

“Made in Hong Kong”: Consultancy Report on Revitalizing the Bridges Street Market for the Urban Renewal Authority

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Abstract

This report provides consultancy advices to the Urban Renewal Authority towards formulating a strategic and feasible plan to develop the area of the Bridges Street Market and Wing Lee Street in Central, Hong Kong, which is currently under the purview of the Authority. The theoretical context for this project is the rising interest of employing cultural strategies as a new means for urban renewal in step with the transitional role of the government from “governor” or “manager” to “urban entrepreneur” devoted to place marketing. With the synergy effect with the surrounding area of Central, the site is seen to have the potential to be developed into a cultural quarter.

A research about the relationship between the Bridges Street Market site and other cultural sites in the surrounding area in Central as well as Hong Kong’s cultural policies was carried out. Researches and site visiting reflect that the majority of cultural activities around the site lack adequate engagement of local community and culture. This project therefore will be positioned as a quarter with the representation of collective cultural memories. To conserve this historic site, it is advised that conversion and functional restructuring will be employed as the site’s physical and economic revitalization, with reference to the historical significance of the Bridges Street Market and the tenement buildings of Wing Lee Street. The site, in this report, will be developed into a cultural quarter that provides a platform for both cultural production and consumption of “Made in Hong Kong” local crafts. Consistency and continuity in cultural activities carried out at the site will be building a sense of community as a district, which is distinctive from the surrounding modern cluster.

This research-based consultancy report of the project provides theoretical framework in revitalizing the site under the discourse of cultural strategies, and discusses the possibility of new directions in this site’s further development.

Keyword: Revitalization, The Bridges Street Market, Urban Renewal Authority, Culture-led city development