

The Essence of Place in Central, Hong Kong



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The Essence of Place in Central, Hong Kong

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ABSTRACT

This project aids the Urban Renewal Authority in identifying and preserving the essence of place in Central, Hong Kong. To better understand users' past, present, and desires for future regarding the essence as perceived by each individual, we utilized social mapping and semi-standard interview. We determined that the past essence cannot be brought back entirely based on the data collected. However, elements of essence could be created through placemaking application tools. These application tools are intended to preserve the cultural heritage, remind people of the traditions and foster a sense of community in Central, Hong Kong.

EXECUTIVE SUMMARY

BACKGROUND

Placemaking is a creative process that is intended to strengthen the community identity and to create a sense of place. Ultimately, placemaking is used as an urban planning strategy that focuses on the people and their interactions with a given place. Therefore, the historical background, the types of users in the area and the functionality of the spaces are all critical aspects of developing placemaking tools. This project is concerned with placemaking in Central, Hong Kong, an area located on Hong Kong Island.

During British colonization Central was part of the City of Victoria, shown as the red shaded area on the map in figure below.

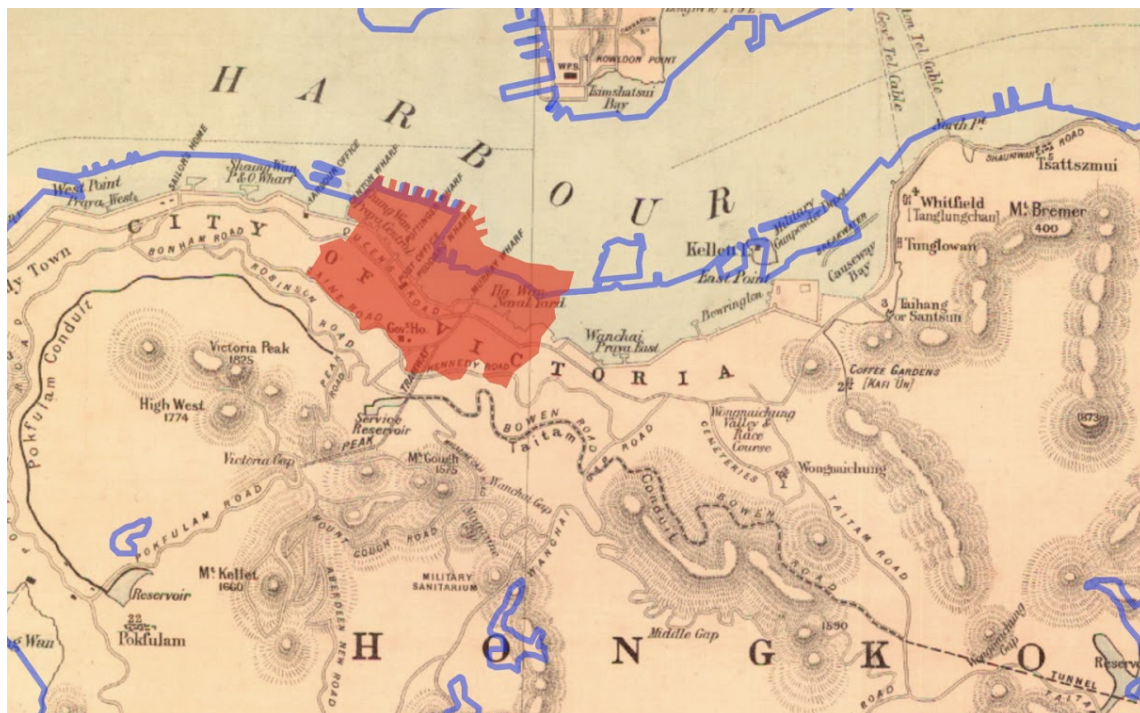


Figure: 1888 map of the City of Victoria shown with the current coastline in blue and the current Central area shaded in red, adapted from OpenStreetMap contributors. CC BY-SA.

At the beginning of Hong Kong's urbanization in the 1880s, the British government utilized racial zoning due to the significant economic differences between Chinese and other residents. Racial zoning was an urban planning method that separated people from different backgrounds in this colonial setting and had a great cultural impact on the communities in Central, Hong Kong. For a century, Central consisted of the Chinese settlement, the European Districts, international corporations, banks and government houses. The Chinese culture and European culture remained separate in the same area. Since racial zoning did not separate the land use by its functionality, there was no clear separation of residential areas from shopping areas or public spaces. Most of the residents dined, shopped, worked,

socialized and lived within the same neighbourhood. This formed an even more localized culture and neighbourhoods with a distinct identity from the banks or European Districts of Central.

Since the 1900s, parts of Central further developed into the Central Business District (CBD), and other parts remained residential areas. Most of Central's residents still dine, shop and socialize within this area. However, a significant portion of the user population has become the white-collar worker that commutes to Central during the day. Because of the commuters, CBD is very busy during the day and quiet at night. These professional workers spend the majority of their time in the offices and dine in the same areas as the other residents. Even though both the professionals and the residents of Central are using the similar spaces, they have distinct perspectives regarding the characteristics of Central, Hong Kong. Being in the centre of Hong Kong island, Central is also popular among tourists. The tourists that do not have the same knowledge about the history of Central also have a different understanding of the area. Therefore, professionals that work in the CBD, residents of Central, including the operators that maintain the spaces, shop owners and vendors in the markets, and tourists are the types of users in Central.

PURPOSE OF THE PROJECT AND OBJECTIVES

The Urban Renewal Authority (URA) is responsible for reinforcing the identity of the community and create a sense of place in Central, Hong Kong. During this placemaking process, they aim to take the end users' opinions into consideration. However, due to the various types of users and the multicultural and historical background of Central, URA introduced the notion of "essence of place" to discern and study the various characteristics of the area. An individual's perception of the essence of a place is an abstract concept that depends on many factors. Different individuals would have very different opinions based on personal experiences.

The Urban Renewal Authority aims to utilize our team as a third party to gauge the perceptions of different users of Central, Hong Kong. We are tasked to identify characteristics of the essence of Central and explore innovative tools to reinforce the identity of the area.

This project's focus was to detail the different perceptions regarding the essence of one specific area within Central, Hong Kong as shown in the figure below.

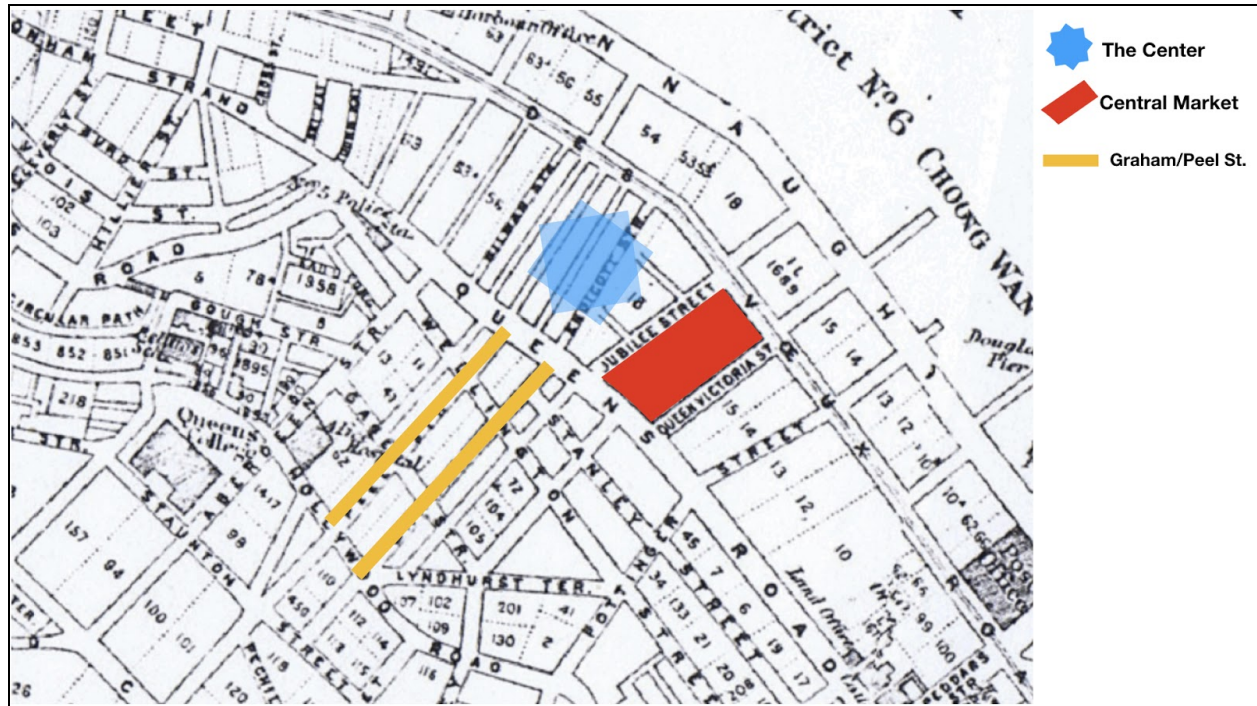


Figure: Map of Central (1931), adapted from OpenStreetMap contributors. CC BY-SA.

The purpose is to identify the essence in the area surrounding The Center, Central Market, and Graham/Peel Street and develop placemaking application tools to create a sense of place here. To achieve this goal, our team established five objectives:

1. Understand the cultural heritage and essence of Central, Hong Kong.
2. Determine the knowledge and experience of the users regarding the past in the area surrounding The Center, Central Market, and Graham/Peel Street.
3. Determine the perceptions of the users regarding the current state of the area surrounding The Center, Central Market, and Graham/Peel Street.
4. Determine the desires of the users regarding the future prospects of the area surrounding The Center, Central Market, and Graham/Peel Street.
5. Provide recommendations regarding future placemaking application tools in the area surrounding The Center, Central Market, and Graham/Peel Street.

METHODS, RESULTS AND CONCLUSIONS

To accomplish our objective of identifying the essence of the area surrounding the three sites, we utilized two methods: social mapping and two rounds of interviewing. In order to establish the application tools, we utilized the results from the first round of interviews to brainstorm potential application tools. The second round of interviews was conducted to evaluate the placemaking application tools and select one for further analysis. The feasibility of implementing this application tool was evaluated using SQERT, a project management model.

Social mapping was executed in three stages: archival research, photographing and observation. By archival research on the history of the area surrounding the three sites and photographing the current state of the region, we developed a basic understanding of the cultural heritage and essence of

Central, Hong Kong. We familiarized ourselves with the users and the functionalities of the projects sites through observation. Fifteen semi-standardized interviews were conducted and transcribed in the first round of interviews. Semi-standardized interviews are structured discussions, containing a set list of questions while allowing the flexibility to ask supplementary questions. All interviews had the same interview protocol, which allowed us to compare the perceptions of different categories of users. However, a decision tree system was established to ensure that users who were visiting the area for the first time would not be asked about their experiences regarding the past.

Our data from the first round of interview highlight four recurring themes that the interviewees associate with the essence of the area surrounding The Center, Central Market, and Graham/Peel Street. The recurring themes that we observed are: history, culture and tradition, community and modernization. From these themes, we created criteria for our application tools.

According to the results of the first round of our interview, some of the users of Central are concerned about the disappearing traditions and cultural heritage, but even more people would like to see improvements on the sense of community. Most of the locals that have witnessed the changes happening in the past 20 years do not think that the old essence could be “brought back”. However, the majority of the users would like to see the preservation of cultural heritage. The users acknowledge that urban renewal is necessary but also commented on the need to keep some of the old buildings. The close relationship between people and the friendliness of the neighbourhood were repeatedly emphasized. To improve user experiences in the area surrounding the three sites, the project team organized and summarized four criteria of essence as guiding principles for creating the application tools. All application tools were fabricated to satisfy one or more of the criteria.

The team then brainstormed 24 different ideas, drawing examples from successful placemaking application tools. By considering the cultural background of Central, Hong Kong, some of the ideas were specified or eliminated. After combining and organizing similar ideas, a list of ten application tools was finalized:

1. Workshops/classes that teach local trades or traditional crafts.
2. Self-guided walking tour to different historical sites, local restaurants and museums by following footprints on the ground. Each spot would have a special mural on the wall.
3. Pop-up shop or annual festival that highlight local crafts such as art, food, or other items. The event will be culturally focused/themed.
4. App featuring social and cultural activities. It allows people to organize events, invite other people and RSVP for events. It would act as a platform for small businesses and vendors to showcase their specialties.
5. Film about traditional Chinese craftsmanship and cultural skills that can be displayed within public spaces for passer-by or people sitting around to watch.
6. Charity walk within the Central area to slow down people’s pace and explore what is in the Central area.
7. Restaurant weeks to promote and encourage people to try restaurants they have never been with a cheaper price.
8. Communal gardening to provide more greenery in the community as well environment to socialize with neighbours.
9. Open stage summer concerts for locals to perform using traditional instruments and sing traditional songs or open mic night to provide the opportunity for the locals to share their stories and experiences.
10. Repaint the stalls and store fronts on Graham/Peel Street to add more personality and unique identity for vendors utilizing those stalls and store fronts.

Ultimately, application tools 1 to 4 were selected because they accomplished most of the criteria determined from the first round of interviews. These four tools were presented to the users in the second round of interviews to gauge the public's interest.

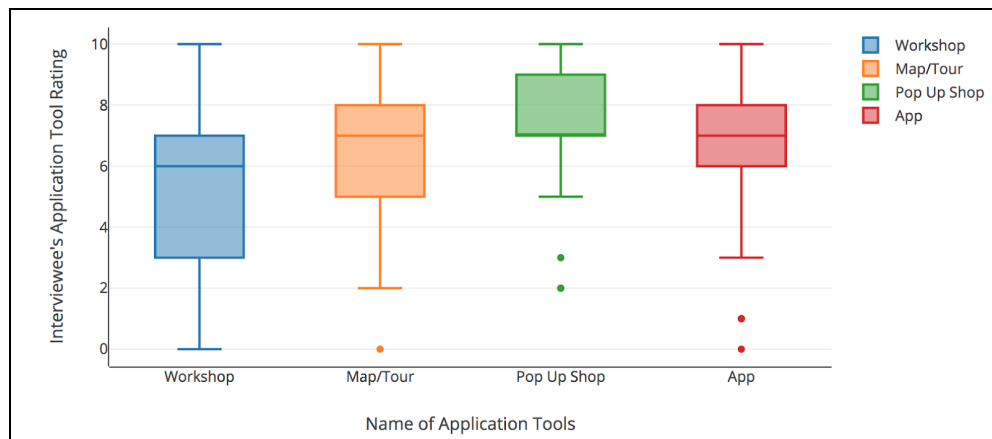


Figure: Interviewees rating of the four application tools

As seen in the figure above, the idea for a pop-up shop or annual festival had the highest average score with the smallest "spread" of responses. From this, we concluded that a pop-up shop or annual festival was the most popular among the users. A SQERT project management model was used to evaluate the feasibility of implementing the pop up shop or annual festival.

From our data, we concluded that the past essence of Central, Hong Kong cannot be entirely restored. It is, however, possible to bring back certain aspects of the past essence that are valued by the people who live, work and visit this area. This can be accomplished through the use of the placemaking application tools which we are recommending to the URA. These application tools were created with the recurring themes mentioned during interviews in mind. We hope that the implementation of one or more of these application tools would help to foster a sense of community in Central, Hong Kong.

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DISCLAIMER

This Interactive Qualifying Project was written by students as a requirement for a Bachelors of Science degree from Worcester Polytechnic Institute. The authors are not social science experts or professionals in the field of urban planning. This report was written in an effort to assist the Urban Renewal Authority. This report does not reflect the opinions of the Urban Renewal Authority or Worcester Polytechnic Institute.

The interviewee opinions presented in this report are not representative of the entire community of Central, Hong Kong. The data reflects only the perceptions of the individuals interviewed, not the community as a whole. The data reported is intended to show trends in the community's perception of Central.

The opinions of the interviewees discussed in this report are our interpretation of the interview transcripts. These interpretations should not be accepted as the absolute meanings of interviewees' words. The interview transcripts, found in [Appendix I](#), are not the exact words of the interviewees'. These transcripts reflect the notes that we took during the interviews. Some thoughts may have been paraphrased or reworded. Some of the interviews were conducted in Mandarin and the transcripts have been translated to the best of our ability.

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CHAPTER 1: INTRODUCTION

The purpose of our project is to ascertain the essence of Central, Hong Kong. Essence of a place is defined as the intrinsic nature and quality of a place, which determines its characteristics. Although this is the definition of the notion, the perception and interpretation of perception of place varies by individual. The essence of a place is a dynamic concept with many factors affecting an individual's perception. Therefore, differences in personal perception of essence cause difficulty to define the essence of a place.

It is particularly challenging to identify the essence of Central, Hong Kong because it is such a diverse place. The people who live, work and travel to Central, Hong Kong come from a wide variety of cultural and ethnic backgrounds. The cityscape varies from tall skyscrapers, office buildings and shopping malls to traditional, family-owned shops and restaurants that have been in operation for several generations. The perceptions of the individuals differ because they have varying cultural backgrounds and utilize the area for different purposes.

During the urban renewal process, the Urban Renewal Authority aims to preserve the essence of place in Central, Hong Kong. However, as our sponsors are native residents of Hong Kong, they have local perspectives regarding Central's essence. As we do not have any predetermined opinions regarding this essence, we can offer a fresh perspective.

The purpose of this project is to assist the URA in the development happens in Central, Hong Kong, particularly the areas surrounding The Center, Central Market, and Graham/Peel Street. To accomplish this, we first must develop our own perceptions of the essence of Central, Hong Kong through first hand experiences and interactions with the area. Then we discover the memories, perceptions and thoughts of the population regarding the past, present, and future of Central, Hong Kong. Based on our perceptions of essence and the information gathered from the public, we can

develop an in-depth and diverse understanding of the essence of Central, Hong Kong. Utilizing these aspects of the essence of Central, Hong Kong, we develop placemaking application tools that we are recommending to the URA for future placemaking projects.

CHAPTER 2: BACKGROUND

2.1 HISTORY

This section discusses the relevant historical background of Hong Kong. Central, Hong Kong is introduced and more closely defined.

2.1.1 Hong Kong

Hong Kong, located on the southern border of China, consists of two major islands and a mainland peninsula shown on the map below in Figure 1. With one of the deepest harbours in the world, it forms a natural geographic port for Guangdong province in Southeast China. After being ceded by China to Britain in 1842, the stability, security, and predictability of British rule in Hong Kong attracted international corporations and financial businesses (Tsang, 2004). The continuity in Hong Kong's position as the commercial entrepôt for China's regional and global trade also led the colony to become a regional centre for financial and commercial services (Meyer, 2009).

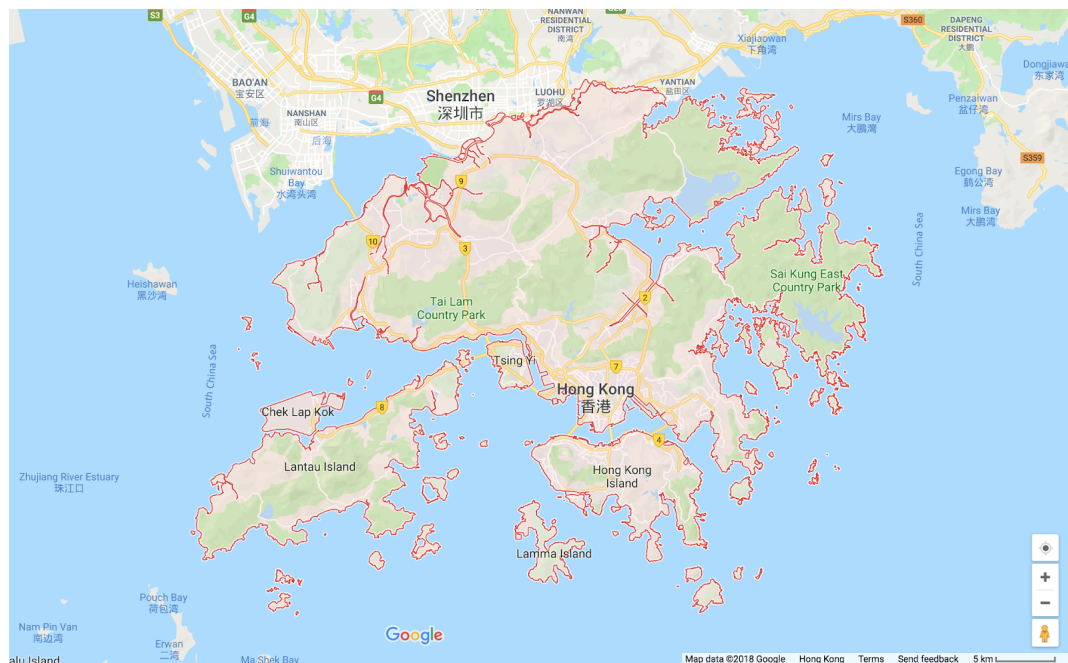


Figure 1: Map of Hong Kong, adapted from Google Maps (a)

Between 1841 and 1859 Hong Kong's population grew quickly. According to the British government Ordinance No. 26 (as cited in Lai, 2011), "the influx of Chinese (from mainland China) into the Colony (Hong Kong), tends constantly to narrow the area of the City of Victoria." Due to the significant economic differences between foreigners and Chinese, the British government utilized racial zoning to standardize the land prices at the beginning of Hong Kong's urban planning. As an economic decision, the Chinese population was racially bounded into one specific area. This urban planning method profoundly shaped the cityscape and living styles of the people who lived in Hong Kong.

The effects of racial zoning are still easily observable in the cityscape today. Areas that used to be the Chinese settlement have narrower streets and long stair steps up the hills. The buildings are designed with extremely small apartment units and a lack of supporting facilities like bathrooms. However, close communities were established in these tight spaces from the 1860s to the 1900s. Families lived in close proximity of each other for generations, sharing basic public facilities like bath houses. The substantial inflation of the Chinese population during this time also increased the diversification of services and retail in Hong Kong (Lai, 2011). Small trades and family businesses were inherited for generations in the local neighbourhoods, supplying a combination of foreign and local firms. Vendors who also lived in the areas came to these narrow streets to sell crafts, street food, meat and a variety of fresh produce (Tsang, 2004). The remaining specialized vendors and family-owned businesses are especially unique to Hong Kong.

