

A Project entitled
User's perception of the place-making strategy in Kwun Tong Waterfront Promenade

Submitted by
Cheung Man Ying

submitted to The Education University of Hong Kong
for the degree of *Bachelor of Education (Honours) (Geography)*

in *April 2021*



The Education University
of Hong Kong Library

For private study or research only.
Not for publication or further reproduction.

Declaration

I, *Cheung Man Ying* declare that this research report represents my own work under the supervision of *Dr FOK Lincoln*, and that it has not been submitted previously for examination to any tertiary institution.

Cheung Man Ying

19 April 2021

ABSTRACT

Waterfront places have experienced a series of revitalization around the globe, from the industrial powerhouse and gateway to the other countries, to the latest nucleus of commercial development, public recreation and civic identity. With this transformation, waterfront places which constitute a kind of public spaces, are suggested to integrate with the place-making strategy that ultimately targets at fulfilling different users' needs, in terms of 'comfort and image', 'uses and activities', 'sociability' and 'access and linkages'. In Hong Kong, the Victoria Harbour separates Kowloon Peninsula and Hong Kong Island, which has also experienced different stages of revitalization. While the west side of the harbour-front such as Tsim Sha Tsui has gained lots of attempts for investigation, the east harbour-front including Kwun Tong is seldom discussed with academic efforts. In view of it, this study aims to examine the characteristics of Kwun Tong Waterfront Promenade and users' perceptions of place-making strategy.

An online questionnaire survey and an onsite observation were designed to gather users' perceptions towards the related issue, as well as to observe the practical usage of the promenade. Various analyzing methods such as Sign test and Spearman's rank-order correlation from Statistical Package for Social Sciences (SPSS) were used to interpret the collected data. It was found that, in users' perceptions, the promenade could realize the attributes of place-making strategy to a large extent, as well as accommodate a fair sense of place. Thence, this study has implications to assist in exploring a successful place-making waterfront space and promote the use of existing waterfront while planning better future ones as well.

TABLE OF CONTENT

DECLARATION	ii
ABSTRACT	iii
TABLE OF CONTENT.....	iv
LIST OF TABLES	v
LIST OF FIGURES.....	vi
 CHAPTER 1: INTRODUCTION	 1
1.1 Overview	1
1.2 Research objective.....	3
1.3 Research questions	3
1.4 Hypothesis	4
 CHAPTER 2: LITERATURE REVIEW	 5
2.1 Overview of waterfront development and place-making strategy in the global context	5
2.2 Hong Kong waterfront (harbour-front) development.....	7
2.3 Revealing the research gap	8
 CHAPTER 3: METHODOLOGY	 9
3.1 Research method and design	9
3.2 Data collection.....	10
3.3 Data analysis.....	10
 CHAPTER 4: RESULTS	 11
4.1 Descriptive statistics	11
4.2 Hypothesis testing	25
 CHAPTER 5: DISCUSSION.....	 32
5.1 Cognitive perception of respondents towards the four attributes of place-making strategy	32
5.2 Variable affecting visit frequency to KTWP	34
5.3 Respondents' sense of belonging towards KTWP.....	34
 CHAPTER 6: CONCLUSION	 36
6.1 Summary of significant findings	36
6.2 Future implications	36
6.3 Limitations of the study	37
 REFERENCE	 39
APPENDICES.....	41

LIST OF TABLES

Table 1 Demographic characteristics of the respondents.....	12
Table 2 Affective perceptions of respondents' first impression towards the comfort and image of KTWP	13
Table 3 Perceptions of respondents towards the most representative feature of KTWP	14
Table 4 Cognitive perceptions of respondents towards the comfort and image of KTWP.....	15
Table 5 Activities of respondents in KTWP.....	17
Table 6 Facility usage in KTWP according to respondents	18
Table 7 Cognitive perceptions of respondents towards the uses and activities of KTWP.....	19
Table 8 Cognitive perception of respondents towards the sociability of KTWP.....	21
Table 9 Respondents' modes of travel to KTWP	22
Table 10 Cognitive perceptions of respondents towards the access and linkages of KTWP...	24
Table 11 Cognitive perceptions of respondents towards the sense of belonging to KTWP	24
Table 12 Cronbach's Alpha of "comfort and image" of KTWP	25
Table 13 Cronbach's Alpha of "uses and activities" of KTWP	25
Table 14 Cronbach's Alpha of "access and linkages" of KTWP	26
Table 15a&b Result of Sign Test between "access and linkages" and the other three attributes of place-making strategy in KTWP	29
Table 16 Cronbach's Alpha of first impression towards "comfort and image" of KTWP.....	30
Table 17 Correlation coefficient between visit frequency and users' first impression towards "comfort and image" of KTWP.....	30
Table 18 Correlation coefficient between respondents' overall experience and their care towards KTWP	31

LIST OF FIGURES

Figure 1 Conceptual framework	3
Figure 2 Four attributes of place-making strategy.....	7
Figure 3 Visit of respondents to KWTP.....	11
Figure 4 Photo-taking intention of respondents in KTWP	14
Figure 5 Visit frequency of respondents to KTWP.....	16
Figure 6a&b Preferred time of respondents visiting KTWP.....	17
Figure 7 The most frequent partner visiting KTWP with respondents	20
Figure 8 Intention of respondents meeting family or friends at KTWP	20
Figure 9 Memorable experiences of respondents in KTWP.....	21
Figure 10 Perception of respondents regarding the sufficiency of parking spaces in KTWP	22
Figure 11 Approximate time of respondents taking from their origin to KTWP.....	23
Figure 12 Frequency of the mean rating regarding respondents' cognitive perception towards “comfort and image” of KTWP.....	27
Figure 13 Frequency of the mean rating regarding respondents' cognitive perception towards “uses and activities” of KTWP	27
Figure 14 Frequency of the mean rating regarding respondents' cognitive perception towards “sociability” of KTWP	28
Figure 15 Frequency of the mean rating regarding respondents' cognitive perception towards “access and linkages” of KTWP.....	28

CHAPTER 1

INTRODUCTION

1.1 Overview

The waterfronts have provided unique and valuable resources carrying mixed-use development since ancient times. Globally, places associated with the waterfront constitute “the major nodes of the city” that had served mainly for the marine trade and industrial activities for the earlier centuries (Shamsuddin, Latip & Sulaiman, 2008). In Hong Kong, the harbour-front, namely Victoria Harbour, is the heart and soul centering “the region’s chief port city and throughway for the transportation of goods for 186 years” (Tennant, et al., 2008). More recently, the role of waterfronts becomes integrated with diverse functions in the community, economy and environment for urban re-imagining, and so does Victoria Harbour. It is now a nucleus of the commercial development, public recreation and civic identity. The transformation of waterfront’s characteristics has gained more attention from many scholars, and it has been studied for the place-making strategy as well.

Jane Jacobs, a famous journalist in the field of urban studies, advocates the user-oriented urban development and suggests that cities should be capable of providing something for everyone (Project for Public Spaces, 2016). The waterfront is now commonly considered as places containing the feelings of openness and the memorable experiences for everybody who uses them. It is a key concept in the place-making strategy that concerns “the art of making places for people” (Sepe, 2017). It comprises a range of tangible and intangible components that can be summarized to four attributes including access and linkages; comfort and image; uses and activities; and sociability. Despite that the selected case study – Kwun Tong Waterfront Promenade (KTWP) – seems to be a well-developed place-making space after the three phases of waterfront redevelopment, there is still wondering if the promenade can fully cater to everybody’s needs.

While the harbour-front area of Victoria Harbour separates Kowloon Peninsula and Hong Kong Island, the Kwun Tong Waterfront Promenade, where locates in the east of Kowloon, is seldom discussed regarding the place-making strategy academically. Also, it is sometimes criticized for the poor accessibility, whereas a comprehensive study of users' perceptions of the whole design and quality of the place is lacking. Given that, this study was inspired while the observation survey and quantitative questionnaire will be used for the methodology. Furthermore, the "Energizing Kowloon East" project includes the study site as one of the developmental areas with the theme of place-making, the results can provide suggestions on a place-making waterfront design that fosters the goal of diversity, which is a prevailing trend in urban development, as well as facilitates the realization of the coming large scale development.

1.2 Research objective

The main objective of this paper is to take Kwun Tong Waterfront Promenade as the study site, investigating the interconnection between the waterfront settings and the users' expectations. The study also assesses the characteristics of the place and users' perceptions of place-making in the waterfront public space. It is consolidated by Choi and Reeve (2015) who suggested that one of the basic elements to integrate local identity into waterfront development and to achieve the place-making outcomes is engaging users in the whole process.

1.3 Research questions

Accordingly, this paper strives to engage in the following research questions associated with the conceptual framework (Figure 2):

1. To what extent can the waterfront promenade achieve four attributes of the place-making strategy?
2. To what extent can users feel a sense of belonging to the place?

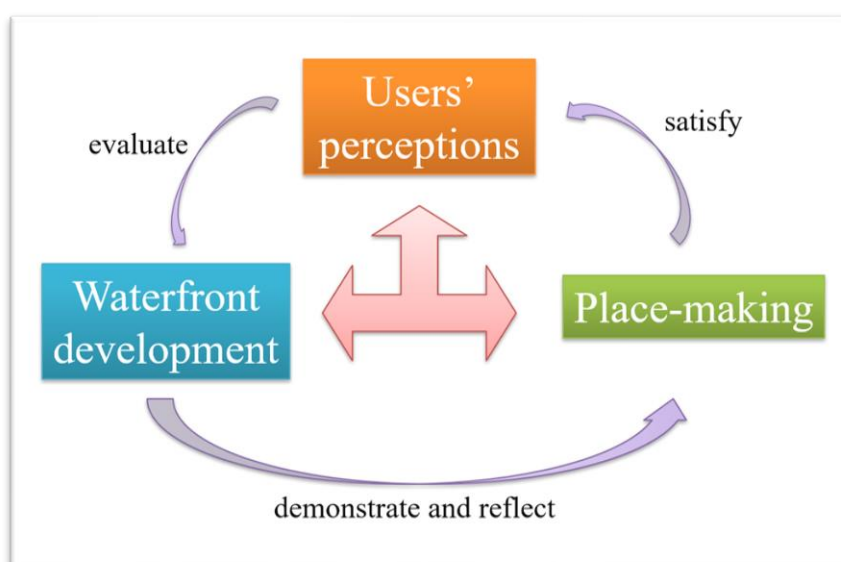


Figure 1 Conceptual framework

1.4 Hypothesis

To help interpret the research objective of this study, six hypotheses on users' perception towards the place-making strategy in Kwun Tong Waterfront Promenade are examined.

