



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



**PUBLIC
POLICY
RESEARCH
INSTITUTE**
公共政策研究所

Report on the Analysis of Views for The Stage 3 Public Engagement Exercise for The West Kowloon Cultural District

**Public Policy Research Institute
The Hong Kong Polytechnic University**

December 2011

Contents

2

1. Data sources

2. Methodology

3. Analytical Framework

4. Results

5. Conclusions

Data Sources

3

Item	Data Source		Channel	Quantity	Sub-total
1	Records of PE Events		Seminars/Conferences	13	21
			Other Meetings/Forums	4	
			Public Presentations	3	
			Get-together with Youth	1	
2	Views via feedback form of the PE Pamphlet		Online	97	944
			On Site (PE Events)	713	
			Post / Hand Delivery	134	
3	Written Submissions	Non-electronic Platform	Fax	4	73
			Post	4	
			Hand Delivery	2	
	Electronic Platform	-	63		
4	Media Reports			134	134
				Total:	1,172

Methodology

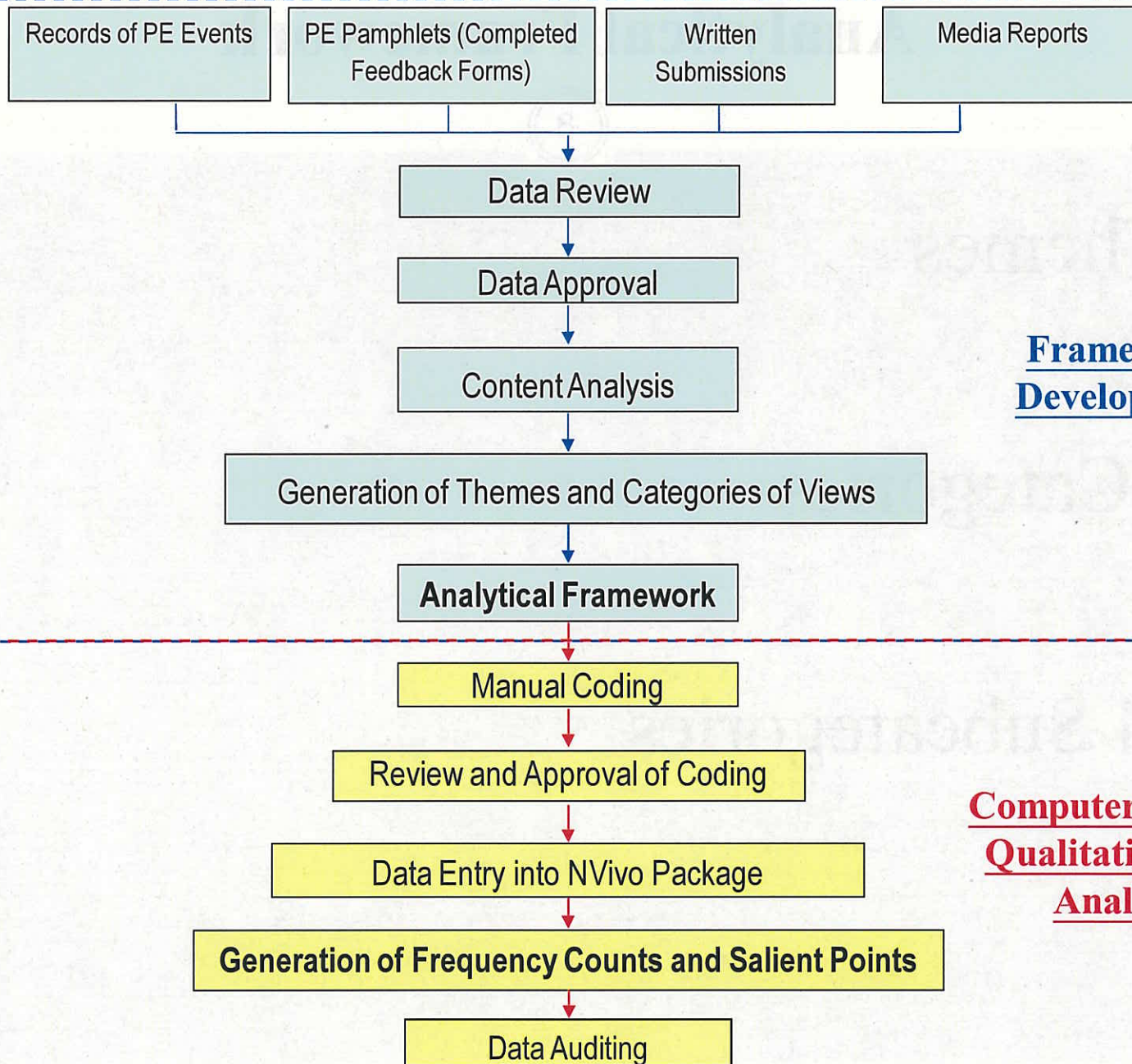
4

- Data were NOT collected using randomised sampling procedures:
 - They are comments collected from respondents voluntarily providing their views
 - No statistical inferences can be made based on these results
- A data-driven approach is used for the construction of the analytical framework

- Views contained in each document are organised into “text units” – a phrase, a sentence or a sequence of sentences representing a point made by the respondent
- Each text unit is organised/coded into categories and subcategories

- For a number of core categories, subcategories were created to classify views into the following 4 areas:
 - “Supporting Views”
 - “Suggestions” - statements with concrete suggestions
 - “Other Views” - questions, benign remarks, requests for more information and clarifications
 - “Differing Views”
- Related categories were grouped into themes
- Categorisation of views into “Supporting Views”, “Suggestions”, “Other Views” and “Differing Views” is subject to a “triple review” process
- A qualitative data analysis computer software – NVivo was employed to organise and present the summarised data

Development of Analytical Framework and Coding Process for Data Analysis



Framework Development