2.1.2 Central, Hong Kong

Central is part of the Central and Western District on Hong Kong Island as shown in Figure 2. Central and Western District has been outlined in red on the upper corner of Hong Kong Island, and Central has been shaded in red. This area used to be part of the City of Victoria during British colonization. It is due to effects of racial zoning that portions of Central still have narrow streets, long stair steps, local trades and open markets. However, the other part of Central is the financial district,

known as the Central Business District (CBD) of Hong Kong and used to be the “European District” during the colonial days. Central is representative of Hong Kong’s multicultural population and their different living styles (Yanne & Heller, 2009).

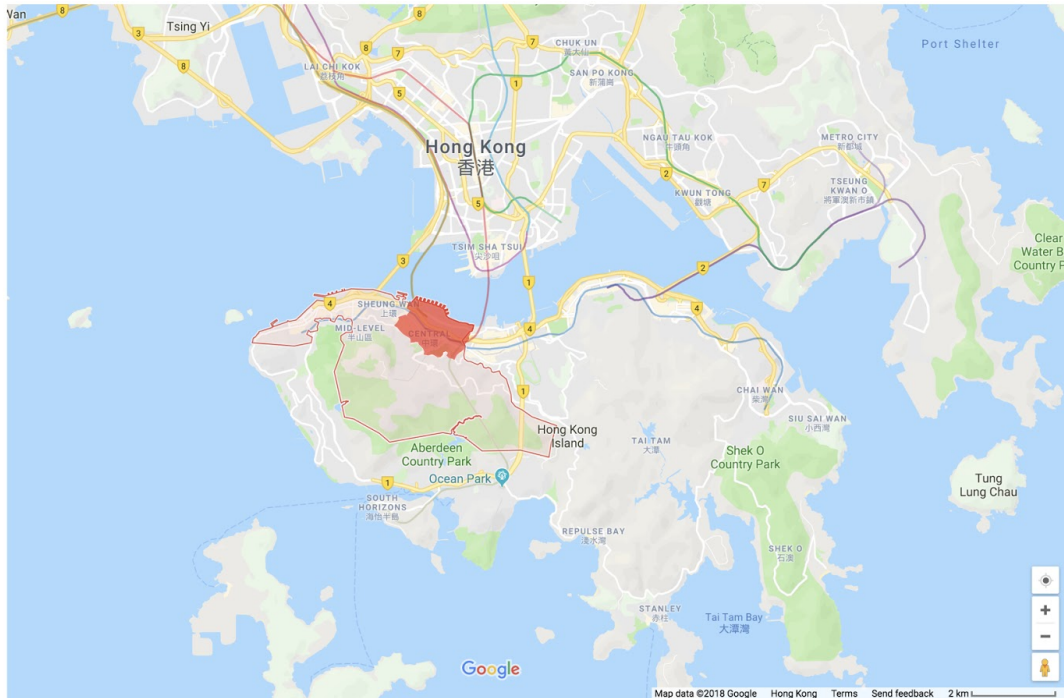


Figure 2: Western and Central District with Central highlighted, adapted from Google Maps (b)

2.2 URBANIZATION

The purpose of this section is to define urbanization and discuss its effects on Hong Kong. According to Dictionary.com (2018a), urbanization is the process of urbanizing or taking on the elements of a city. It is often understood and referred to as the result of expansion of urban areas. This includes the growth in size of a city as well as an area within a city becoming more city-like. The United Nations projected that half of the world's population would live in urban areas by the end of 2008 (The Associated Press, 2008). Urbanization creates enormous social, economic and environmental changes.

2.2.1 Urbanization in Hong Kong

Hong Kong experienced massive population growth after WWII due to its economic stability compared to mainland China. As Dwyer (1971) stated, “Hong Kong ... has faced massive problems arising from rapid rates of increase of the urban population” (p. 1). The scarcity of land in Hong Kong makes urban development a challenge. According to Sapru (2012), “70 percent of total territory (1,100 square kilometers) is mountains; only 20 percent is available for urban development.” The combination of Hong Kong’s geography and population size has only accelerated urbanization in the city in the past 50 years. As population increases, so does the need for public infrastructure, housing and transportation networks. As a result, the government created public rental housing units as a form of social welfare to the newly incoming residents (Ching, 2004, p. 2). However, this rapid growth of population has caused changes in Hong Kong’s society transforming from one living mainly from its role as a port to an international financial centre.

2.3 URBAN PLANNING

The purpose of this section is to define urban planning and discuss its role in Hong Kong. As defined by *Encyclopedia Britannica* “urban planning is the design and regulation of the uses of space that focus on the physical form, economic functions and social impacts of the urban environment” (Fainstein, 2016). Urban planning also includes the various activities that may occur within a given location. It can include the development of unused land as well as the revitalization of existing structures in a city. Urban planning can be as simple as determining to add a new bus stop to a route because of population growth data, or as complex as creating an entire public transport system for a city.

2.3.1 Urban Planning in Hong Kong

According to Hong Kong's planning department, "Town (urban) planning aims at shaping a quality living and working environment, facilitating economic development and, promoting the health, safety, convenience and general welfare of the community by guiding and controlling development and the use of land" (Planning Department, 2016). The principal body for statutory planning in Hong Kong is the Town Planning Board (TPB). The TPB is responsible for the preparation of draft statutory plans, considers representations to such draft plans and considers applications for planning permission and amendments to plans. The Urban Renewal Authority (URA) is one of many organizations formed from the Town Planning Board (Planning Department, 2016).

The URA follows the guidelines set out in the Government's Urban Renewal Strategy in the implementation of its urban renewal initiatives under a "people first, district-based, public participatory" (Urban Renewal Authority, 2011) approach. The URA utilizes a comprehensive and holistic approach by ways of its two core businesses, redevelopment and rehabilitation, as well as heritage preservation and revitalization. Its goal is to create a sustainable and quality living for the people of Hong Kong. The URA undertakes, encourages, promotes and facilitates urban renewal in Hong Kong, addressing problems of urban decay and improving living conditions. A local committee is gathered for most project to research and establish the usage of spaces. It is promised that proposed projects are extensively researched and surveyed (Urban Renewal Authority, 2011). The Urban Renewal Authority operates on a systematic approach to urban redevelopment.

2.4 ESSENCE

The definition of essence can be stated as "the intrinsic or indispensable quality or qualities that serve to characterize or identify something" (The Free Dictionary, 2017a). According to Merriam-Webster Dictionary (2018a), the definition of essence can be defined as "the permanent as

contrasted with the accidental element of being", "the individual, real, or ultimate nature of a thing especially as opposed to its existence", "the properties or attributes by means of which something can be placed in its proper class or identified as being what it is", "the most significant element, quality, or aspect of a thing or person" or "one that possesses or exhibits a quality in abundance as if in concentrated form." As defined in Cambridge Dictionary (2017), essence is "the basic meaning or importance of something." The Oxford Dictionary (2018) says that essence is "The intrinsic nature or indispensable quality of something, especially something abstract, which determines its character."

The definition of essence of a place varies from person to person. By utilizing the five aspects of the Holistic Model of Wellness, the fluid notion of essence can be specified physically, emotionally, spiritually, socially and intellectually. The physical aspect includes observable and visible appearance of the environment and surroundings; the social aspect emphasizes people's relationships with each other. The intellectual aspect includes individual's knowledge and personal experiences; the emotional aspect focuses on individual's feelings and awareness; the spiritual aspect focuses on an individual's beliefs and passions (Hettler, 1976).

2.5 CULTURE AND HERITAGE

This section will define the meaning of culture and heritage. The meaning of collectivistic culture and individualistic culture and the definition of culture heritage offer the basic understanding of the culture of Hong Kong.

2.5.1 Definition of Culture

Culture is a term whose definition has evolved over time. In 18th-century France, culture was defined as an acquired "sense of training or refinement of the mind or taste". Quickly, the definition expanded to include the characteristics of an educated individual (Jahoda, 2012, pp. 289-290). In the late 19th-century, anthropologist Edward Tylor defined culture as "that complex whole which includes

knowledge, belief, and any other capacities acquired by man as a member of society” (as cited in Jahoda, 2012, p. 290). Anthropologists Kroeber and Kluckhohn said that “culture consists of patterns...of and for behavior acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artefacts; the essential core of culture consists of traditional ideas and especially their attached values” (as cited in Jahoda, 2012, p. 290).

2.5.2 Collectivistic Culture

Collectivistic cultures often emphasize an individual’s association with a group, such as family, country or company. An individual’s role within this group is the fundamental method for understanding that individual (Carducci, 2012). These types of cultures value the fundamental connectedness of human beings to each other. Collectivistic cultures are characterized by interdependence between people. To experience this interdependence, an individual must recognize that their behavior is strongly influenced by the thoughts, feelings, or actions of others within the group (Markus & Kitayama, 1991). Often, the people within a collectivistic culture are expected to conform to societal values, roles, and norms. For this reason, these cultures are often seen as “tight” or restrictive. This type of culture may be found in countries such as Japan, India, and China (Carducci, 2012).

2.5.3 Individualistic Culture

Individualistic cultures emphasize individuality. The characteristics, needs, and motives of an individual are unique. The people within an individualistic culture value the satisfaction of an individual’s needs more than conformity to public norms and expectations (Carducci, 2012). It is normal for individuals to distinguish themselves from others by discovering and expressing their own unique qualities. An individual behaves and acts based on their own thoughts alone; they are not influenced by the thoughts and feelings of others (Markus & Kitayama, 1991). Many would consider this type of culture to be “complex” because the people who practice it have the flexibility to make their own, independent decisions in regard to social roles (Carducci, 2012). Despite this emphasized independence,

other people are still important in an individualistic culture. However, others serve primarily to give approval and affirm the individuality of those around them (Markus & Kitayama, 1991). This type of culture may be found in many North American and Western European countries (Carducci, 2012).

2.5.4 Culture of Hong Kong

Dr. Geert Hofstede is a psychologist who published his cultural dimensions model at end of the 1970s. The cultural dimensions model had become an internationally recognized standard for understanding and measuring cultural differences. Hofstede, among others, scored each country on a scale of 0 to 100 for several dimensions. One of these dimensions is Individualism Versus Collectivism (IDV). A higher IDV score indicates a more individualistic society with weaker interpersonal connection between people that are not directly related. A lower IDV score means a more collectivist society, that people are loyal to the group that they belong (MindTools, 2018a).

According to Hofstede, Hong Kong has an IDV ranking of 25. The ranking shows that Hong Kong is more of a collectivist society than an individualist one. However, Hong Kong is ranked the second highest for Far East Asian countries in IDV. Hofstede believes this is attributed to the long term British rule of Hong Kong. The average individualism of the European countries is 61. The ranking shows Hong Kong is a collectivist society when compared globally, but it is more of an individualistic society compare to Other Asian countries (Zhang, 2011).

2.5.5 Definition of Heritage

According to UMASS Amherst Center of Heritage and Society (n.d.), heritage can be defined as the range of our inherited traditions, monuments, objects and cultures, as well as the contemporary activities, meanings, and behaviors that we draw from them. Heritage can be the ideas and memories of songs, recipes, languages, dances and many other elements of personal identity. Heritage can also be observed in important historical buildings and archaeological sites (UMASS Amherst Center of Heritage and Society, n.d.). The definition of heritage as a noun differs from it as an adjective. Heritage as a noun

can be defined as "something that is handed down from the past, as a tradition, something that comes or belongs to one by reason of birth" (Dictionary.com, 2017). Heritage used as an adjective can be defined as "noting or relating to a product, place, etc., that evokes a nostalgic sense of tradition or history. Or noting or relating to an older, traditional breed of animal or plant" (Dictionary.com, 2017). Heritage is a very difficult concept to define because its meaning varies between different people. Many people may acknowledge the existence of an official heritage that may oppose their personal notion of heritage. Therefore, any attempt to create an official heritage is partial and selective. The gap between what an individual understands to be their heritage and the official heritage may introduce the possibility of multiple heritages (The Open University, 2017).

2.5.6 Definition of Cultural Heritage

The Oxford Dictionary (2017) defines cultural heritage as "valued things such as historic buildings that have been passed down from previous generations" and "relating to things of historic or cultural value that are worthy of preservation." It is anything that can be passed from one generation to the next, conserved or inherited, or holds historic or cultural value. Cultural heritage can be understood as a physical object: a piece of property, a building or a place that is able to be 'owned' and 'passed on' to someone else. There are also various aspects of cultural heritage that are conserved or handed down from one generation to the next, such as language, culture, popular song, literature or dress. These aspects are important in helping individuals to understand who they are. Another component of cultural heritage is preservation. People make choices about what to preserve and discard from the past. This includes which memories to keep, and which to forget; which memorials to maintain, and which to demolish; which buildings to save, and which to rebuild.

In 2002 during the United Nations year for cultural heritage, UNESCO produced a list of 'types' of cultural heritage (as cited in The Open University, 2017). UNESCO divided and categorized the many

types of objects, places and practices to which people attribute heritage values. The following list highlights some of the diverse elements that might be considered official heritage:

- Cultural heritage sites, historic cities, cultural landscapes, natural sacred sites, museums
- Movable cultural heritage: paintings, tractors, stone tools and cameras
- Cinematographic heritage, music and song, the performing arts, literature, culinary traditions
- Languages, oral traditions, documentary and digital heritage, handicrafts
- Festive events, rites and beliefs, traditional sports and game, traditional medicine (The Open University, 2017).

2.6 PLACEMAKING

Placemaking is a creative process that is intended to strengthen community identity and create a sense of place in a given area (Benfield, 2013). According to the Project For Public Spaces (2016a), placemaking allows for the reshaping of public spaces to maximize their value. However, placemaking encompasses much more than redesigning public spaces. The ultimate focus of placemaking is strengthening the connection between the people in a community. During the process of placemaking, it is crucial to pay attention to the human experience because it can have immediate and widespread impact (Project For Public Spaces, 2016a). It is the people that define the place; the individuals that utilize and live in a place essentially create the essence of that place (Lynch, 1960).

The purpose of placemaking is to encourage people to gather and socialize frequently in a place (Benfield, 2013). Benfield believes that elements such as visual art, design, music and film attract people to a place. These characteristics are important for a wide variety of reasons: they reinforce a shared sense of culture; they provoke new ideas within the community; they are fun and bring people joy; they create new identities or “brands” in an area.

Placemaking can have distinctive and memorable effects on the community if four principles are considered: identity, diversity, continuity and sociability (Project For Public Spaces, 2016b). Identity is crucial in placemaking because one of the goals of placemaking is to strengthen community identity. To do this, the Project For Public Spaces suggests making innovation within a community visible and public. A community should be diverse to attract and retain a wide variety of talent. Continuity is also important because people have certain attachment to the things with which they are familiar. The preservation of old buildings, for example, can often be beneficial in placemaking as it provides some continuity from the past as other things become more modern. Another crucial aspect of placemaking is sociability. Ultimately, placemaking is intended to bring people together through places and programming. “Comfortable, accessible places with lots of things to do help build sociability. They are the physical locations where formal social programming can take place, and where people unexpectedly bump into each other in their daily routines” (Project For Public Spaces, 2016b).

2.7 EMOTIONAL CONNECTION TO A PLACE

This section will explain the psychological phenomena that cause individuals to develop emotional connections to certain places. A deeper understanding of how and why individuals are able to form such connections will be gained through an in-depth discussion of topics such as topophilia and place attachment.

2.7.1 Topophilia

The geographer Yi-Fu Tuan (1990) defines topophilia as, “the affective bond between people and place or setting” (p. 4). Quite literally, topophilia means love of place (from the Greek *topos*, which means “place” and *-philia*, which means “love of”). In his book *Topophilia: A Study of Environmental Perception, Attitudes, and Values* Tuan (1990) proposed that humans grow attached to their native

places without exception. This attachment and profound love transforms one's native environment from a resource to a source of happiness and assurance (Tuan, 1990, p. xii).

There are several common psychological structures that have an important effect on topophilia. One of these structures is called color psychology. Tuan (1990) believes that color has a very strong effect on human emotion. People worldwide observe the difference between black and white. Although both colors can have negative or positive connotations, white is chiefly associated with positive meanings, while black is associated with negative meanings. Tuan (1990) states that "The two colors symbolize opposed and yet complementary universal principles: analogous pairs are light and darkness, appearance and disappearance, life and death" (p. 25). Of the chromatic colors, red is the only one that holds as much significance as black and white. Across many cultures, red is thought to symbolize blood, life, and energy. Red can connote both life and joy or calamity and warfare. Tuan (1990) said that, "red is the color of blood and blood is life, but spilt blood leads to death" (p. 25).

Another important psychological structure is known as spatial psychology. There are two spatial categories, open and enclosed. Open spaces evoke feelings such as freedom, adventure, light, and beauty. Enclosed spaces, on the other hand, elicit feelings such as warmth, security, privacy, and darkness. Tuan (1990) noted that "the appeal of cities lies in large part on the juxtaposition of the cozy and the grand, of darkness and light, the intimate and the public" (p. 28). Other important spatial characteristics include the vertical and horizontal dimensions. Vertical elements tend to signify striving or reaching, a defiance of gravity. Horizontal elements, however, symbolize acceptance and rest. For this reason, architectural spaces often evoke certain types of emotion (Tuan, 1990, p. 28).

Individuality certainly affects topophilia from person to person. Some of these differences include: temperament, talent, attitudes, sex, and age. The previously mentioned qualities affect the bonds that individuals are able to form with a certain place. Physiological differences between men and women, for example, often impact their behavior and perception (Tuan, 1990, p. 54).

Familiarity is yet another concept that greatly affects topophilia. Tuan (1990) believes that familiarity often leads to affection and thus attachment. For many individuals, one of the most familiar places is the home, and beyond that the neighbourhood. This familiarity causes people to become emotionally invested in their homes and communities. It then becomes very challenging when and if individuals need to leave their home or community (Tuan, 1990, p. 99).

2.7.2 Place Attachment

Place attachment, in its most simplistic form, can be defined as the bond that forms between people and their significant environments (Scannell & Gifford, 2010). In the article “Defining place attachment: A tripartite organizing framework” Scannell and Gifford have proposed a three-dimensional framework for place attachment that expands upon the previous definition. They suggest that place attachment is a concept that includes three specific dimensions: person, place and process. This idea is outlined in Figure 3 below.

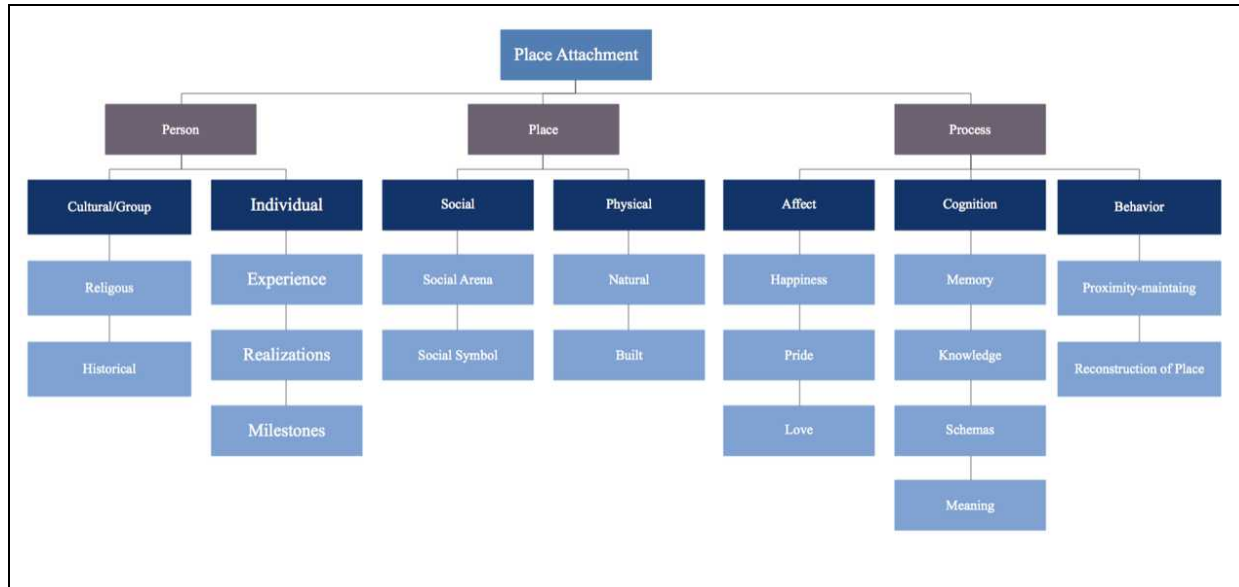


Figure 3: Concept map outlining the dimensions of place attachment, adapted from Scannell & Gifford (2010)

The first dimension is the individual person or group of people: who is attached? Personal connections that one has with a place often lead to attachment on an individual level. An individual will

likely have strong place attachment when the environment evokes personal memories (Scannell & Gifford, 2010). For example, major realizations, milestones, and experiences of personal growth may contribute to the development of place attachment. Group attachment usually occurs when a place holds symbolic meaning among group members. This is common for individuals who share commonalities such as culture, gender, and religion. According to Scannell and Gifford, individuals who share a culture, for instance, become attached to the areas where they practice and thus preserve their culture.

The second dimension “is the object of the attachment, including place characteristics: what is the attachment *to*, and what is the nature of, this place?” (Scannell & Gifford, 2010). This dimension can be divided into two subcategories: social and physical. Scannell and Gifford (2010) propose that social attachment occurs due to social ties, a feeling of belonging within a certain community, and a familiarity with the members of that community. They believe that physical attachment is affected by length of residence, ownership, and plans to stay. Physical attachment can also be affected by climate, geography, population density, and nearby amenities. Scannell and Gifford (2010) have found that social attachments are more meaningful because people tend to become attached to places where they have fostered social relationships and feel part of a group identity/community (Scannell & Gifford, 2010).