Hypothesis 1: There is a positive cognitive perception of respondents towards the four attributes of place-making strategy in KTWP, respectively.

Hypothesis 2: Respondents' rating towards "access and linkages" is the lowest among the four attributes of place-making strategy in KTWP.

Hypothesis 3: There is a positive correlation between visit frequency and users' first impression towards the "comfort and image" of KTWP.

Hypothesis 4: There is a positive correlation between respondents' overall experience and their care towards KTWP.

CHAPTER 2: LITERATURE REVIEW

2.1 Overview of waterfront development and place-making strategy in the global context

Generally, waterfronts are the publicly accessible open spaces fronting of water where Halprin (1972) interpreted should be integrated with the city area “for sake of establishing a breathing space and relief place for the congested city” (as cited in Shi, 2013). These areas have been discussed for centuries. It had been used as ports for shipping, storing and shipbuilding in the industrial ages until the evolution of waterfronts occurred over time.

Tracing to the 1960s, Breen and Rigby (1994) indicated that there were pioneering to explore the potential of urban waterfront redevelopment. With the growing interest in the phenomenon, it was bustled in the 1970s to discuss the integrated functions of waterfront that links the natural environment to the intervention of social impulses (Shi, 2013). At the same period, the concept of place-making was firstly inspired by the key urban journalists, including Jane Jacobs and William Whyte, to study people-place relationships. As interpreted by Dupre (2019), the term widely pointing to the activities turning a “space” into a “place” by the provision of meaning to the users is of utmost emphasis about place “planning, managing [and] experiencing”. It can consider as the earliest inspiration for the impacts between waterfront redevelopment and the place-making approach.

During the middle of the 1980s, the place-making strategy was boosted and mainly focused on developing the “physical elements as an end-product” that the decision-making process was directed towards the expert policy-makers (Strydom, Puren & Drewes, 2018). To a certain extent, this concentration echoed the extension of the idea – waterfront revitalization – to the mindset of local, regional, national and international governments and developers. Towards the 2000s, the pace and scale of waterfront evolution have continued to grow while

its objectives cover more aspects like the community needs' satisfaction and "public realm [to strengthen] the sense of place" (Ragheb, 2017). Shi (2013) continued that waterfront places were capable to "provide opportunities for individuals and collectives to create connections" which further contributed to emotional attachment and ultimately a sense of belonging. It responded to the shift in the decision-making process of place-making strategy which Schneekloth and Shibley (2000) revealed that other interested parties, except the formal authorities, were found necessary in the participation regarding "the making of places".

Recently, the intention of place-making strategy transforms from "the creation of a social setting through physical intervention" to "the relationship of site-users with their natural setting" (Strydom, Puren, & Drewes, 2018). It pays particular attention to "the physical, cultural and social identities" that facilitates the involvement of varied usage of the place, instead of just improving urban landscape (Project for Public Spaces, 2016). Taking that into consideration, the Project for Public Spaces summarizes four attributes of place-making strategy to facilitate the understanding of this multidisciplinary idea and the evaluation of a successful place (see Figure 1). To take a closer look, the attributes consist of "access and linkages" concerning how the place is physically and visually accessible and how it can be connected to the surroundings; "comfort and image" referring to the viewpoints of safety, cleanliness and the availability of seats that project a positive image of the place; "uses and activities" meaning how the basic building blocks stimulate activities throughout the day for people with all ages and backgrounds; and "sociability" relating to the social bonding encouraging informal and social encounters, and the sense of attachment generated by the place (Project for Public Spaces, 2016). When the attributes achieve, the place-making outcomes are likely to prompt a unique and irreplaceable identity of the place. For example, the Singapore River Waterfront, under the place-making strategy to demonstrate the local cultures and histories, markets the city as a global city.



Figure 2 Four attributes of place-making strategy. (Source: Project for Public Spaces, 2016)

2.2 Hong Kong waterfront (harbour-front) development

Separating Kowloon Peninsula and Hong Kong Island, the waterfront places along Victoria Harbour have served as a crucial role reinforcing the international trade and financial centre of Hong Kong. For the transformation of the harbour-front landscapes, Tennant, et al. (2008) depicted that the fishing harbour with very few constructions was replaced by the commercial centre after the reclamation scheme for responding the rapid population and economic growth since 1868. According to the record from Cheung and Tang (2015), the significance in the regeneration of Victoria Harbour shifted from enhancing social order and colonial image to seeking the potential of developing public spaces over the 19th century to the 21st century.

However, the reclamation projects in pre-2000 were argued about the intense concentration on the economic benefits and thus, the harbour-front revitalization has been diverse and thorough under a series of policies and strategies formulated by the government in recent years (Shi, 2013). The Harbour-front Enhancement Projects has been launched since 2006 to provide guidelines and frameworks for the balance between development and conservation of Victoria Harbour. While the west side of the harbour-front places including Tsim Shan Tsui, Central and Wan Chai has been developed for a long period of time, it turns to the east side including Kwun Tong and Kai Tak for urban renewal from the past decade. With that, the Energizing Kowloon East project implemented in 2012 concerning the themes “place-making, land-water interface, connectivity and green urban design” ultimately aims at achieving another premier CBD of Hong Kong (Development Bureau, 2014).

2.3 Revealing the research gap

As a relatively new waterfront redevelopment project, there is less academic discussion themed on the east side of Victoria Harbour, whereas the studies regarding the inner harbour-front places have frequently found. Investigating Kwun Tong Waterfront Promenade contributes to a pertinent case for the complete analysis of Hong Kong harbour-front. On the other hand, most of the research exploring waterfront users’ perceptions target at the accessibility of diverse users which Israeli (2002) highlighted that it is a primary component to make a place for everybody. Nevertheless, it is only one of the attributes of the place-making strategy and little research has been performed to examine the impacts of the entire place-making on users. To fill the gap, an exhaustive analysis of the place-making strategy together with users’ perceptions can help the realization of a successful place-making outcome, as well as the latest urban renewal project.

CHAPTER 3: METHODOLOGY

3.1 Research method and design

To investigate a place, the Project for Public Spaces advises that people “should learn about how the space actually is used, rather than how people think it is used” (Shi, 2013). In affirmation to it, this study used a quantitative approach, backing up by onsite observation and online questionnaire survey, in order to understand how KTWP is used, as well as how users perceive such place and the development around regarding the four attributes of place-making strategy. The record form of onsite observation (attached in Appendix A) was designed on the basis of the literature published by the Project for Public Spaces, in which the questions for considering the four attributes of place-making strategy were applied to help to observe the actual usage of KTWP. It mainly aimed to investigate the characteristics of the waterfront promenade by observing the types of people visiting there, as well as the types of activities and the frequency of activities being repeated. To a certain extent, it can preliminarily reflect user’s perceptions regarding the waterfront public space.

Apart from that, the online questionnaire survey (attached in Appendix B) was also designed referring to the literature published by the Project for Public Spaces and was delivered through online platforms and the announcement page on the school portal for respondents to complete it themselves. The purpose of this questionnaire was to examine the profile of respondents, their behavioral patterns and their cognitive perceptions towards the four attributes of place-making strategy in KTWP. There was a total of 20 questions, and which were divided into six parts. Part I aimed to collect the background information regarding the visit and demographic characteristics of each respondent, including age and residential district. Part II to V asked about respondents’ perception towards the four attributes of place-making strategy, namely comfort and image, uses and activities, sociability, and access and linkages

respectively, as well as their behavioral patterns including visit frequency, preferred visiting time, modes of travel and preference to bring partners to KTWP. For each of the last question in part II to V, respondents needed to rate the level of agreement or satisfaction to the statements or descriptions of KTWP with the five-point Likert scale ranging from “strongly disagree” or “strongly dissatisfied” to “strongly agree” or “strongly satisfied”, where rating 1 as “strongly disagree” or “strongly dissatisfied” while rating 5 as “strongly agree” or “strongly satisfied”. Finally, respondents were asked to rate the overall experience and their care towards KTWP from 1 to 10 in part VI, where 1 is the lowest rating while 10 is the highest rating.

3.2 Data collection

The onsite observation was conducted in late January. The observational data was documented in the record form by walking along the study site and was adopted to record the physical settings and actual usage of the promenade. By the end of the data collection phase, there were 100 respondents completing the questionnaire survey. After excluding 15 invalid questionnaires that the respondents had never visited KTWP, a total of 85 respondents answered in this questionnaire and could be used for data analysis at last.

3.3 Data analysis

After collecting data from the onsite observation and online questionnaire survey, the analyzing tool of Statistical Package for Social Sciences (SPSS) was used to generate descriptive statistics like frequencies, percentages, means and standard deviation, and to prepare tables and graphs for further investigating the general perception of the respondents. Moreover, Cronbach’s Alpha, Sign test and Spearman’s rank-order correlation coefficient were employed for hypothesis testing. Besides, the observational data was mainly utilized as evidence in discussing the results of this study.

CHAPTER 4: RESULTS

4.1 Descriptive statistics

4.1.1 Demographic characteristics

In this study, according to Figure 3, there were 100 respondents who had completed the questionnaire, in which 15 of them were invalid that those respondents had never visited to KTWP before. Thus, a sample of $n = 85$ respondents, and 83 of them demographically representative of Hong Kong resident while 2 of them demographically representative of domestic workers, were surveyed.

