



Preserving Shopping Heritage
Kennedy Town, Hong Kong

Group 1

ST & FOUND

Preserving Shopping Heritage Kennedy Town, Hong Kong

Challenges

Change in demographics and lifestyle :
Change in consumer patterns

Expansion of MTR into western district :
Redevelopment

Practise of a free market economy :
Lack Conservation Framework

Objectives

01 FURNISH

Innovative Ideas for Individual shops
To keep pace with time

02 FRAMEWORK

A Conceptual Conservation Model
through PPP & Pedestrianization

03 FOSTER

Outreaching approaches
To boost popularity

Vision

To preserve shopping heritage through balancing and integrating with creativity, diversity and sense of community belonging. This vision implies that the shopping heritage was once lost but is now found again.



Significance

This project is significant in cultural and conservational aspects. Shops give Hong Kong its unique character and heritage and are essential to our daily life and culture. Yet currently there are no framework to protect shops in conservation.



Site Location

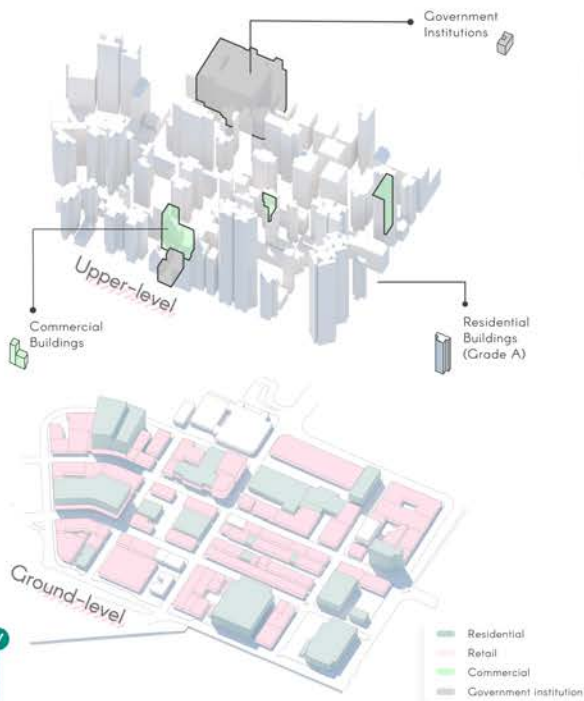
@ Western Kennedy Town,
bounded by New Praya
Kennedy Town, Sands Street,
Forbes Street and Cadogan Street.

LOST

Baseline Analysis

diminishing shopping heritage

1 Land Use Analysis



High-density residential development dominates the site area. Interrelationships exist between residents and shops.

2 Shops distribution in 2010 & 2020



There is a certain degree of cultural loss, for old shops are disappearing. Forbes Street and the New Praya changed the most.

3 Conservation Framework

Various Ordinances and Heritage Impact Assessment mechanisms exist, but without the protection of shops.



