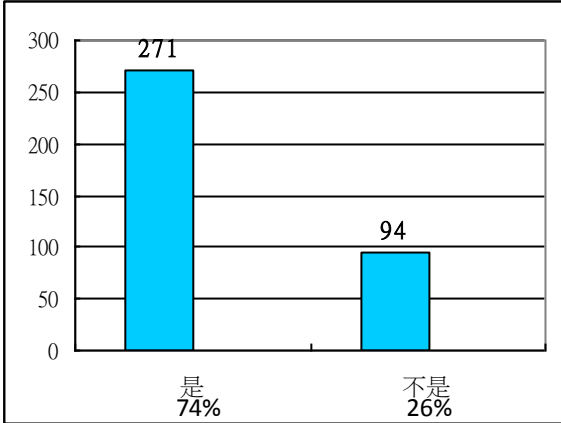
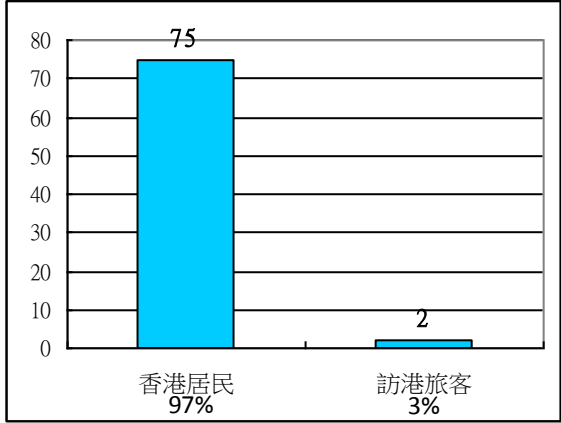
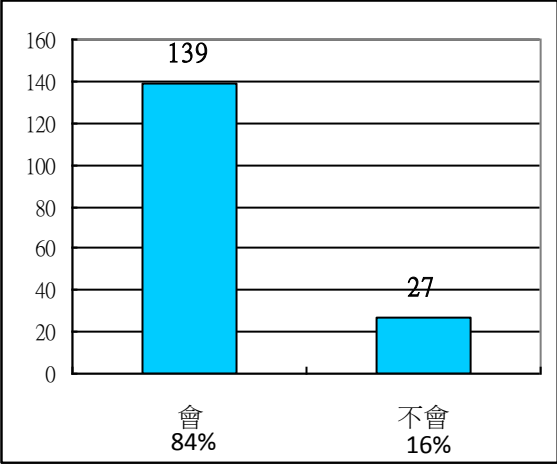
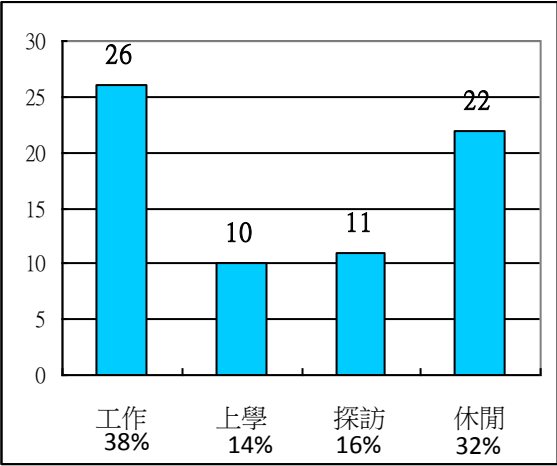
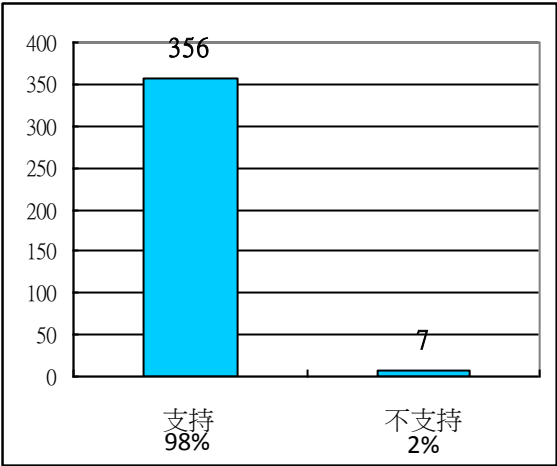