Computer-assisted Qualitative Data Analysis

Analytical Framework

8

- 8 Themes
- 54 Categories
- 224 Subcategories

Schematic Framework for the Analysis of Views Collected

1. Overall Layout/ Development Plan	2. Provision of Arts and Cultural Facilities		3. Phasing of Arts and Cultural Facilities	4. Public Open Space	5. Commercial and Residential Facilities	6. Transportation, Connectivity and Accessibility		7. Sustainability	8. WKCD's Future Operational and Related Issues
1.1 Supporting Views	2.1 Overall Views on Provision of Arts and Cultural Facilities	2.8 Mega Performance Venue plus Exhibition Centre Complex	3.1 Supporting Views	4.1 The Great Park	5.1 Overall Views on Commercial and Residential Facilities	6.1 Overall Views on Transportation, Connectivity and Accessibility	6.11 Subways	7.1 Overall Views on Sustainability	8.1 WKCD's Future Operational Issues
1.2 Differing Views	2.2 Freespace	2.9 Musical Theatre	3.2 Early Implementation	4.2 The Avenue	5.2 Retail-dining-entertainment Facilities	6.2 MTR	6.12 Travellator	7.2 Environment-friendly Measures	8.2 Related Issues
1.3 Suggestions	2.3 M+	2.10 Great Theatre	3.3 Suggestions	4.3 The Squares	5.3 Hotel, Office and Residential Facilities	6.3 Express Rail Link (XRL)	6.13 Walking Experience	7.3 Social Sustainability Measures	
1.4 Other Views on Overall Layout/ Development Plan	2.4 Music Centre	2.11 Other Arts and Cultural Facilities	3.4 Concerns Arising from Phasing (e.g. construction sites)	4.4 The Promenade		6.4 Bus	6.14 Bikes and Cycling Tracks		
	2.5 Centre for Contemporary Performance	2.12 Other Views on Provision of Arts and Cultural Facilities	3.5 Other Views on Phasing of Arts and Cultural Facilities	4.5 Suggestions on General Public Open Space Issues		6.5 Taxi	6.15 Monorail		
	2.6 Xiqu Centre	2.13 Views on Supporting Facilities				6.6 Private Car	6.16 Tram		
	2.7 Medium Theatre I & II					6.7 Parking / Dropping Off / Loading and Unloading	6.17 Eco-Bus / Shuttle Bus		
						6.8 Water Transport Means (e.g. ferry, water taxi)	6.18 Barrier-free Design		
						6.9 Pier	6.19 Other Views on Transportation, Connectivity and Accessibility		
						6.10 Footbridges			

