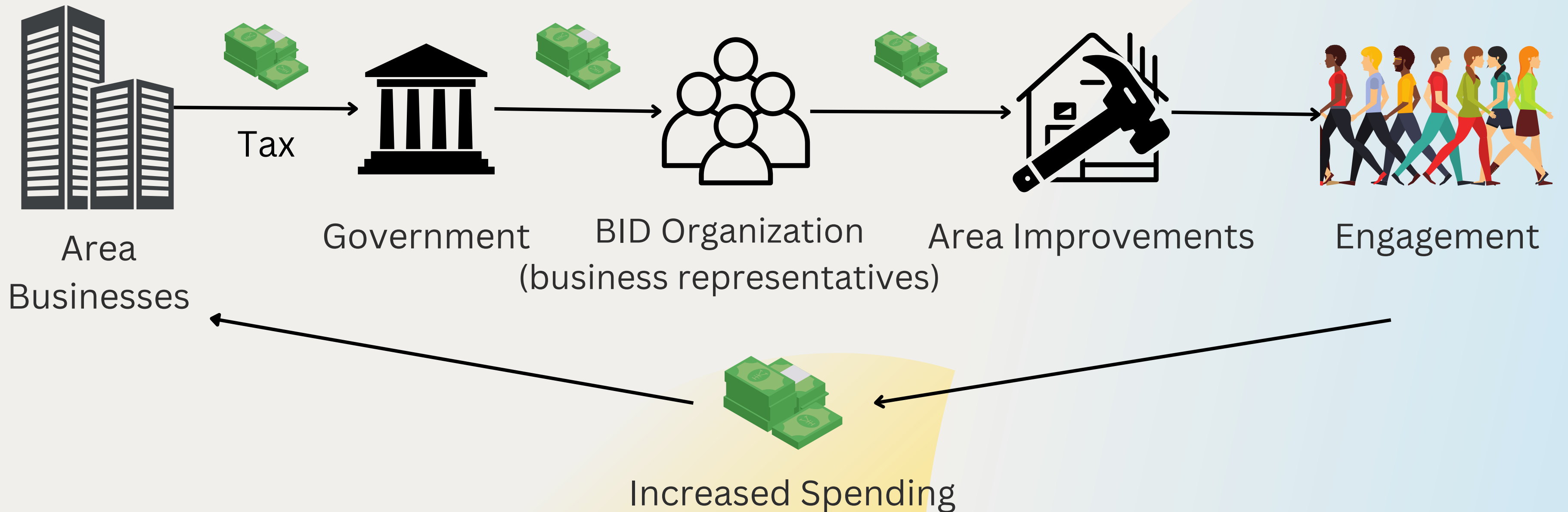
The Smart Cultural Precinct (SCP)

- A place-making initiative that aims to promote Central's cultural heritage.
- Anchored by three key historic locations: Tai Kwun, PMQ and Central Market.
- Achieve this through a community and business improvement district (CBID), which is inspired by the business improvement district (BID) model.



Business Improvement District (BID)

is an area where funding is drawn from stakeholders in the district to finance projects within it.