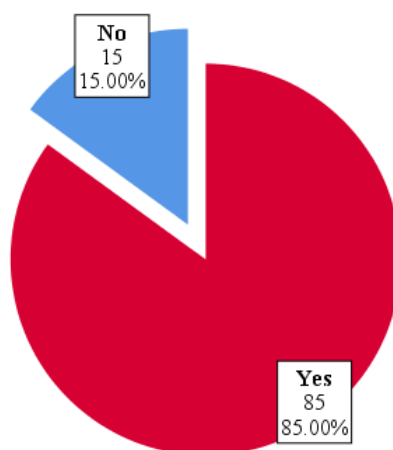


Figure 3 Visit of respondents to KTWP

The demographic characteristics of the valid respondents are presented in Table 1. It is clearly shown that the majority of the respondents was ranging from 16 – 25 years old with 48.2%, followed by 26 – 35 years old and 36 – 45 years old with 16.5% respectively, while only 2.4% of the respondents aged between 56 – 65. Besides, most of the respondents were resided in Kowloon district, including Sham Shui Po (17.7%), Kowloon City (3.6%), Kwun Tong (22.3%), Wong Tai Sin (15.3%) and Yau Tsim Mong (2.4%).

Table 1 Demographic characteristics of the respondents

Item	Status	Frequency	Percentage (%)	
Age	≤ 15	3	3.5	
	16 – 25	41	48.2	
	26 – 35	14	16.5	
	36 – 45	14	16.5	
	46 – 55	8	9.4	
	56 – 65	2	2.4	
	≥ 66	3	3.5	
	<i>Total</i>	<i>85</i>	<i>100.0</i>	
Residential district	Hong Kong Island	Central and Western	3*	3.5
		Eastern	2	2.3
		Southern	0	0.0
		Wan Chai	0	0.0
	Kowloon district	Sham Shui Po	15	17.7
		Kowloon City	3	3.6
		Kwun Tong	19	22.3
		Wong Tai Sin	13	15.3
		Yau Tsim Mong	2	2.4
	New Territories	Islands	0	0.0
		Kwai Tsing	3	3.5
		North	4	4.7
		Sai Kung	5	5.9
		Sha Tin	6	7.1
		Tai Po	2	2.3
		Tsuen Wan	4	4.7
		Tuen Mun	3	3.5
		Yuen Long	1	1.2
	<i>Total</i>		<i>85</i>	<i>100.0</i>

* 2 domestic workers included

4.1.2 About comfort and image

Table 2 shows the affective perceptions of respondents' first impression towards the comfort and image of KTWP. Respondents were asked to recall their first experience in the promenade and to rate the affective descriptions. Generally speaking, most of the respondents rated approximately 4 out of 5 (overall mean is 3.82) meaning agree that they felt attractive, clean, comfortable, lively, relaxing and safe when they first came to KTWP.

Table 2 Affective perceptions of respondents' first impression towards the comfort and image of KTWP

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Mean	Standard Deviation
I felt ... when I first came to KTWP.								
Attractive	0 (0.0)	1 (1.2)	28 (32.9)	42 (49.4)	14 (16.5)	85 (100)	3.81	0.715
Clean	0 (0.0)	4 (4.7)	19 (22.4)	46 (54.1)	16 (18.8)	85 (100)	3.87	0.768
Comfortable	0 (0.0)	3 (3.5)	19 (22.4)	44 (51.7)	19 (22.4)	85 (100)	3.93	0.768
Lively	0 (0.0)	5 (5.9)	30 (35.3)	39 (45.9)	11 (12.9)	85 (100)	3.66	0.780
Relaxing	0 (0.0)	3 (3.5)	22 (25.9)	40 (47.1)	20 (23.5)	85 (100)	3.91	0.796
Safe	1 (1.2)	3 (3.5)	31 (36.5)	34 (40.0)	16 (18.8)	85 (100)	3.72	0.854
Overall mean:							3.82	

Note: The number in brackets denotes the percentage (%).

Respondents' perceptions towards the most representative feature of KTWP is set out in Table 3. Nearly half of the respondents perceive the seaside boardwalk as the most representative feature of the promenade, followed by 23.5% of sunset view and 14.1% of amenity lawn for picnicking. When the respondents were asked about their photo-taking intention in KTWP which is shown in Figure 4, almost 70% of them would do so while 30.59% of them would not.

Table 3 Perceptions of respondents towards the most representative feature of KTWP

Item	Frequency	Percentage (%)
Amenity lawn for picnicking	12	14.1
Diverse play equipment	4	4.7
Seaside boardwalk	40	47.1
Sunset view	20	23.5
Unique architectures	6	7.1
Day and night view of Victoria Harbour	3	3.5
<i>Total</i>	<i>85</i>	<i>100.0</i>

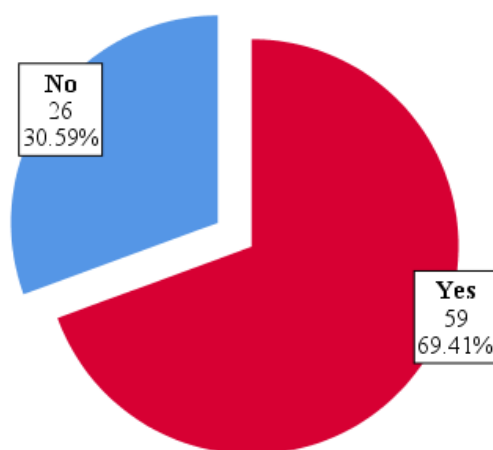


Figure 4 Photo-taking intention of respondents in KTWP

Results showing the cognitive perceptions of respondents towards the comfort and image in KTWP are demonstrated in Table 4. For the overall result of this attribute of place-making strategy, it generally obtains a mean score ranging from $m = 3.66$ to $m = 3.93$ regarding the related descriptions. With it, they agreed that they could find a seat easily and have a choice of places to sit, and they felt safe, clean and comfortable when they came to KTWP.

Table 4 Cognitive perceptions of respondents towards the comfort and image of KTWP

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Mean	Standard Deviation
I can find a seat easily, either in the sun or shade.	0 (0.0)	1 (1.2)	28 (32.9)	42 (49.4)	14 (16.5)	85 (100)	3.81	0.715
I can have a choice of places to sit.	0 (0.0)	4 (4.7)	19 (22.4)	46 (54.1)	16 (18.8)	85 (100)	3.87	0.768
I feel safe from crime and injuries.	0 (0.0)	3 (3.5)	19 (22.4)	44 (51.7)	19 (22.4)	85 (100)	3.93	0.768
I think that it is clean and free of litter.	0 (0.0)	5 (5.9)	30 (35.3)	39 (45.9)	11 (12.9)	85 (100)	3.66	0.780
Overall, I feel comfortable when I come here.	0 (0.0)	3 (3.5)	22 (25.9)	40 (47.1)	20 (23.5)	85 (100)	3.91	0.796

Note: The number in brackets denotes the percentage (%).

4.1.3 About uses and activities

Figure 5 show the finding of respondents' visit frequency to KTWP. In general, half of them expressed that they would visit KTWP once to three times a year while none of them would visit there every day. The rest of the respondents with 21.18%, 14.12%, 8.24% and 5.88% would visit there anytime if available, once to three times a month, once to twice a week and at least three times a week respectively.

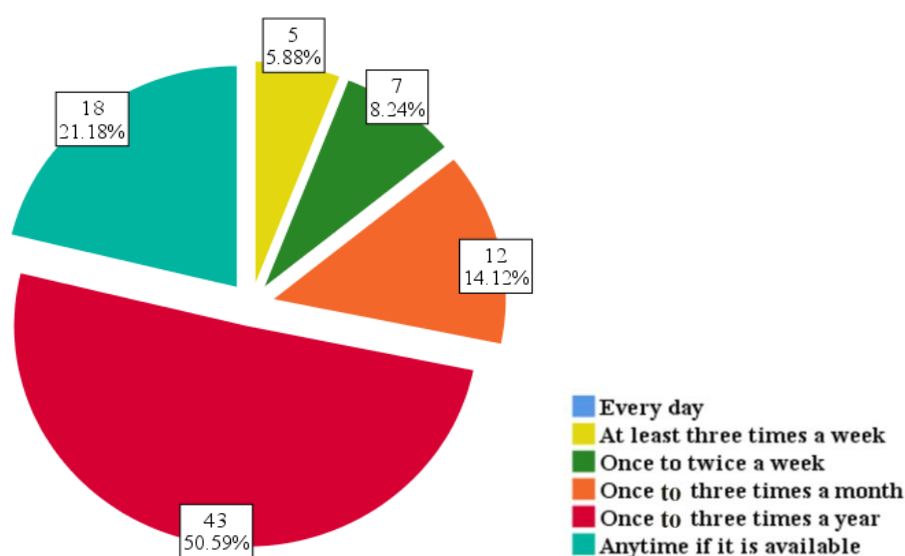


Figure 5 Visit frequency of respondents to KTWP

Figure 6a and 6b present the preferred time of respondents to visit KTWP. More than half of the respondents (54.12%) would prefer to visit KTWP on weekdays while 32.94% and 12.94% of them would prefer on weekends and specific holidays respectively. Also, the majority of respondents who accounted for 38.82% would prefer to visit KTWP either in the afternoon or evening while 17.65% and 4.71% of them would prefer to visit at night and in the morning respectively.

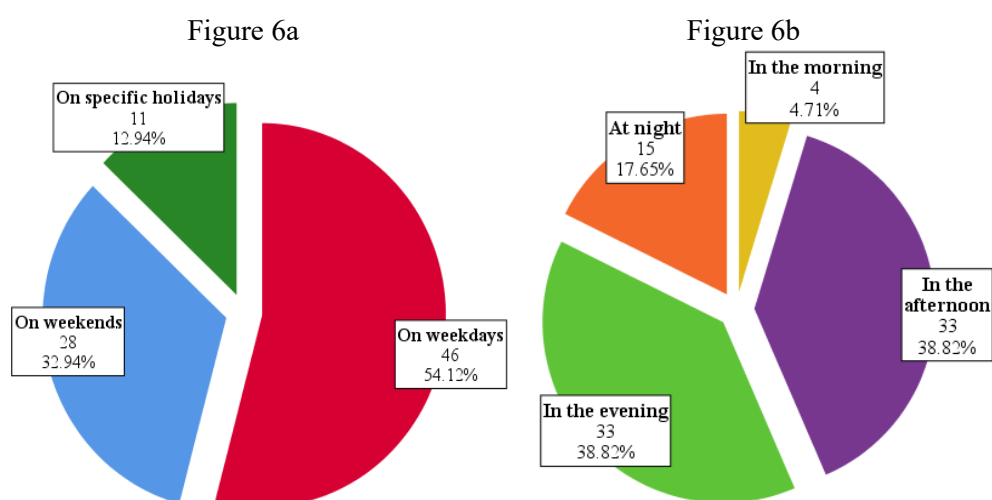


Figure 6a&b Preferred time of respondents visiting KTWP

Result of the activities took place by the respondents in KTWP is displayed in Table 5. Since respondents may do different things in the promenade, they could choose at most 5 options in this question. As can be seen, chatting, strolling, enjoying sunset, taking pictures and enjoying the view of Victoria Harbour were the five most frequently chosen activities to take place in KTWP.