1

No current framework is there to protect shopping heritage specifically

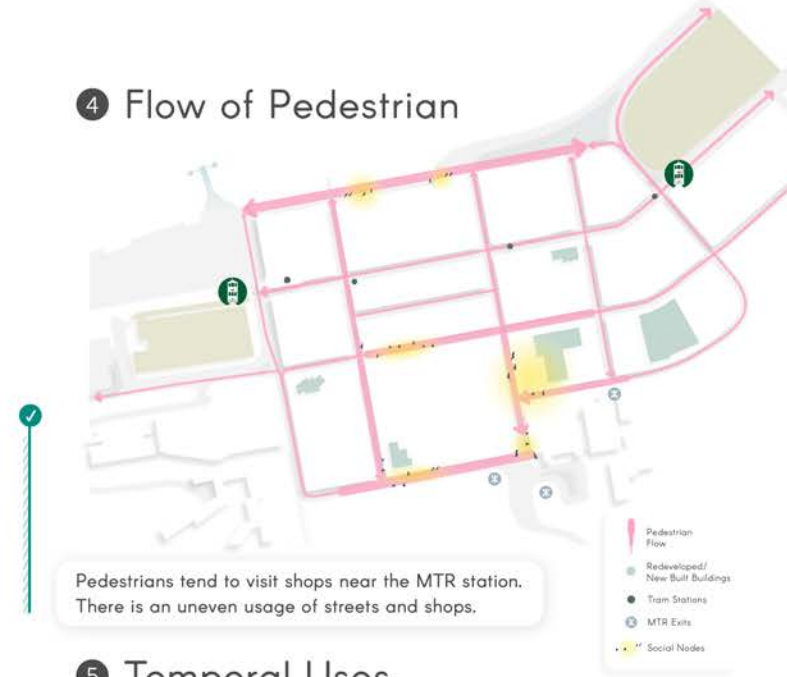
2

The HKPSC seems to generalise heritage and natural conservation (Ch 10), only mentioned 'preserve local character' (Ch 11)

3



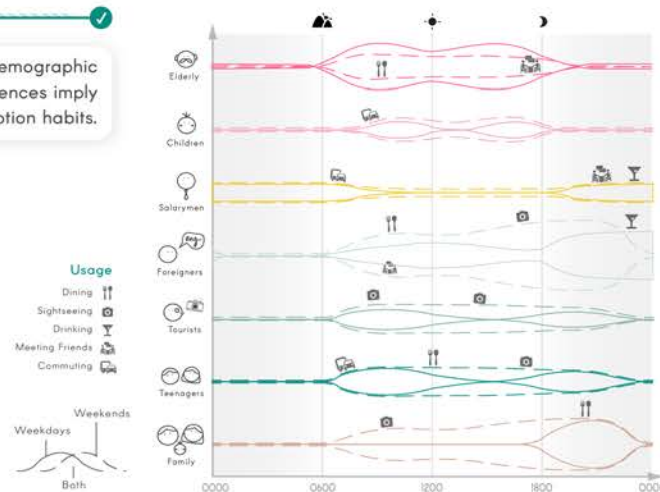
4 Flow of Pedestrian



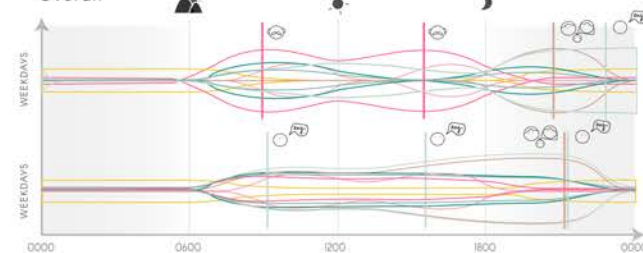
Pedestrians tend to visit shops near the MTR station. There is an uneven usage of streets and shops.

5 Temporal Uses

Various user types with demographic (e.g. income) differences imply changes in consumption habits.