The third dimension is the psychological process: what is the nature of the psychological interactions that occur in a given place? According to Scannell and Gifford (2010) there are three psychological components of place attachment: affect, cognition, and behavior. They believe that affect plays a role in person-place bonding because this type of attachment undoubtedly requires an emotional connection, such as happiness, pride or love to a given place. When a place has an emotional effect on an individual, they are likely to develop an attachment. Cognitive elements including memories, beliefs, meaning, and knowledge facilitate place attachment. Individuals have place-related knowledge and beliefs that ultimately cause these attachments to form. An individual’s behavior is also

reflective of place-attachment. On this level, attachment is expressed through actions. For example, an individual attached to a place may try to stay within close proximity to that place. In addition, behavioral expression of place attachment may occur after a place is reconstructed. Individuals can be devastated when a place that they once felt strong attachment to has changed dramatically (Scannell & Gifford, 2010).

CHAPTER 3: METHODOLOGY

Our methodology is presented in the following sections. With these methods, we hope to achieve the following objectives:

1. Understand the cultural heritage and essence of Central, Hong Kong.
2. Determine the knowledge and experience of the users regarding the past in the area surrounding The Center, Central Market, and Graham/Peel Street.
3. Determine the perceptions of the users regarding the current state of the area surrounding The Center, Central Market, and Graham/Peel Street.
4. Determine the desires of the users regarding the future prospects of the area surrounding The Center, Central Market, and Graham/Peel Street.
5. Provide recommendations regarding future placemaking application tools in the area surrounding The Center, Central Market, and Graham/Peel Street.

3.1 SOCIAL MAPPING

Social Mapping is being used to understand the cultural heritage and essence of Central, Hong Kong. This method is executed in a number of stages: archival research, photography and observation. Archival research is used to understand the cultural heritage of Central in Hong Kong. This method is essential to familiarize ourselves with the projects of the Urban Renewal Authority (URA) and Central, Hong Kong. The URA is our primary resource for archival documents such as site plans and pictures. Other books and online archival resources are used for gathering old city maps and photographs of Hong Kong.

The second stage is to photograph and document the current state of the buildings, streets and vendors in an effort to formulate an impression of the neighbourhood around Central, Hong Kong. These

photographs are used to create visual comparisons with the documents collected through archival research.

The third stage is to observe the interaction between the people and spaces in Central, Hong Kong. The observations take place on The Center Plaza and at the intersection of Graham Street and Gage Street. The observation time frame is set from 9:00 to 21:00 on a weekday and weekend day. Pictures are taken every 10 seconds for 2 minutes at the start of every half hour. These photographs will be used to calculate and analyze the amount of the foot traffic. In addition, people's activities, interactions and time spent in the spaces are recorded and analyzed.

3.2 INTERVIEWING

Semi-Standardized interviewing is being used to determine the perceptions of the population regarding the past, current state, and future prospects in the area surrounding The Center, Central Market, and Graham/Peel Street. Two rounds of interviews are conducted. The questions asked during the first round of the interviews are broad, open ended questions that target the interviewees' knowledge and awareness of the past and history, opinions about the current situation, and their desires for the future of the areas. These interview questions can be found in [Appendix E](#).

Standardized interviewing is being used in the second round of interviews. Questions asked during this round of interviews are more specific and targeted. During this round, interviewees are asked to rate the placemaking application tools on a scale from zero to ten, where zero indicates "would not participate," ten indicates "would participate," and five indicates "neutral". In addition to the rating, we also collect general demographic information about each interviewee for the purpose of data analysis. Interview questions can be found in [Appendix F](#). Based on the data that we collect, the two highest rated application tools are selected for further analysis. This is the most effective method for eliciting the specific information we require from disparate individuals.

3.3 BRAINSTORMING

Brainstorming is being used to generate ideas for a potential placemaking application tools in the area surrounding The Center, Central Market, and Graham/Peel Street. This method is necessary because it facilitates the creation of a large number of creative ideas in a short period of time. Three stages of brainstorming occur to narrow down our potential application tools and select one for in-depth analysis. Prior to the first stage of brainstorming, a list of criteria is created based on data collected from the first round of interviews and observations. We attempt to generate ideas that meet these criteria.

3.4 SQERT PROJECT MANAGEMENT MODEL

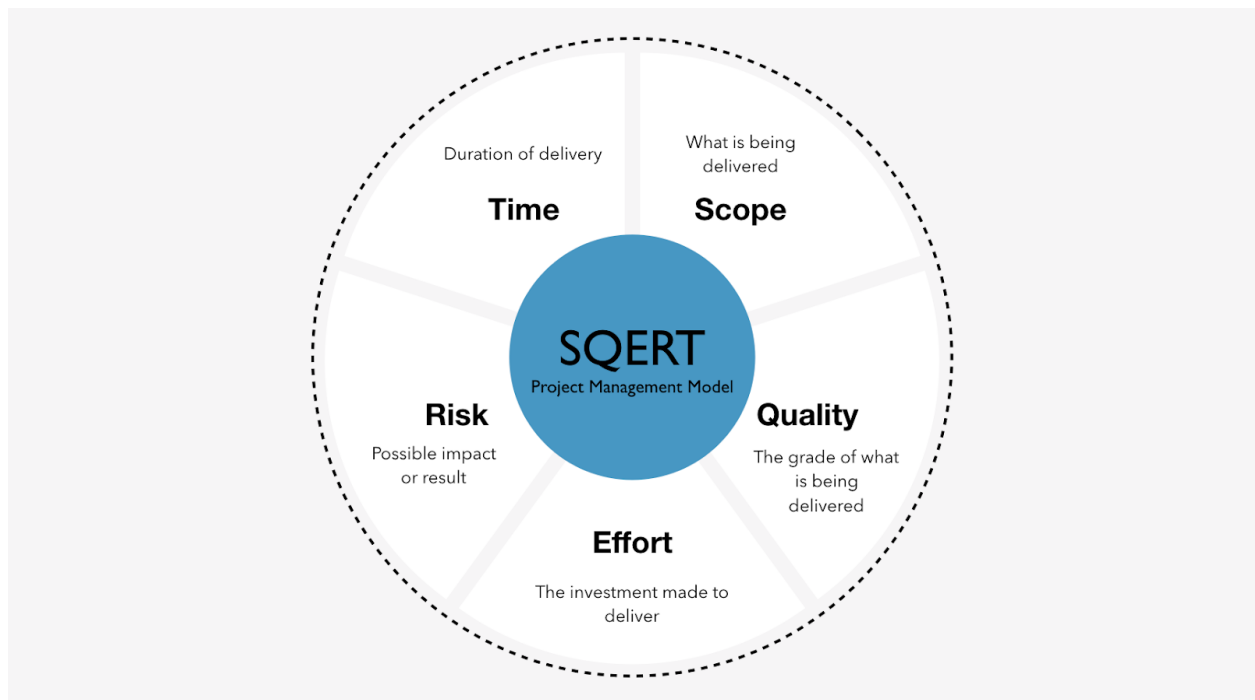


Figure 4: SQERT project management model, adapted from SlideModel (2018)

SQERT stands for Scope, Quality, Effort, Risk, and Time, as explained in Figure 4 above. A SQERT analysis is being used strictly to provide recommendations regarding future placemaking application

tools in the area surrounding The Center, Central Market, and Graham/Peel Street. We are analyzing one placemaking application tool based on the information gleaned through previous data collection. SQERT is chosen over other analytical models because it allows us to determine the feasibility of the placemaking application tools in their preliminary stages of design. SWOT, on the other hand, would be more useful at a later stage to analyze the strengths and weaknesses of an idea/plan. SWOT, on the other hand, would be more useful at a later stage to analyze the strengths and weaknesses of an idea/plan. A SWOT can be employed by URA to analyze our recommended application tools.

CHAPTER 4: RESULTS AND ANALYSIS

The purpose of our project is to assist the Urban Renewal Authority with placemaking in the areas surrounding The Center, Central Market, and Graham/Peel Street. This chapter presents the data that we collected in Central, Hong Kong, specifically the area surrounding The Center, Central Market, and Graham/Peel Street. The results are organized in manner that reflects and demonstrates the order in which objectives were accomplished.

4.1 CULTURAL HERITAGE AND ESSENCE OF CENTRAL, HONG KONG

To understand the cultural heritage and essence of Central, Hong Kong we employed the method of social mapping. It consisted of the following three stages: archival research, photography and observation.

4.1.1 Past and Present: A Comparison

The differences between past and present of Central, Hong Kong are crucial to the understanding of the area's history, cultural heritage and what no longer exist. The information about the changes that have happened in the area helps the project team to understand the interviewee's answers about the past of Central.

The "Map of Victoria, Hong Kong" was found in the archive of Antique Maps Incorporated. The map was published in 1933 by Shanghai Guoguang Bookstore Publisher, showing the cityscape of Central during its colonial period. Central is the watershed of the East and West, and the map shows the differences between the Chinese settlement area and the European Districts. As shown on the enlarged section of the original map in Figure 5, racial zoning at the beginning of Hong Kong's urban planning had a tremendous impact on the cityscape. The section highlighted in orange on the left of Peak Road is the European District, including the Military Quarter in the lower left corner. The highlighted red section on

the right of Peak Road included public services and the government official buildings like Botanical Gardens, the Government House, banks or St. Paul's College. The highlighted blue section on the lower right corner of the shown map is the Chinese settlement area. The roads are intertwined and the buildings are close to each other. In comparison to the European Districts, the buildings in the Chinese settlement are much smaller.

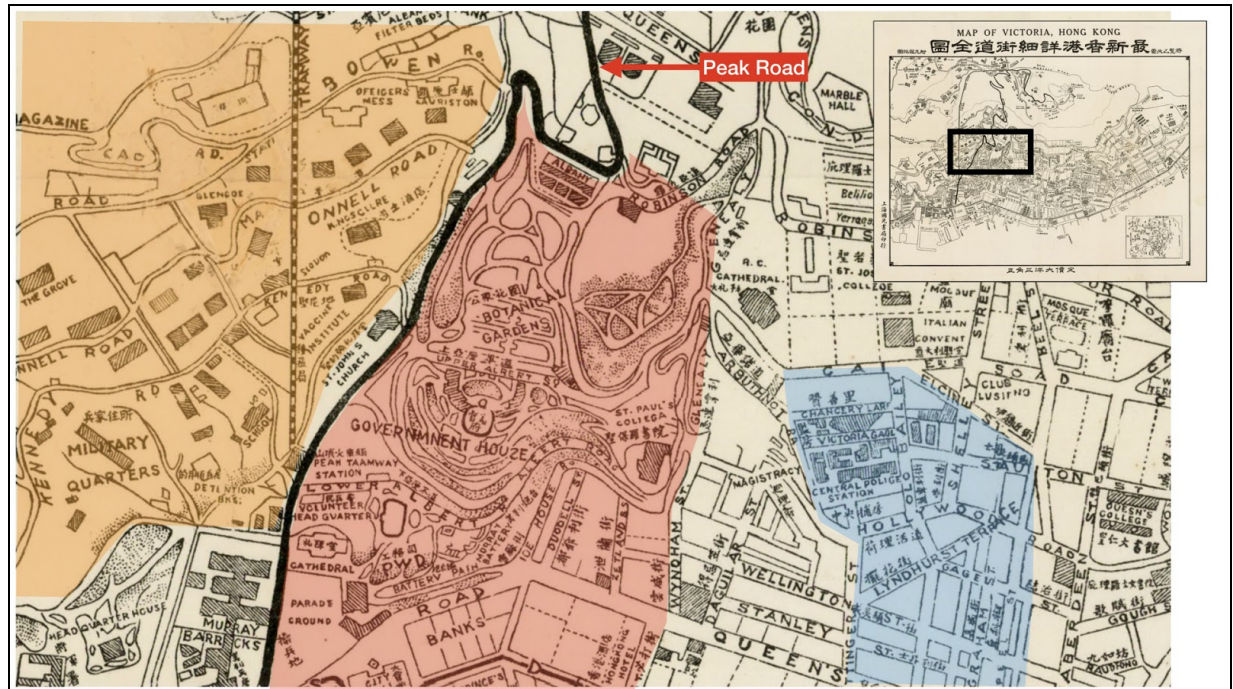


Figure 5: Map of Victoria, Hong Kong (enlarged 250%), adapted with permission from Barry Lawrence Ruderman Antique Maps Inc. (2017)

The marked map of Central (1931), shown in Figure 6 below, illustrates the current coastline and the locations of project sites.

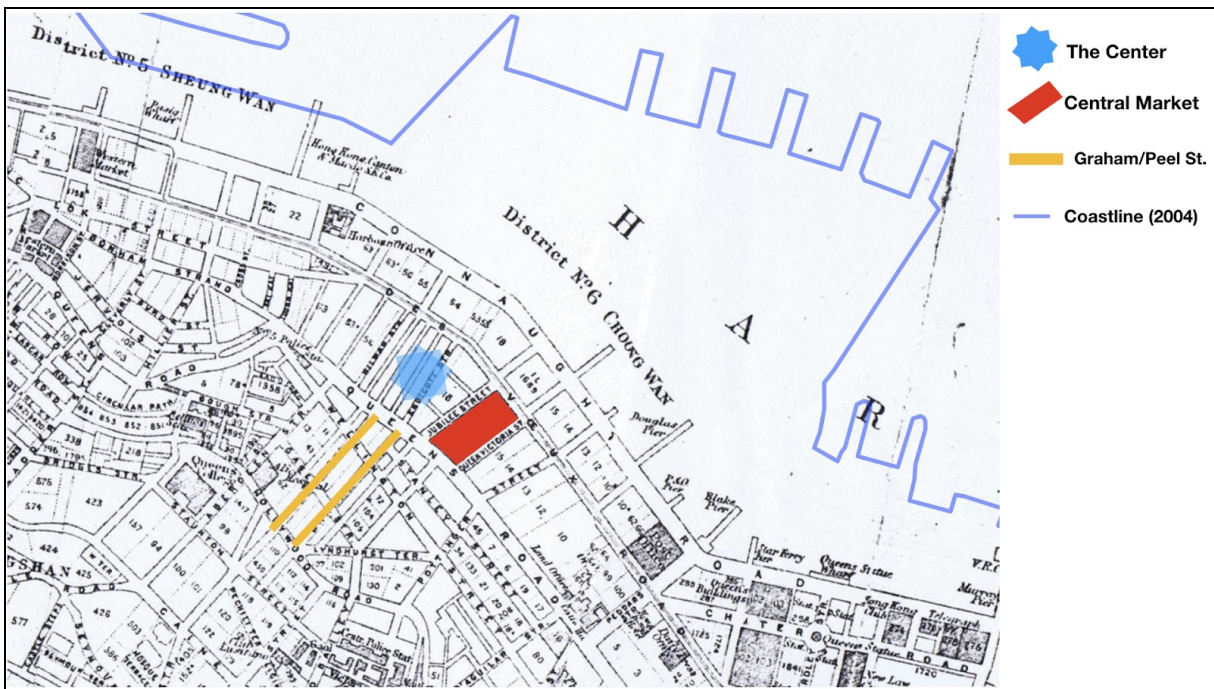


Figure 6: Map of Central (1931) highlighting the project sites and coastline, adapted from OpenStreetMap contributors. CC BY-SA.

All three marked locations are in the Chinese settlement areas but are also in close proximity of the banks and the port according to the 1931 Map of Central. All three locations are only blocks away from the coastline of 1931. The blue line delineates the current coastline after Hong Kong land reclamation.

The Center, as marked on the Map of Central (1931) in Figure 7 below, was constructed in 1995 as mainly an office building for the Central Business District (CBD) with parking garages and some retail spaces (Skyscraper Source Media, 2018). Since it was built in the area of previous Chinese settlement where streets are narrow and close to each other, the building was constructed directly on top of portions of five different lanes, as shown below in the blue shaded area. Portions of each of the five lanes within the blue shaded area no longer exist and was replaced by the structure of The Center.

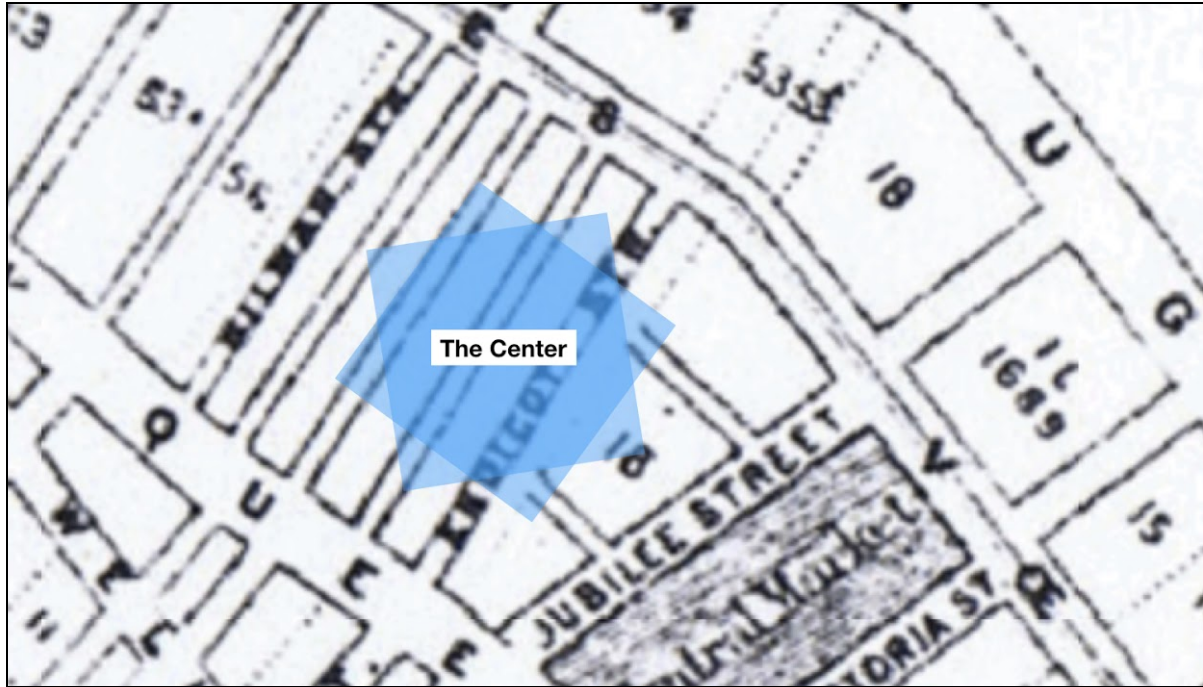


Figure 7: Map of Central (1931) highlighting The Center, adapted from OpenStreetMap contributors. CC BY-SA.

The establishment of The Center forced the traditional artisans and craftsmen that used to sell goods on Wing On Street to leave. The URA later incorporated decorative tiles on the floor of the basement of The Center ([H6 CONET](#)) to highlight the characteristics or specialities of the five different lanes. As an example, Wing On Street (永安街) used to be a street where cloth, silk and other fabrics were sold by many vendors, as seen on the left in Figure 8. The specially designed sign and tiles, seen on the right in Figure 8, serve as a memory of what the lane was like before The Center was constructed.



Figure 8: (Left) Wing On Street (Hong Kong University Library, 2012), copyright permission requested;
(Right) Photo of H-6 CONET in The Center (2018)

Graham and Peel Street are very similar to the other streets that are in the surrounding area. All of the roads that are parallel to Graham and Peel Streets used to be filled with restaurants and other vendors inside the ground floor shops as shown in Figure 9.



Figure 9: (Left) Graham Street (1930) (Cheng, 2003a, p. 163), copyright permission requested;
(Right) Cochrane Street (1955, p. 163) (Cheng, 2003b, p. 163), copyright permission requested

Cochrane Street, seen on the right in Figure 9, is one of the streets that is parallel to Graham and Peel Streets. From 1930 to 1955, there was no significant change in the overall essence of the streets. The crowdedness of the streets was consistently observed throughout all the pictures. Similar types of people were noted when comparing the two pictures or two time periods. The height of the buildings remained the same, as documented by the pictures. In addition, the second floors were still residential spaces that people had clothes hanging in some of the buildings. However, the two streets look very different in 2018.



Figure 10: (Left) Graham Street (2018); (Right) Cochrane Street (2018)

Graham Street, as shown on the left in Figure 10 is one of the last historical wet markets in Hong Kong, referring to markets selling fresh meat and produce, has not changed dramatically. Vendors still line the street. Cochrane Street (seen on the right in Figure 10), however, looks very different since the Mid-Levels Escalator was built here in 1995. Local restaurants, tea houses, and other traditional trades have disappeared. Most of the buildings along Cochrane Street have become retail stores, nail salons, coffee houses or restaurants instead of residential apartments.

The Central Market, initially named as Canton Bazaar, was first opened in 1842 by Chinese residents. It was first originated at Cochrane and Graham at the foot of the hill near Queen's Road Central. Then it was moved to its second location on Queen's Road East. It was not till 1850 that Central Market was moved to its current location and rebuilt in the years 1858, 1895 and 1938 (The Hong Kong

Institute of Architects, 2005). Shown in Figure 11 below are pictures of the Central Market taken in 1895 and 2015.