Table 5 Activities of respondents in KTWP

Activities	Frequency	Percentage (%)
Attending specific activities	7	2.8
Chatting	54	21.2
Cycling	4	1.6
Picnicking	25	9.8
Enjoying the view of Victoria Harbour	30	11.8
Reading	3	1.2
Playing skateboard or scooter	1	0.4
Strolling	51	20.1
Enjoying sunset	35	13.8
Taking pictures	35	13.8
Working out	9	3.5
<i>Total</i>	<i>254</i>	<i>100.0</i>

Note: Respondents can choose at most 5 options.

Finding of the facility usage in KTWP according to respondents is presented in Table 6. As the respondents may use various facilities in the promenade, they were asked to choose all that apply. Most of the respondents have used the seaside boardwalk (19.6%), toilet (13.4%) and amenity lawn (11.5%) while only 1 % of them have used the elderly fitness corner.

Table 6 Facility usage in KTWP according to respondents

Facilities	Frequency	Percentage (%)
Amenity lawn	47	11.5
Children's play area	17	4.2
Elderly fitness corner	4	1.0
Fitness station	9	2.2
Fly the Flyover space	19	4.6
Light refreshment kiosk	8	2.0
Multi-purpose plaza	9	2.2
Performance area	11	2.7
PV shelter	20	4.9
Seaside boardwalk	80	19.6
Restaurant	9	2.2
Sensory garden	16	3.9
Special tower landmark	28	6.8
Spectator stand	30	7.3
Viewing pavilion	26	6.4
Waterfront tree walk	21	5.1
Toilet	55	13.4
<i>Total</i>	<i>409</i>	<i>100.0</i>

Note: Respondents can choose all that apply.

The result of the cognitive perceptions of respondents towards the uses and activities of KTWP is indicated in Table 7. For the variety of facilities, diversity of activities and the perception of enhancing cultural vibrancy and leisure opportunity in KTWP, it obtains a mean score of approximately 4 out of 5, meaning respondents were satisfied with that. For the practicality of facilities, it obtained a mean score of approximately 3, meaning respondents were neutral with that.

Table 7 Cognitive perceptions of respondents towards the uses and activities of KTWP

	Strongly Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Strongly Satisfied (5)	Total	Mean	Standard Deviation
Variety of facilities	1 (1.2)	6 (7.1)	28 (32.9)	41 (48.2)	9 (10.6)	85 (100)	3.60	0.819
Practicality of facilities	0 (0.0)	8 (9.4)	33 (38.8)	38 (44.7)	6 (7.1)	85 (100)	3.49	0.766
Diversity of activities took place here	0 (0.0)	7 (8.3)	20 (23.5)	45 (52.9)	12 (15.3)	85 (100)	3.75	0.815
Enhancing cultural vibrancy and leisure opportunities	0 (0.0)	5 (5.9)	18 (21.1)	48 (56.5)	13 (16.5)	85 (100)	3.84	0.769

Note: The number in brackets denotes the percentage (%).

4.1.4 About sociability

Figure 7 presents the finding of the most frequent partner visiting KTWP with respondents. More than half of the respondents (51.76%) expressed to visit KTWP with friends while 21.18% and 15.29% of them would visit alone and with couple respectively. The rest of the respondents would visit with children, parents and brothers / sisters.

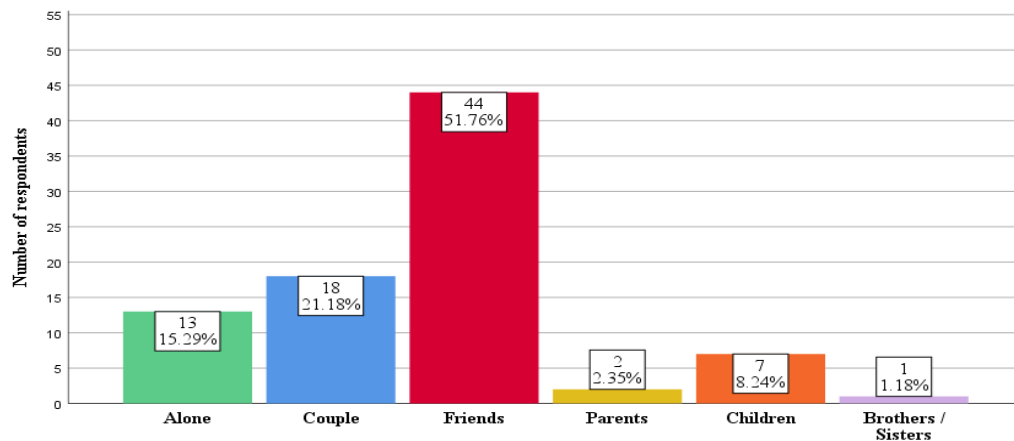


Figure 7 The most frequent partner visiting KTWP with respondents

Figure 8 shows the intention of respondents to meet family or friends at KTWP. About 80% of the respondents would meet family or friends at KTWP while about 20% of them would not.

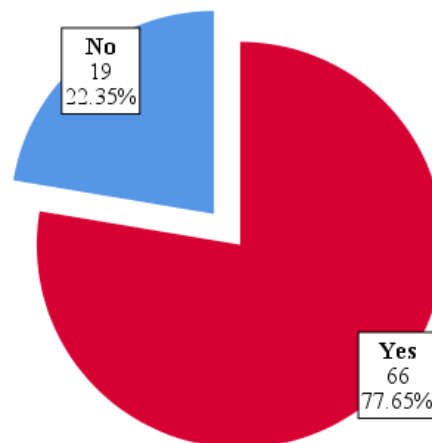


Figure 8 Intention of respondents meeting family or friends at KTWP

Figure 9 demonstrates the result of whether the respondents had memorable experiences in KTWP. About 70% of the respondents indicated that they did not experience memorably in KTWP while about 30% of them did have memorable experiences there.

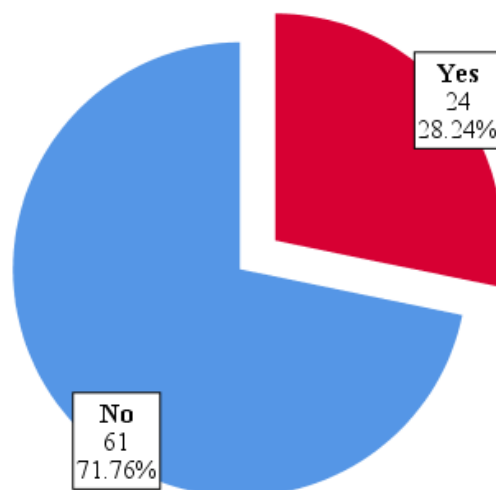


Figure 9 Memorable experiences of respondents in KTWP

The finding of the cognitive perception of respondents towards the sociability of KTWP is demonstrated in Table 8. The mean score of the statement ‘I always feel joyful to be with family or friends at KTWP’ is 3.75, suggesting that most of the respondents agreed with that.

Table 8 Cognitive perception of respondents towards the sociability of KTWP

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total	Mean	Standard Deviation
I always feel joyful to be with family or friends at KTWP.	2 (2.4)	4 (4.7)	26 (30.6)	34 (40.0)	19 (22.3)	85 (100)	3.75	0.937

Note: The number in brackets denotes the percentage (%).

4.1.5 About access and linkages

Table 9 presents respondents' modes of travel to KTWP. More than half of the respondents (54.3%) would take public transportation to KTWP while 34% and 11.7% of them would walk and drive the private vehicle to there respectively. None of the respondents would ride the bicycle to the promenade.

Table 9 Respondents' modes of travel to KTWP

Modes of travel	Frequency	Percentage (%)
Public transportation	56	54.3
Bicycle	0	0.0
Private vehicle	12	11.7
Walk	35	34.0
Total	103	100.0

Note: Respondents can choose all that apply.

Figure 10 shows the perception of respondents regarding the sufficiency of parking spaces in KTWP. Almost 70 % of the respondents who mostly drive private vehicle to KTWP thought that the parking spaces were not sufficient while about 30% of them thought oppositely.

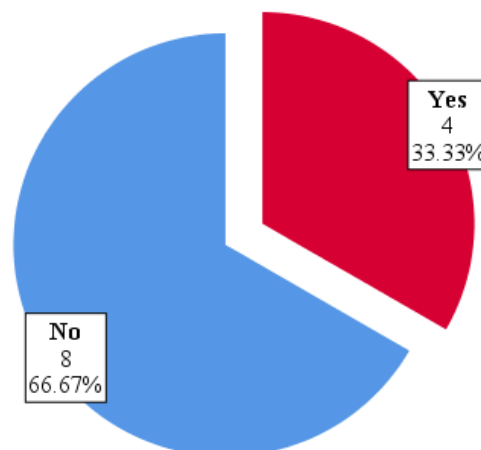


Figure 10 Perception of respondents regarding the sufficiency of parking spaces in KTWP

Figure 11 demonstrates the result of the approximate time of respondents taking from their origin to KTWP. Most of the respondents (43.53%) would take 15 – 30 minutes travelling time while least of them (5.88%) would take more than 1 hour to go to KTWP. The rest of them with 24.71%, 18.82% and 7.06% would take 30 – 45 minutes, 45 minutes to 1 hour and less than 15 minutes to KTWP respectively.