Profile of Respondents

(Completed Feedback Forms on PE Pamphlets)

10

- Age
- Gender
- Level of Education
- Visited Arts and Cultural Facilities in the past 12 Months

Age

11

	Frequency	Percentage
Under 18	412	43.6
18-30	302	32.0
31-45	81	8.6
46-60	89	9.4
61-70	31	3.3
71 or above	10	1.1
No answer	19	2.0
Total	944	100.0

Gender

12

	Frequency	Percentage
Male	491	52.0
Female	414	43.9
No answer	39	4.1
Total	944	100.0

Highest Level of Education

13

	Frequency	Percentage
No Formal schooling	2	0.2
Primary	16	1.7
Secondary	485	51.4
Post Secondary	183	19.4
University or above	223	23.6
No answer	35	3.7
Total	944	100.0

Visited Arts and Cultural Facilities in the past 12 Months

14

	Frequency	Percentage
Yes	722	76.5
No	183	19.4
No answer	39	4.1
Total	944	100.0

Frequency of Visit to Arts and Cultural Facilities in the past 12 Months

15

	Frequency	Percentage
1-3 times	344	36.4
4-6 times	142	15.0
7 times or more	232	24.6
No answer	226	23.9
Total	944	100.0

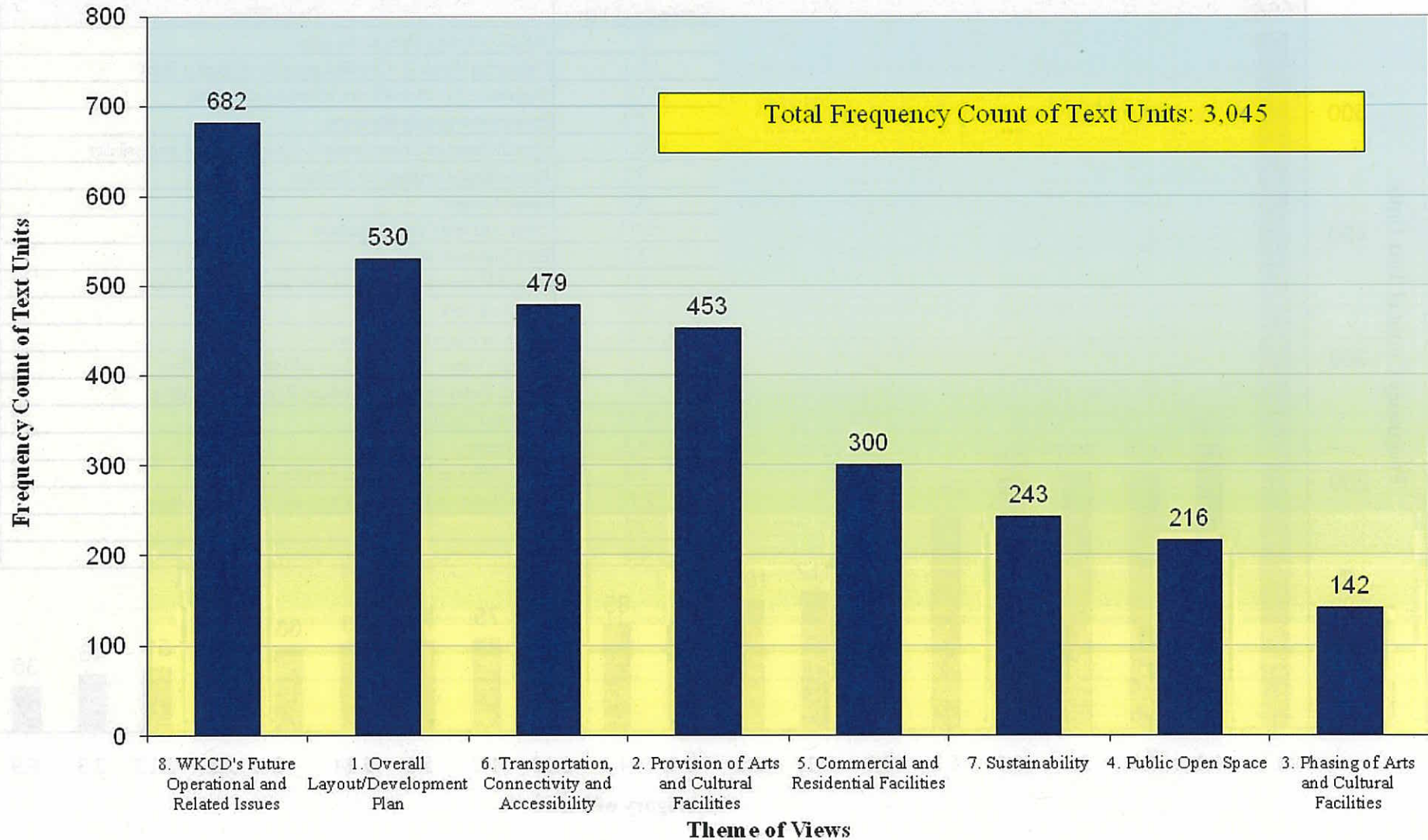
Summary of All Views Received

16

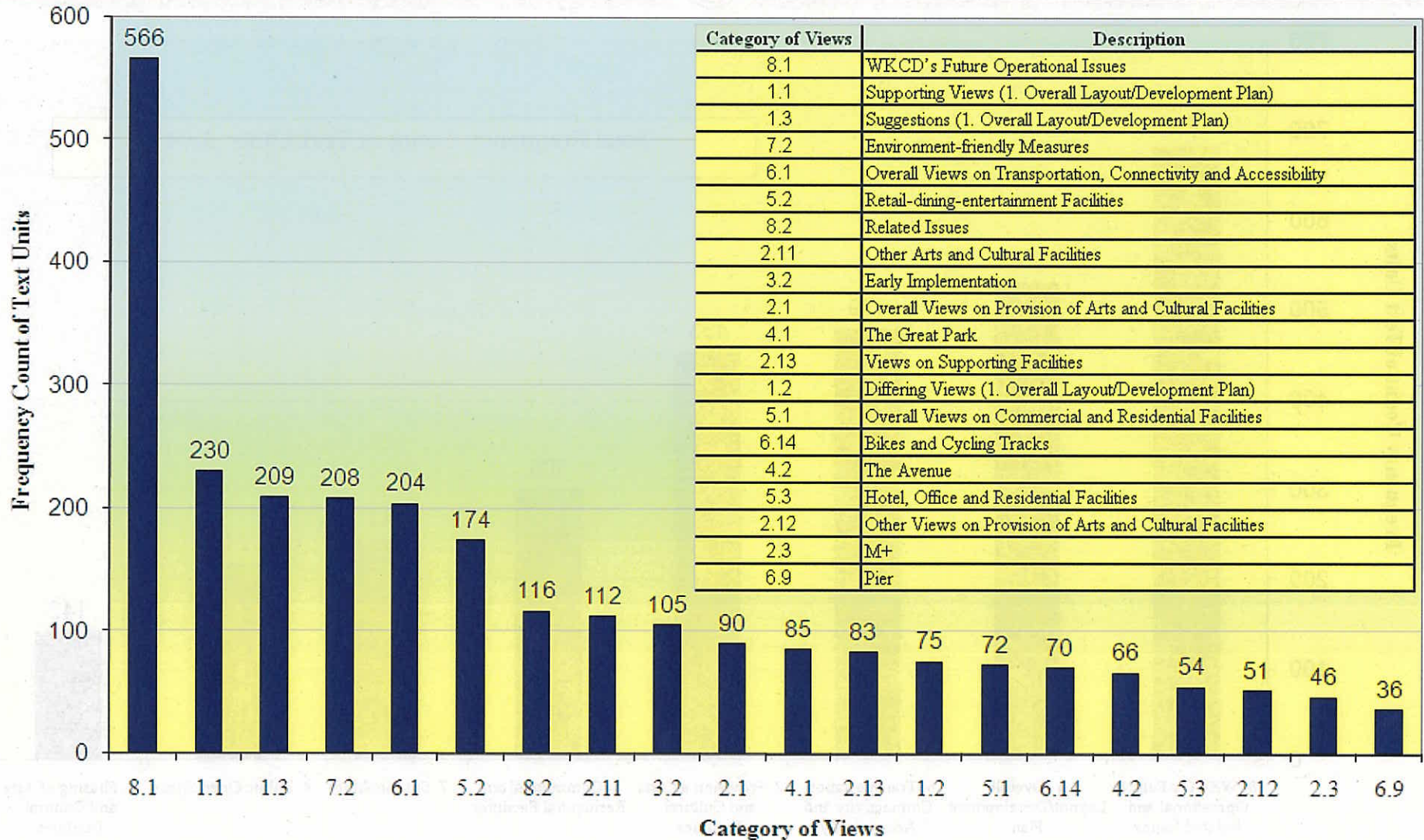
- 1,172 documents were analyzed
- There is a total of 3,045 text units recorded