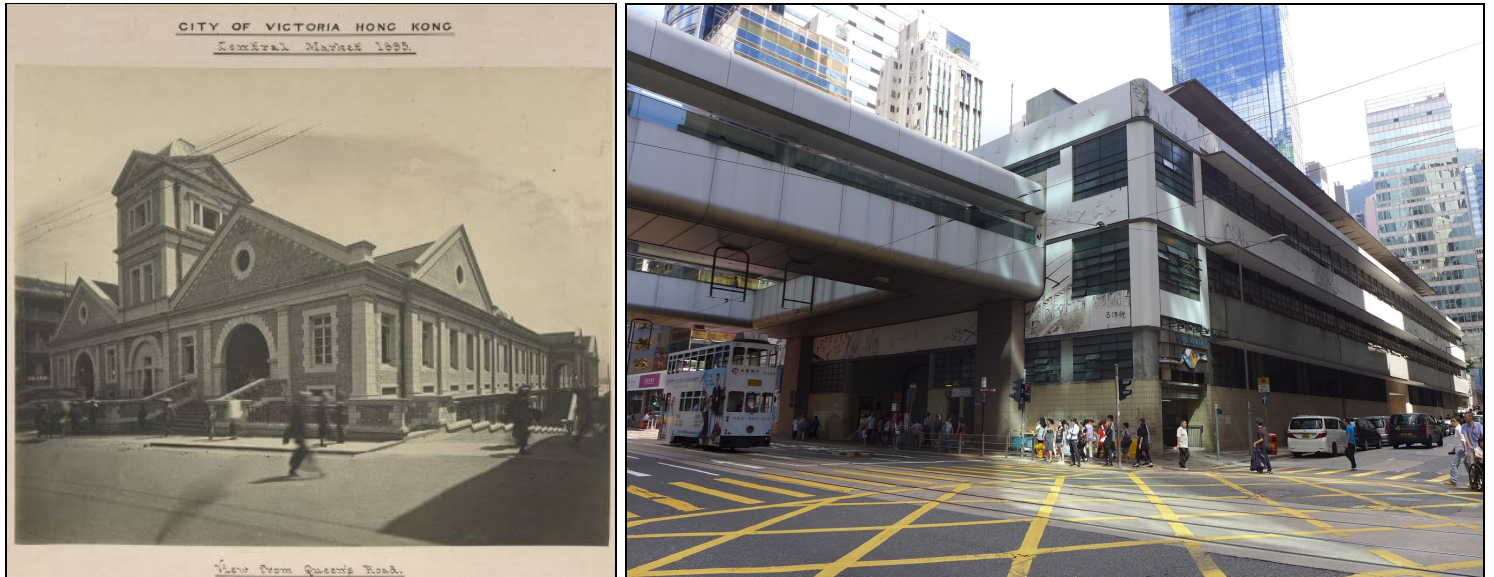


Figure 11: (Left) City of Victoria, Hong Kong (Farmer, 2015);
(Right) Central Market (Wing1990hk, 2015). CC BY 3.0.

By comparison, the building styles of the Central Market in 1895 and 2015 are very different. The lot size of the Central Market is consistent, but the building itself has increased in height. An overpass was also added to the second level of the Central Market as a pathway towards the Mid-Levels escalator. There is also significant development that has occurred in the area behind the Central Market since 1895.

Considerable changes have also occurred along wider roads like Queen's Road Central or the Des Voeux Road Central (DVRC). As an example, the comparison below in Figure 12 shows the difference between DVRC in 1950 and 2018. The building heights have increased dramatically and the buildings have been modernized. Most of the Chinese names of buildings, shops and restaurants are replaced by English names. Distinct local restaurants, tea houses, barber shops and small motels are replaced by name brands, large malls and banks.



Figure 12.1: DVRC facing towards Sheung Wan in 1925 (Cheng, 2003, p. 140), copyright permission requested



Figure 12.2: DVRC facing towards Sheung Wan in 2018

In conclusion, each section of Central is diverse in various aspects. The culture and atmosphere of Graham/Peel streets is very different from the atmosphere of the wider streets a block away. This diversity proposes challenges when attempting to define a unified identity for Central. The functionalities of different spaces surrounding The Center, Central Market and Graham/Peel Street are complex. A lot of the old shops, family-owned businesses and small-scale operations have disappeared. What were once businesses which catered to the local people have disappeared. A lot of people worked in their own family business. However, now a large portion of the user population are people dressed in business suites, working in the Central Business District. This area used to have little tourists, but sizable groups of tourists are also seen more often in Central, Hong Kong now.

4.1.2 Graham and Peel Street

To establish a better understanding of the essence of Graham and Peel Street, we observed the intersection of Graham Street and Gage Street. The full observation notes and data can be found in Appendices G and H. Vending stalls line most of Graham Street. The meat stores and seafood stores are located only on Gage Street. Gage Street is one of the exit-points for the Mid-Level escalator and has a lot of foot traffic.

We identified that the people that utilize these spaces comprise five different categories: operators, customers, locals, white collar workers and tourists. There are some individuals that may fall into more than one of these categories. Some of the operators and most of the customers are also local residents. The operators include the vendors, the market security guard, and the cleaning staff. Most passerby are either tourists or white collar workers in the area. As a result of the observation, we noticed that the people who shop in the area have a good relationship with the vendors and each other, and the market mainly supplies produce to the local residents.

Foot traffic is one of the main factors we took into consideration during our observation. The foot traffic on both days (Friday and Sunday) is compared in Figure 13. The total number of users in the

space over the course of 30 minutes was estimated by counting the number of users in the space over a two minute period and multiplying that number by 15. This gave us an approximation of the amount of people using this space every half hour. In general, there is more foot traffic in the market during lunch time on Friday than on Sunday. During other time periods, the data is fairly similar, with Friday having slightly more traffic.

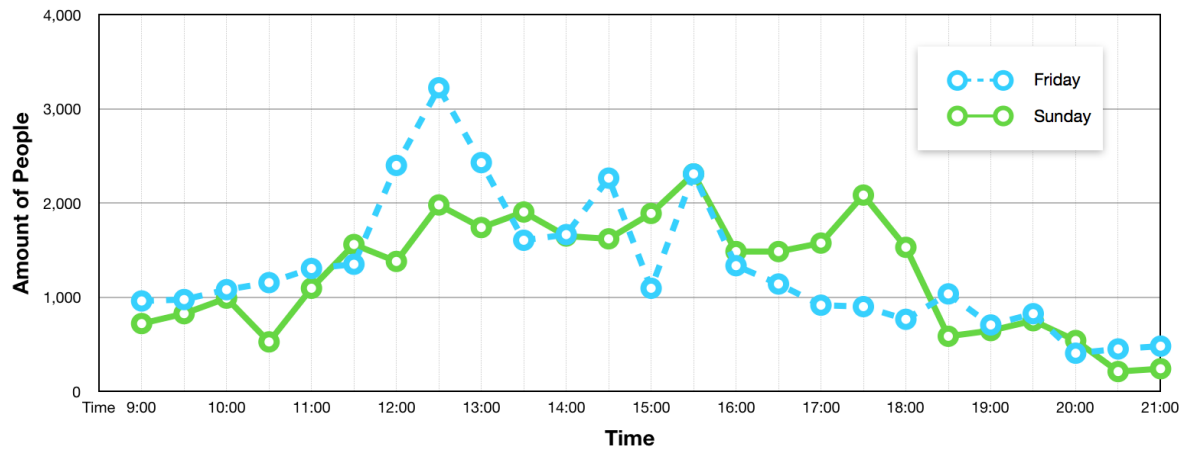


Figure 13: Comparison of the amount of people passing through the intersection of Graham and Gage Street on Friday and Sunday

Figures 13 show the amount of people passing by compared to those who spend time shopping on Friday and Sunday. Before 11:00, we observed that most of the people shopping are older aged or domestic helpers. As mid-day approaches, we noticed a decrease in older people. Many tourists stopped to take pictures of the market.

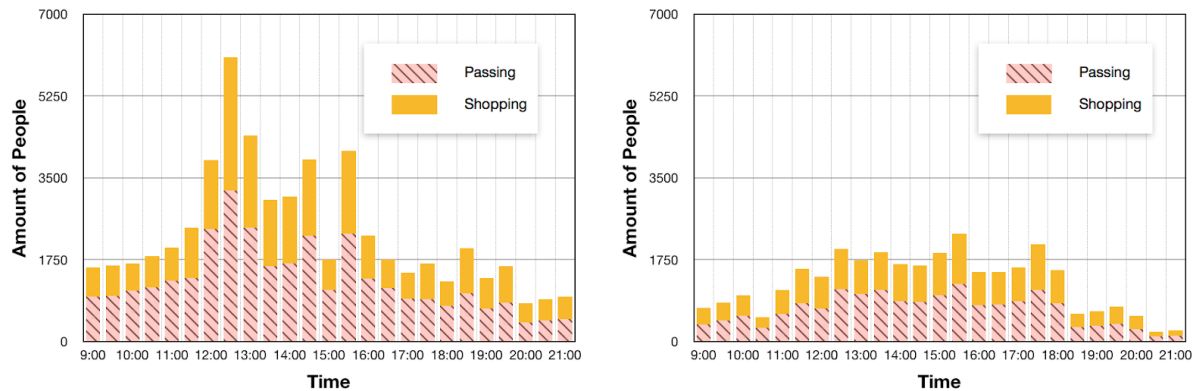


Figure 14: Comparison of the amount of people passing vs. shopping in the intersection of Graham and Gage Street on Friday and Sunday

By comparing the graphs in Figure 14, we conclude that fewer people are shopping in the market on Sunday. A larger percentage of people shop on Friday morning compared to the rest of the day whereas people shop throughout the day on Sunday. On Friday, a peak in foot traffic is recorded during “lunch time”. A large number of people dressed in business casual attire pass through the area during this time. Based on this observation, we assume that this peak in foot traffic occurs due to white collar workers on their lunch breaks. On Sunday, most of the foreign-looking passerby are assumed to be tourists because they take pictures and browse the market, but do not actually buy anything.

4.1.3 The Center Plaza

We conducted observation in The Center Plaza to gain a better understanding of how people interact with this space. The full observation notes and data can be found in Appendices G and H. The Center Plaza is located on Queen’s Road and has two areas that the public frequently uses for seating: the steps of the fountain and the ledge around the garden. These seating areas are on opposite sides of The Plaza; in between there is a large amount of open space with trees and other plants (see Figure 15).

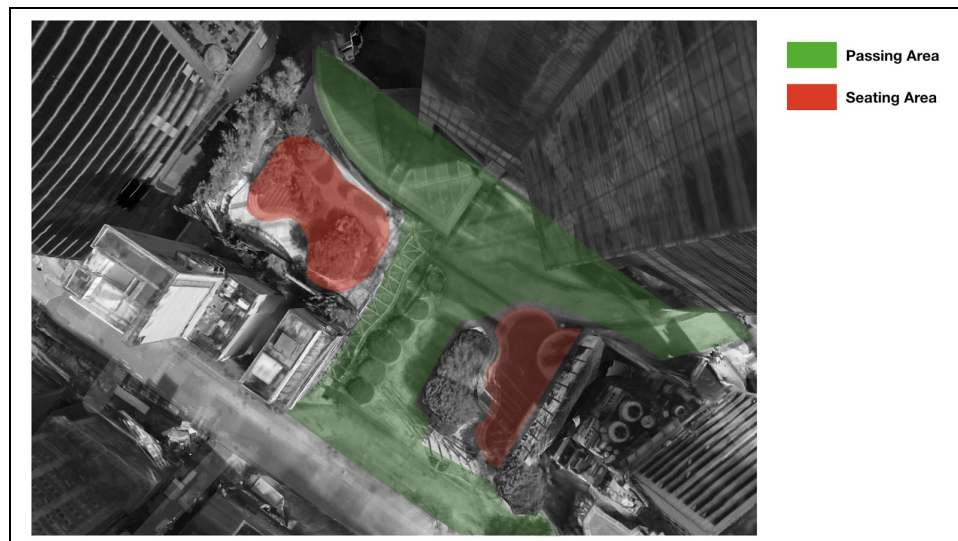


Figure 15: Observation area in The Center Plaza, adapted from Google Map (c)

This open space is used primarily for passing through The Plaza, although some people stop here briefly to use their phone, wait for someone, or take a smoke break. There are several sets of escalators near The Center that lead up to the first floor of the building and down to the basement.

As mentioned previously, foot traffic is one of the factors that was considered during our observation. The foot traffic on the Center Plaza on both days (Friday and Sunday) is compared in Figure 16. The total number of users in the space over the course of 30 minutes was calculated. In general, there are many more people in The Center Plaza on Friday than on Sunday. Based on our observations, this most likely occurs because Friday is a work day, which brings a significant amount of people through the area. Most people do not come to work on Sunday, so the area is much less crowded.

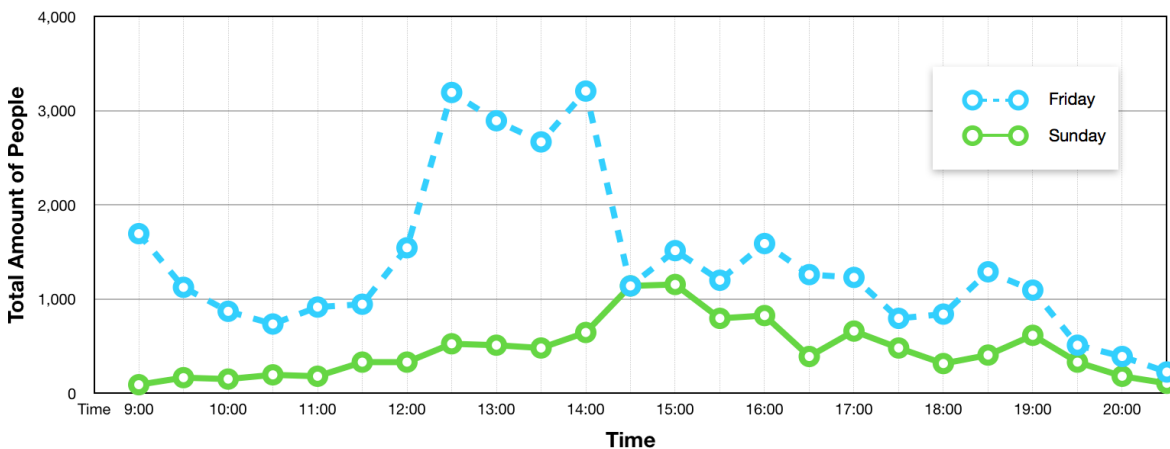


Figure 16: Comparison of the amount of people passing through The Center Plaza on Friday and Sunday

The peak in foot traffic was observed on Friday from 12:30 to 14:00. Based on our observations, we conclude that this peak is due to the lunch rush from the white collars working in The Center. After 14:00, there was a sharp decline in foot traffic for the rest of the afternoon. The foot traffic increased again at 17:30 when many people began to leave work at The Center. A lot of white collar workers passed by the area, but the foot traffic was not as dense as it was during lunch time. Foot traffic on Sunday was fairly consistent throughout the day, with a small peak from 14:00 to 16:00. For the most

part, The Center is closed on Sundays, which means there was almost no foot traffic in or out of the building. People were dressed casually and passed by at a slower, more leisurely pace.

Figure 17 shows the amount of people passing by or sitting on Friday. Before 11:00, we observed that most of the people sitting were older aged. Toward 11:00, we noticed a decrease in older people sitting or passing by and there was increasing foot traffic on Queen's Road. By 12:30, the seating area around the fountain was almost completely full with people eating lunch, chatting or playing on their phones. Around 14:00, there were still many people sitting at the fountain finishing their lunch or playing on their phone. Many people were walking back to The Center at a slower pace than earlier.

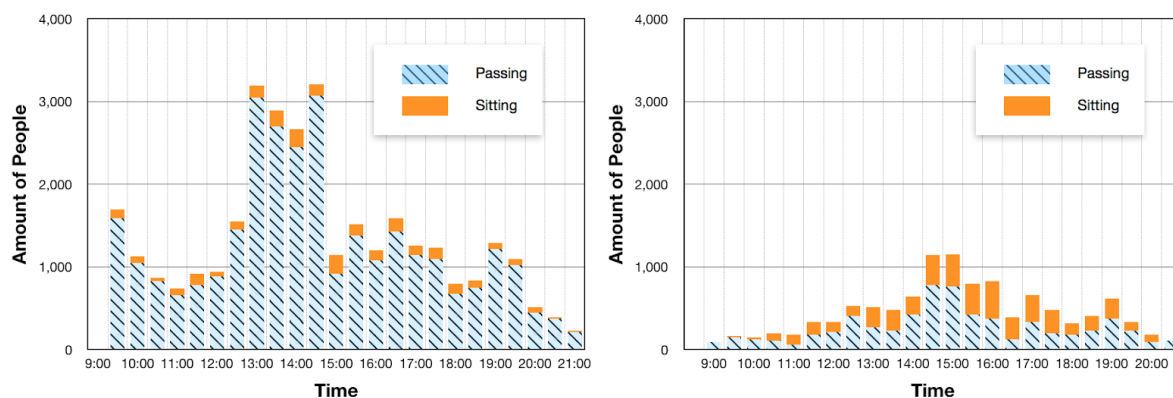


Figure 17: Comparison of the amount of people passing vs people sitting in The Center Plaza on Friday and Sunday

These graphs show the amount of people passing by or sitting on Sunday. Before 10:30, there were only one or two people sitting in The Center Plaza. After 10:30, the number of people sitting around in The Plaza started to increase slightly to approximately six people. The most crowded period of time lasted from about 14:30 to 16:00, with more than 24 people sitting during each half hour period. In the early afternoon, several groups of people were observed sitting around the fountain. Many of these groups stayed for several hours at a time; some did not leave until 20:00.

Figure 17 helps to illustrate the difference on a weekday (Friday) versus the weekend (Sunday). As discussed above, there were many more people in The Center Plaza on Friday than Sunday. We offer the hypothesis that this may be due to the abundance of professionals that are in

the area on Friday, but not Sunday. In addition, the data illustrate that on Friday, a large percentage of the individuals in the area are simply passerby, while on Sunday a much larger percentage of the individuals are sitting in the area for an extended period of time. This shows that the population has very different interactions with this space on different days of the week.

4.1.4 Comparison of the Locations

The total number of people passing The Center Plaza and Graham Market on Friday is compared in Figure 18.

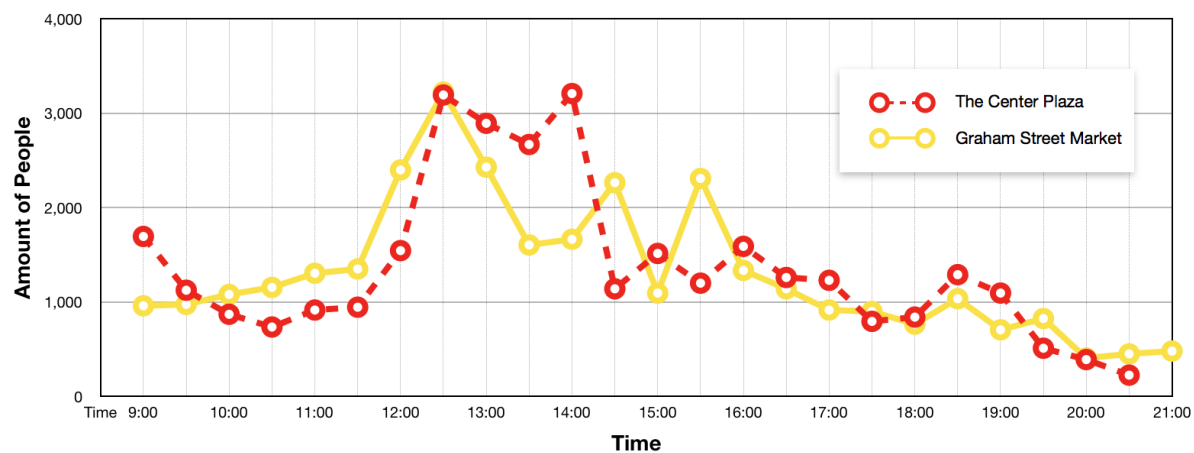


Figure 18: Comparison on the number of people passing in The Center Plaza vs Graham Street Market

The total amount of people in both of the locations is similar. In the morning, there are different trends in foot traffic at The Center Plaza versus the Graham Street Market. At 9:00, high density foot traffic was observed on The Center Plaza. The foot traffic decreased steadily after 9:00 and increased again once the lunch rush began. The foot traffic in the Graham Street Market increased steadily throughout the morning, with a sharp increase at the beginning of the lunch rush. There is an overlap in the peak at 12:30 with approximately the same amount of foot traffic for both The Center and Graham Street Market. However, the peak level remained over a longer period of time in Graham Street Market than in The Center Plaza. As discussed in earlier sections, the peaks are due to the lunch breaks. After 16:00, the density of foot traffic decreased similarly for both of the locations.

4.2 USERS' FEEDBACK AND OPINIONS

During the first round of interviews, we gathered data about users' knowledge and experiences of the past, perceptions of current state, and desires for the future of the area around The Center, Central Market, and Graham/Peel Street. The users are categorized into the following categories: residents of Central, white collars, vendors, residents of Hong Kong (excluding Central), and tourists. The categorization of interviewees is shown in Appendix J. The interview data were important to generate ideas for potential placemaking application tools.

4.2.1 Holistic Definition of the Essence of Central, Hong Kong

After the completion of our first round of interviews, we had acquired the knowledge necessary to define elements of the essence of Central, Hong Kong. To create this definition, we first highlighted key words and phrases in our interview transcripts that described the essence of Central, Hong Kong. During this process, we utilized the Holistic Model of Wellness to organize the different aspects of the essence. The Holistic Model of Wellness includes the following five dimensions: physical, emotional, social, spiritual, and intellectual. Then, we categorized the highlighted words based on general themes that were frequently repeated. The four recurring themes that we observed are: history, culture and tradition, community and modernization. The more detailed results are shown in Table 3 in Appendix J. The most frequently mentioned and representative key words or phrases were considered to create criteria for our application tools based on the four themes. The criteria are as follows: re-energize old shops and buildings, preserve culture and tradition, establish a sense of community and embrace modernization. A general overview of this process is illustrated in Table 4 in Appendix J.

An important theme repeatedly raised during the interviews is history. Four locals mentioned that historically significant places such as Chinese medicine stores, Chinese tea shops and Dim Sum restaurants were a big part of their past. Many places like this are disappearing today due to a lack of

interest people to inherit the stores and keep them open. Two tourists were surprised that Hong Kong is very similar to other modern cities. They would prefer to see more historic buildings that showcase Hong Kong's culture and heritage. A local high school student expressed similar feelings, suggesting that the modern buildings do not remind him of the Hong Kong he once knew. Many other interviewees said that historic buildings should be renewed and restored instead of being demolished. They also acknowledged that historic buildings like temples and shops like wet markets should be preserved. Based on the interviewees' feedback, re-energizing the historic buildings and shops should be considered in creating placemaking application tools.

