

**Detailed Scope of Draft Questions
on General Planning Matters**

The questionnaire will basically comprise 6 areas of questions seeking respondents' views on six different aspects including the overall look of the West Kowloon Cultural District (WKCD), ambience of the WKCD, facilities in the WKCD, provision of programmes and educational activities, and getting to and around the WKCD.

OVERALL LOOK

2. The respondents will be asked on their preference on the overall look of the WKCD, including an open-ended option for the respondents to state the characteristics of the WKCD which they think are important. The respondents can also assess different choices and indicate their importance, such as the WKCD is to be discrete and harmonize with the harbour-front and the ridgelines behind; project a character which is distinct and in contrast to the surrounding; the relationship among the layout of the green park, different facilities and retail and dining facilities in the WKCD; showcase Hong Kong's unique local and traditional characteristics; and include an innovative mix of local and international features. It is proposed that the respondents can rank the importance of these characteristics.

AMBIENCE

3. The respondents will be consulted on the ambience they would like to experience in the WKCD, including an open-ended option for the respondents to state their views on the ambience of the WKCD. The respondents can assess the importance of a number of adjectives related to the ideal ambience the WKCD should have such as relaxing, exciting, traditional and nostalgic, contemporary, inviting and inspiring etc.

FACILITIES

4. To help determine the locations of the facilities and make them convenient and attractive to visitors, the respondents will be consulted in order to understand their frequency of visiting the facilities in the WKCD in future, such as the museums, theatres, concert halls, xiqu centre, mega performance venue, exhibition centres, learning-related facilities (e.g. resource centres), entertainment facilities (e.g. cinema), parks, piazza, waterfront promenade, shops and restaurants/cafes. Five options will be provided for the respondents to choose – very frequently (once every month or more), occasionally (once or twice every 2 to 3 months), seldom (once or twice a year), never, and no comments. It is also proposed that an open-ended question should be provided to ask respondents' views on what other facilities or activities they would like to see in the future WKCD.

PROVISION OF PROGRAMMES AND EDUCATIONAL ACTIVITIES

5. This is an open-ended question seeking the respondents' expectations on the provision of programmes (e.g. shows and exhibitions) and educational activities for the WKCD. Opportunity will also be given in small group discussions for different stakeholder groups to express their views on these aspects during the Stage 1 Public Engagement exercise.

GETTING TO AND AROUND THE WKCD

Getting To the WKCD

6. The WKCD will be accessible from all directions and provided with different modes of transport. In this question, the respondents will be consulted in order to understand the direction from which they would most likely go to the WKCD in the future as well as their perceived means of transport, with a view to enhancing the connectivity between the WKCD and other areas. Respondents will also be

consulted on other suggestions on improving access to the WKCD.

Getting Around the WKCD

7. Barrier-free transportation facilities will be provided in the WKCD to facilitate persons with special needs to travel within the WKCD. In addition, to help plan the mode(s) of transport within the WKCD, the respondents will be consulted on the importance of a few factors concerning the transportation such as convenience (frequency and reliability of transport), visual effect (impacts on views from and to the surrounding), comfort (how comfortable is the service), environmental friendliness (low-emission and low-carbon transport) and cost (how much the users have to pay). It is also proposed that an open-ended question should be included to consult the respondents on other suggestions to enhance getting around the WKCD conveniently and smoothly.

PLANNING DESIGN PRINCIPLES

8. The Board of the WKCD Authority has proposed a set of planning design principles (i.e. creativity, accessibility, connectivity, integration, vibrancy, uniqueness, and sustainability) for the future development of the WKCD. The respondents will be consulted on any further views to improve these principles.

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