Themes of Views (in descending order)

17



Top 20 Categories of Views (in descending order)



Theme 1. Overall Layout/Development Plan

19

- **Large Majority of Views Received are Supportive**
 - People-orientation
 - Incorporating a wide range of opinion
 - Balancing diverse needs
 - Green features
 - Modern and innovative design

- **Differing Views**
 - Lack of distinctive architectural features and attributes pertaining to world-class arts and cultural districts
 - Too much greenery
 - Some buildings being too close to each other

- **Other Views**
 - Comments on building height and density in the District

Theme 2. Arts and Cultural Facilities

20

- **Supporting Views**
 - Overall layout and locations of the arts and cultural facilities
 - The inclusion of some desirable features of the other two CPOs is supported

- **Suggestions**
 - Additional venues
 - Open design competitions for some iconic buildings
 - Making better use of Victoria Harbour vis-à-vis the arts and cultural facilities
 - Relocation of certain arts and cultural venues
 - There are suggestions regarding the M+ and the Xiqu Centre, in terms of location and interior design, and the contents of exhibits for M+
 - There are also suggestions regarding the type and contents of libraries in the District

- **Differing Views**
 - The location and capacity of certain arts and cultural facilities that some being too close together
 - The designs of buildings not being iconic
 - Too much emphasis being placed on performing arts and not enough on museums

Theme 3. Phasing

21

- There is general support for the early implementation of the Project
- Further delay would be highly undesirable

Theme 4. Public Open Space

22

- **The Great Park**

- The idea of a natural forest in an urban city appealing
- It is duplicating other parks; lacking a theme

- **The Avenue**

- Differing views: a straight Avenue is mundane, too commercial, too much like Mong Kok, and having insufficient greenery
- Suggestions: having winding roads, having arcades to connect one city block with another, having more space for shops and supporting facilities, expanding the scale of the Avenue

- **The Promenade**

- Many diverse suggestions received such as the width, facilities along the path, and themes of the Promenade

Theme 5. Commercial and Residential Facilities

23

- There is strong preference for stores that sell merchandise that are uniquely Hong Kong and with arts and cultural themes, and for restaurants that serve local foods and beverages
- Seems to be greater preference for smaller operations rather than mega stores carrying the usual brand names that can be found in most shopping malls
- Suggestions for recreation facilities emphasise the need for children and family orientation

- **Residential Developments**

- Views have been expressed that having residential blocks in the District might turn it into a property development project

- **Suggestions**

- Eliminating, downsizing, or relocating the residential blocks
- Setting clear guidelines on building height, and
- The rights of WKCD's facility users vs. those of the occupants/users of office, hotels, and residential facilities