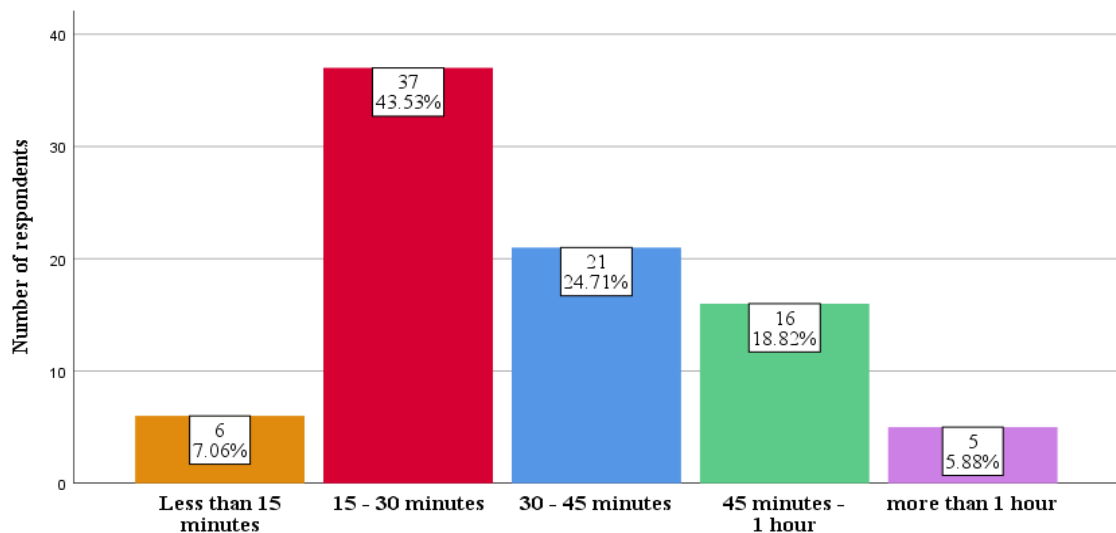


Figure 11 Approximate time of respondents taking from their origin to KTWP

The result of cognitive perceptions of respondents towards the access and linkages of KTWP is set out in Table 10. The overall mean score of the four descriptions towards this attribute is ranging from $m = 3.05$ to $m = 3.33$, meaning that most of the respondents were neutral with that. Notably, some respondents expressed that they were strongly dissatisfied or dissatisfied with the four descriptions, which had not existed in the previous results regarding the cognitive perceptions towards the other attributes of place-making strategy in KTWP.

Table 10 Cognitive perceptions of respondents towards the access and linkages of KTWP

	Strongly Dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Strongly Satisfied (5)	Total	Mean	Standard Deviation
Variety of transportation options to reach KTWP	3 (3.5)	19 (22.4)	31 (36.5)	24 (28.2)	8 (9.4)	85 (100)	3.18	1.002
Number of sidewalks lead to and from the adjacent areas	0 (0.0)	15 (17.6)	36 (42.4)	27 (31.8)	6 (8.2)	85 (100)	3.31	0.859
Safety of sidewalks lead to and from the adjacent areas	3 (3.5)	10 (11.8)	34 (40.0)	32 (37.6)	6 (7.1)	85 (100)	3.33	0.905
Accessibility for people with disabilities and other special needs	5 (5.8)	19 (22.4)	34 (40.0)	21 (24.7)	6 (7.1)	85 (100)	3.05	0.999

Note: The number in brackets denotes the percentage (%).

4.1.6 About sense of belonging to KTWP

Referring to Table 11, respondents' overall experience in KTWP has a mean score of approximately 7 out of 10, meaning that most of the respondents had a good experience in the promenade. For the descriptions measuring sense of belonging, 'feeling sad if KTWP is damaged' has a higher mean score ($m = 7.32$) than that of 'proud of the construction of KTWP' ($m = 5.74$).

Table 11 Cognitive perceptions of respondents towards the sense of belonging to KTWP

	Mean	Mode	Median	Standard Deviation
Proud of the construction of KTWP	5.74	7	6	2.128
Feeling sad if KTWP is damaged	7.32	10	8	2.336
Overall experience in KTWP	7.41	8	8	1.339

Note: Respondents rated for the statements with the range of 1 – 10.

4.2 Hypothesis testing

The analyzing methods applied in testing the hypotheses consist of Cronbach's Alpha, Histogram, Sign Test and Spearman's Rank-order Correlation Coefficient.

4.2.1 Cognitive perception of respondents towards the four attributes of place-making strategy in KTW

As the mean scores of Likert questions are used to summarize a final mean score as the criteria of respondents' cognitive perceptions towards each of the attribute of place-making strategy, Cronbach's Alpha was needed to find out the internal consistency (also called reliability) of the Likert questions. While there was only one Likert question regarding 'sociability', it did not require to prove the internal consistency. Table 12, 13 and 14 present the Cronbach's Alpha of respondents' cognitive perceptions towards 'comfort and image', 'uses and activities' and 'access and linkages' respectively. It can be seen that Cronbach's Alpha of the mentioned attributes is 0.851, 0.858 and 0.821 accordingly, which reveal a high level of reliability for the Likert questions in each attribute. Thus, the mean score can be aimed at the next phase of hypothesis testing.

Table 12 Cronbach's Alpha of "comfort and image" of KTW

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.856	5

Table 13 Cronbach's Alpha of "uses and activities" of KTW

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.858	4

Table 14 Cronbach's Alpha of “access and linkages” of KTWP

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.823	4

Figure 12 presents that the majority of the respondents ($n = 46$) gave a mean rating of 4 and 5 (meaning agree and strongly agree) towards the cognitive perceptions of ‘comfort and image’. Figure 13 shows that more than half of the respondents ($n = 58$) gave a mean rating of 4 and 5 (meaning satisfied and strongly satisfied) towards the cognitive perceptions of ‘uses and activities’. Figure 14 demonstrates that the vast majority of the respondents ($n = 53$) gave a mean rating of 4 and 5 (meaning agree and strongly agree) towards the cognitive perceptions of ‘sociability’. Figure 15 displays that most of the respondents ($n = 44$) gave a mean rating of 3 (meaning neutral) while the second most of them ($n = 26$) gave a mean rating of 4 (meaning satisfied) towards the cognitive perceptions of ‘access and linkages’. In short, a large number of respondents agreed or satisfied with the cognitive perceptions towards the four attributes. So, this result supports Hypothesis 1 stated that there is a positive cognitive perception of respondents towards the four attributes of place-making strategy in KTWP, respectively. It is also responding to the first research question - to what extent can the waterfront promenade achieve four attributes of the place-making strategy?

Figure 12 Frequency of the mean rating regarding respondents' cognitive perception towards "comfort and image" of KTW

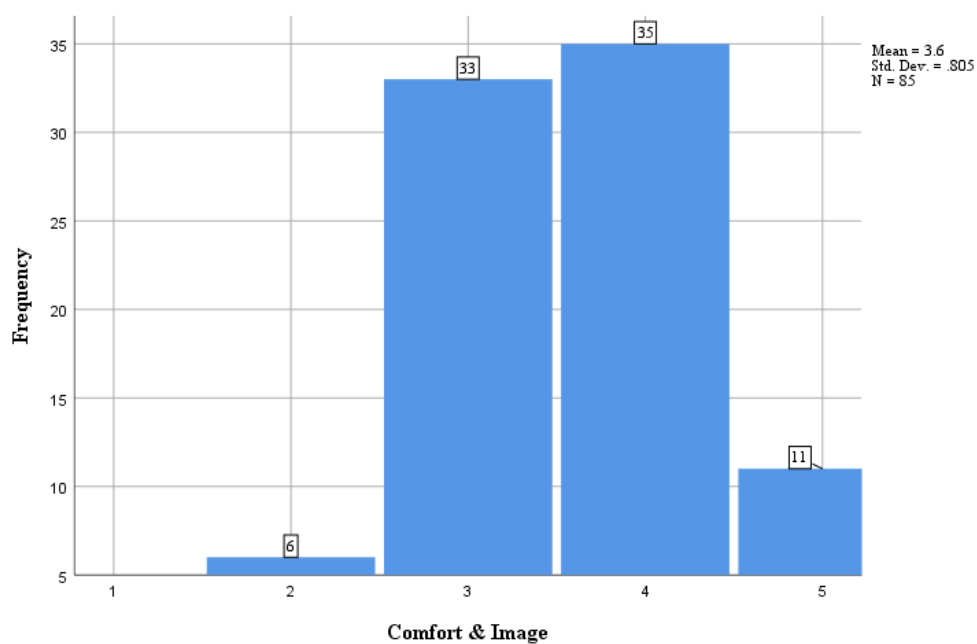


Figure 13 Frequency of the mean rating regarding respondents' cognitive perception towards "uses and activities" of KTW

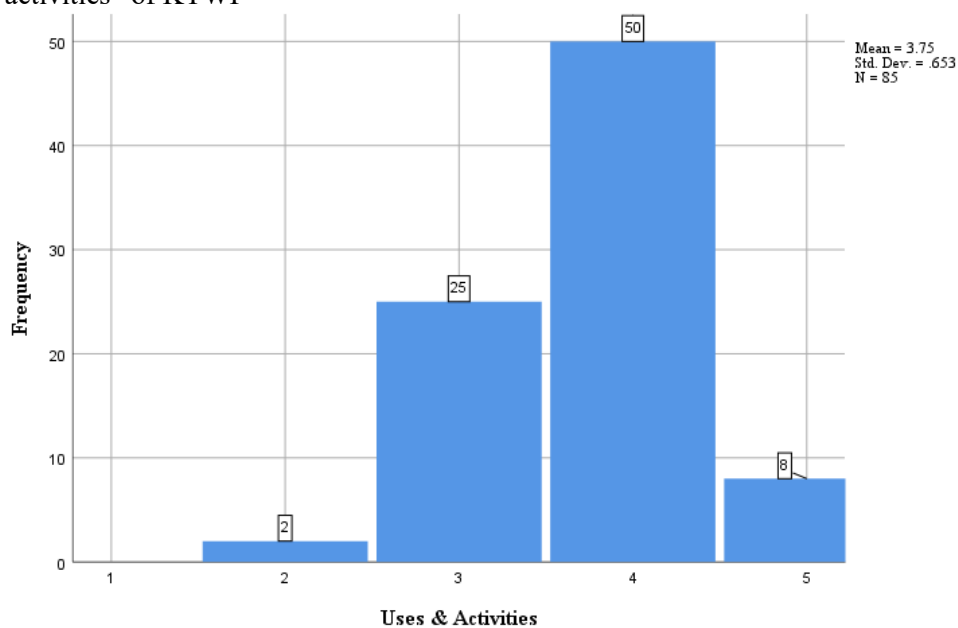


Figure 14 Frequency of the mean rating regarding respondents' cognitive perception towards "sociability" of KTWP

