

Consultation Panel of the West Kowloon Cultural District Authority

For Information
on 27 May 2009

WKCDA CP/03/2009

Situation Update on the West Kowloon Cultural District Project

INTRODUCTION

This paper aims to update the Consultation Panel members on the latest development of the planning of the West Kowloon Cultural District (WKCD) by the West Kowloon Cultural District Authority (the Authority).

PLANNING AND DEVELOPMENT OF THE WKCD

Preparation of the Development Plan

2. One of the Authority's priority tasks is to prepare a comprehensive Development Plan (DP) for the WKCD for submission to the Town Planning Board (TPB) for consideration in accordance with the statutory procedures. The main purpose of the DP is to lay out the WKCD area and set apart the land for various arts and cultural facilities; for other land uses such as commercial, hotel, retail and public open space; as well as for internal infrastructure projects.

3. The Authority acknowledges the importance of collecting views from the community comprehensively at different stages of the preparation of the DP, and had earlier on announced that the Public Engagement (PE) exercise would be divided into 3 stages. In Stage 1, the Authority, through the PE exercise, will gauge the community's expectations on the planning of the WKCD as a whole as well as the views of the stakeholders in the arts and cultural sector on the facilities of the arts and cultural venues, such as how can the facilities suit their creative work and performances. The concerned PE exercise is tentatively scheduled for summer 2009.

Consultation Panel of the West Kowloon Cultural District Authority

WKCDA CP/03/2009

4. In Stage 2, three Conceptual Plan Options for the WKCD will be formulated by the Conceptual Plan consultants to be commissioned by the Authority. Each consultant is responsible for preparing one Conceptual Plan Option. The Authority will present all three Options to the public during the Stage 2 PE exercise tentatively scheduled for early 2010. The Authority will seek public views on the three Options, including which Option is the one most acceptable to the public and can serve as the foundation of the DP. The Consultant responsible for the selected Option will also incorporate features of the other two Options preferred by the stakeholders, including the public and the arts and cultural and other relevant sector for the Authority's consideration and decision. In addition, the Authority will continue to fine-tune the facilities planning of the arts and culture venues by consulting the stakeholders of the arts and cultural sector with a view to ensuring the high quality of the facilities and meeting the needs of the stakeholders.

5. In Stage 3, the Project Consultant to be commissioned by the Authority will develop the selected Conceptual Plan Option, with any approved modifications, into a detailed DP and conduct related technical feasibility studies, including engineering, traffic and environmental impact assessments. The Project Consultant will also be required to prepare the Schedules of Accommodation. The Project Consultant, through the PE exercise, will keep close contact with the stakeholders in the arts and cultural and other relevant sectors and seek views from the public and stakeholders on the detailed DP. The concerned PE exercise is tentatively scheduled for end 2010. Taking into account the public views, the detailed DP will be finalised for submission to the TPB for consideration, tentatively scheduled for the second quarter of 2011.

6. To facilitate the preparation of the DP, the Board of the Authority announced after its 4th meeting to conduct a consultancy study on market analysis of the audienceship and clientele of the WKCD arts and cultural facilities, including the museum and performing arts venues, so as to implement its work plan prudently and ensure appropriate use of public resources. The market analysis will include study of comparable facilities in the Pearl River Delta, other major cities in the Mainland and overseas. The Authority is now in the process of commissioning consultants to undertake the studies.

Consultation Panel of the West Kowloon Cultural District Authority

WKCDA CP/03/2009

7. The information provided by the market analysis will help the Authority formulate the strategy for the phased development of the arts and cultural facilities in the WKCD, map out the positioning of the WKCD, as well as attract the overseas and local audiences. The study is expected to commence in June for completion around October 2009. The findings of the studies and the information gathered in Stage 1 PE exercise will form an important basis for the formulation of the DP proposal.

Appointment of Project and Conceptual Plan Consultants

8. The selection of three Conceptual Plan consultants and one Project Consultant by the Authority has entered its final stage. While the appointment has yet been made, the consultants will be invited to meet the Consultation Panel upon their appointments.

Public Views Collected

9. The Authority has appointed PolyU Technology & Consultancy Co. Ltd. as the Analysis and Reporting Consultant to independently analyse and report on the views raised by the public during the three stages of PE exercise, with a view to obtaining a fair and objective finding. The report for each stage will be made available for public inspection.

Design Competition

10. Once the TPB agrees to gazette the DP for public inspection under the Town Planning Ordinance, the Authority can proceed with the design stage of the facilities in the WKCD. The Authority is of the view that, if feasible, apart from the three iconic buildings ("M+", Xiqu Centre and Concert Hall/Chamber Music Hall), the design of other standalone arts and cultural facilities and the piazzas in the WKCD should also be subject to a competitive process, so as to obtain suitable designs for the WKCD. This will also allow more local and overseas architects to take part in the WKCD project.

Consultation Panel of the West Kowloon Cultural District Authority

WKCDA CP/03/2009

PROGRAMMING AND PROGRAMME PROMOTION, AUDIENCE BUILDING AND CULTURAL EXCHANGE

11. The Authority considers that to develop the WKCD into an integrated arts and cultural district with world-class arts and cultural facilities, distinguished talents, iconic architectures and quality programmes, implementing programmes and programme promotion, talent training, audience building and cultural exchanges are just as important as preparing the DP.

12. The Authority is aware that members of the public attach great importance to the programming and contents of future WKCD programmes. The Authority will provide diversified, quality, creative and attractive programmes in the WKCD for public access, participation and appreciation. In addition, prior to the commencement of the facilities in the WKCD, the Authority will, in light of its financial position⁽¹⁾, plan and organise programmes at different venues all over Hong Kong, including the WKCD site (if feasible), so as to establish a connection between the activities of the WKCD and people's lives, to help make it a habit for the people to visit the WKCD to enjoy public activities and public space so as to build the audienceship of the WKCD.

13. The team of professionals to be recruited by the Authority will formulate the artistic direction of WKCD programmes and take charge of programming. The recruitment exercise and reporting for duty of new recruits will commence from mid-2009. They will also be responsible for planning and implementing WKCD programmes as well as forging links with local and overseas artists. They will also actively partner with local (including the Leisure and Cultural Services Department) and overseas cultural institutions to provide internships for the staff and cultural exchange opportunities.

14. The WKCD is an arts and cultural development project for the Hong Kong people and is also an important asset of Hong Kong. The Authority places great emphasis on the views of the stakeholders

⁽¹⁾ A large part of the upfront endowment of \$21.6 billion granted to the Authority by the Legislative Council is designated to be used for covering the design and construction costs of the facilities in the WKCD.

Consultation Panel of the West Kowloon Cultural District Authority

WKCDA CP/03/2009

including the public and the arts and cultural and other relevant sectors. The Authority will maintain dialogues with different stakeholders and continue to listen to their views on programming and other issues at different stages of the development of the WKCD.

West Kowloon Cultural District Authority