

Shaping the West Kowloon Cultural District to best meet community needs

7 October 2005

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Latest Position

- Completed public consultation on the West Kowloon Cultural District (WKCD)
- Top priority to address major public concerns
- Propose improvements under the current development framework
- Welcome views on the proposed way forward

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Extensive Public Consultation

- Consultation from Dec 2004 to June 2005
- Enthusiastic public response
 - 251 010 visitors to three exhibitions
 - 33 416 comment cards
 - 4 553 respondents to three telephone polls
 - 623 written submissions
 - 8 open forums arranged by government
 - Relevant deliberations by LegCo, DC and concerned organizations
- Independent Report together with compendium of public views published on 7 October

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Independent Report on Public Consultation

- Appointed PPRI of HKPU as independent consultant to
 - Conduct three large-scale random telephone polls
 - Analyse public views collected from different channels
- Broad coverage of public consultation and large quantity of public views from many channels make it difficult for any manipulation
- Telephone polls useful for triangulating views from different channels
- Consultation arrangements seek to ensure robust analysis and reliability of findings

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Public Consensus

According to findings of the Independent Report, the general public –

- Support an integrated world class cultural district at the WKCD site and like to see its early implementation
- Believe WKCD will enrich arts and culture, create jobs and promote tourism
- Government should take forward one or more of the screened-in Proposals

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Major public concerns

- Against 'single development' approach
- Prefer lower development intensity, less residential and commercial developments, and more open and green space
- Concern about sustainability of arts and cultural facilities
- Views on the canopy highly divided, hence inconclusive
 - 51% respondents to telephone polls support the canopy as a landmark

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General public aspiration

- Introduce more monitoring controls for the planning, development and operation of WKCD
- Establish an independent statutory body to oversee WKCD
- Allow more public participation, including more discussion on cultural policy

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Major policy considerations

- Having regard to the outcome of public consultation –
 - Making the best use of past efforts including the Screened-in Proposals and public views thereon, to facilitate early implementation of WKCD
 - Preserving the WKCD concept of developing an integrated arts, cultural, entertainment and commercial district with the signature ingredients of the CACF and canopy
 - Upholding the existing cultural policy and pressing ahead with the blueprint laid down by the Culture and Heritage Commission
 - Maintaining the Government's land authority in the Basic Law for optimal and coordinated disposal of land resources

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A new approach

Introduce additional development conditions under current development framework to shape WKCD for community needs

1. Establish a statutory trust fund for operating the arts, cultural and other communal facilities at WKCD on par with world standards
2. Abolish 'single development' approach and open up the development for more market participants
3. Establish a statutory body to take over WKCD from Government

And introduce additional development parameters –

4. Reduce development intensity
5. Ensure balanced development mix

These parameters will be subject to the approval of the Town Planning Board under the law.

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1. Establish a Trust Fund

- Successful Proponent to pay \$30 billion upfront to an independent Trust Fund to be established by statute
- Generate returns sufficient to support recurrent operation of arts and cultural facilities, canopy, and other communal facilities and the independent body for overseeing WKCD; as well as major overhauls of the communal facilities
- Help assure public of WKCD sustainability

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2. Abolish “single development”

- Successful Proponent to be allowed to develop at most 50% of the commercial/residential GFA (not more than 250 000m²)
- Successful Proponent to carve out at least 50% of the commercial/residential GFA (not less than 250 000 m²)
- Other developers may bid for the carved out developments through competitive bidding. Successful Proponent not allowed to bid for the carved out developments to ensure fair bidding
- Successful Proponent to be responsible for developing all the arts and cultural facilities and other communal facilities, for effective integration and coordination

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3. Establish a WKCD Body

- Established by statute to take over WKCD from Government under the current development framework
- Maximise use of past efforts made for WKCD
- Subject to sufficient checks and balances to ensure accountability and transparency
- Broadly based and representative (including arts and cultural, property, tourism, financial sectors, etc.) with many consultative channels for collecting public views
- Develop WKCD into a world class arts and cultural hub, and a “must see” for tourists

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4. Reduce development intensity

- Set maximum plot ratio at 1.81 (cf. 2.5, 3.28 and 4.33 by the Proponents)
 - In line with winning design of 2001/02 Concept Plan Competition, and Government's Baseline published in 9/2003
 - In line with commercial and residential GFA permitted under pre-2003 SW Kowloon OZP, as approved by the Town Planning Board

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5. Balanced development mix

- Planning intention for WKCD : a world class cultural hub with integrated land uses and a clear identity to attract visitors
- Balanced mix of cultural, entertainment, commercial and residential facilities to add life and vibrancy to WKCD day and night -
 - At least 185 000m² NOFA for arts and cultural facilities (about 30% of total GFA, i.e. 214 000m²)
 - Cap residential development at 20% of total GFA (max 144 000m²) (cf. 27%, 48% and 51% by Proponents)
- Manageable traffic impact and other supporting infrastructure

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Next Steps

For taking forward the above development parameters and conditions under the current development framework –

- Sound out TPB for initial views
- Consult the Screened-in Proponents to see if they are interested in continuing with the current development process. Invite their response by end January 2006

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Key milestones

Subject to positive feedback –

- Prepare legislation for the new WKCD Body for public consultation in Q2 2006
- Develop the proposed parameters and conditions into specific requirements, after conducting detailed studies with financial advisers and other professional consultants
- Initiate statutory plan-amendment process with TPB under the TPO, allowing for public participation and invite Proponents to revise their Proposals accordingly
- Seek to introduce Bill into LegCo in July 2006 for enactment by end 2006
- (Subject to passage of bill in LegCo) Aim to establish new WKCD Body in Q1 2007

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Welcome continuous public participation

- Continue to listen to views of LegCo and various sectors
- Also from the Proponents as the additional development parameters and conditions have substantial impact on their financial plan and business case
- Seek to shape WKCD to best meet public needs

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**Welcome your continuous participation
in shaping the
West Kowloon Cultural District**

Thank You

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