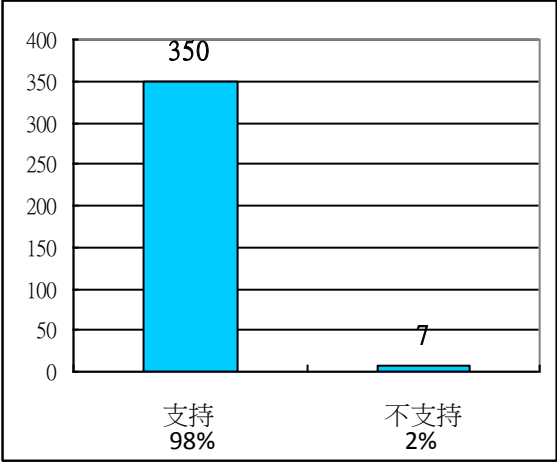
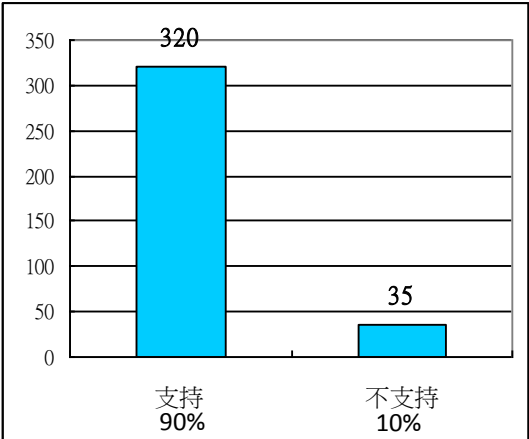
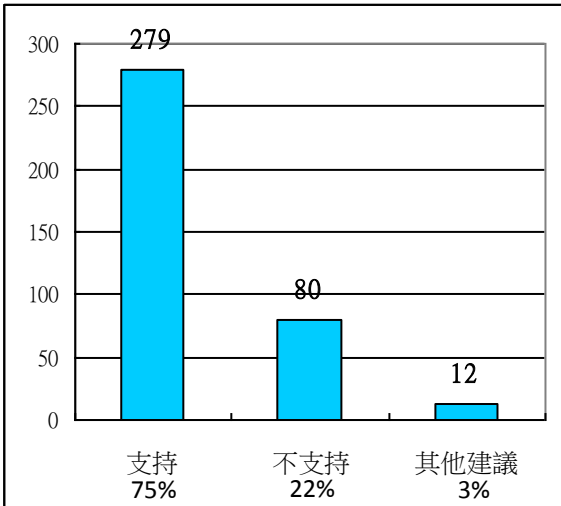
**“Signature Project Scheme (SPS) in Central & Western (C&W) District” and
“Western Harbourfront Conceptual Master Plan (Conceptual Master Plan)”
Findings of the Questionnaire Survey**