Project Goal

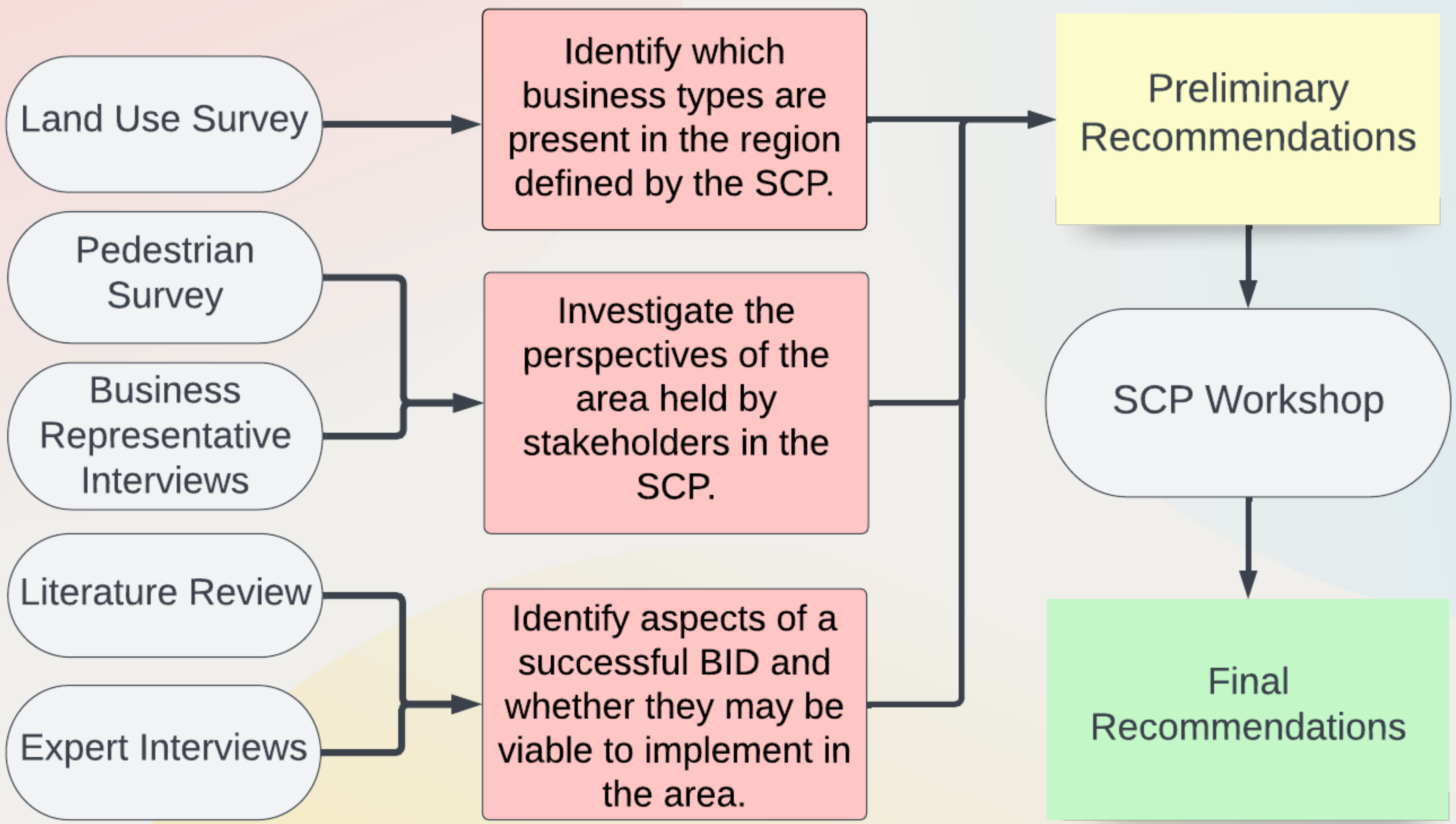
To assess the *feasibility* of a *business improvement district (BID)* for the promotion of *business, culture, and community* in the Central District of Hong Kong.