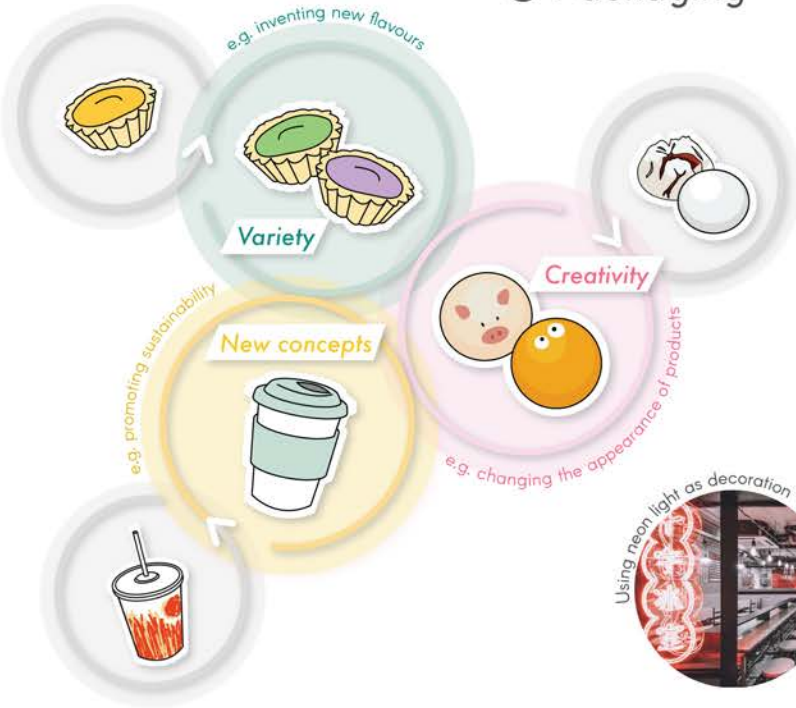
Overall



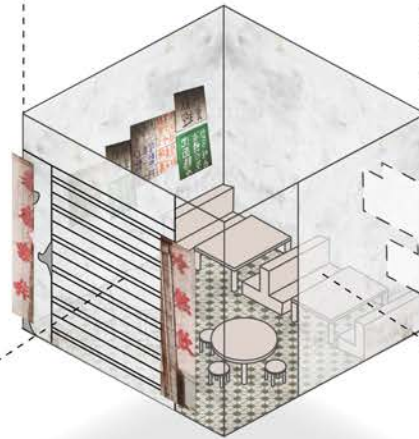
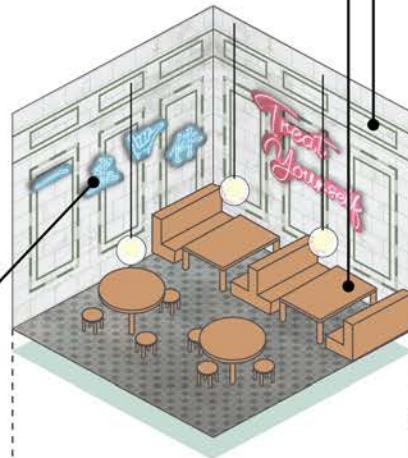
FURNISH

Innovative Ideas for Individual Shops
to keep pace with time

1 Packaging



2 Shopfront Beautification



// Interior design

While retaining their characteristics, traditional shops can upgrade themselves through repairing existing facilities and incorporating vintage style designs, e.g. neon light signs, so as to attract the younger generation.

// Graffiti

Graffiti not only adds aesthetic elements to the community, but also helps record the story behind each traditional shop.



A programme called 'City Me-gate-zine' organised by NGOs in 2015 invited local artists to paint unique artwork on the gates of small shops, allowing people to explore their stories.

3 Social Media

Set up social media accounts to promote themselves with platforms like Instagram and Facebook page



Initiate challenges & hashtags to start a trend on exploring traditional shops



The government ordered unauthorised signboards to be removed in 2013, including some 100 neon signs with rich history.

// Signage

Signages, which form a part of Hong Kong's unique streetscape and people's collective memory should be retained.



FRAMEWORK

A Conceptual Conservation Model through Public Private Partnership & Pedestrianization

1 Procedure

Propose Idea

Government will take the role to initiate the model.

Consult & Persuade

*Crowdfunding is leveraged to empower locals to take part in shaping an ideal street.



Invest

Voice Opinions

Opinions and ideas are obtained for further planning through different platforms.

Plan

Detailed plan is devised. Traditional shops are invited to participate in the project.