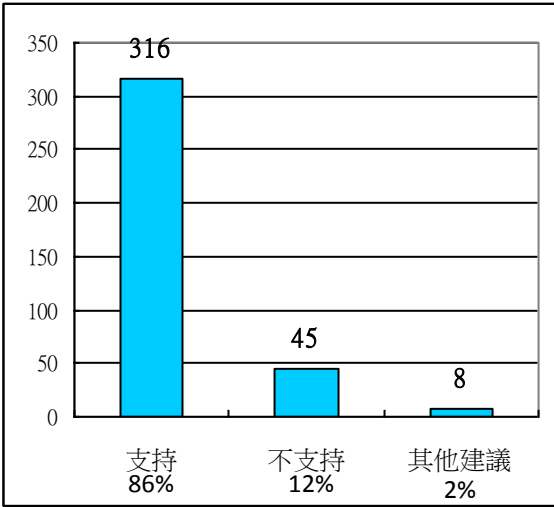
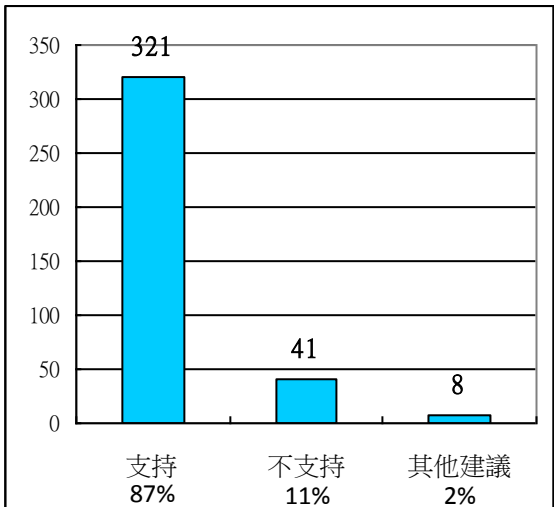
The “Western Wholesale Food Market (WWFM) Flea Market cum Carnival” (WWFM Carnival) was held by the Working Group on the Central & Western District Harbourfront under the Central & Western District Council (C&WDC) on 14-15 December 2013. A questionnaire survey regarding the SPS in C&W District and the Conceptual Master Plan was conducted on site during this two-day event. Altogether, 374 questionnaires were successfully completed. The views of the respondents¹ are presented below:

Question No.	Analysis of Response									
<p>1. Do you live in the C&W District? • If yes, go to No. 3.</p> <p>[Legend: 是 Yes 不是 No]</p>	 <table border="1"> <caption>Data for Question 1: Do you live in the C&W District?</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>是 (Yes)</td> <td>271</td> <td>74%</td> </tr> <tr> <td>不是 (No)</td> <td>94</td> <td>26%</td> </tr> </tbody> </table>	Response	Count	Percentage	是 (Yes)	271	74%	不是 (No)	94	26%
Response	Count	Percentage								
是 (Yes)	271	74%								
不是 (No)	94	26%								
<p>1a. If no, which of the following categories you belong to?</p> <p>[Legend: 香港居民 Hong Kong resident 訪港旅客 Foreign visitor]</p>	 <table border="1"> <caption>Data for Question 1a: If no, which of the following categories you belong to?</caption> <thead> <tr> <th>Category</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>香港居民 (Hong Kong resident)</td> <td>75</td> <td>97%</td> </tr> <tr> <td>訪港旅客 (Foreign visitor)</td> <td>2</td> <td>3%</td> </tr> </tbody> </table>	Category	Count	Percentage	香港居民 (Hong Kong resident)	75	97%	訪港旅客 (Foreign visitor)	2	3%
Category	Count	Percentage								
香港居民 (Hong Kong resident)	75	97%								
訪港旅客 (Foreign visitor)	2	3%								

¹ The survey was conducted in Chinese. The questionnaire and the findings here are translated into English; the Chinese version should prevail.