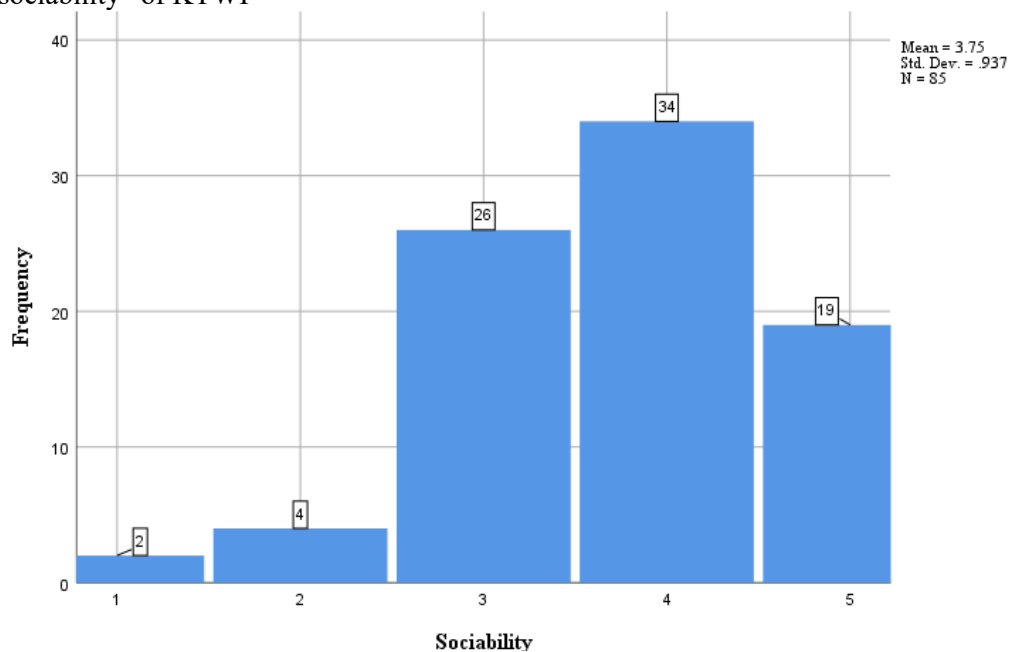
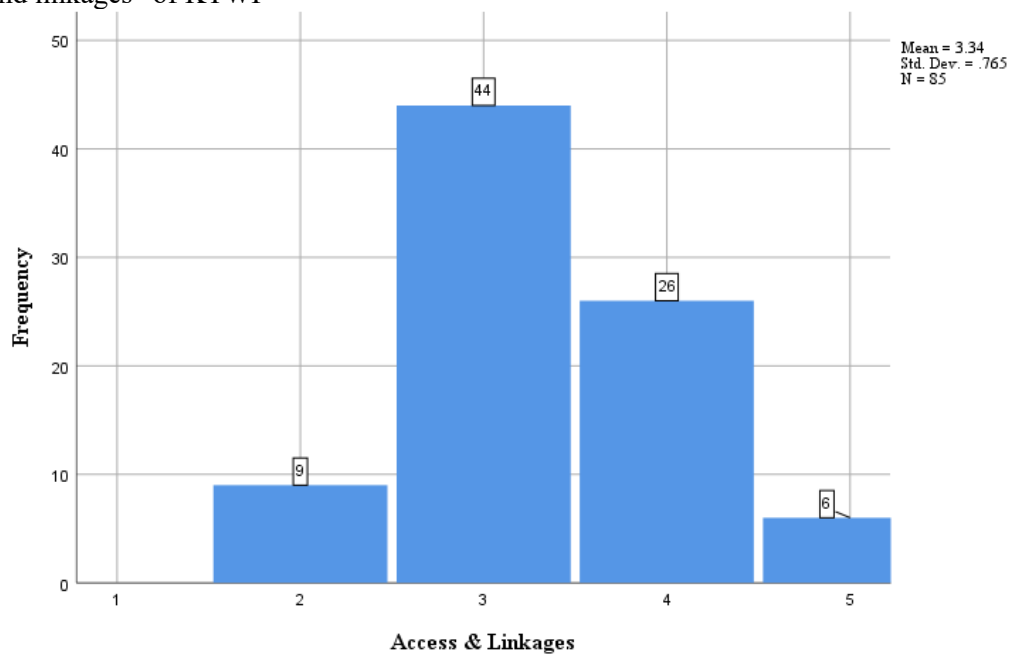


Figure 15 Frequency of the mean rating regarding respondents' cognitive perception towards "access and linkages" of KTWP



4.2.2 Difference of respondents' cognitive perception between "access and linkages" and the other three attributes of KTWP

To understand the difference of respondents' cognitive perception between "access and linkages" and the other three attributes of KTWP, Sign Test was required to determine the median differences between paired data, and the results are shown in Table 15a and 15b. Respondents' cognitive perception towards 'comfort and image' elicited a statistically significant greater median compared to that of 'access and linkages', $p = .009$. For the cognitive perception of respondents towards 'uses and activities', it elicited a statistically significant greater median compared to that of 'access and linkages', $p = .000$. For the cognitive perception of respondents towards 'sociability', it elicited a statistically significant greater median compared to that of 'access and linkages', $p = .000$. In sum, this result reinforces Hypothesis 2 – respondents' rating towards "access and linkages" is the lowest among the four attributes of place-making strategy in KTWP.

Table 15a&b Result of Sign Test between "access and linkages" and the other three attributes of place-making strategy in KTWP

Frequencies		N
Comfort & Image - Access & Linkages	Negative Differences ^{a,d,g}	12
	Positive Differences ^{b,e,h}	30
	Ties ^{c,f,i}	43
	Total	85
Uses & Activities - Access & Linkages	Negative Differences ^{a,d,g}	9
	Positive Differences ^{b,e,h}	43
	Ties ^{c,f,i}	33
	Total	85
Sociability - Access & Linkages	Negative Differences ^{a,d,g}	11
	Positive Differences ^{b,e,h}	37
	Ties ^{c,f,i}	37
	Total	85

- a. Comfort & Image < Access & Linkages
- b. Comfort & Image > Access & Linkages
- c. Comfort & Image = Access & Linkages
- d. Uses & Activities < Access & Linkages
- e. Uses & Activities > Access & Linkages
- f. Uses & Activities = Access & Linkages
- g. Sociability < Access & Linkages
- h. Sociability > Access & Linkages
- i. Sociability = Access & Linkages

Table 15a

Test Statistics ^a			
	Comfort & Image - Access & Linkages	Uses & Activities - Access & Linkages	Sociability - Access & Linkages
Z	-2.623	-4.576	-3.608
Asymp. Sig. (2-tailed)	.009	.000	.000

a. Sign Test

Table 15b

4.2.3 Correlation between visit frequency and users' first impression towards "comfort and image" of KTWP

Users' first impression towards 'comfort and image' of KTWP is a dependent variable that may be affected by the independent variable referring to visit frequency. With it, Spearman's Correlation Coefficient was utilized to measure the strength and direction of correlation between two variables. Before that, users' first impression required a reliability analysis, and which is shown in Table 16. The Cronbach's Alpha of users' first impression is 0.888 revealing a high level of internal consistency for the scale. Table 17 presents a Spearman's rank-order correlation which shows a moderately significant and positive correlation between users' first impression of KTWP and their visit frequency ($r_s = .293$, $p = .016$). In brief, better users' first impression towards KTWP contributes to more frequently visit there. Therefore, the result supports Hypothesis 3 stating that there is a positive correlation between visit frequency and users' first impression towards the 'comfort and image' of KTWP.

Table 16 Cronbach's Alpha of first impression towards "comfort and image" of KTWP

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.889	6

Table 17 Correlation coefficient between visit frequency and users' first impression towards "comfort and image" of KTWP

Correlations

			First impression	How often do you visit KTWP?
Spearman's rho	First impression	Correlation Coefficient	1.000	.293*
		Sig. (2-tailed)	.	.016
		N	67	67
	How often do you visit KTWP?	Correlation Coefficient	.293*	1.000
		Sig. (2-tailed)	.016	.
		N	67	67

*. Correlation is significant at the 0.05 level (2-tailed).

4.2.4 Respondents' sense of belonging towards KTWP

Table 18 demonstrates a Spearman's rank-order correlation which indicates a fairly significant and positive correlation between respondents' overall experience in KTWP and their pride towards the construction of KTWP, as well as their sadness towards the damage of KTWP ($r_s = .587$, $p = .000$; $r_s = .567$, $p = .000$). In other words, a better overall experience of respondents in KTWP contributes to a higher level of pride towards the construction and a higher level of sadness towards the damage there respectively. Hence, the result reinforces Hypothesis 4 – there is a positive correlation between respondents' overall experience and their care towards KTWP. It is also responding to the second research question - to what extent can users feel a sense of belonging to the place?

Table 18 Correlation coefficient between respondents' overall experience and their care towards KTWP

Correlations			How would you rate the overall experience in KTWP?	How proud are you of the construction of KTWP?	How sad would you be if Kwun Tong Promenade is damaged?
Spearman's rho	How would you rate the overall experience in KTWP?	Correlation Coefficient	1.000	.587**	.567**
		Sig. (2-tailed)	.	.000	.000
		N	85	85	85
	How proud are you of the construction of KTWP?	Correlation Coefficient	.587**	1.000	.450**
		Sig. (2-tailed)	.000	.	.000
		N	85	85	85
	How sad would you be if Kwun Tong Promenade is damaged?	Correlation Coefficient	.567**	.450**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	85	85	85

** . Correlation is significant at the 0.01 level (2-tailed).

CHAPTER 5: DISCUSSION

5.1 Cognitive perception of respondents towards the four attributes of place-making strategy

Results from the questionnaire survey demonstrated that the majority of respondents agreed with KTWP possessing the attributes of place-making strategy (mean of ‘comfort and image’ = 3.6; mean of ‘uses and activities’ = 3.75; mean of ‘sociability’ = 3.75; mean of ‘access and linkages’ = 3.34). This reflects that the facilities, usage and atmosphere of KTWP can satisfy various users’ needs and achieve the outcome of place-making strategy to a large extent.

