**ST&FOUND**
Preserving Shopping Heritage
Kennedy Town, Hong Kong

**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.
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

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

3. Conservation Framework

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

4. Flow of Pedestrian

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

5. Temporal Uses

There is a certain degree of cultural loss, for old shops are disappearing. Forbes Street and the New Praya changed the most.
FURNISH: Innovative Ideas for Individual Shops to keep pace with time

1. **Packaging**
   - Variety: e.g., inventing new flavours.
   - New concepts: e.g., changing the appearance of products.

2. **Shopfront Beautification**
   - Creativity: Using neon lights as decoration.
   - Community: Graffiti not only adds aesthetic elements to the community but also helps record the story behind each traditional shop.

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.

**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.

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

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

The government ordered unauthorized signboards be removed in 2015, including some 100 neon signs with rich history.
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."
   - **Voice Opinions**
     - Opinions and ideas are obtained for further planning through different platforms.
   - **Invest**
   - **Land Resumption**
     - 1. Acquisition
     - 2. Relocation

2. **Capital Flow**
   - **Money Circulation**
     - I. Planning & Preparation
     - II. Initial Operation
     - III. Sustainable
     - IV. Spillover Effect

3. **Predicted Flow & Usage**
   - **Pedestrian Flow**
     - Larger pedestrian flow is expected on Cockchick Street. The pedestrianised area, as customers are attracted to the shops. Vehicular flow on bordering streets will also increase.
   - **Vehicular Flow**

Catchick Street Case Study of Pedestrianization

**Usage & Interactions with People**

- **Traditional Signages**
  - Signs showing shops' names draw businesses and maintain the street's artistic facade.

- **'DING DING'**
  - Iconic sound alerts pedestrians to oncoming trams, adding to the street's cultural fabric.

- **How the street looks like before**

**Overall Picture**

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

- **Rest Area**
  - Comfortable area equipped with benches and greenery for resting.

- **Free Space**
  - Ideal, multi-purpose spaces for cultural display and workshops run by NGOs.
FOSTER: Outreaching Approaches to boost popularity

1. Digital Mapping

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

// 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.

HONG KONG TRAM X SHOPPING HERITAGE

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

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.

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