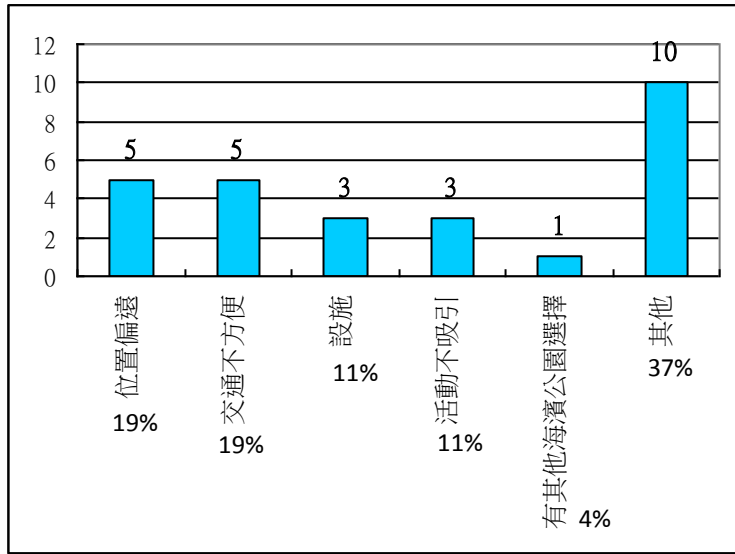
2	<p>Do you often come to the C&W District?</p> <p>[Legend: 會 Yes 不會 No]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>會 (Yes)</td> <td>139</td> <td>84%</td> </tr> <tr> <td>不會 (No)</td> <td>27</td> <td>16%</td> </tr> </tbody> </table>	Response	Count	Percentage	會 (Yes)	139	84%	不會 (No)	27	16%						
Response	Count	Percentage															
會 (Yes)	139	84%															
不會 (No)	27	16%															
2a.	<p>If yes, for what purpose you come to C&W District?</p> <p>[Legend: 工作 For Work 上學 For Study 探訪 For Visit 休閒 For Leisure]</p>	 <table border="1"> <thead> <tr> <th>Purpose</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>工作 (For Work)</td> <td>26</td> <td>38%</td> </tr> <tr> <td>上學 (For Study)</td> <td>10</td> <td>14%</td> </tr> <tr> <td>探訪 (For Visit)</td> <td>11</td> <td>16%</td> </tr> <tr> <td>休閒 (For Leisure)</td> <td>22</td> <td>32%</td> </tr> </tbody> </table>	Purpose	Count	Percentage	工作 (For Work)	26	38%	上學 (For Study)	10	14%	探訪 (For Visit)	11	16%	休閒 (For Leisure)	22	32%
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<p>3. The Report of the “Conceptual Master Plan” contains a series of recommendations aiming to foster the development of a continuous and vibrant waterfront promenade in C&W District in the long run. Please indicate whether you support the planning objectives recommended in the Report.</p>																	
3a	<p>Do you support the provision of a safe and vibrant waterfront for use by tourists and residents?</p> <p>[Legend: 支持 Yes 不支持 No]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Yes)</td> <td>356</td> <td>98%</td> </tr> <tr> <td>不支持 (No)</td> <td>7</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Yes)	356	98%	不支持 (No)	7	2%						
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支持 (Yes)	356	98%															
不支持 (No)	7	2%															