5.1.1 Comfort and image

As presented in the results, more than half of the respondents ($n = 46$) held a positive cognitive perception towards the comfort and image of KTWP. The reasons behind this can be explained by the observational data (Appendix A). It is not difficult to observe varied spaces in the promenade for people to sit, either in sun or shade, and there are security guides to ensure safety and cleanliness. This evidence is consistent with the existing research indicating that a sufficient number of sitting spaces provided at convenient and approachable location helps “in enhancing comfort level” (Bele & Chakradeo, 2020). In addition, most of the respondents perceived the seaside boardwalk (47.1%) and sunset view (23.5%) as the most representative feature of KTWP, which also matches with the results by Bele and Chakradeo (2020) reported that a place where people find it comfortable is also where people sense and develop positive feelings and images.

5.1.2 Uses and activities

Referring to the results, the vast majority of the respondents ($n = 58$) possessed a positive cognitive perception towards the uses and activities in KTWP which reflects that they consider the place as a node to fulfill the recreational demands of users. As observed, there are

more than 13 facilities in KTWP to cater for people with different needs and interests. For example, the sensory garden and the elderly fitness corner can satisfy the interests of children and the elderly respectively. While the questionnaire survey found that most of the respondents would chat, stroll, enjoy views and picnic in the promenade, there were actually at least 10 things occurring at the same time. It echoes with the theory “power of 10+” introduced by the Project for Public Spaces (2016) characterizing a successful place-making place as at least 10 activities to do. The findings and observations are also corresponding with Efroymson, et al. (2009) implying that a wide variety of activities conducting in a place would be identified as “spontaneity, energy, creativity and uniqueness”.

5.1.3 Sociability

According to the results, most of the respondents retained a positive cognitive perception towards the sociability of KTWP which thus indicated a beneficial “social life and interaction of people” (Oriola & Jolaoso, 2012). With the evidence of the observational data, the promenade was crowded with many groups of people who usually beamed at each other when they were chatting or having other activities. The observations were consolidated by Ramlee, et al. (2016) who revealed that a successful public space should encourage people for social interaction through “accommodating voices of people and providing venues for recreational activities”. Besides, about 80% of the respondents reported visiting KTWP with others which can be interpreted by Rad and Ngah (2013) that people felt a strong bond with the place when they chose to communicate with others there.

5.1.4 Access and Linkages

As demonstrated in the results, the majority of the respondents consider neutral ($n = 44$) to the cognitive perception of access and linkages in KTWP while the second majority of them perceive positively, which is the lowest rating among all attributes. Despite the relatively

unpleasant finding, lacking specific entrances and thresholds constitutes “high connectivity and visual permeability” in KTWP (Bele & Chakradeo, 2020). However, respondents’ perception towards the variety of transportation options reaching the promenade was below satisfaction that most of them could not reach directly by the public transport, and that is also the reason for low accessibility for the disabled. Moreover, inconvenient geographical location and inadequate traffic signs of the sidewalks leading to and from the adjacent areas would be a result of difficult access to the promenade. In view of this situation, it is suggested that more concerns on the safety of adjacent pathways and the availability of travel modes reaching KTWP directly would enhance the access and linkages of the place.

5.2 Variable affecting visit frequency to KTWP

From the result of the hypothesis testing, it is proved that respondents’ visit frequency is noticeably related to the first impression perceived which in turn is associated with the comfort level and image of the place. In affirmation to this, Peters and De Haan (2011) stated that “places where people sense and develop positive feelings, images and meanings, are more likely to be revisited as people find them comfortable”, which was also reinforced by the environmental psychology studies claiming a strong interrelationship between the images and experiences in an environment and “the evaluation of the place by an individual” (as cited in Bele & Chakradeo, 2020). For that reason, the first impression of the comfort and image in a place probably determines users’ satisfaction and place’s usage which thus contributes to the encouragement of visit for people.

5.3 Respondents’ sense of belonging towards KTWP

Referring to the findings, respondents’ sense of belonging towards KTWP can be reflected by their overall experience and their care about the place. In other words, the better experience and more cares respondents hold, the greater attached to the place they obtain (Mesch &

Manor, 1998). As elaborated by the onsite observation, a good condition of KTWP with satisfactory comfort, usage and sociability result in a positive user's attachment to the promenade perhaps. Although the results of the questionnaire survey found that respondents were not quite proud of the construction of KTWP, most of them responded to be sad if the place is damaged. It could be inferred that users possess an affective connection with the promenade, somehow they did not completely regard it as a rare character though. To conclude with the supported journals, the significance of the public harbour-front place is that it facilitates in developing "a sense of place, as well as a sense of community" by providing personal experiences, social interactions and recreational activities, which is "essential in place-making" (Ramezani, et al., 2010; Bakar, et al., 2016).

CHAPTER 6: CONCLUSION

6.1 Summary of significant findings

As for the conclusion, this study has confirmed that the waterfront promenade could achieve four attributes of place-making strategy to a large extent, as well as that users felt a fair sense of belonging to the place. The majority of respondents perceived KTWP as a successful place-making place possessing a positive level of ‘comfort and image’, ‘uses and activities’, ‘sociability’ and ‘access and linkages’. From the results of the questionnaire survey and observational data, it generally reflected that the usage of the promenade was driven by the design of facilities and amenities. Hence, a place-making waterfront promenade should accommodate people with varied backgrounds, needs and interests, as well as be physically and visually accessible.

In a nutshell, it is indispensable in developing a sense of comfort and welcoming for all sorts of users in order to shape a successful place-making public space. Hopefully, it is envisioned that Kwun Tong Waterfront Promenade, along with one of the popular public spaces within the Kowloon East district, will eventually constitute a qualified place-making harbour-front that contributes to further advancement of people’s quality of life.

6.2 Future implications

As one of the key concepts of the place-making strategy, the “power of 10+” explains that cities of all sizes are supposed to have at least 10 destinations where 10 places of it contain 10 things to do respectively and thus, it regards as the place for people. The waterfront public space can be constituted one of the 10 places because there are usually more than 10 activities taking place while the characteristics of it often favour the formation of city icon and identity by developing into a landmark. For a typical example, the Avenue of Stars, where locates in

Tsim Sha Tsui and fronts onto the west side of Victoria Harbour, provides various facilities and environments for numerous activities that attract different types of visitors and successfully become a renowned landmark embracing a unique identity of Hong Kong.

The revitalization of Kwun Tong Waterfront Promenade is under the new urban development project “Energizing Kowloon East”, as well as the place-making strategy. In other words, a waterfront promenade is a place decided for everybody and potential to strengthen a city icon in the Kowloon East where named the proposed second Central Business District. Therefore, investigating the study site with users’ perceptions will give reference and evidence that whether it can achieve the place-making strategy and make it an irreplaceable place to facilitate the realization of a successful Kowloon East development. Though the revitalization process of Kwun Tong Waterfront Promenade has completed that the result of this study has less contribution, it can be regarded as a post-evaluation of the place-making strategy to further improve the respect towards diversity of other developments in the future.

In view of that, the findings of this research are expected to assist in understanding a qualified waterfront space that enhances peoples’ activities and usages, as well as cater to all type of users. Also, from the results of hypotheses testing, this study is also expected to suggest ways for the government to promote the use of existing waterfront and plan better future ones, according to the characteristics of users and the features of the place where waterfront locates.

6.3 Limitations of the study

As the main objective of this study is to investigate the achievement towards four attributes of place-making strategy in KTWP through the perceptions of users, the results are highly dependent on the data collected from users while it is, in turn, the most significant limitation of this study. The small sample size which contains 85 pieces of questionnaire may not be

sufficient to reflect the actual users' perceptions towards the attributes of place-making strategy. Taking reference by the notion of Taylor (2005), the quantitative research method, including questionnaire survey, requires a large sampling size "in order to have significant representation of respondents' opinion", as well as to provide "accurate statistical comparison between various sample sets" for testing hypotheses. Additionally, the Coronavirus Disease may affect the usage of users in the promenade. Therefore, the results of this study would not be representative enough to reflect the actual using conditions of KTWP.

On the other hand, the design of the questionnaire and the record form of onsite observation is modified and combined by the relevant research literature and journals, in which it is less recognized for validity and reliability. To improve for further study, it would be better if a complete and comprehensive questionnaire and observational record form can be found in supporting literature and thus, the results would be more convincing.

(6,948 words)

REFERENCES

- Bakar, E. A. A., Ujang, N., & Aziz, F. A. (2016). Place Attachment Towards Waterfront In Kangar, Perlis, Malaysia. *Alam Cipta*, 9(2), 33-44.
- Bele, P., & Chakradeo, D. (2020). Exploring Attributes of Public Open Spaces Through Users' Perceptions at Lakefront Spaces of Nagpur City. *Ujwala, Exploring Attributes of Public Open Spaces Through Users' Perceptions at Lakefront Spaces of Nagpur City (July 31, 2020). Institute of Scholars (InSc).*
- Breen, A., & Rigby D. (1994). *The Waterfronts: Cities Reclaim Their Edge*. New York: McGraw-Hill. Inc.
- Cheung, D., & Tang, B. (2015). Social order, leisure, or tourist attraction? The changing planning missions for waterfront space in Hong Kong. *Habitat International*, 47, 231-240.
- Choi, H. and Reeve, A. (2015), "Local identity in the form-production process, using as a case study the multifunctional administrative city project (Sejong) in South Korea", *Urban Design International*, Vol. 20 No. 1, pp. 66-78.
- Development Bureau. (2014). Energizing Waterfront – Unleashing Kowloon East Potential [PowerPoint slides]. Retrieve from https://www.ekeo.gov.hk/filemanager/content/speeches_and_presentations/en/ppt_publications_barcelona_hekeo_2014.pdf
- Dupre, K. (2019). Trends and gaps in place-making in the context of urban development and tourism. *Journal of Place Management and Development*.
- Efroymson, D., Ha, T. T. K. T., & Ha, P. T. (2009). Public spaces: How they humanize cities. *Dhaka: HealthBridge-WBB Trust*.
- Halprin, L. (1972). *Cities*. Cambridge, Mass: The MIT Press.
- Israeli, A. A. (2002). A preliminary investigation of the importance of site accessibility factors for disabled tourists. *Journal of Travel Research*, 41(1), 101-104.
- Mesch, G. S., & Manor, O. (1998). Social ties, environmental perception, and local attachment. *Environment and behavior*, 30(4), 504-519.
- Oriola, O. A., & Jolaoso, B. A. (2012). *Journal of Environmental Management and Safety*.
- PPS (Project for Public Spaces). (2016). Placemaking—what if we built our cities around places?.

