

The Future development of Hung Hom:

With reference to Central
Waterfront of Toronto

Group 5

Objective

- How to apply the “MAKE WAVE” in Hung Hom in 5 aspects:
 - Commercial
 - Recreation
 - Residential
 - Tourism
 - Transport

Methodology

- Literature review
- Observation
- Interview
- “SWOT”
 - *Strengths (main focus)*
 - *Weaknesses (main focus)*
 - Opportunities
 - Threats

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Why choosing Hung Hom?

- Similar to the purpose of Central Waterfront in Toronto (Tourist-oriented zone)
- Linkage
- Developing – subject to changes
- Result can be used in development strategy

Facts about Hung Hom

- First stage of public consultation
- Land use: industrial, residential, commercial
- 145 hectares - bounded by Ngan Hon Street to the north; Chatham Road North and the Kowloon-Canton Railway Corporation (KCRC) Hung Hom Station to the west; Kai Tak (South) new development area to the east; and Victoria Harbour to the south.



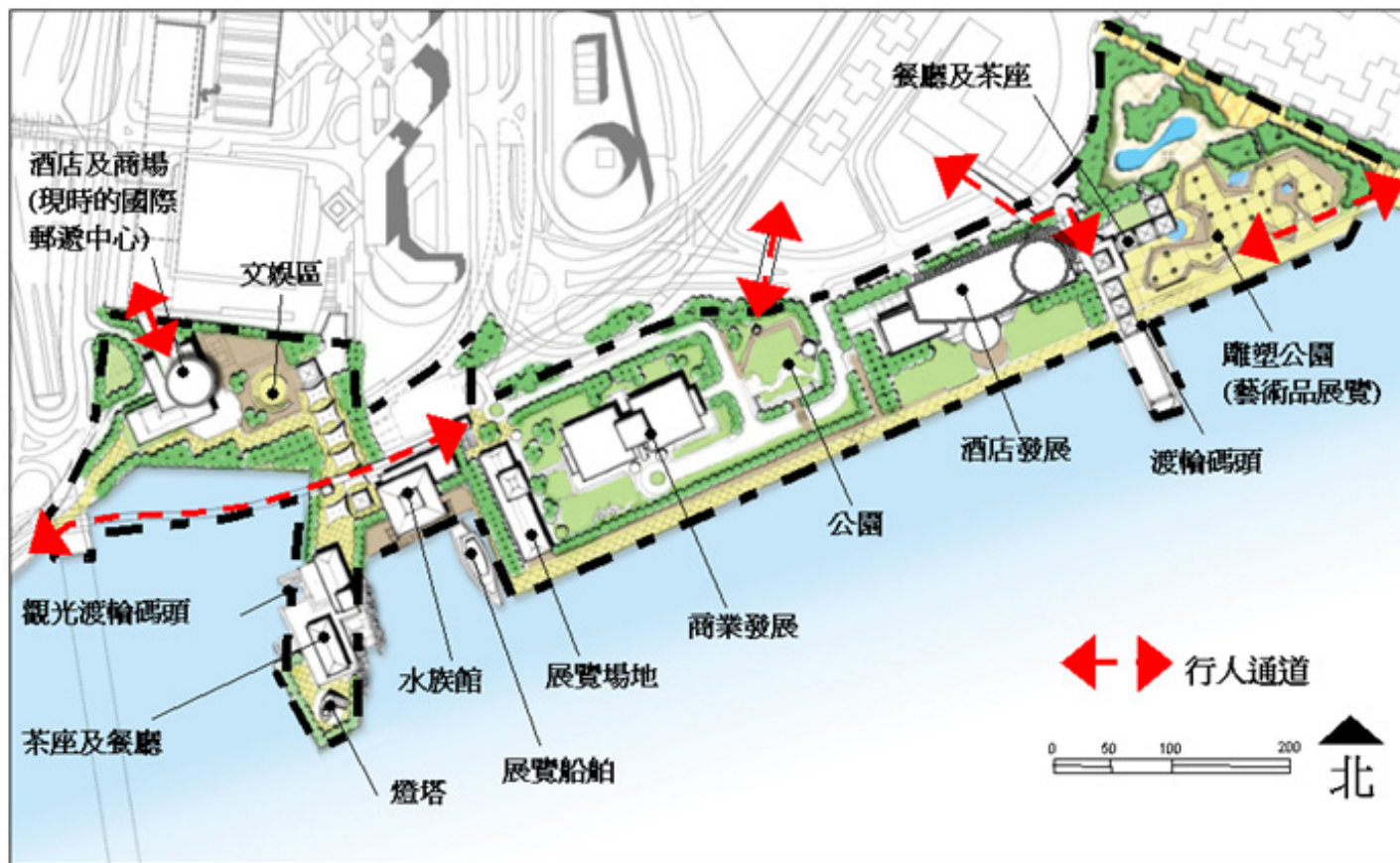
Hung Hom Outline Zoning Plan

- Cruise Ports – in 2005
- 紅磡海旁行動區

Standard and guidelines of development

- Plot ratio <1.5 times
- Height limits 4-storey
- Coverage of buildings <40%
- 40-meter-open space at the end of the pier

Location of Hung Hom waterfront (紅磡海旁行動區)



Map of Toronto waterfront



Location of Central Waterfront



Waterfront Development Projects of Central Waterfront

- Four core principles:
 - Removing barriers & making connections
 - Shoreline Boulevard – allow cycling and pedestrian
 - Corridor of Heritage and Cultural
 - A network of parks and public area
 - Creating more parks and recreation along waterfront
 - To promote a clean and green environment
 - Local sustainable and Reclamation of the lake is limited
 - To create dynamic and diverse new communities
 - Balance of land uses

Reference List

- <http://www.toronto.ca/waterfront/index.htm>
- <http://www.harbourfront.org.hk/tc/index/index.html?s=1>
- <http://www.info.gov.hk/gia/general/200402/27/0227094.htm>
- <http://www.answers.com/topic/swot-analysis>
- http://www.pland.gov.hk/p_study/comp_s/harbour/harbour_es/har_es_con6_c.htm

THE END

Q & A Time

Enjoy your TRIP