Objectives

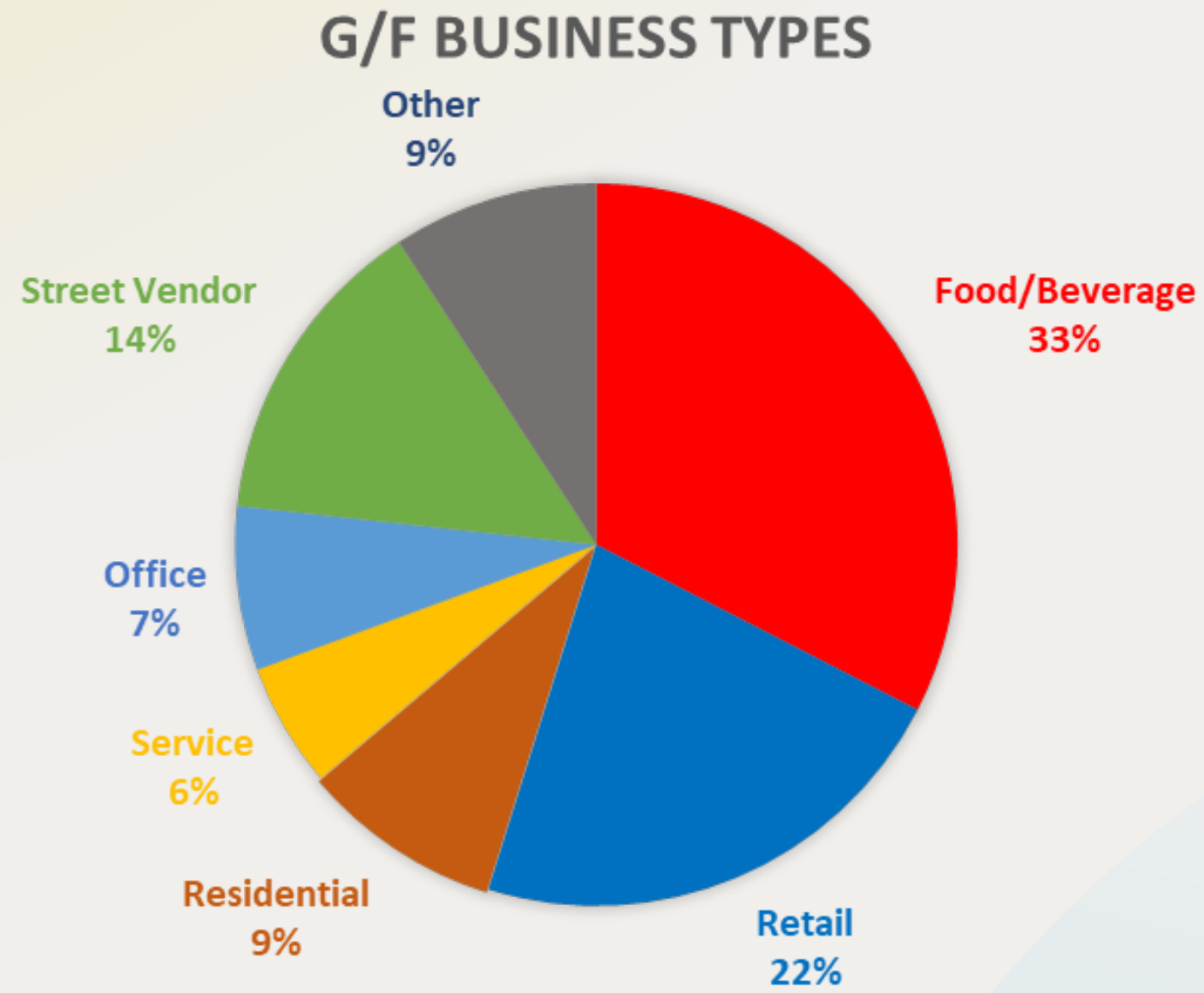
Identify which *business types* are present in the region defined by the SCP.

Investigate *stakeholders' perspectives* on the region defined by the SCP.