Theme 6. Transportation, Connectivity and Accessibility

25

- **Supporting Views**

- Having a variety of public transportation means to visit WKCD
- A network of multi-level pedestrian linkages

- **Concerns**

- Heavy traffic flows in the surrounding area

- **Suggestions**

- Better north-south connectivity and connection to Mega Performance Venue
- Additional options for the pedestrians to get access to WKCD from adjacent districts

- **Cycling Tracks**

- Support for building cycling tracks within WKCD

- **Pier**

- Support for piers

Theme 7. Sustainability

27

- General support for the environmentally friendly design and the greenery

- **Suggestions and questions**
 - Noise from outdoor performances
 - Importance of noise impact assessment
 - Ventilation of underground traffic
 - Air movement at pedestrian level
 - Light pollution
 - Use of environmental protection technology and environmentally friendly building materials
 - Need for a concrete action plan to achieve the sustainability vision and objectives

Theme 8. WKCD's Future Operational & Related Issues

28

- **Many views relate to future operational issues**
 - Use of facilities by different users (including foreign domestic helpers and political groups)
 - Venue rental and fares
 - Type of programmes (including nurturing programmes, audience building programmes, and programmes for children)
 - Strategic positioning of WKCD (western vs. Chinese, international vs. local)
 - Long-term financial sustainability, construction cost escalation.
 - PE exercise
 - Many comment on the Government's cultural policy

Frequency Count of Supporting Views, Suggestions and Others vs. Differing Views

Theme	Supporting Views, Suggestions and Others				Differing Views	Total
	Supporting Views	Suggestions	Others	Sub-total		
1. Overall Layout/Development Plan	230	209	16	455	75	530
2. Provision of Arts and Cultural Facilities	54	141	203	398	55	453
3. Phasing of Arts and Cultural Facilities	3	120	19	142	-	142
4. Public Open Space	24	127	37	188	28	216
5. Commercial and Residential Facilities	12	239	4	255	45	300
6. Transportation, Connectivity and Accessibility	115	223	100	438	41	479
7. Sustainability	47	124	62	233	10	243
8. WKCD's Future Operational & Related Issues	-	-	682	682	-	682
Total	485	1,183	1,123	2,791	254	3,045

Conclusions:

The Proposed Development Plan

30

- There is strong support, especially amongst the general public, for the overall layout of the proposed Development Plan, as well as for the early implementation of the Project
- There is general support for the variety of public transportation means to visit the District, the underground roads, and the network of multi-level pedestrian linkages within the District
- There is general support for the environmentally friendly design of the District
- There is support for the Great Park
- There is support for piers and cycling tracks in the District

- **Major Questions**

- Lack of iconic buildings in the District
- Lack of a theme for the Great Park
- Buildings being too close to each other
- Emphasis on commercial activities
- Presence of residential flats in the District
- Ability of the proposed transport network to adequately cope with the heavy traffic flows
- North-south connection and the connection to the Mega Performance Venue
- Problems arising from Phase 2 construction activities after Phase 1 venues are in operation

● Major Suggestions

- Better integrating the District with neighbouring areas
- Ensuring that the problems associated with residential facilities in the District are properly addressed
- Having open competition for iconic buildings
- Introducing more curves and undulating spaces to the District
- Injecting more oriental, Chinese and local attributes to the District
- Paying greater attention to the relationship between the arts and cultural venues with Victoria Harbour
- More use of environmental protection technology, materials, and design

Future Operational and Related Issues, and Stage 3 PE Exercise

33

- **The public remains interested over**
 - Strategic positioning of WKCD
 - Financial sustainability
 - Problems associated with managing different types of visitors
 - Adequacy of nurturing programmes & audience building
 - Education
 - Overall cultural policy for Hong Kong
 - Views also expressed over the inadequacy of information provided during Stage 3 PE exercise



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

**PUBLIC
POLICY
RESEARCH
INSTITUTE**

公共政策研究所

Thank you!