The common theme of culture and tradition was repeated frequently in interviews. Several people hope that the past essence of the community will be remembered or honored in the future. Some think that the preservation of historical heritage is crucial. Others would like to have more opportunities to learn about the history of Central in the future. A local shop owner thinks that a museum showcasing traditional trades and crafts would help to preserve the culture and allow outsiders to learn more about them. Some respondents are under the impression that it is impossible to preserve the tradition and culture that once existed. One interviewee said, "You can't go back. It's too late. The old shops are closed, people are gone. It's destroyed." However, others are hopeful that with increased community activities that emphasize the importance of local culture and heritage, the essence of old Hong Kong can be remembered/restored in the future. Since most of the interviewees noted the importance of traditional trades and are interested in learning more about the past, we conclude that preserving culture and tradition should be one of our criteria for placemaking application tools.

Another important theme repeatedly raised during the interviews is community. Several interviewees described that in the past they had the "feeling of a community" because they could interact with neighbors who were hospitable and friendly. Many interviewees said that they felt a sense of belonging in their community because people were easy to talk to and trustworthy. More than that,

many interviewees also said that they appreciate the continued efforts to create public spaces in Hong Kong. Because some individuals suggested that they desire an inclusive community where people are hospitable and neighborly, establishing a sense of community should be taken into account in creating placemaking application tools.

Another common theme discussed in many of the interviews was modernization. Most interviewees have negative perceptions regarding the current population size and fast-paced lifestyle of Central, Hong Kong, but admit that there are many benefits of modernization. One tourist noticed the homogenization of Eastern and Western culture as a problem in Hong Kong, while many interviewees believed that this makes Hong Kong unique. Many interviewees stated that Hong Kong is an innovative and multicultural city with many places of interest for tourists as one of the results of modernization. Based on the positive feedback from the interviewees about the benefits of modernization, embracing modernization should be considered in creating placemaking application tools.

4.3 FUTURE PLACEMAKING APPLICATION TOOLS

This section describes the process of creating, organizing and analyzing the potential placemaking application tools. These application tools were created and organized from three stages of brainstorming. In the second round of interviews, the top four application tools were rated based on the users' willingness to participate. We selected the highest rated application tools to analyze using a SQERT model.

4.3.1 Potential Placemaking Application Tools

The first stage of brainstorming was designed in such a way that we were able to develop a very general list of potential placemaking application tools. This stage of brainstorming lasted for 20 minutes. All ideas were recorded by one team member. No ideas were rejected during this stage. During the first

stage of brainstorming, we brainstormed as many potential placemaking application tools as we could. The detailed list of these ideas is attached in the Appendix K.

Shortly thereafter, a second brainstorming session was undertaken. The purpose of the second stage was to narrow down the list of potential application tools to the ones that best met the criteria. We discussed all the ideas generated in the first stage of brainstorming. The feasibility of each application tool was discussed. After the second stage of brainstorming, we had a list of ten ideas (attached in the Appendix L).

The third and final stage of brainstorming required each team member to independently select their top four choices out of the remaining potential applications tools. This selection process was followed by a discussion of each members reasoning behind their choices. After discussion, we chose four ideas for application tools:

1. Workshops/classes that teach local trades or traditional crafts.
2. Self-guided walking tour to different historical sites, local restaurants and museums by following footprints on the ground. Each spot would have a special mural on the wall.
3. Pop-up shop or annual festival that highlight local crafts such as art, food, or other items. The event will be culturally focused/themed.
4. An App featuring social and cultural activities. It allows people to organize events, invite other people and RSVP for events. It would act as a platform for small businesses and vendors to showcase their specialties.

4.3.2 Analysis of Potential Placemaking Application Tools

In our second round of interviews, we sought feedback about the four previously mentioned placemaking application tools. Forty interviewees rated each placemaking tool on a scale from 0 to 10. These data were then analyze using a box plot to determine the highest rated application tool.

A box plot (commonly known as a box and whisker plot) is a graphical method for visually displaying numerical data sets through their quartiles (see Appendix A for definition). The top and bottom of the box are the first and third quartiles. The solid horizontal line inside the box is the second quartile or median of the data set. The dotted horizontal line indicates the calculated mean of the data. The vertical lines (whiskers) extending from the box end at the 5th percentile and the 95th percentile of data. Outliers from the whiskers are plotted as individual points on the graph. The box plot was selected to analyze our data from interviewing to best represent the range of opinions of the user of central of the placemaking application tools surveyed.

As seen in Figure 19 below, the idea for a pop-up shop or annual festival has the highest average score with the smallest "spread" of responses. For this reason, we decided to execute the SQERT project management model on this application tool.

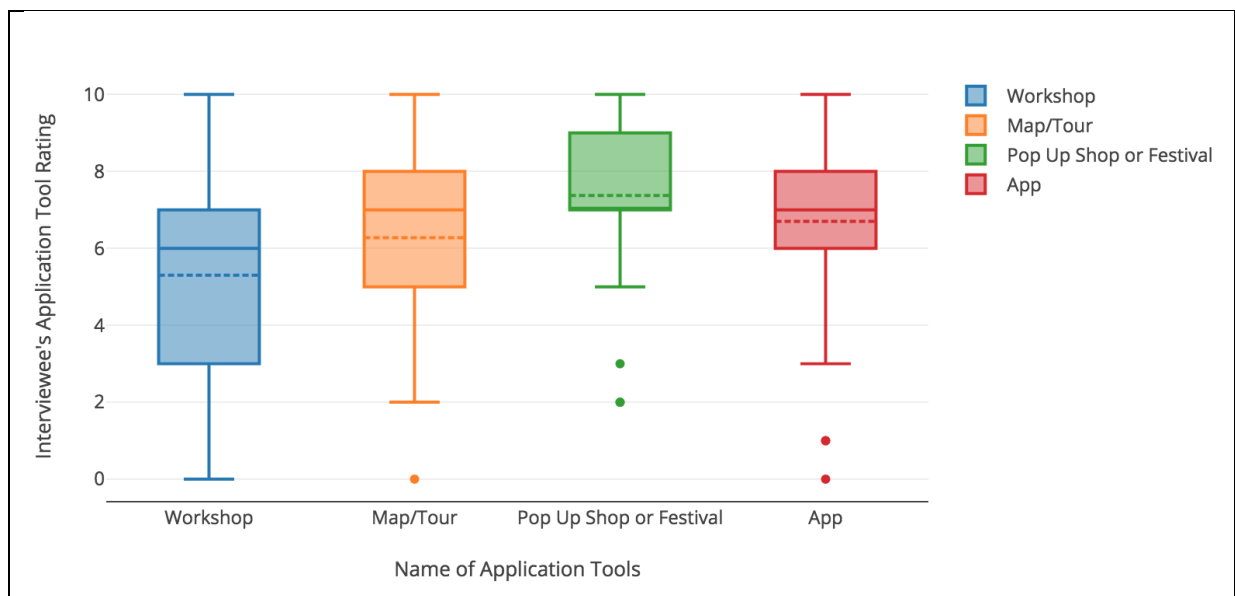


Figure 19: Interviewees rating of the four application tools

There are some interesting trends that we observe in the data, which can be seen in Figures 20 and 21 below.

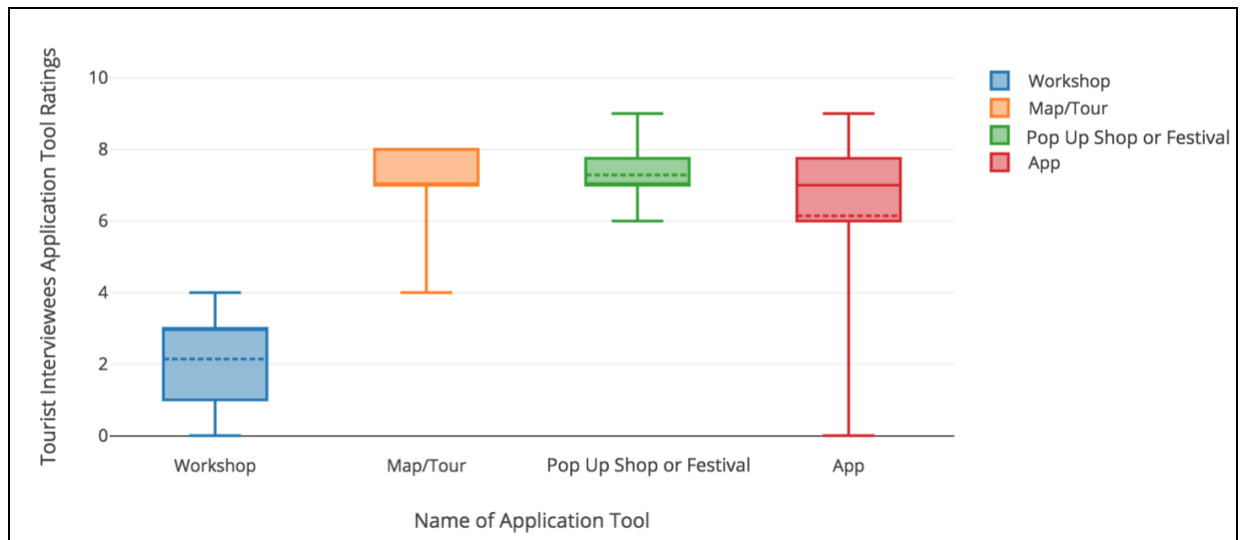


Figure 20: Tourists rating of the four application tools

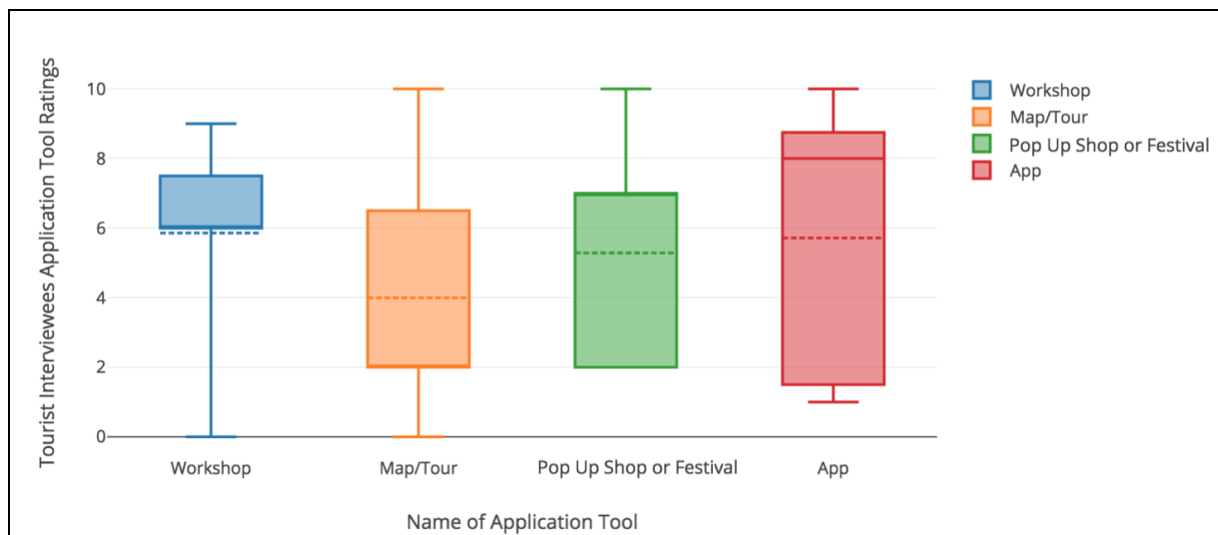


Figure 21: Locals rating of the four application tools

First, the tourists are not interested in the concept of workshops or workshop, while locals would consider participating. We assume this is the case because tourists only stay in the area for a limited time and may not be willing to put in the time or effort to attend a workshop. The rest of the tourists' data reveal that the other ideas are tied with a median of seven. It is notable that the pop-up shop or annual festival is rather consistently ranked between six and nine in comparison to the app that

has a range between zero and nine. We were surprised that the walking tour was not rated higher with tourists, considering the nature of the idea. We can conclude that tourists would like to participate in any of these ideas except for traditional craft workshops.

The locals of Hong Kong had a wide range of opinions regarding the application tools. The pop-up shop or annual festival has a slight edge over the rest of the ideas with a median of eight. This is due to it again being more consistently ranked high. The app had a median score of seven and the map and workshop had a median score of six. We can conclude from the data that locals slightly favor the pop-up shop or annual festival over other application tools, but would likely participate in some of the other application tools as well.

We conducted SQERT project management models for the pop-up shop and the annual festival separately, as we acknowledged that these two ideas would be executed differently. The following paragraphs highlight a general outline of the models; more detailed descriptions can be found in Appendices N and O.

We decided that the scope of the pop-up shop would be a store that is leased to different vendors for short periods of time. This store would likely be a part of one of the URAs projects, such as the renovated Central Market. Potential vendors might sell items such as food and drink, arts and crafts, or clothing and accessories. The store could also be leased to vendors not interested in selling items, but rather businesses interested in putting on different exhibitions to showcase something (for example a museum might rent the space to hold a temporary history exhibit). The URA can find potential vendors through advertisement and contacting desired participants directly. Some important factors that go into the quality of the pop-up shop include rental cost, quality and cost of the products being sold, the location, and the business itself. For the URA, the most effort is required for this project in the areas of planning, marketing, and management. Some of the risks associated with executing this idea are health and fire safety as well as potential disinterest of both customers and vendors. In addition, there is the

risk of neighboring shops having negative opinions regarding the pop-up shop. Finally, there are several aspects of time that the URA must take into consideration: the duration of the project installation (construction time), the duration of each project (length of lease), and the duration of transition between the leases.

The idea of an annual festival is to hold a large outdoor festival in a public area in Hong Kong. This would be located in a large, outdoor public area somewhere in Central, Hong Kong. It would occur on a weekend once every six months to celebrate the Spring and Autumn Festivals. There would be a variety of vendor stalls that would sell food and drinks as well as arts and crafts. In addition, entertainment and activities would be provided. The URA can find potential vendors and volunteers through advertisement and by reaching out to potential cosponsors. The rental cost for the stalls should be affordable and the target group for the vendors should focus on small businesses and traditional family-owned businesses. The effort includes planning, marketing and management on the URA side to make a successful festival. Some of the risks include location of the space, health and fire safety, overnight storage and noises/disturbances that may be displeasing to neighbors. Lastly, the time of site planning, construction, marketing and installment needs to be taken into account.

Based on the five aspects of the SQERT project management model, we interviewed six potential participants to gather more detailed information regarding the pop-up shop and annual festival. The purpose of these interviews was to gauge an understanding of the opinions about the pop-up shop or annual festival from the potential stakeholders. Four out of six of interviewees stated that they are willing to participate in either the pop-up shop or festival.

From our interviews, we found that the shops that already have multiple locations responded more positively to potentially participating in the pop-up shop. The interviewees stated that they can participate in the pop-up shop since they have enough staff and financial support to do so. We found traditional and family owned businesses are more willing to take a single day to participate in a cultural

festival. Based on the interviews we conducted, we found that what the businesses are willing to pay for the rent heavily depends on the prices of their products, the marketing and nature of the shop or festival. The pop-up shop can be rent out for up to a month at a time and it takes them about a day to set up the shop. The cultural festival stalls would stay for a much shorter period of time, that ranges from a day to a whole weekend. All of the businesses that we interviewed consider the amount of foot traffic through the location as a deciding factor in participation.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

Through this project, we aim to assist the Urban Renewal Authority in placemaking in the areas surrounding The Center, Central Market, and Graham/Peel Street. In this chapter, we summarize our findings and provide recommendations regarding future placemaking projects at the URA. In addition, we discuss further research that could be conducted by the URA to continue to improve their placemaking projects.

5.1 CONCLUSIONS

Based on our data, we can conclude that the past essence of Central, Hong Kong cannot be restored. It is, however, possible to bring back certain aspects of the essence through the use of placemaking application tools. Throughout the interviews, we identified four recurring themes on which placemaking application tools were created. These placemaking applications should have the ability to create a new essence, which will hopefully remind people of the past. The application tools will also help to foster a sense of community among the people of Central.

5.2 RECOMMENDATIONS FOR APPLICATION TOOLS

In this section, we provide descriptions of the ten recommendations tools that we are recommending to the URA. One of the application tools is selected based on user preference for further analysis with the SQERT project management model. It is important to note that this application tool is used only as an example of the SQERT project management model. All ten of the application tools are recommended to the URA. Each application tool would require analysis with the SQERT project management model to determine its feasibility in implementation.

The following is a list of all ten application tools that could potentially be pursued by the URA in the future. They are not in any particular order.

1. Workshops/classes that teach local trades or traditional crafts.
2. Self-guided walking tour to different historical sites, local restaurants and museums by following footprints on the ground. Each spot would have a special mural on the wall.
3. Pop-up shop or annual festival that highlight local crafts such as art, food, or other items. The event will be culturally focused/themed.
4. An App featuring social and cultural activities. It allows people to organize events, invite other people and RSVP for events. It would act as a platform for small businesses and vendors to showcase their specialties.
5. Film about traditional Chinese craftsmanship and cultural skills that can be displayed within public spaces for passerby or people sitting around to watch.
6. Charity walk within the Central area to slow down people's pace and explore what is in the Central area.
7. Restaurant weeks to promote and encourage people to try restaurants they have never been with a cheaper price.
8. Communal gardening to provide more greenery in the community as well environment to socialize with neighbors.
9. Open stage summer concerts for locals to perform using traditional instruments and sing traditional songs or open mic night to provide the opportunity for the locals to share their stories and experiences.
10. Repainting the stalls and store fronts on Graham/Peel Street to add more personality and unique identity for vendors utilizing those stalls and store fronts.

All of these application tools could have potential uses in the URA's future placemaking projects. We focused our recommendation on one application tool due to our time constraints, but further research and analysis can be done by the URA in the future based on their preferences. We recommend that the URA perform SWOT analysis and SQERT project management models on the applications tools in which they are interested. Several ideas could be implemented or combined. These recommendations

were created not only to revive the essence of place, but also with the purpose to bring people together and create a sense of community in Central, Hong Kong.

By presenting the first four application tools above to the potential participants or stakeholders, we found that the idea of pop-up shops or annual festivals was the most popular idea among the four choices. By gauging the opinion of shop owners, white-collar workers, tourists, residents of Central and other Hong Kong locals, the pop-up shop and annual festival are specified with slightly different focuses of audience and businesses.

A pop-up shop refers to an actual storefront or retail space that is being leased on a temporary basis to various vendors or business owners. As a long-term project for the URA, this application tool focuses on showcasing the local crafts or trades like hand-painted ceramics, letterpressed prints or Hap Zai Cha (medical herbal tea). The concept focuses on helping the still existing but disappearing traditional Hong Kong crafts or trades to market themselves at a high foot-traffic location that they cannot afford for extended periods of time. This space would likely be a part of one of the URA's projects, such as the renovated Central Market. The pop-up shop location would be marketed targeting people who are interested in arts and culture or people who are new to the area. This application tool would introduce the traditional trades to a larger and more diverse population. The pop-up shop would also help to emphasize the uniqueness of the region. Ultimately, the application tool would foster the identity of the region, enhance people's appreciation towards local cultural heritage and create a sense of place.

An annual festival refers to a traditional culture festival, potentially hosted around traditional Chinese holidays. This application tool would focus on the traditional food, crafts, and activities that used to be common in the area. The event could include traditional flower plaques, street food cooked with hand-crafted bamboo steamers, or even street stalls for traditional stencil makers. By bringing back

the street vendors and decorating the event with old pictures this concept “recreates the essence of place” in Central, Hong Kong. It would bring the diverse population of Central together, increasing the interaction among different categories of the population. It would enhance people’s appreciation of the cultural heritage and remind people of the past. Ultimately, it would improve the relationships between and among people and establish a sense of community.

5.3 SUGGESTIONS FOR FUTURE RESEARCH

As was stated earlier, the diversity of the population, culture, types of users and functionalities of spaces is an essential characteristic of the unique essence of Central, Hong Kong. This project can serve as a template for gathering information regarding individuals’ perception of essence of place for future projects regarding the essence of place. However, for future studies, we suggest an emphasis on the variety of users, comparing and contrasting answers from detailed groups of individuals. By identifying and targeting specific groups of people, the future project could identify a more comprehensive list of characteristics of the essence of place.

Future research is also needed to implement any recommended application tools and better understand the users’ opinions regarding the recommended application tools. This study would likely involve an in-depth study regarding the feasibility of the application tool as well as the public’s opinions on the application tool. Due to the diverse population, it acquires a large sample size to represent the users of Central as a whole. The research should be done in multiple languages, including English, Mandarin, Cantonese or more, to gather information from a variety of users.

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APPENDICES

APPENDIX A - GLOSSARY

Analytical model

An Analytical model is a method designed for analyzing a problem (ManagementMania, 2017). Most analytical models are formed around key words such as “risks” and “strengths” in order to prompt brainstorming of multiple aspects of a problem.

Central Business District

The Central Business District is referred to as CBD. It is the commercial, office, retail, and cultural center of the city and usually is the center point for transportation networks (Rosenberg, 2017).

Traditional Chinese medicine

Traditional Chinese Medicine is a practice of medicine that specializes on various forms of herbal remedies, acupuncture, massages and dietary therapy treatments that have been passed down for thousands of years (National Center for Complementary and Integrative Health, 2013).

Dim Sum

Dim Sum is a style of Chinese meal that is served in bite size portions on small plates or steamer baskets (Hong Kong Tourism Board, 2018).

Entrepôt

An entrepôt is an intermediary center of trade and transshipment (Merriam-Webster, 2018b). Hong Kong was primarily used a entrepôt to mainland China by the West in the 1800’s.