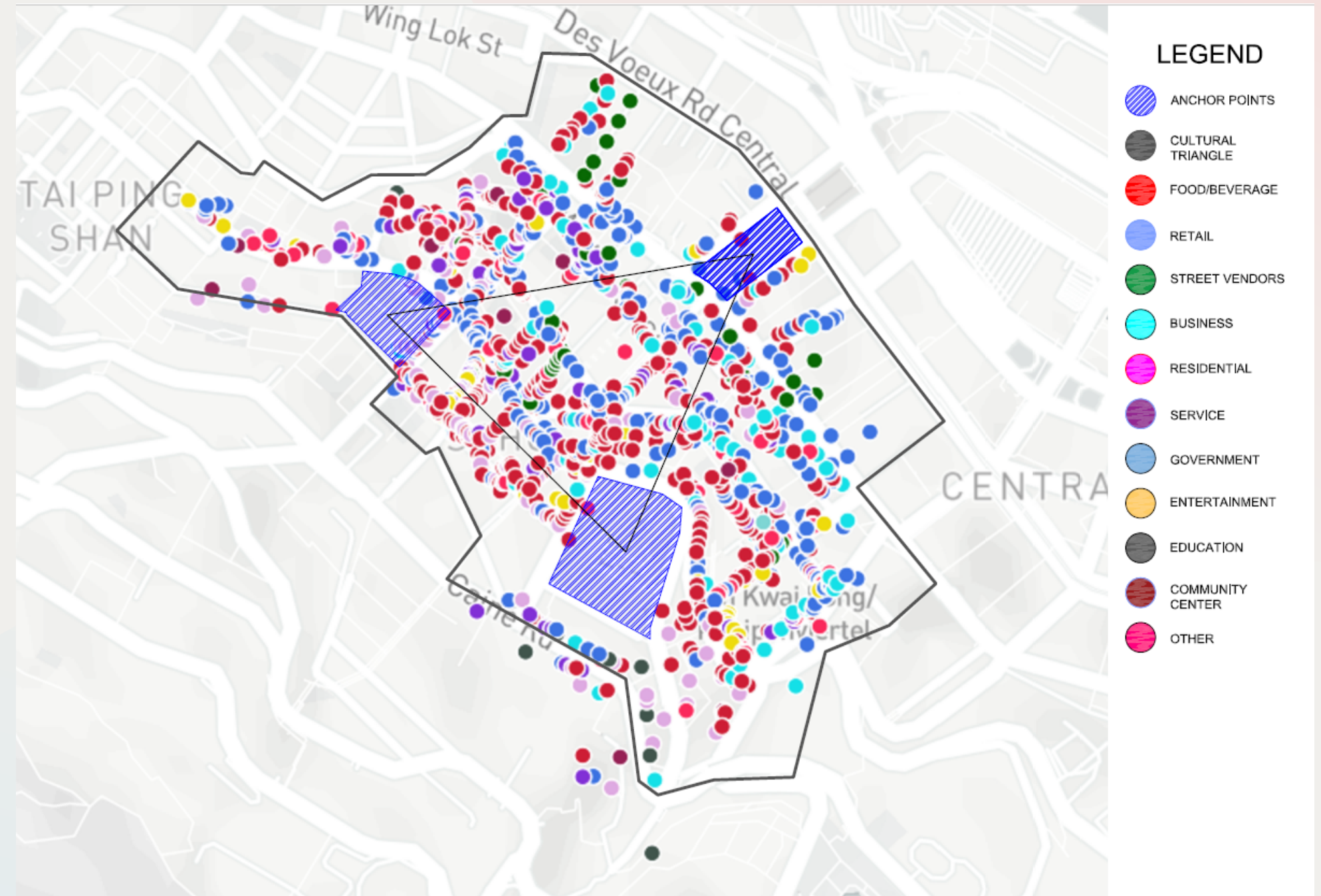
Identify *aspects of a successful BID* and whether they may be *viable* to implement in the area.



The business types in Central are diverse.



G/F Businesses Types



G/F Businesses in the SCP



Pedestrians believe that walkability can be improved (n = 93)

59%

believe that Central is comfortable to walk in.

75%

believe that some streets in Central should be closed to vehicles.

58%

believe that Central should have additional pedestrian crossings.



Businesses have interest in collaboration (n=38)

62%

opened within the past three years.