<p>3b</p> <p>Do you support the proposal of linking up all the waterfront sites, and that of connecting the urban area and the waterfront promenade, in order to enhance accessibility to the waterfront?</p> <p>[Legend: 支持 Yes 不支持 No]</p>		 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>350</td> <td>98%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>7</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	350	98%	不支持 (No Support)	7	2%			
Response	Count	Percentage												
支持 (Support)	350	98%												
不支持 (No Support)	7	2%												
<p>3c</p> <p>Do you support the development of the waterfront as the Western Gateway being one of the landmarks of Hong Kong?</p> <p>[Legend: 支持 Yes 不支持 No]</p>		 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>320</td> <td>90%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>35</td> <td>10%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	320	90%	不支持 (No Support)	35	10%			
Response	Count	Percentage												
支持 (Support)	320	90%												
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<p>4</p> <p>It is recommended in the Report that a Water Jet Garden be provided at the Piers (East) (i.e. the site between the piers outside WWFM). Do you support the proposal?</p> <p>[Legend: 支持 Yes 不支持 No 其他建議 Other Suggestions]</p>		 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>279</td> <td>75%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>80</td> <td>22%</td> </tr> <tr> <td>其他建議 (Other Suggestions)</td> <td>12</td> <td>3%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	279	75%	不支持 (No Support)	80	22%	其他建議 (Other Suggestions)	12	3%
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支持 (Support)	279	75%												
不支持 (No Support)	80	22%												
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<p>5</p> <p>It is recommended in the Report that a Viewing Platform being a landmark be provided at the Piers (i.e. the sea wall to the north of the Western District Public Cargo Working Area (WDPCWA)). Do you support the proposal?</p> <p>[Legend: 支持 Yes 不支持 No 其他建議 Other Suggestions]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>316</td> <td>86%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>45</td> <td>12%</td> </tr> <tr> <td>其他建議 (Other Suggestions)</td> <td>8</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	316	86%	不支持 (No Support)	45	12%	其他建議 (Other Suggestions)	8	2%
Response	Count	Percentage											
支持 (Support)	316	86%											
不支持 (No Support)	45	12%											
其他建議 (Other Suggestions)	8	2%											
<p>6</p> <p>It is recommended in the Report that an Open Air Theatre being a landmark be built at the Piers (i.e. the site of the existing WDPCWA) for the public to enjoy performance on a floating stage or the fine views of sunset. Do you support the proposal?</p> <p>[Legend: 支持 Yes 不支持 No 其他建議 Other Suggestions]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>321</td> <td>87%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>41</td> <td>11%</td> </tr> <tr> <td>其他建議 (Other Suggestions)</td> <td>8</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	321	87%	不支持 (No Support)	41	11%	其他建議 (Other Suggestions)	8	2%
Response	Count	Percentage											
支持 (Support)	321	87%											
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<p>7</p>	<p>It is recommended in the Report that various kinds of active facilities such as an urban beach, artificial climbing walls and basketball courts be provided at New Praya, Kennedy Town (i.e. the waterfront of WDPCWA). Do you support the proposal?</p> <p>[Legend: 支持 Yes 不支持 No 其他建議 Other Suggestions]</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>301</td> <td>81%</td> </tr> <tr> <td>不支持 (Do not support)</td> <td>47</td> <td>13%</td> </tr> <tr> <td>其他建議 (Other suggestions)</td> <td>25</td> <td>7%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	301	81%	不支持 (Do not support)	47	13%	其他建議 (Other suggestions)	25	7%
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支持 (Support)	301	81%												
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其他建議 (Other suggestions)	25	7%												
<p>8</p>	<p>C&WDC suggested that the four currently idling piers and some waterfront sites at WWFM be rezoned to a public open space. Do you support the proposal?</p> <p>[Legend: 會 Yes 不會 No 其他建議 Other Suggestions]</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>會 (Yes)</td> <td>343</td> <td>95%</td> </tr> <tr> <td>不會 (No)</td> <td>17</td> <td>5%</td> </tr> </tbody> </table>	Response	Count	Percentage	會 (Yes)	343	95%	不會 (No)	17	5%			
Response	Count	Percentage												
會 (Yes)	343	95%												
不會 (No)	17	5%												

8a Why do you not support the planning objective(s)?



[Legend:

位置偏遠 Remoteness of site

交通不方便 Inconvenient transportation

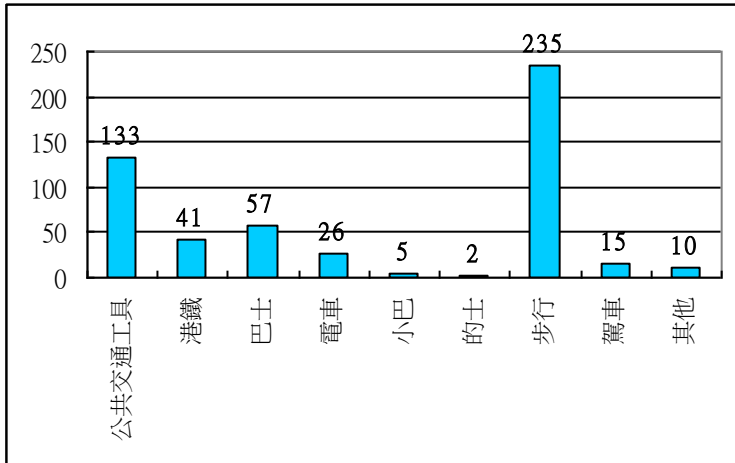
設施 Facility-related reasons

活動不吸引 Unattractive activities

有其他海濱公園選擇 Choices of other waterfront promenades

其他 Others]

9 How do you intend to get to the waterfront promenade at WWFM?
(More than one answer is acceptable.)



[Legend:

公共交通工具 By public transport

的士 By taxi

港鐵 By MTR

步行 On foot

巴士 By bus

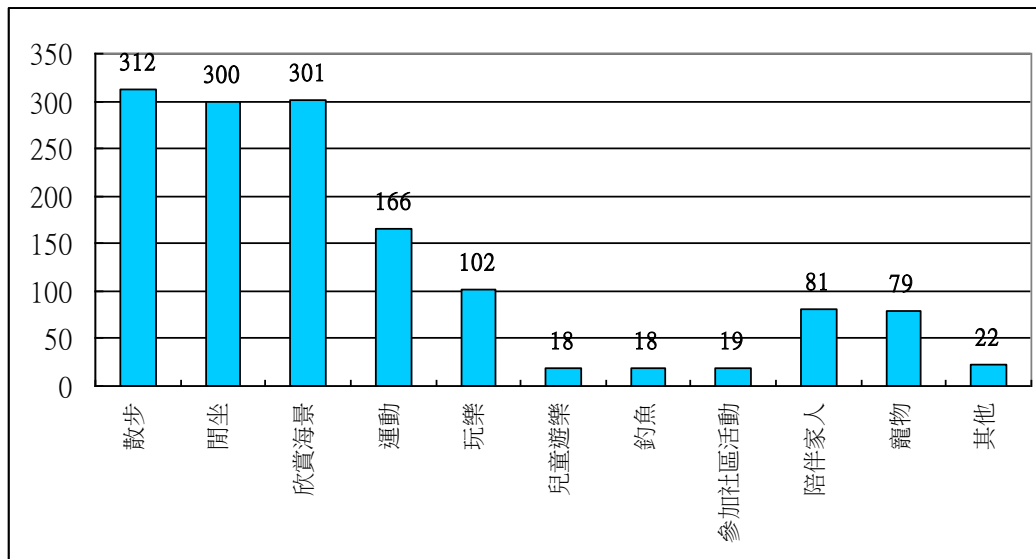
駕車 Driving

電車 By tram

其他 Others]

小巴 By minibus

10 How do you intend to enjoy the waterfront promenade?
(More than one answer is acceptable.)



[Legend:

散步 For leisure walk

釣魚 For angling

閒坐 For sitting-out

參加地區活動 For community activities

欣賞海景 Sea-viewing

陪伴家人 For family

運動 For sports

購物 For shopping

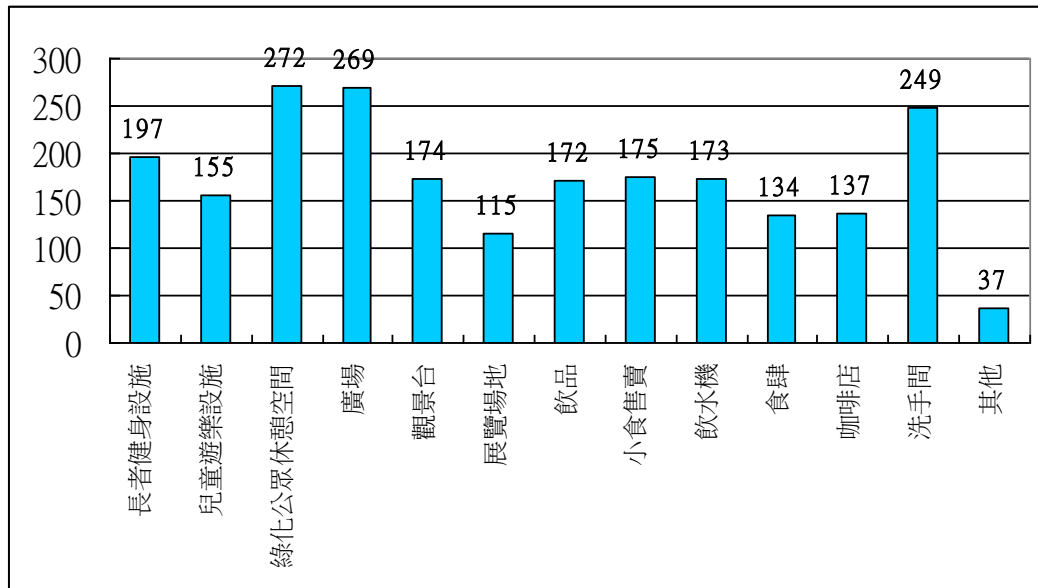
玩樂 For leisure

其他 Others]

兒童遊樂 For children's play

11

What kinds of facilities at the piers and waterfront promenade in WWFM in future you hope for? (More than one answer is acceptable.)