Land Resumption

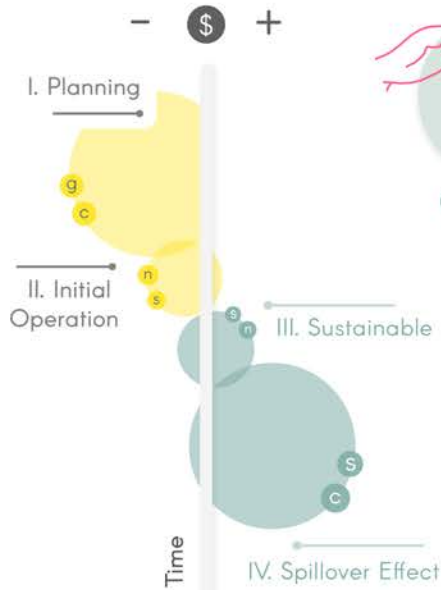
/1 Acquisition
/2 Relocation

/Open Space & Greenery/

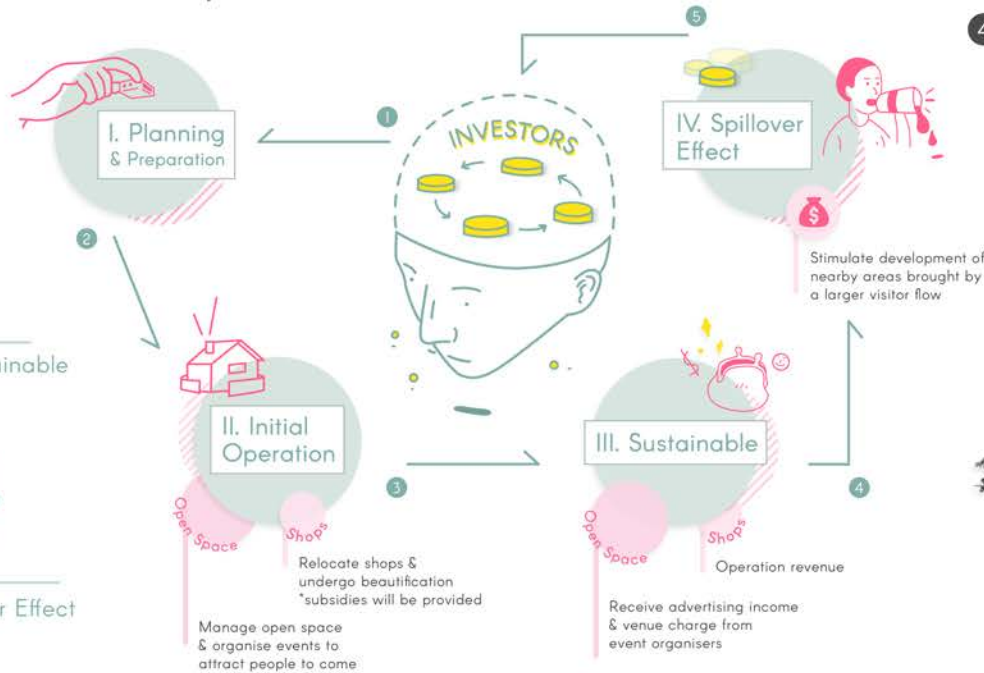


Larger pedestrian flow is expected on Catchick Street, the pedestrianised area, as customers are attracted to the shops. Vehicular flow on bordering streets will also increase.

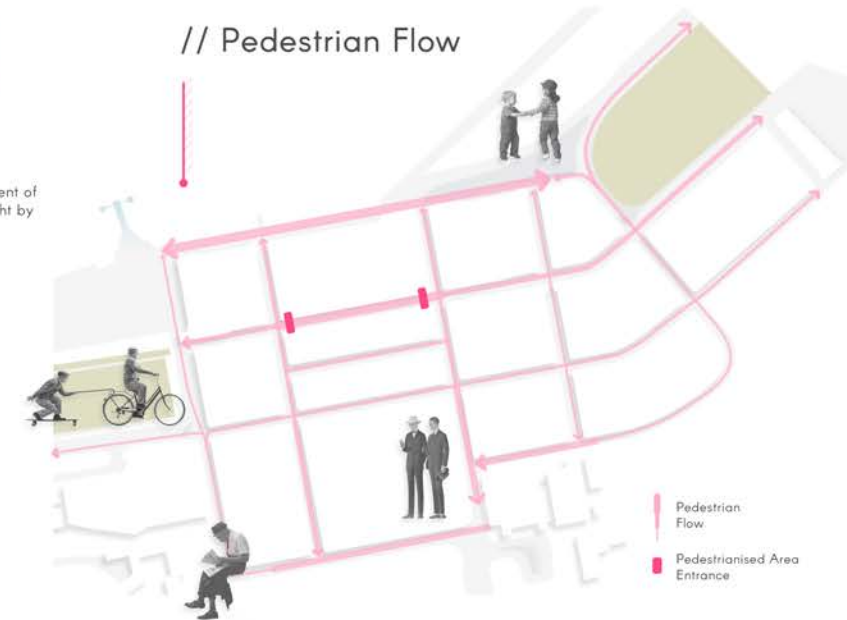
2 Capital Flow



3 Money Circulation



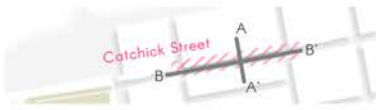
4 Predicted Flow & Usage



Vehicular Flow //

// Pedestrian Flow

Catchick Street Case Study of Pedestrianization



Catchick Street is selected due to the concentrated distribution of traditional shops nearby.