H6 CONET

H6 CONET one of the project sites of Urban Renewal Authority in the Central Business District. It is established as a public space that incorporated ideas of placemaking. The space is located in the basement of The Center and includes multi-function rooms, community space, art walls and idea projector (Urban Renewal Authority, n.d.).

Homogenization

Homogenization is the process of making thing the same (Dictionary.com, 2018b).

Legislative Council of Hong Kong

The Legislative Council of Hong Kong is the unicameral parliamentary legislature of the Hong Kong Special Administrative Region of the People's Republic of China. It holds the power to amend or repeal laws; examine and approve budgets, taxation and public expenditure; and raise questions on the work of the government (Law, Chui, Wong, & Lee, 2010).

Median

A Median is the middle number in a sorted list of numbers. For example, to find the Median of {10, 15, 2, 4, 20}, put the number in increasing order as {2, 4, 10, 15, 20} or decreasing order as {20, 15, 10, 4, 2}. The middle number

is 10, so the Median is 10. If there are two middle numbers, the two numbers would be averaged to get the Median.

Modernization

Modernization is the transformation of a society from a rural agrarian society to an industrial urban one.

Percentile

A percentile is a measure indicating the value below which a given percentage of data in a data set of data fall. For example, the 16th percentile is the value below which 16% of the data points will be found.

Police Married Quarters

PMQ, stands for Police Married Quarters, was originally built in 1951. It was preserved by the Hong Kong government for creative industries uses (PMQ Management Co. Ltd, 2018).

Quartiles

A quartile is the three points in data set that divides the set into 4 groups. The first quartile is defined as the median between the smallest number and the median of the data set. The second quartile is the median of the set. The third quartile is the median between the median and the highest value of the data set.

Semi-Standardized interview

A Semi- Standardized interview is a format of interview where the questions follow a semi structured path. This style is best when some questions asked to the interviewee are depend on the previous answers given. For example, after finding out the interviewee is 20 years old, the question “What was Central like 50 years ago?” is unnecessary.

Social Mapping

Social mapping is a visual method of showing the relative location of households and the distribution of different types of people (such as male, female, adult, child, landed, landless, literate, and illiterate) together with the social structure and institutions of an area. (World Bank, n.d.)

SQERT Business Management Model

SQERT is a business management model that includes scope, quality, effort, risk and time aspects of the project (Morrison, 2012).

Standardized interview

A Standardized interview is a format of interview where the questions follow a strict structured path. This style is best for when none of the questions asked to the interviewee depend on previous answers given.

SWOT Analytical Tool

SWOT analysis is a useful technique for understanding the strengths, weaknesses, opportunities and threats a project faces (Mindtools, 2018b).

APPENDIX B - EXPERT RECOMMENDATIONS FOR INTERVIEW ANALYSIS

We conducted two semi-standard interviews in the United States.

To expand our knowledge of psychology, we interviewed Dr. Thomas Balistrieri, a psychology professor at Worcester Polytechnic Institute. In our interview with him, we specifically aimed to better understand the psychological aspects of cultural heritage. One of the key points Dr. Balistrieri suggested was the Holistic Model of Wellness. This model describes the five interdependent parts of an individual: physically, emotionally, intellectually, spiritually, and socially. This interview helped/enabled us to construct targeted questions that pertain to the Holistic Model of Wellness.

To gain a better understanding of the interview process, we interviewed Dr. Cynthia Caron at Clark University. Dr. Caron is a professor in the International and Social Changes Department. Her experiences with social studies and interviewing techniques are beneficial to us. In our interview with Dr. Caron, we aimed to gain insight about interviewing as a quantitative research method. During the interview, we discussed her field research and the processes she used to analyze her data. This gave us a better understanding of the interactions we may have with interviewees in Hong Kong and helped us to establish a more detailed method for data analysis.

APPENDIX C - HISTORY OF THE URBAN RENEWAL AUTHORITY

This appendix introduces the origins of Urban Renewal Authority (URA) and what led to its establishment.

Land has always been a scarce resource in Hong Kong. Due to the congested living environment since the start of the city's urbanization, the early urban redevelopment focused on maximizing land use. Urban renewal prior to World War II primarily focused on tackling overcrowding, public health and fire safety. Most of the projects were left unfinished due to the sudden start of the war according to *Urban renewal in Hong Kong*, written by David Adams in 2001. In the post-war period, the government was recovering from the war and had no extra resources for urban redevelopment. Urban renewal was left to the private sector. It was assumed that the existing private buildings would be redeveloped by the owners themselves or by other private organizations (Law, Chui, Wong, & Lee, 2010).

In 1948, the Hong Kong Housing Society was formed with the goal of providing affordable housing. It soon became clear that housing prices were only a small part of the larger issue of urbanization. Each single problem was challenging and affecting large groups of the citizens. The government's support was clearly needed in addressing some of these issues. Later in the 1940s, the Urban Improvement Scheme was proposed by the Hong Kong Housing Society and was supported by the Government's policies. The objective of this scheme was to improve the living environment of older districts via redevelopment. A total of more than 30 projects were completed as part of this scheme. However, the projects were rather small and could not fulfill all of the needs of the community according to *Factors Affecting Urban Renewal in High-Density City: Case Study of Hong Kong*, written by Grace K. L. Lee and Edwin H. W. Chan in 2008. The Hong Kong Housing Society was later incorporated by government ordinance in 1951, developing into the Hong Kong Housing Authority in 1954. The Housing Authority continued to deal with housing needs of low income families. This marked the segregation of

the public and private segments of the housing market. However, Hong Kong still faced many challenges regarding urban renewal.

The Land Development Corporation (LDC) was established in January of 1988 by the British administration in Hong Kong as a potential solution to the urban renewal challenges Hong Kong was facing. According to Adams and Hastings' reflection in the article "Urban Renewal in Hong Kong", published by the Land Use Policy, the LDC established itself as an important factor in urban redevelopment. The objective of the corporation was "to Improve the standard of housing and the environment in Hong Kong by undertaking, encouraging, promoting and facilitating urban renewal" (Adams & Hastings, 2001). The LDC hoped to carry out a systematic and comprehensive program of urban renewal to rehabilitate, rejuvenate and revitalize the old dilapidated urban areas. The government only gave minimum support to the LDC. In the first phase of the development, LDC was able to start its first eight projects with barely enough deposits on land from few developers (Adams & Hastings, 2001). Facing this limitation, all second phase projects were considered to be too small to make a difference. LDC had commenced a total of 26 projects by April of 2001 and had completed 16, including one preservation project (Law et al., 2010). The Hong Kong government published a policy statement entitled "Urban Renewal in Hong Kong". It concluded that "... The LDC will not be able to deliver urban renewal on a sufficient scale and quickly enough to avoid long-term urban decay without new operating mechanisms and increased support from Government" (Law et al., 2010). The new statutory authority was proposed as the Urban Renewal Authority (Urban Renewal Authority, 2017a).

The *1998 Hong Kong Policy* addressed that "the Secretary of Planning, Environment and Lands to formulate an Urban Renewal Strategy which will provide a compressed planning framework of urban renewal and will seek to establish as soon as possible an Urban Renewal Authority" (as cited in Law et al., 2010). Therefore, the URA is a comprehensive approach to overcome the long term urban decay Hong Kong has faced since its early days of urbanization.

In October 1999, the Government published the Urban Renewal Authority White Bill for public consultation. A sub-committee was established under the House Committee of the Legislative Council to define the terms that the URA will be established on. The sub-committee suggested and the administration accepted that “to adopt a people-oriented approach and to minimize disruption to social networks in the urban renewal process, the administration should critically assess the need to undertake social impact assessment before launching a redevelopment project, and that protection of heritage should be included” (Hong Kong Administration Subcommittee, 1999). According to the published White Bill, the URA was established in May 2001 under the Urban Renewal Authority Ordinance as a statutory body.

The URA follows the guidelines set out in the Government’s Urban Renewal Strategy in the implementation of its urban renewal initiatives under a “people first, district-based, public participatory” (Urban Renewal Authority, 2011) approach. The URA utilizes a comprehensive and holistic approach by ways of its two core businesses, redevelopment and rehabilitation, as well as heritage preservation and revitalization. Its goal is to create a sustainable and quality living for the people of Hong Kong. The URA undertakes, encourages, promotes and facilitates urban renewal of Hong Kong, addressing problems of urban decay and improving living conditions. A local committee is gathered for most project to research and establish the usage of spaces. It is promised that proposed projects are extensively researched and surveyed (Urban Renewal Authority, 2011). The Urban Renewal Authority operates on a systematic approach to urban redevelopment.

APPENDIX D - PROJECT SITES HISTORY

The history of the three project sites is discussed in this appendix. Peel Street, Graham Street, The Center and Central Market are all within one block of each other. Figure 22 shows all four locations highlighted on a map. All four locations are within the heart of the retail district of Hong Kong today.

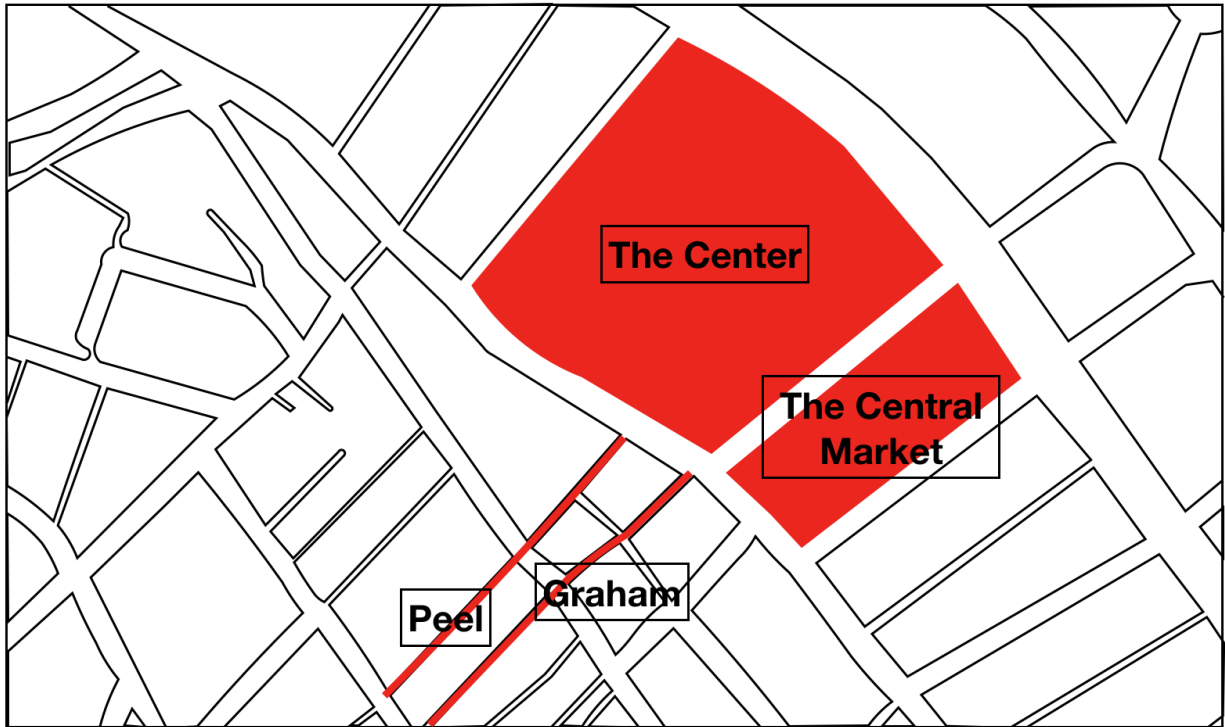


Figure 22: Peel Street, Graham Street, The Center and Central Market, adapted From Google Maps (d)

D.1 Peel Street and Graham Street Market

Peel Street was built during the colonial era in the 1840s. It was one of the very first modern streets. The street was initially built for pedestrians to travel from the harbor to the western trading district according to Ho Hung-hei ("Peel Street," 2011). Therefore, it was not wide enough for larger carriages to pass through. Even though Peel Street was first settled by Westerners, Chinese families moved in around the 1870s. They brought the custom of outdoor markets due to the demand for fresh food and other daily goods. As trading and business became a bigger part of Central in the 1900s, shops

and vendors opened throughout the street. Streets like Peel and Graham were always busy and vibrant. A restored image of Hong Kong Island Central District can be viewed in Figure 23 below.



Figure 23: Restored image of 1900s Central District (Brainy J, 2014). CC BY 2.0.

Peel Street was known for a few famous stores, and some have remained until today. Merchant Wai Siu-pak was the original owner of Yee Tin Tong pharmacy in the 1900s. Wai has sold his medical oil as far afield as Vietnam and Cambodia. However, the continuously increasing rent in the twenty first century is almost driving the pharmacy out of its founding place. Many business and residents were forced out of the neighbourhood. Since 2006, monthly rent went up to more than HK\$100,000. One of the shop owners even joked that “I don't know what they're selling - even if they're selling cocaine, it would be hard to make that much” (Nip, 2015). Sections of the streets have been destroyed for modern blocks and redevelopment. The low demand on some of the out-of-date products and the high rent have

made it hard for the old shops to stay open. Not to mention, many of the old shops need a lot of money for renovations to stay usable. The financial reality poses a serious challenge to the culture of the street.

Graham Street, which has a similar background and history, is the next street over. This narrow street was not built for any large carriage or modern cars to pass through. Without the disruption of the traffic, it nurtured the oldest wet market in Hong Kong, the Graham Street Market. This wet market has been active for 172 years according to the 2007 edition of Hong Kong Magazine. South China Morning Post also included multiple pictures that shows the vibrant market setting in their *End of an era for Hong Kong's Graham Street as vendors trade places*. Hundreds of families made a living selling merchandise in the market (Tsai, 1993). More than that, thousands of families from all over Hong Kong came to the market for fresh food every day. The following image shows the crowded market in the 2000s.



Figure 24: Graham Street in the 2000s (Mranieromn, 2012). CC BY-SA 3.0.

Graham Street Market used to be a part of Hong Kong daily life for locals, but since 2015 most of the street has been closed. As a public space, Graham Street Market is owned by the city of Hong Kong. Vendors and operators had to return the premises to the URA for its redevelopment. Various news

sources and local blogs expressed concerns in the preservation of Hong Kong culture (Blake, 2014). The entire project is to be completed in 2021 according to the URA.

The URA has promised to adapt a sustainable approach for the project. In an effort to keep this promise, they are using phased redevelopment so that fresh food shops can still operate in part of the street. The design and planning will preserve the street market as much as possible (Urban Renewal Authority, 2017c). The goal of the redevelopment is to improve “the physical living and working environment whilst offering opportunities to retain the historical and cultural characteristics as well as social network of the district” (Urban Renewal Authority, 2017a). A possible design that was proposed by the URA is shown in Figure 25.



Figure 25: Graham Street Market renewal proposal by URA (Urban Renewal Authority, 2017c)

D.2 The Center

The Center is one of the five tallest skyscrapers in Hong Kong, according to Hong Kong Tourism Board. The building was finished in 1998, and the project involved the URAs predecessor, the Land Development Corporation. Many old buildings and streets were demolished to make space for the skyscraper. Today, the Center consists of an office tower and retail stores (Hong Kong Tourism Board, 2017). As shown in Figure 26, the building blocked most of the walking spaces and public facilities. The only way pedestrians can get to the other side of the building is by walking around it, as highlighted in Figure 26. The URA plans to increase connectivity and walkability of the area by adding the paths in the areas highlighted in red. The design was approved in early 2017 and construction will begin sometime in 2018.

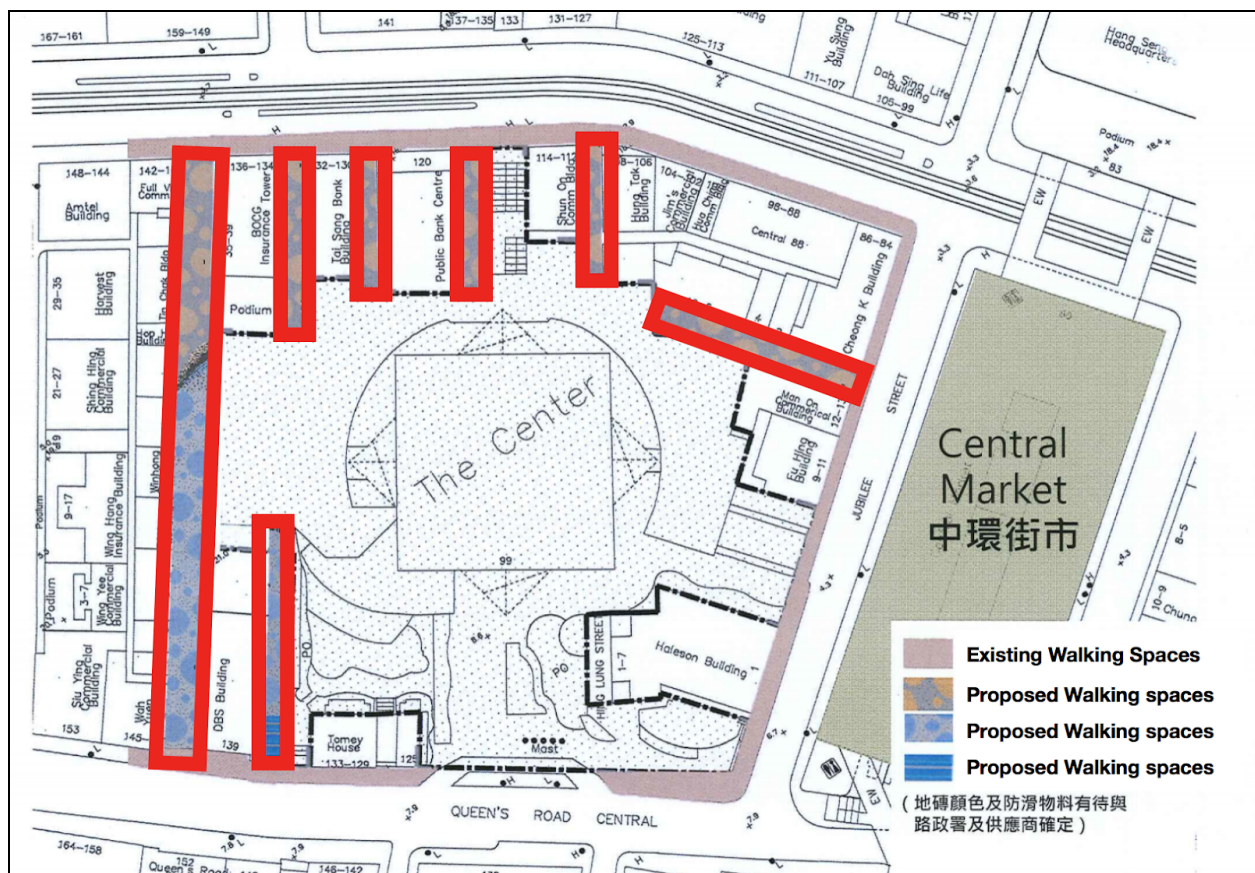


Figure 26: H6 CONET project proposal by URA depicting The Center (Urban Renewal Authority, 2017 Reprinted with permission)

D.3 Central Market

Central Market has been an indoor market since the early colonial era. Formerly known as Hong Kong Market Place, Central Market officially opened on May 16, 1842 according to Hong Kong Free Press. As trade increased, the waterfront land was designated for market use. Since then, the site, bounded by Des Voeux Road on the north, Queen's Road Central on the south, Jubilee Street on the west and Queen Victoria Street on the east, has always been the primary shop for fish, meat and vegetables (Lai, 2017).

Half a century later, in 1895, the second generation Central Market Building was established on the same site. While the building was new, the social function of the site remained unchanged - it was still a public market. The completion of the market building in April and its opening on May 1 topped the agenda of the Public Works chapter in the *1895 Hong Kong Annual Report*.

However, the shops were largely abandoned towards the end of 2003 since the demand for some of the shops decreased in the twenty first century. The facility's functionality as a market slowly died and the space became a walkway system between the Mid-Levels escalator and the Central District. In 2009, URA was tasked by the Chief Executive of Hong Kong to revitalize the Central Market.

A Community Advisory Committee was setup to conduct an extensive public engagement exercise from 2009 to 2011 to collect views and gauge public aspirations on the future use and operation of the revitalized Central Market building (Urban Renewal Authority, 2017b). In 2015, the URA announced that it would adopt a simplified version of design to preserve the old building, maintaining most of the structures within the facility. It was designed to only refurbish the space so that it is usable under compliance of fire and other safety guidelines. The plan was later approved by the Town Planning Board (TPB) in March 2016. Subsequently, the General Building Plan was approved by Buildings Department in November 2016. In March 2017, the Chief Executive-in-Council approved to grant the site

to URA for 21 years by way of private treaty for the revitalization of the building and its future operation. All of the shops were evacuated in August 2017, shown in Figure 27.



Figure 27: Central Market after vendors moved out (Li, 2005). CC BY-SA 2.5.

APPENDIX E - INTERVIEW I PROTOCOL

This interview will consist of three categories of questions. First is about your historical knowledge of the area. Then your opinion on the current state of the area. Lastly, we will ask about the future of this area. Before we begin, please give me a rough estimate of your age (a range is acceptable) so we can ensure that we would be able to interview you.

1. What brings you to this place today?

If they say “work,” ask: what is your occupation?

2. Are you familiar with this area?

- a. If they say yes:

- i. How long have you been coming here?

1. What typically brought you here (in the past)?
2. What was it like here x years ago?
3. List 5 characteristics that describe what this place/area used to be like.

- ii. You already told me about some of the things that used to bring you here. What brings you here now? How has this place/area changed since then?

1. Is there anything that used to be here that is no longer here? Is there anything missing from the past? How does it make you feel like?
2. List 5 characteristics that describe what this place/area is like today.

- iii. You said that ... is missing in this area/place. In the future, how could these things be better incorporated into these places?