[Legend:

長者健身設施 Elderly fitness equipment

兒童遊樂設施 Children's play equipment

綠化公眾休憩空間 Greening of public open space

廣場 Square

觀景台 Viewing platform

展覽場地 Exhibition area

飲品 Drinks and beverages

小食售賣 Refreshment kiosk

飲水機 Drinking fountain

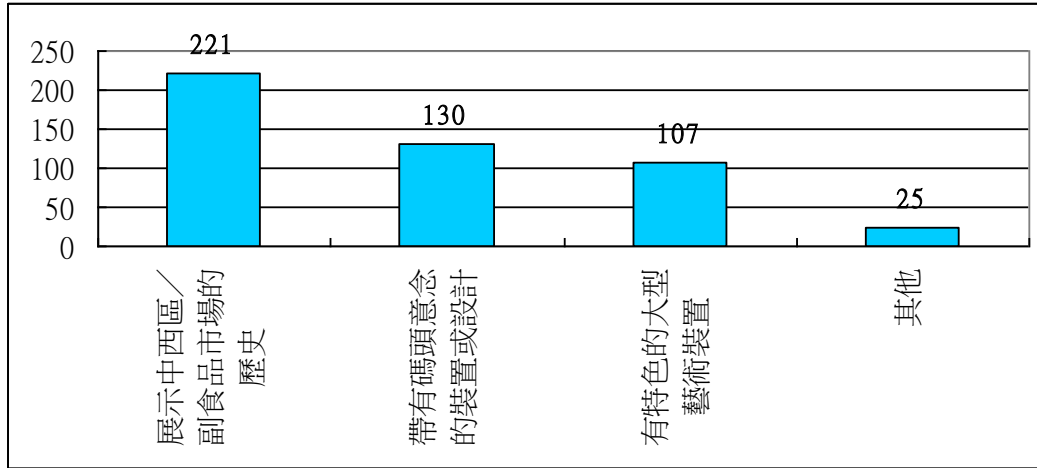
食肆 Food establishment

咖啡店 Cafe

洗手間 Toilets

其他 Others]

12 What characteristics you prefer to be featured in the design of the future waterfront promenade and piers? (More than one answer is acceptable.)



[Legend:

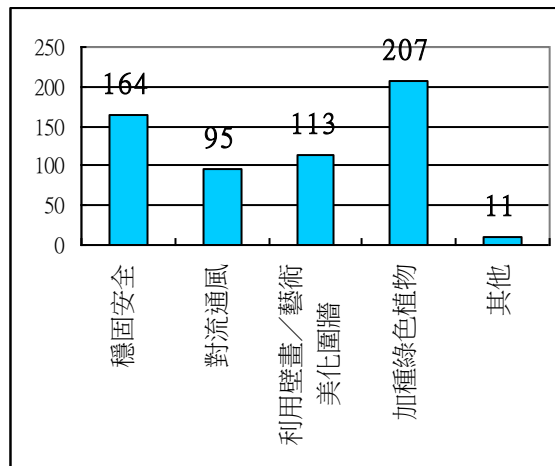
展示中西區/副食品市場的歷史 Features showing the history of C&W District/WWFM

帶有碼頭意念的裝置或設計 Installation or design relating to piers

有特色的大型藝術裝置 Large-scale artistic installation

其他 Others]

13 To meet the operational need of WWFM, there will be proper segregation between the waterfront promenade and the wholesale market. Any views on the design of such segregation?