56%

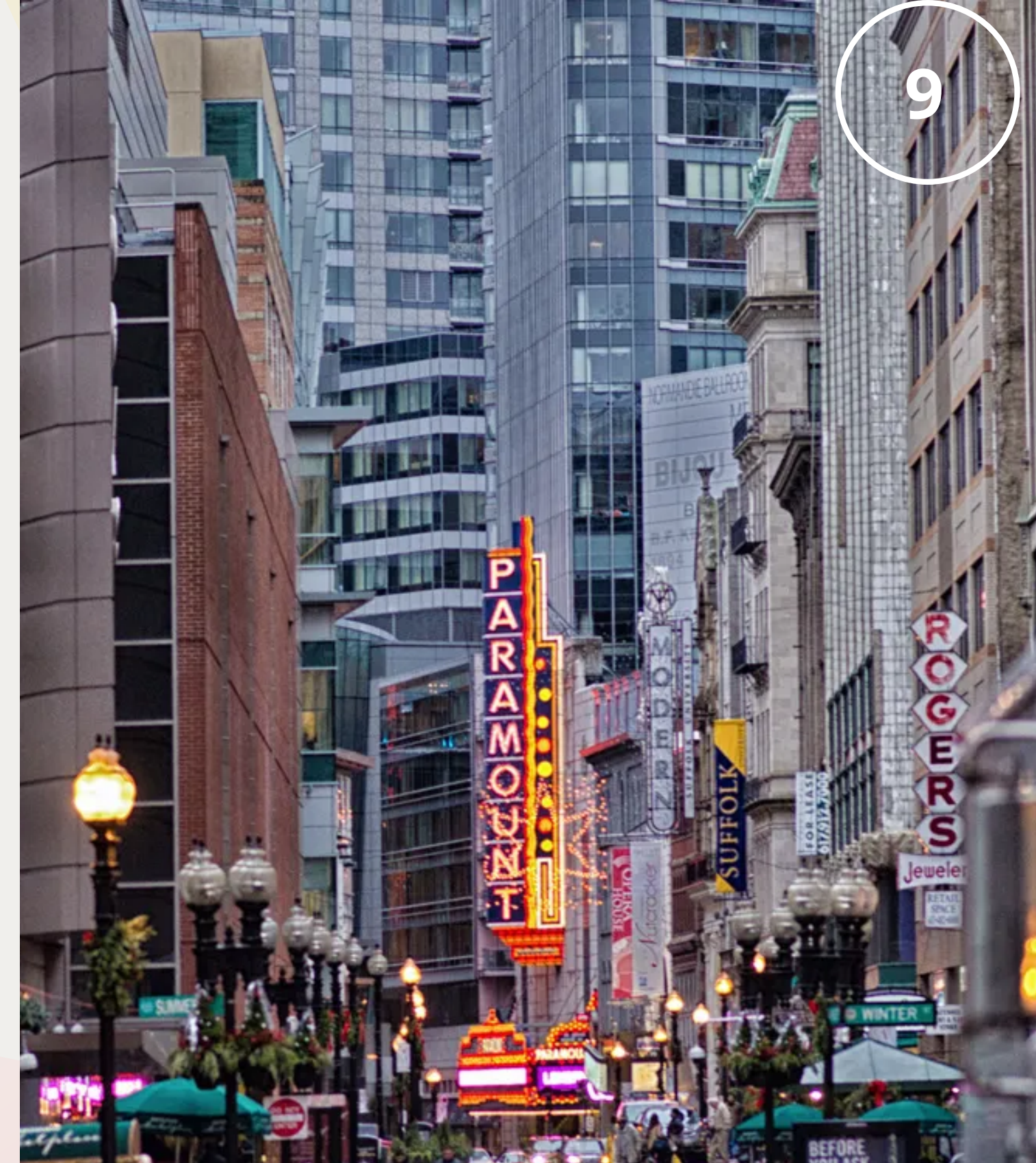
cited a lack of customers as their biggest challenge.

75%

expressed interest in cross-business promotions.

Prerequisites for a BID

- Active local business associations
- Large business interest
- Cooperative government



Andrew Grace

Downtown Boston BID



Interviews on a BID in Central



Alvin Yip

Former Curator-in-Chief,
Central Market



Vicky Chan

Founder



Phil Kim

Managing Director
Asia Pacific



Connie Cheng

Program Director
UrbanPlan Asia Pacific



Successful BID Aspect	State of Central
Active Local Business Associations	<ul style="list-style-type: none">• New and fragmented businesses
Anchor Point interest	<ul style="list-style-type: none">• Lack of integration• Highly Competitive
Cooperative government and suitable legislation	<ul style="list-style-type: none">• Little precedent• Red tape• Lack of communication

SCP Workshop



Conclusions

1

**Conditions in Central
are not currently
conducive to BID
formation**

2

**There is opportunity
and stakeholder
demand for
improvements in the
area**

Recommendations for the CBID

**Create opportunities
for community and
business
networking**

**Facilitate
collaboration among
the anchor points**

**Spread awareness
of the benefits of
the CBID**

Thank You! Any Questions?