1. List 5 characteristics that you would like to see here in the future.

- iv. How important is it to you that the past/cultural heritage is incorporated into more modern spaces?

b. If they say no:

- i. Do you know anything about the history of this area?
- ii. Is this your first time in the area?
- iii. What is you (first) impression of it?
- iv. Related back to an area you are familiar with, what do you think that can be done to connect more about the space?

1. What would you like to see in the future in the surrounding area?

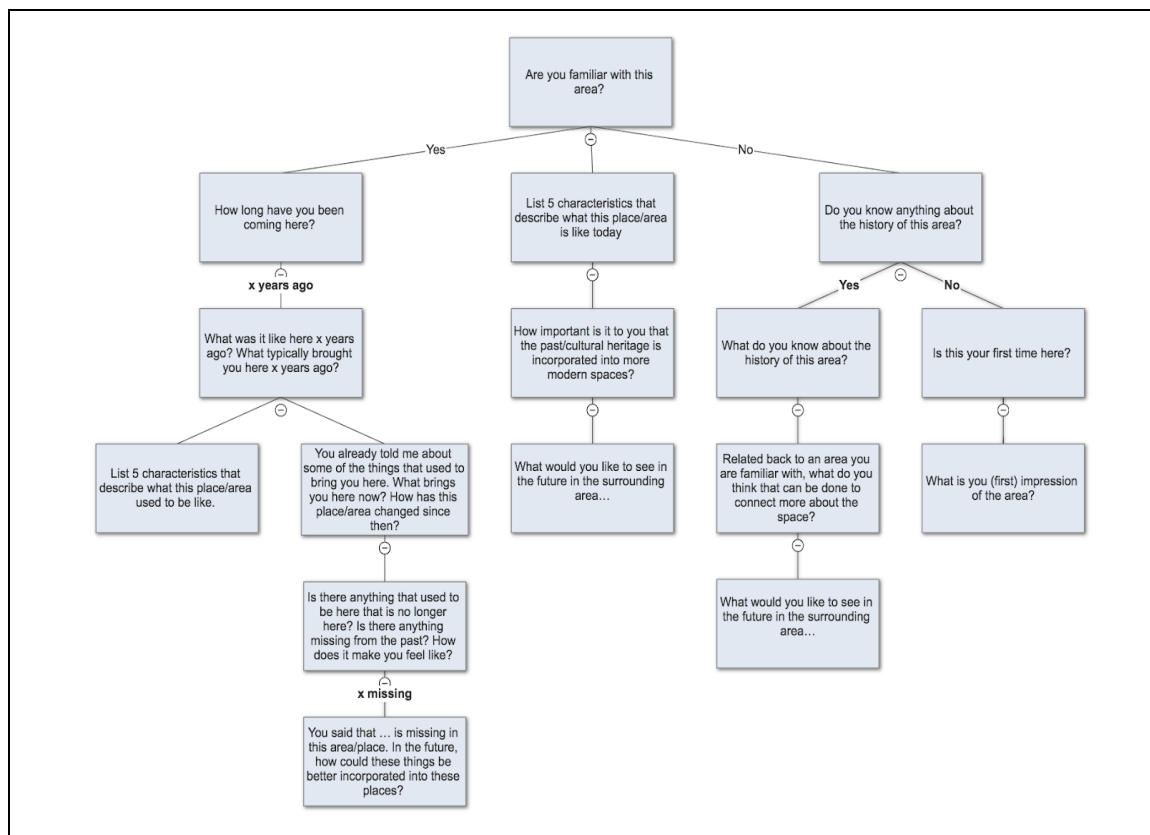


Figure 28: Organization of interview round I questions

APPENDIX F - INTERVIEW II PROTOCOL

In this interview, we will first ask a few demographic questions. Then, we will present you with four different ideas for placemaking application tool. Please rate each placemaking application tool on a scale from 0 to 10, with 0 representing “I would definitely not be interested in this application tool,” and 10 representing “I would definitely be interested in this application tool” and 5 representing “I am neutral.”

1. What is your gender?
 - a. Male
 - b. Female
 - c. Prefer not to say
2. What is your age range?
 - a. Less than 30
 - b. Between 30 and 40
 - c. Between 40 and 50
 - d. Between 50 and 60
 - e. Above 60
3. Which of the following best represents how you identify (you can select more than one)?
 - a. Tourist
 - b. Resident of Central
 - c. Resident of Hong Kong
 - d. Operator or Vendor
 - e. Work in the CBD (Financial District)
 - f. Other
4. Idea 1: Workshop/classes that teach local trades or traditional crafts, such as traditional wood carving, herbal tea making. How would you rate this application tool?
5. Idea 2: A self-guided walking tour to different historical sites, local restaurants and museums by following footprint on the ground. Each spot would have a special mural on the wall. How would you rate this application tool?
6. Idea 3: Pop-up shops or annual festivals that will highlight local crafts such as art, food, and other items with possible live performances. The events will be culturally theme. How would you rate this application tool?
7. Idea 4: An app featuring social and cultural activities. It allows people to organize events, invite other people and RSVP for events. It would act as a platform for small businesses and vendors to showcase their specialties. How would you rate this application tool?

APPENDIX G - OBSERVATION NOTES

G.1 The Intersection of Graham Street and Gage Street

We have identified that the people that utilize these spaces comprise five different categories: operators, customers, locals, white collar workers, and tourists. There are some individuals that may fall into more than one of these categories. Some of the operators and most of the customers are also locals. The operators include the vendors, the market security guard, and the staff of the cleaning company that maintains the area. The passerby are either tourists or white collar workers in the area. Most of the stores on Gage Street have their own designated deliveries. However, one delivery truck delivers to most of the vegetable and fruit vending stalls.

The twelve hours can be grouped into five time periods. The morning time period is busy for the vendors with frequent deliveries. This is also when most of the locals shop for groceries at the various vendors. During the lunch time period, the street is much busier with many passerby, but few customers. The afternoon time period is less crowded; the vendors have some free time with customers shopping less frequently. Most vendors close in the early evening. For this reason, mostly younger people remain on the streets in the evening time period.

Friday

The Friday observation is conducted on January 26, 2018. The market was busy in the morning time period from 9:00 to 11:00. During this time, the area was crowded with customers shopping and operators making frequent deliveries. Many people are gathered in groups chatting or talking to the vendors. Some tourists stop to take pictures or check their maps.

The lunch time period starts around 11:00 and lasts until 14:00. During this time period, more white-collar workers are passing through the market, typically in groups. They walk faster than the other users and the intersection is more crowded during this time.

After the lunch time period, the area is a lot less crowded. With less customers, the vendors have more free time. We start to observe more young people in the area at this time.

The vendors start closing around 19:00 and leave around 20:00. In this hour, a few last shoppers are observed. After 20:00, most of the people in the area are under 35 years old. During this time, the area is really quiet and people pass by at a fast pace.

Sunday

The Sunday observation was conducted on January 28, 2018. Some of the vendors are not open on Sundays. In the morning time period from 9:00 to 11:00, older residents shop. Vendors have a good relationship with the customers. Deliveries still occur, but the market does not feel crowded. For that reason, the tourists with maps and cameras are more noticeable.

The foot traffic increases after the morning time period. More people are coming towards Graham Street from the Mid-Levels escalator. Only a few customers come to shop. Tourists occasionally stop to take pictures of the meat shops and the exotic fruits that vendors are selling. No lunch rush is observed.

Shops start closing around 17:00, so no customers are observed after this time. There are also very few tourists observed after this time. The few passerby walk quickly through the intersection.

G.2 The Center Plaza

Friday (Sunny)

From 09:00 to 11:00, we observe many people walking along Queen's Road in a medium pace and wearing casual attire. During this time period, many people use the escalator to travel to the first floor of The Center. Only a few people walk under The Center or take the escalators down to the basement. The garden is closed off for maintenance and many people are sitting around the edge of the fountain using their phones or looking around. Some people sit and take pictures with the bulls. Most of the people sitting at the edge of the fountain during this time period are older (50 and above). Toward

11:00, we notice a decrease in older people sitting or passing by and there is more foot traffic on Queen's Road.

The lunch rush occurs from 11:00 to 14:00 which causes the public space to become more crowded. Many of the passerby are dressed in business casual attire and are coming out of The Center. In general, people are walking at a faster pace. We observe a peak in foot traffic at 12:00. There is also more traffic on the street at this time. A lot of taxis and vans stop in front of the space for pickups and dropoffs. By 12:30, there are a lot of people sitting around the fountain, eating lunch, chatting or playing on their phones. Around 14:00, there are still many people sitting at the fountain finishing their lunch or playing on their phone. Many people are walking back to The Center at a slower pace than earlier.

As the time goes by, less people are passing through the space, but there are still people sitting around the edge of the fountain. Usually people do not sit for extended periods of time. At 16:30, the maintenance of the garden is done and the garden is open to public again. There are more people sitting around the area about this time as well. During this time period, we also notice some tourists take pictures with the bulls and The Center.

Starting at 17:00, people start to leave work from The Center. People form a long line waiting for taxi. A lot of white collars pass by the area, but the foot traffic is not as dense as it is during lunch time. Only a few people sitting around the fountain. By 19:00, there is still a line for taxis, but it is not as long. Not a lot of people are sitting, but there are groups of people hanging out under the tree. Toward the later of the night, not a lot of people pass by, but occasionally, there are couples that stop and take pictures. The Center closes at 20:00.

Sunday (Cloudy and a little rain)

For the most part, The Center is closed on Sundays, which means there is almost no foot traffic in or out of the building. People are dressed casually and pass by at a slower, more leisurely pace. Before 12:00, there are not many people sitting in The Center Plaza. Around 13:00, there are several groups of

people sitting around the fountain. Many of these groups stay for several hours at a time; some do not leave until 20:00.

APPENDIX H - OBSERVATION RAW DATA

Table 1. Intersection of Graham Street and Gage Street

	Friday						Sunday					
	Foot Traffic Within 2 Minutes			Calculated Foot Traffic for Total 30 Minutes			Foot Traffic Within 2 Minutes			Calculated Foot Traffic for Total 30 Minutes		
Time	Total	Passing	Shopper	Total	Passing	Shopper	Total	Passing	Shopper	Total	Passing	Shopper
9:00	64	41	23	960	615	345	24	24	0	720	360	360
	65	43	22	975	645	330	30	25	5	825	450	375
10:00	72	39	33	1080	585	495	36	30	6	990	540	450
	77	45	32	1155	675	480	19	16	3	525	285	240
11:00	87	47	40	1305	705	600	39	34	5	1095	585	510
	90	72	18	1350	1080	270	54	50	4	1560	810	750
12:00	160	99	61	2400	1485	915	47	45	2	1380	705	675
	215	190	25	3225	2850	375	74	58	16	1980	1110	870
13:00	162	132	30	2430	1980	450	68	48	20	1740	1020	720
	107	95	12	1605	1425	180	73	54	19	1905	1095	810
14:00	111	96	15	1665	1440	225	57	53	4	1650	855	795
	151	109	42	2265	1635	630	56	52	4	1620	840	780
15:00	73	44	29	1095	660	435	66	60	6	1890	990	900
	154	118	36	2310	1770	540	82	72	10	2310	1230	1080

16:00	89	62	27	1335	930	405	52	47	5	1485	780	705
	76	41	35	1140	615	525	53	46	7	1485	795	690
17:00	61	37	24	915	555	360	57	48	9	1575	855	720
	60	51	9	900	765	135	73	66	7	2085	1095	990
18:00	51	35	16	765	525	240	54	48	6	1530	810	720
	69	64	5	1035	960	75	20	19	1	585	300	285
19:00	47	43	4	705	645	60	22	21	1	645	330	315
	55	52	3	825	780	45	25	25	0	750	375	375
20:00	27	27	0	405	405	0	18	18	0	540	270	270
	30	30	0	450	450	0	7	7	0	210	105	105
21:00	32	32	0	480	480	0	8	8	0	240	120	120

Table 2. The Center Plaza

	Friday						Sunday					
	Foot Traffic Within 2 Minutes			Calculated Foot Traffic for Total 30 Minutes			Foot Traffic Within 2 Minutes			Calculated Foot Traffic for Total 30 Minutes		
Time	Total	Passing	Sitting	Total	Passing	Sitting	Total	Passing	Sitting	Total	Passing	Sitting
9:00	113	106	7	1695	1590	105	6	6	0	90	90	0
	75	70	5	1125	1050	75	11	10	1	165	150	15
10:00	58	55	3	870	825	45	10	8	2	150	120	30
	49	44	5	735	660	75	13	7	6	195	105	90
11:00	61	52	9	915	780	135	12	4	8	180	60	120
	63	59	4	945	885	60	22	12	10	330	180	150
12:00	103	97	6	1545	1455	90	22	14	8	330	210	120
	213	203	10	3195	3045	150	35	27	8	525	405	120
13:00	193	180	13	2895	2700	195	34	18	16	510	270	240
	178	163	15	2670	2445	225	32	15	17	480	225	255
14:00	214	205	9	3210	3075	135	43	28	15	645	420	225
	76	61	15	1140	915	225	76	52	24	1140	780	360
15:00	101	92	9	1515	1380	135	77	51	26	1155	765	390
	80	72	8	1200	1080	120	53	28	25	795	420	375
16:00	106	95	11	1590	1425	165	55	25	30	825	375	450

	84	76	8	1260	1140	120	26	8	18	390	120	270
17:00	82	73	9	1230	1095	135	44	22	22	660	330	330
	53	45	8	795	675	120	32	13	19	480	195	285
18:00	56	50	6	840	750	90	21	12	9	315	180	135
	86	81	5	1290	1215	75	27	15	12	405	225	180
19:00	73	68	5	1095	1020	75	41	25	16	615	375	240
	34	30	4	510	450	60	22	15	7	330	225	105
20:00	26	25	1	390	375	15	12	6	6	180	90	90
	15	14	1	225	210	15	7	7	0	105	105	0

APPENDIX I - INTERVIEW ROUND I TRANSCRIPTS

Interview 1

Age: 23

What brings you here and where are you from?

Student of CUHK on internship for management. From Shenzhen, been in Hong Kong for a few (4) months.

How often do you come here?

Comes to The Center twice a week.

How familiar are you with Central?

Unfamiliar with Central, Hong Kong.

How familiar are you with the history of Central?

Knows little history of Central, Hong Kong but would be interested to learn more and thinks incorporating history into spaces is a good idea.

What is missing in Central?

Hong Kong is lacking in space, overpopulation. Need to improve the transportation.

Can you describe Hong Kong in 5 words?

(over)Population, shopping haven, old, mixed culture, advanced

Can you explain what you mean by old?

Buildings are old and dilapidated.

What would like to see in the future of Hong Kong?

Hong Kong should depopulize. Doesn't know if he will stay in Hong Kong after graduation.

Interview 2

Age: 20

What brings you here?

Just finished breakfast and came to H6.

Are you familiar with Central?

Familiar with Central, from Hong Kong. They spend a lot of time in Central, been in Hong Kong their whole lives.

What has changed in the past 20 years?

No changes, except for traffic everywhere increasing (on roads and walkways). Think the cause for the more traffic is the businesses here in Central District attract people to move here.

What is your opinion of the population of Hong Kong?

Population is a negative, decreases quality of life in Hong Kong.

What is the solution to overpopulation?

Move businesses away, better urban planning needed to involve less transport. More people are moving to Mong Kok for Business and it is getting crowded there too.

What is your opinion of public spaces like H6?

H6 is a good solution for public spaces, areas where people can sit and hang out are rare in Hong Kong.

What is missing from Hong Kong?

Not sure what is missing from Hong Kong.

Are you familiar with the history of Hong Kong?

Familiar with the history. Graham street has historical first western buildings in Hong Kong but the government is getting rid of them. Feels that it is important to keep these buildings, they attract tourists, keep variety. Also wants to keep the small local shops that have good relationships with each other (Gilman's Bazaar).

Can you describe Hong Kong in 5 words?

Buildings, unique, chaotic, balance between nature and buildings

What makes Hong Kong unique?

Its mix of western and eastern cultures and its easy access to nature.

Interview 3

Age: 51

What brings you here?

Moved and lived in Hong Kong for 20+ years. Is a white collar worker in finance. Works at The Center.

What Changes have occurred in Hong Kong?

Massive changes happening in Hong Kong: politics, economics, money moving from China to be made "clean" in Hong Kong.

Are you familiar with Central?

Familiar with Central, Hong Kong.

What would you like to see in the future?

Wants to keep the physicality of it, educate people about the British colonization, stop China from trying to rewrite history and de-anglicize Hong Kong.

How should we preserve this culture?

Suggested we look at Macau to understand how preserving history can be done right and how that city holds its Portuguese roots. Don't suck the British out of Hong Kong (embrace it?). Afraid China will repurpose Hong Kong to their needs. Fishing villages are a good example of what Hong Kong use to be before Britain showed up. Analogy: Panda (China) trying to play with a butterfly (Hong Kong), (might kill it, even though it's just playing/trying to have fun). Policy needs to change to keep it but communist corruption might be too much of a hurdle.

Interview 4

Age: 29

Occupation: manager of cafe

What brings you here today?

Used to live in the United Kingdom, been in Hong Kong for 3 years. Left with wife to Hong Kong because of job opportunity.

How familiar are you with Central's history?

Familiar with Hong Kong's history, not Central's.

Can you describe Hong Kong in 5 words?

Big city, economics is good, transportation is good, people are friendly

What has changed in Hong Kong?

New restaurants open constantly in Hong Kong, and construction.

Would you consider the construction a positive?

Construction and modernization is positive.

What would you like to see in the future?

More cleanliness is needed in Hong Kong, dirtier compared to the United Kingdom. Problem of overpopulation in Hong Kong. In the future the handover might cause more change to occur in Hong Kong.

Interview 5

Ages: 72 and 43

What brings you here today?

Tourists, father's father was Chinese and native to Hong Kong. Both have been to Hong Kong several times in the past 5 to 10 years.

What has changed?

Have not been here enough to notice a huge change.

Can you describe Hong Kong in 5 words?

Nice, tourists spot, temples, monasteries

What would you like to see in the future?

Been disappointed with the development of Hong Kong, getting rid of all the old buildings. Wish to see more of the old historical culture; Chinese, not british colonization. Here to see Chinese culture, on the way to see Sun Yat Sen Museum.

What is your impression of Hong Kong?

Much cleaner here than the United Kingdom. Overpopulation is problem. The MTR is an experience. Do not like how the culture is becoming homogenized.

How do you feel about the Chinese handover?

China is coming in at 2047 and he have mixed feeling about hand over. Believes a lot of change will happen when China takes over.

Interview 6

Age: 33

What brings you here today?

I am waiting for friends to have lunch.

How familiar are you with Central?

Not familiar with Central. Born in Hong Kong, works and lives in Kowloon. Travels to Central once every few months.

Can you describe Hong Kong in 5 words?

Big, busy, stressy, angry, freedom

What do you mean by angry?

Angry at the government of China taking over Hong Kong

What is Hong Kong lacking?

Hong Kong not lacking anything. However, public spaces like H6 are important because there are so little of them.

What is missing?

I don't know.

What makes this area unique?

The Central wet market buildings are special.

What do you mean by special?

Their old style is special.

Interview 7

A customer eating breakfast at the Cupping Room (café)

Age: 40

Are you familiar with the area?

Yes. I moved here in 1975 when I was young with my family, after that I moved back and forth a little, but I would say I am familiar with this area.

What did it used to be like in Central?

A lot of things weren't here before. Before, there was more local, you feel like part of the community. The streets were local, border of downtown. This used to be small streets, and small stores. The stores turn into bigger supermarket and sells more stuff now. The population also goes up, more pressure to develop. The Mid-Levels used to be Chinese living there, now the rents goes up crazy, only rich can live there now. People have been moving to Kennedy Town for the new low incoming housing.

What has changed?

The expansion of people living areas. Mid-level Escalators. Some streets are gone. People's activity went further south. It is becoming common that people have different background.

Do you like the change, or not?

Hong Kong is becoming more like a big modern city, we lose some of the slower feeling of this city. I don't like that the housing prices are going up, they are just making more housing for the rich. I appreciate the slower pace of fixing up buildings. Like PMQ, they are not destroying all history. Government also makes revenue from real estate. The real estate workers work for the government, force redevelopment of the buildings, some of the buildings are not as dilapidated. People are mostly 2nd generation homeowners and they don't know how to take care of buildings. That and workers flip houses makes housing price goes up.

What do you like and want to see more of?

Government better mix used communities with lower and higher incoming social groups. Small, more variety shops, and better planning like PMQ. Leave broader use of the space.

Do you think that the Graham Street Market is a representation of the culture of Hong Kong?

Places like that are part of Hong Kong, but it is not the only identity. They also need more support from the government to develop. Some other examples are Battery Street, which has the traditional feelings. Stanley Market, more touristy, Shanghai Street, Cycle Village, Blue House, Wedding Cart Street, which is more like the Chinese heritage of weddings.

Can you list 5 characteristics of the culture of Hong Kong?

Speed, money, transitional (going through the change, people forget where they come from), disconnected (from a broader reality, disconnected from the mainland and experiences of other countries), insecure (try to figure out what comes next).

Interview 8

Age: 50-60

Are you familiar with the area?

Of course. (She's been working in this store for almost 30 years.) The first time she's been to the area was 1966. It was a lot more quiet, local. It felt more like a neighbourhood. Hong Kong Chinese people are not very friendly. I live somewhere else, in Chai Wan. (I have) been working here for 20 something years.

What was Central like back then?

(Back then) not so many restaurants, more empty, not so high end, not many tourists. It is now architecturally different. More high rises. The buildings used to be five floors. Now a lot more high rises. I like the old times more. It was a lot less crowded, (less) bad air.

(It is now) missing lots of things... the businesses are different. There used to be a lot more small shops, with local craft shops. (I miss the) old barber shop across the street. There used to be a Dim Sum place next door, too!

Is there anything we could do to bring the old back?

You can't go back. It's too late. The old shops are closed, people are gone. It's different. It's destroyed.

Interview 9

Translated from Mandarin

Age: 30

Are you familiar with this area?