[Legend:

穩固安全 Safe and secure

對流通風 Good ventilation

利用壁畫/藝術美化圍牆 Beautification of segregation with wall-painting/artistic installation

加種綠色植物 Growing of green plants

其他 Others]

14 Which design you prefer for the railings along the waterfront promenade in future?



A



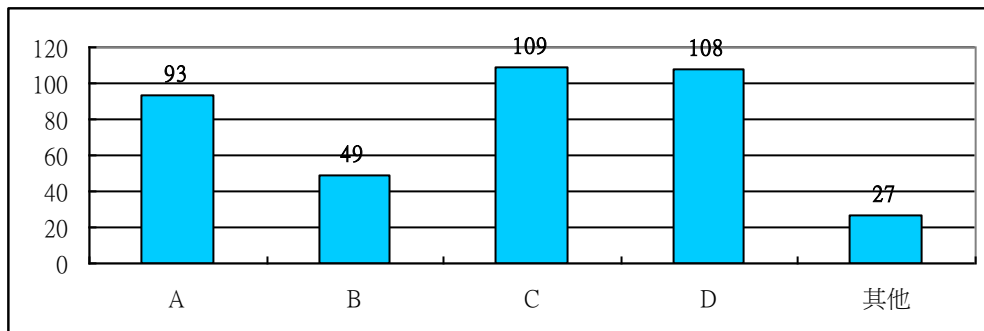
B



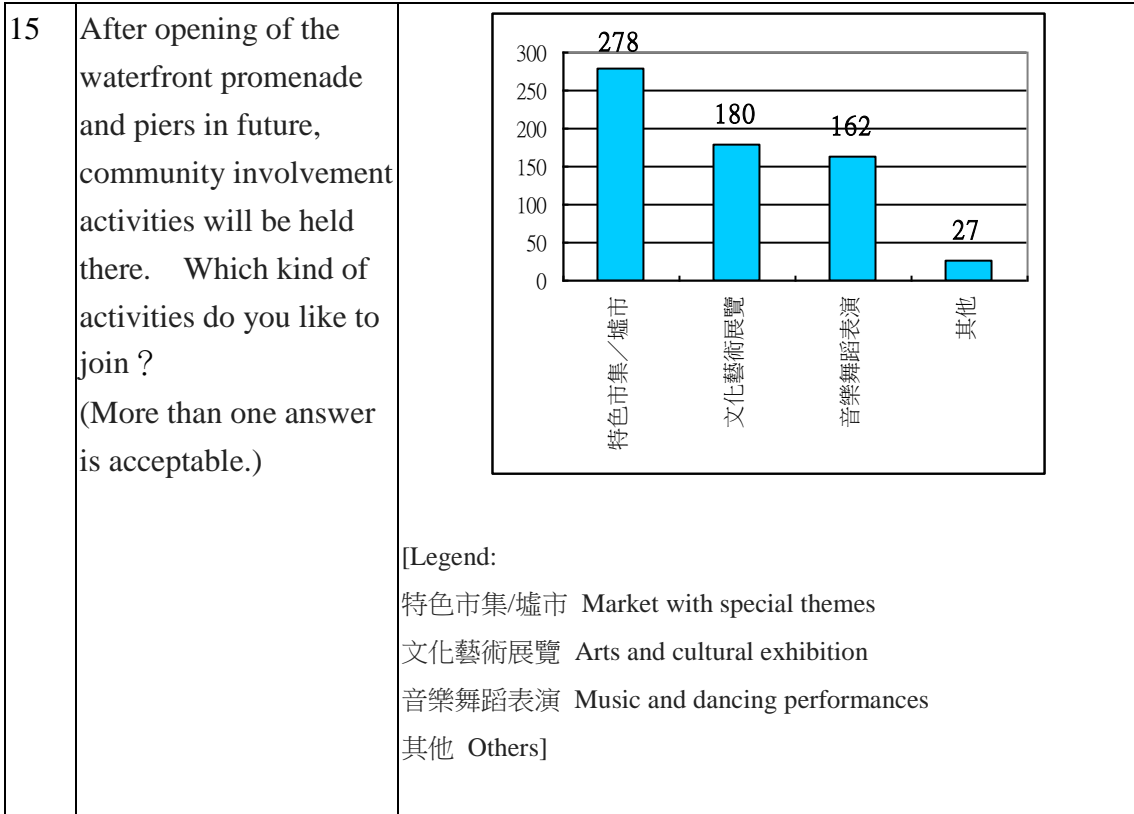
C



D



[Legend:
其他 Others]



Central & Western District Office
 January 2014