• How the street looks like before

1 Usage & Interactions with People

Section A-A'



2 Overall Picture

PLAYGROUND

Family-friendly zone to facilitate children in enjoying the space.

Keeping the residential buildings for the upper-level blocks to retain the original community

REST AREA

Comfortable area equipped with benches and greenery for resting.



Shops can make use of the area to provide outdoor sitting area

FREE SPACE

Ideal, multi-purpose spaces for cultural display and workshops run by NGOs.



Section B-B'



FOSTER

Outreaching Approaches to boost popularity

1 Digital Mapping

To create an online connection of traditional shops with detail information of shops and services, which facilitates an easier search.

HONG KONG TRAM X SHOPPING HERITAGE

// 1
Search shops by tram stations, shop categories or inserting shop name.



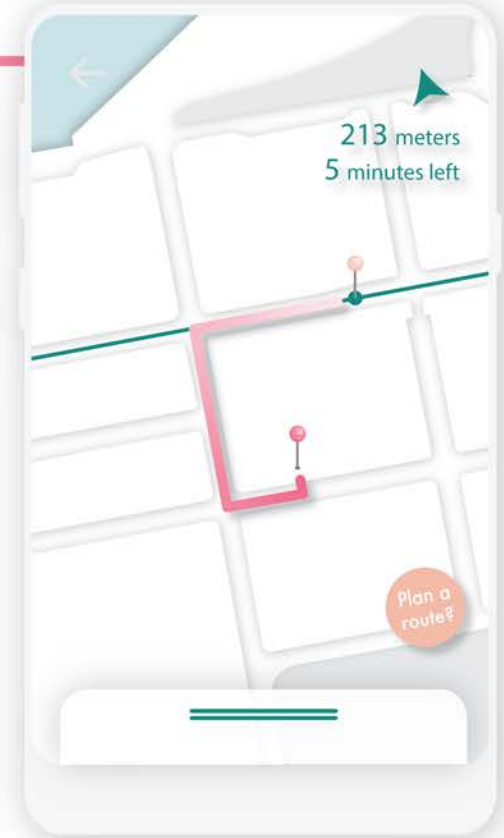
// 2
Search results or shops nearby your location will be shown. Click logos to see descriptions of shops.



// 3
Double clicking logos will bring you to the shop's details. Press 'go' to create route.

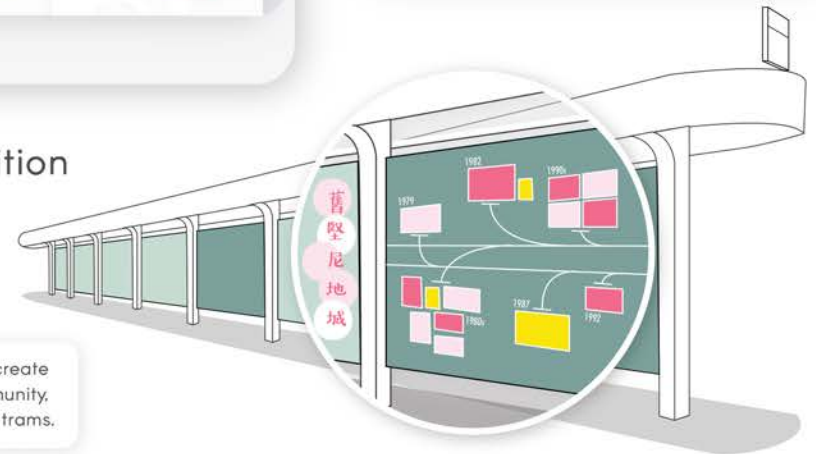



// 4
Follow the route to visit the shopping heritage! Or plan a route with more than one destination.



2 Exhibition

To utilise advertisement boards at tram stations to create exhibitions introducing shopping heritage and the community, so that passengers can enjoy them while waiting for trams.





“Renewal, a mode of city design, is not just refurbishment,
but also the ‘tinkering’ with the balance of old and new in a place.”

- Fran Tonkiss (2013) in *Cities in Design*