Of course, I have been living here for 30 years. I am the second generation owner of this tea shop. Before, there were a lot of tea shops like this nearby, and a lot of dim sums. A lot of people from this neighbourhood come and everyone knows everyone. Now there are restaurants and higher prices. A few years ago, many of the white collars liked to walk up here and eat lunch, but now the prices go higher and higher, they don't even want to come up here anymore. Before the customers of this tea shop were locals, now a lot of them are tourists. Before it was much quieter, now there are a lot of people passing by. But people don't know Chinese tea, it is very traditional, but the packaging isn't as good as other places. Sixty percent of the customers are Hong Kongese, 40 percent other people.

What do you think is missing?

Hospitality and neighborly (人情味). When I was young, I could run around and play in other people's shops. Now, the kids are all stuck in their own homes. You see the shops around us, many of them leave in 2 to 3 years. It is very hard to grow the feelings of neighbors in 2 to 3 years. Before the shop next to ours was a rice shop, they were there for 100 years, we had a good relationship. Many old shops were kept by inheritance. For example, the father opened the shops, kids all grew up together, when they grow up, they inherited the shops, and there is good relationships between them. When I went shopping in the old shops, we could write them up, and pay later, people used to trust each other. For example, for that rice shop, we paid once per month, normally just write them up. Before, when there were a lot of the old restaurants nearby, we ate there from we were young and until we grew old. But even now, I know someone since elementary school, he comes with his girlfriend, and now his kids to come here and drink my tea. Shops like ours are pretty rare, not a lot of people still make those traditional Chinese teas. The rents in this area are too high. But shops like this sell things cheap, so a lot of the old shops bankrupted. The traditional way of making tea is hard and tiring. For example, the old restaurant that makes noodles, they closed at 2am every night. The money they earned through hard work had to pay for rent, so nobody wants to do that anymore. A lot of people work elsewhere even outside of Hong Kong. The products sold by the old shops, the packaging is not appealing. You see other stores have really good packaging. Before the tea we made had the traditional Chinese medicine taste, now we developed new tastes. We also use a delivery app to make sales, we also partnered with a beer company, we are also trying to do new things.

Can you list 5 characteristics of Hong Kong to you?

Hospitality and neighborly (人情味). Speedy. People from other countries come to Hong Kong, and they see all the locals rushing to somewhere. They thought that there is an event somewhere, but later they would realize that it is only because Hong Kong people walk in fast paces. Hard working. Hong Kong people work very hard, but a little less now. The younger generation has a nicer living environment, they are getting lazier. Slow. Hong Kong looks like it is very fast, but the mind is slow. Hong Kong was going to start using PayPal many years ago, but it is still in the beginning phase now because Hong Kong people were scared that it is insecure, don't want to change.

What do you want for the future?

Can be more innovative. I hope to see a museum that shows the public the traditional culture of old shops like mine. Before in this area there were more than 20 shops like this, now there is only ours. Other tea shops don't want to use such traditional ways of making tea, it is too tiring. Tea making skills like this will vanish slowly. It is rare to have 2nd generation tea owners like me, it is hard to keep shops like this open. The resources like this will disappear soon. For example, fish balls used to be handmade, but now they are machine made. Like McDonald, everyone goes to eat it, but no one knows how that stuff is made, if it's healthy or not. So if there is something to remind and teach people those traditional skills, the food can taste better and healthier. Also, it would give shops like this publicity, help them to keep operating.

Interview 10

Age: 35

How familiar are you with this area?

The bar [I own] opened 4 years ago, before that I didn't live here, but I came to visit the area pretty frequently, once a week at least.

What was here like 8 years ago?

There is big change. Before, there wasn't the park, the land belonged to the government, but it wasn't developed. This area was quiet, 2 or 3 shops open. Now, the land is developed by the government. The rent in Central goes up, many shops moved away from Central, find flat places elsewhere to live. Peel Street, for example, the local stands left because the rent was too high, now there are bars and restaurants. More culture shops here now and also at the PMQ. Government wants to enlarge the area of culture activity.

Do you like this change?

Yes, It is trying to develop a tourist route.

Do you think something is missing?

The old shops, the people who used to live here, local small shops got moved away interaction between people.

What attract you to come here?

People, I used to have friends that lived nearby.

Can you list 5 characteristics back then compared to now?

Interesting, local, louder, friendly, neutral (organic, opposite to artificial)

What do you like to see more? Or to bring back?

Old buildings can be kept and re-energized. Not so many high rises. More community activities, for example local tours for the outsiders, workshops of local resources. For example, wet market, flower shops for teaching flower arrangements, Chinese religions. Workshops that show the unique culture of Hong Kong.

Interview 11

(Translated from Mandarin)

Age: 18

Are you familiar with the area?

First time coming here.

What brought you here today?

For a school assignment, I have to take some pictures of the “Antique Street” (a street that’s full of Chinese touristy souvenirs. It’s one street below the PMQ). I walked here (PMQ) to take a break.

What do you know about this area historically?

Historically have no knowledge about this area (Central).

Do you like it here (PMQ)?

I think the PMQ is really interesting. I like it. But it isn’t really all that special. It looks just like any other modernized city. It doesn’t really remind me of Hong Kong.

Is it really different here in comparison to where you live?

It’s not that different from West (of Hong Kong island).

PMQ’s design is interesting. It doesn’t have the Hong Kong essence because I think Hong Kong should look a bit older and have a bit more feeling of a community (人情味).

What do you mean by this feeling (人情味)?

I think this feeling (人情味) means it’s easy to fit in; it makes you feel comfortable wherever you go and the shop owners would all be really into the conversations they have with you.

What do you think could be done to bring back some of that feelings?

I don’t think it’s possible to bring the old times back. But the Hong Kong in my mind is a little slower, people are more connected to each other and there’s a bit more feeling of a community. However, Hong Kong’s future also needs to fit in the vision for other people who are not from here. If anything, I think it would be an improvement if the future developments take more (design elements) from the old/traditional architectural styles. I think instead of getting rid of the old buildings, they should be fixed and re-vibrant. It’s not okay to just take the new design directly from other foreign culture.

Interview 12

(Translated from Mandarin)

Age: 25

Are you familiar with the area?

No, I come here to work 2 to 3 times a month, I usually work in Causeway Bay or Tsim Sha Tsui. I am not that familiar with Central. I know there are a lot of people from other countries that come here. I didn't come here often when I was young either. I think Central is very crowded and busy. Also, I think about the mountains, the boats when I think about Central. The boats go to other islands. Central also has a lot of old stores, old Chinese medicine stores. Some places are cheaper since you can buy a lot at once. New Town (where she's from) is more relaxed.

Do you think there is anything that needs to change?

Central has its own speciality. Don't need to change. Central Market is also very famous. The stores like this purse shop with local designers can show part of Hong Kong, but not really a representation of the culture of Hong Kong.

Interview 13

Age: 68

What brings you here today?

Has been to Hong Kong many times since 1994. Here for a conference.

How has Hong Kong changed?

Hong Kong is not very different from the past, I don't have a deep understanding. Hong Kong is very busy, lots of people, very dynamic.

Can you describe Hong Kong in 5 words?

Alive, moving, commuter, expensive, fun

What do you mean by alive?

Things are happening all the time.

How is Hong Kong different from other cities?

Pros: Clean, More open space, nice areas for hikes. Cons: Miss home

Do you like places that preserve their history?

Likes places that present their history.

Interview 14

Age: 50

How often do you come here?

Comes to Central once a week, lives nearby. Native to Hong Kong, lived in the area. Old city, close by.

How have things changed in the past few years?

[A lot of] Changes: modernized, people are more educated, can see the shops. Commercial. Residential buildings are turning into office and commercial spaces. City must be developed. Like the modernization, wish people were more educated. Lost our history.

What is missing?

Old shops (cannot bring it back). We need a place to keep our memories. A balance is needed to keep the past while moving forward.

Interview 15

Age: 35

How familiar are you with Central?

Familiar with Central. I've worked here in a bank for 2 years before I started my MBA program.

How often do you come here?

I come to this area for walks during lunch breaks often. I'm here today to meet a business partner of mine.

How familiar are you with the history of Hong Kong?

I don't really know much about the history.

How have things changed in the past few years?

Things haven't changed that much since I first came here. I'd say the only thing I've noticed is that it's a bit more touristy.

What would you like to see change in Hong Kong?

Do you see the small gap in between the buildings? (pointing at two buildings on Graham St.) I'd like to see the buildings to be a bit more spaced out. I know there might not be anything you could do about that.

APPENDIX J - INTERVIEW ROUND I ANALYSIS

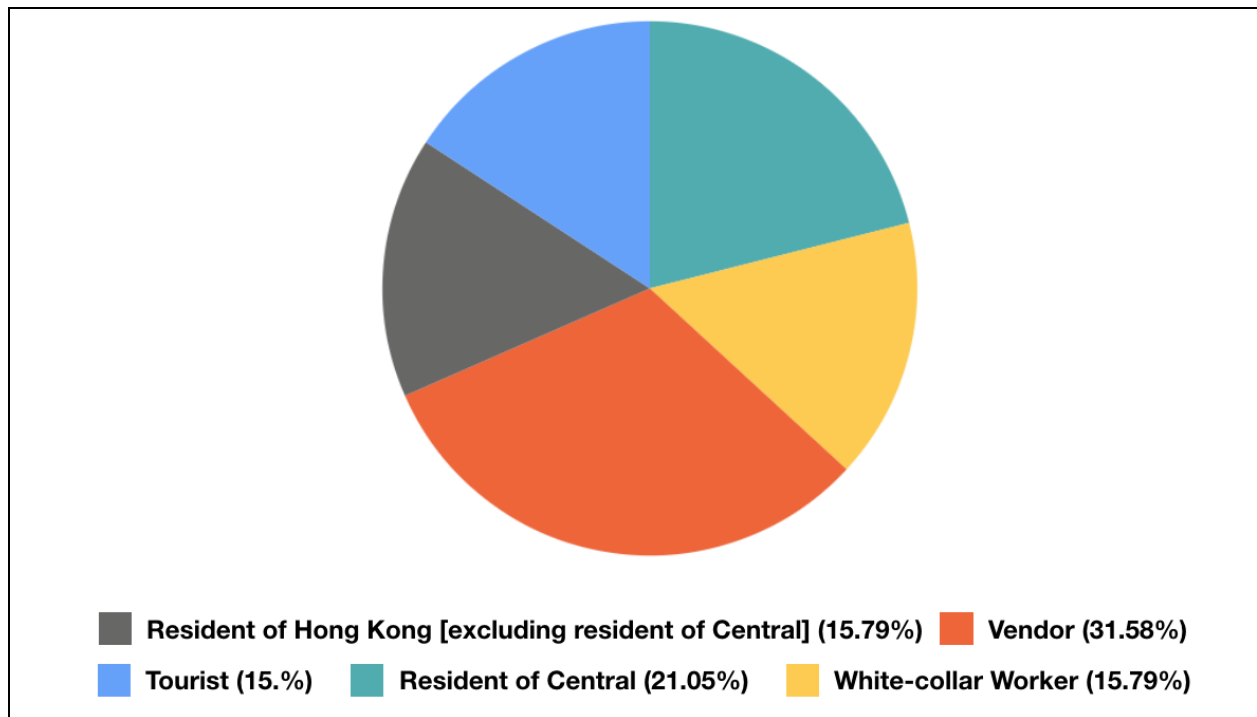


Figure 29: Categorization of the round I interviewees

Table 3. Analysis of interview round I utilizing the Holistic Model of Wellness

	History	Culture and tradition	Community	Modernization
Physical	Keep historical buildings and small local shops (x5) for example, wet market (x2) Temples and monasteries. Balance - keep the past while moving forward	Don't de-anglicize Hong Kong Temples and monasteries Balance - keep the past while moving forward	Quiet (x4)	Shopping haven New Restaurants Construction More high rises Local designers Dynamic Transitional
Emotional		Traditional, feeling about old times Hospitality and neighborly (x2) Balance - keep the past while moving forward	Hospitality and neighborly(x2) Good relationship(x2) Slower feeling of the city (x2)	Positive
Spiritual		Don't de-anglicize Hong Kong Don't homogenize Hong Kong culture	neighbourhood	Dynamic
Social	Keep small local shops that have good relationships with each other	Mixed culture(x2) Local (x4)	Mixed (x2) culture Areas for people to sit and hang out are rare (x2) Friendly (x2) Mix used of community for people in different social status Quiet (x4) neighbourhood Good relationship More community activities Easy to fit in/Inclusive (x2) Keep small local shops that have good relationships with each other Tourist Spot(x5) Connections between people	Tourist Spot(x5) Mixed (x3) culture
Intellectual	Interested to learn more about culture and history (x3)	Interested to learn more about culture and history (x3) Traditional tea making skills (other food)		Advanced Innovative People are more educated

Table 4. Summary of analysis of round I interviews

Theme:	History	Culture and Tradition	Community	Modernization
Key points:	Keep historical buildings	Local	Hospitality and neighborly	Tourist Spots
	Keep small local shops	Traditional skills and trades	Areas for people to sit and hang out	Multicultural
	Wet market	Interested to learn more about history and culture	Inclusive	Innovative
Criteria:	Re-energizing old shops and buildings	Preserving the traditions	Establishing a sense of community	Embracing Modernization

APPENDIX K - BRAINSTORMING STAGE I

Brainstorm ideas:

1. Weekly/monthly workshop program for tourists and locals to teach them local crafts and trades (tea making, cooking class, flower arranging)
2. Food festival where people can try different type of food for cheaper price
3. Map that has traditional shops labeled (interactive, online)
4. Mural that has different shops painted on it
5. Film about crafts, skills
6. Local film festival
7. Local craft festival (sell handmade jewelry, etc)
8. Pop-up shops or something small weekly / monthly
9. Maps about how old the streets are and stores on the streets are (mini bucket list)
10. City scavenger hunt
11. An App featuring cultures activity around the city
12. An App that shows events/food/RSVP social / around the central
13. Culture walks
14. Charity walks
15. Culture festival
16. Exhibition for culture
17. Restaurant weeks (deal to try something new)
18. Journeymen program (summer camp for the kids to learn culture)
19. Culture open mic night
20. Gardening
21. Open stage (small concerts for locals)
22. Repaint the stalls
23. Repurposing the old buildings (reuse)
24. Memory day event

APPENDIX L - BRAINSTORMING STAGE II

1. Workshops/classes that teach local trades or traditional crafts.
2. Self-guided walking tour to different historical sites, local restaurants and museums by following footprints on the ground. Each spot would have a special mural on the wall.
3. Pop-up shop or annual festival that highlight local crafts such as art, food, or other items. The event will be culturally focused/themed.
4. An App featuring social and cultural activities. It allows people to organize events, invite other people and RSVP for events. It would act as a platform for small businesses and vendors to showcase their specialties.
5. Film about traditional Chinese craftsmanship and cultural skills that can be displayed within public spaces for passerby or people sitting around to watch.
6. Charity walk within the Central area to slow down people's pace and explore what is in the Central area.
7. Restaurant weeks to promote and encourage people to try restaurants they have never been with a cheaper price.
8. Communal gardening to provide more greenery in the community as well environment to socialize with neighbors.
9. Open stage summer concerts for locals to perform using traditional instruments and sing traditional songs or open mic night to provide the opportunity for the locals to share their stories and experiences.
10. Repainting the stalls and store fronts on Graham/Peel Street to add more personality and unique identity for vendors utilizing those stalls and store fronts.

APPENDIX M - INTERVIEW ROUND II RAW DATA

Table 5. Summary of analysis of round I interviews

Interviewee's Rating of Application Tool	Workshop	A self-guided Tour	Pop-up shops or festivals	App
Tourist	1	7	6	0
Tourist	4	8	7	8
Tourist	3	8	8	7
Tourist	1	8	7	6
Tourist	3	7	9	6
Tourist	3	7	7	9
Tourist	0	4	7	7
Resident of Hong Kong	0	4	7	7
Resident of Hong Kong	6	5	5	5
Resident of Hong Kong	5	6	5	6
Resident of Hong Kong	7	8	8	8
Resident of Hong Kong	10	2	10	1
Resident of Hong Kong	7	6	7	7
Resident of Hong Kong	4	6	6	7
Resident of Hong Kong	6	9	10	8
Resident of Hong Kong	6	7	8	8
Resident of Hong Kong	2	4	8	7
Resident of Hong Kong	8	10	8	6
Resident of Hong Kong	7	7	7	8
Resident of Hong Kong	6	7	7	7
Resident of Hong Kong	3	6	7	6
Resident of Hong Kong	8	7	10	8

Resident of Hong Kong	5	5	7	9
Resident of Hong Kong	7	6	8	7
Resident of Hong Kong	4	3	6	5
Resident of Hong Kong	6	5	10	8
Resident of Hong Kong	10	10	10	10
Resident of Hong Kong	7	8	8	6
Resident of Hong Kong	8	8	9	9
Resident of Hong Kong	3	6	7	6
Resident of Hong Kong	8	10	10	10
Resident of Hong Kong	8	7	9	9
Resident of Hong Kong	0	0	2	8
Resident of Hong Kong	6	2	7	3
Work in the CBD	8	10	10	10
Work in the CBD	8	7	9	9
Work in the CBD	0	3	3	3
Work in the CBD	7	8	10	8
Work in the CBD	4	7	6	4
Work in the CBD	9	10	10	10
Work in the CBD	6	2	2	1
Resident of Central	0	0	2	8
Resident of Central	6	2	7	3
Resident of Central	9	10	10	10
Resident of Central	8	5	7	9
Resident of Central	6	2	2	1
Resident of Central	6	7	7	8

APPENDIX N - POP-UP SHOP SQERT

Scope: *What is being delivered*

The pop-up shop would be a store leased to different vendors. Potential vendors might sell items such as food and drinks, arts and crafts, or clothing and accessories. The store could also be leased to vendors not interested in selling items, but rather businesses interested in putting on different exhibitions to showcase something (for example a museum might rent the space to hold a temporary history exhibit). The URA can find potential vendors through advertisement and contacting desired participants directly. The hours of the pop-up shop will be determined by the vendor running it at the time. The pop-up shop could be located in any of the public spaces in Central, with a focus on the areas the URA are working on such as the renovated Central Market or the new development on Graham and Peel Streets.

Quality: *The grade of what is being delivered*

The rental cost should be determined by the URA, but will most likely depend on the location of the shop and is subject to change over time. The cost and quality of the goods will depend on the vendor renting the shop. Vendors and the quality of their goods will be evaluated prior to rental to ensure that they are representing the pop-up shop well. The location of the shop will be in a large public area that has a lot of foot traffic.

Effort: *The investment made to deliver*

The pop-up shop would be constructed and maintained by the URA. A significant amount of planning would need to be done to select vendors. Marketing and advertising would be required to promote the pop-up shop and to find potential vendors. It would be necessary to create an application process for potential vendors. A manager would be hired and would be responsible for reviewing these

applications and selecting vendors. After selection, the manager would need to create a schedule to determine which vendors will be leasing the store and at what times.

Risk: *The level of tolerance for variances from expected outcomes along the other four dimensions*

Health and fire safety is one of the risks associated with a pop-up shop. For the safety of the renters and customers, health and fire codes must be enforced. In addition, a potential risk of the pop-up shop is that there would not be enough interested vendors or customers. This idea would not be successful if the URA cannot find enough vendors or if the pop-up shop does not attract enough customers. In addition, the pop-up shop could potentially have negative effects on its surroundings, such as disturbing the neighbors or negatively affecting the business of other nearby shops.

Time: *The duration of the delivery*

Initial construction of the pop-up shop could vary in time depending on the location. After construction, the pop-up shop would take several months to initially plan and market. Vendors would need to be screened and informed about its existence. The length of each lease would be determined in an agreement between each vendor and the URA. The lease could be as short as one day or as long as several months. Transition time between two vendors would likely be necessary to give the old vendor time to move out, the URA time to clean the pop-up shop (if necessary) and the new vendor time to set up. Take-down and set-up time would also be negotiated by the vendor and the URA.

APPENDIX O - FESTIVAL SQERT

Scope: *What is being delivered*

The festival would be a large outdoor event in a public area in Central, Hong Kong. It would occur on a weekend once every six months to celebrate the Spring and Autumn Festivals. There would be a variety of vendor stalls that would sell food and drink as well as arts and crafts. In addition, entertainment and activities would be provided. The URA can find potential vendors and volunteers through advertisement and by reaching out to potential cosponsors.

Quality: *The grade of what is being delivered*

The rental cost for the stalls should be affordable as the targeted vendors include small, traditional and/or family owned businesses. The costs of the products sold should be determined by each individual vendor. Ideally, the food and drink, arts and crafts, entertainment and activities should be representative of Hong Kong's culture. The location must be large enough to host an event of this scale (several hundred people).

Effort: *The investment made to deliver*

The festival would be organized, set-up and taken-down by the URA and other volunteers or cosponsors. A significant amount of planning would need to be done to select appropriate vendors, entertainment and activities. Marketing and advertising would be required to promote the festival and to find potential vendors, entertainers and volunteers. A manager would be necessary to coordinate most of the planning and ensure that the festival runs smoothly during its execution.

Risk: *The level of tolerance for variances from expected outcomes along the other four dimensions*

Health and fire safety is one of the risks associated with a festival. In addition, a potential risk of the festival is that there would not be enough vendors or entertainers willing to participate. There could

also be a small turnout during the event due to a lack of interest of the public. In addition, the festival could potentially have negative effects on its surroundings. Live entertainment and large crowds could be a disturbance to locals in the area. Improper/inadequate clean-up after the festival would also be a potential risk. If the festival lasts for an entire weekend, there are also risks associated with storing goods or supplies overnight. Poor weather could hinder the festival as well.

Time: *The duration of the delivery*

The planning of the festival would likely take several months. Marketing and advertising for the festival should also occur about a month in advance. Construction or set-up of the festival could take up to a few days, depending on the number of vendors and types of entertainment and activities. The festival itself would last for two days - one full weekend. Take-down and clean-up would occur for one or two days after the festival.