- Rad, V. B., & Ngah, I. (2013). The role of public spaces in promoting social interactions. *International journal of current engineering and technology*, 3(1), 184-188.
- Ragheb, R. A. (2017). Sustainable Waterfront Development—A Case Study of Bahary in Alexandria, Egypt. *David Publishing Company www. davidpublisher. com*, 11, 380-394.
- Ramezani, S., Aziz, Z. A. B. A., & Idid, S. Z. A. (2010). Public space and conservation of a historic living city: Melaka, Malaysia. *Dialogues in Urban and Regional Planning* 4, 155-170.
- Ramlee, M., Omar, D., Yunus, R. M., & Samadi, Z. (2016). Successful attractions of public space through users perception. *Environment-Behaviour Proceedings Journal*, 1(2), 188-196.
- Schneekloth, L. and Shibley, R. (2000), “Implacing architecture into the practice of placemaking”, *Journal of Architectural Education* (1984), Vol. 53 No. 3, p. 130.
- Sepe, M. (2017). The Role Of Public Space To Achieve Urban Happiness, *International Journal of Sustainable Development and Planning*, 2 (4) 724–733.
- Shamsuddin, S., Latip, N. A., & Sulaiman, A. B. (2008). Waterfront regeneration as a sustainable approach to city development in Malaysia. *WIT Transactions on Ecology and the Environment*, 117, 45-54.
- Shi, H. (2013). Redevelop Harbor-front into Public Place: Taking the Design of Wan Chai North Waterfront, Hong Kong as Application Case.
- Strydom, W., Puren, K., & Drewes, E. (2018). Exploring theoretical trends in placemaking: towards new perspectives in spatial planning. *Journal of Place Management and Development*.
- Taylor, G. R. (Ed.). (2005). *Integrating quantitative and qualitative methods in research*. University press of America.
- Tennant, D. W., Hyde, M. C., Truong, M. H., & Seymour, S. W. (2008). Four Tourists and Hong Kong's Harbour Front: A Survey of the Waterfront of Victoria Harbour.

APPENDICES

Appendix A. Onsite Observation Survey Record Form

I. Comfort and Image

1. Are there enough places to sit? (number, location, in sun or shade)

Number	Various places for visitors to sit
Location	On amenity lawn, spectator stand; in sensory garden; along seaside boardwalk
In sun?	Yes (on amenity lawn and along seaside boardwalk)
In shade?	Yes (in sensory garden and next to amenity lawn)

2. Are KTWP free of litter?

Yes / No	Where are the litters?
Yes	There are rubbish bins along seaside boardwalk.

3. Are there security personnel present?

Yes / No	What do they do?	When are they on duty?
Yes	They patrol regularly.	Both in weekdays and weekends

4. Are people taking pictures?

Yes / No	Where do they take pictures?	Many photo opportunities available?
Yes	Scenic views of Victoria Harbour, sunset and plants; artworks in the Fly the Flyover spaces	Near seaside boardwalk, Fly the Flyover spaces; special tower landmarks

II. Uses and Activities

1. Is KTWP used by people with different ages?

Kindergarten students	Primary students	Secondary students	Tertiary students	Adults	Elderlies
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other: Office workers					

2. Is KTWP used by the mix of ethnic groups?

Yes / No	Which ethnic groups?
Yes	Students with Islam religion; domestic works from Philippines

3. How many different types of activities are occurring at the same time? List out all.

Camping	Cycling
Picnicking	Playing ball games
Fishing	Skateboarding
Running	Walking the dog
Chatting	Roller skating
Eating	Taking pictures (sunset, graduating photos)
Reading	Strolling
Sleeping	Playing mobile phone

III. Sociability

1. Are people in groups?

Yes / No	How many of them are in groups? / How many groups?
Yes	There is crowded with many groups of people.

2. Are people interacting with others?

Yes / No	Where?	Under what activity?
Yes	Mostly on amenity lawn or in sensory garden	Picnicking, chatting

3. Are people smiling?

Yes / No	Why are they smiling?
Yes	When they are chatting, playing, cycling, taking photos

IV. Access and Linkages

1. Can people see KTWP from a distance?

Yes / No	How far?
Yes	People can see KTWP from the exits of Ngau Tau Kok Station and from every adjacent block.

2. Can people use different modes of transportation to reach there directly?

Bus	MTR	Private car	Bicycle	Ferry
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Other: Car parking spaces are full either in weekdays and weekends. *14 bus routes, 3 minibus routes, 2 ferry routes				

3. Can people easily walk to KTWP?

Yes / No	How far?
Yes	It takes 6 – 7 minutes to arrive KTWP from the exit D6 of Ngau Tau Kok Station which is the nearest MTR exit. It takes around 15 minutes to arrive KTWP from Kwun Tong Station. Visitors have to walk across 3 sidewalks with traffic light while some of the adjacent blocks of KTWP do not have traffic light to ensure the safety of pedestrians.

4. Does KTWP function well for people with disabilities and other special needs?

Yes / No	Any difficulties?
Neutral	There are location maps with Braille, ramps for going to the viewing pavilion and 2 accessible restrooms.

Appendix B. Questionnaire Survey

問卷調查

Questionnaire Survey

您好！我是一名香港教育大學地理教育系的五年級生，現正撰寫畢業論文，並進行使用者對觀塘海濱花園的「地方營造」策略的看法調查，需時約 10 分鐘。這項問卷調查希望了解受訪者對觀塘海濱花園的舒適度和形象、使用和活動情況、社會聯繫及可達度的看法。如遇短答題，可自由選擇以中文或英文作答。問卷所收集的資料僅將用於學術用途，並會於研究結束後三年內銷毀。如有任何疑問，請以電郵聯繫張敏瑩。感謝閣下有興趣參與這項問卷調查。

Hello! I am a final year student of BEd(Geog) from the Education University of Hong Kong. I am carrying out my Honours Project which aims to examine users' perception of the place-making strategy in Kwun Tong Waterfront Promenade (KTWP). The survey will take around 10 minutes, investigating the perception of users regarding KTWP's comfort and image, uses and activities, sociability, access and linkages. In case of short answer questions, you can freely choose to answer in Chinese or English. All of the data collected in the survey will only be used for academic purposes and will be destroyed within three years after the end of the study. If you have any queries, please contact CHEUNG Man Ying by email

Thank you for your interest in participating in this survey.

第一部分 – 個人資料 Part I – Personal information

1. 你有否到過觀塘海濱花園？ Have you ever been to KTWP?

☐ 有 Yes ☐ 沒有 No

如沒有，感謝你的回應，問卷完畢。 If No, thank you for your response and the survey is finished.

2. 年齡 What is your age group?

☐ 15 歲或以下 or below ☐ 16 – 25 歲 ☐ 26 – 35 歲 ☐ 36 – 45 歲
☐ 46 – 55 歲 ☐ 56 – 65 歲 ☐ 66 歲或以上 or above

3. 你是否香港居民？ Are you a Hong Kong resident?

☐ 是，你居住在哪个區？ Yes, which district do you live in? _____

☐ 否，你的身份是？（如遊客） No, what is your identity? (e.g. tourist) _____

第二部分 – 關於舒適度和形象 Part II – About comfort and image

4. 你對以下項目如何評分？（1 為非常不同意；5 為非常同意）

How do you rate the following? (1 is strongly disagree; 5 is strongly agree)

當我第一次來到觀塘海濱花園，我感到...

I felt ... when I first came to KTW.

	1	2	3	4	5
a) 吸引 Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) 乾淨 Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) 舒服 Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) 精神充沛 Lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) 放鬆 Relaxing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f) 安全 Safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 你認為觀塘海濱花園最具代表性的特色是什麼？

In your opinion, what is the most representative feature of KTW?

- ☐ 作野餐的休憩草坪 Amenity lawn for picnicking
☐ 多元的遊樂設施 Diverse play equipment ☐ 海濱步道 Seaside boardwalk
☐ 日落的景色 Sunset view ☐ 特色建築物 Unique architectures
☐ 維多利亞港的日夜景 Day and night view of Victoria Harbour

6. 當你來到觀塘海濱花園，你會否在此拍照？

Would you take pictures when you come to KTW?

- ☐ 會 Yes ☐ 不會 No

如會，你通常拍攝哪種類型的照片？(可選答)

If yes, what type of photos would you like taking? (Optional)

7. 你對以下有關觀塘海濱公園的陳述有何意見？（1 為非常不同意；5 為非常同意）

How would you consider the following statements to KTW? (1 is strongly disagree; 5 is strongly agree)

	1	2	3	4	5
a) 「無論是有蓋或無蓋，我皆能在這裏輕鬆找到座位。」 “I can find a seat easily, either in the sun or shade.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) 「我可以在這裏自由選擇坐的地方。」 “I can have a choice of places to sit.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) 「我在這裏感到安全，能免受犯罪或其他傷害。」 “I feel safe from crime and injures.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) 「我認為這裏乾淨，沒有垃圾。」 “I think that it is clean and free of litter.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e) 「總括來說，當我來到這裏，我感到舒適。」 “Overall, I feel comfortable when I come here.”	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

第三部分 – 關於使用及活動情況 Part III – About uses and activities

8. 你多久去一次觀塘海濱花園？

How often do you visit KTW P?

- ☐ 每天 Every day ☐ 最少每星期三 At least three times a week
☐ 每星期一至兩次 Once to twice a week ☐ 每月一至三次 Once to three times a month
☐ 每年一至三次 Once to three times a year ☐ 任何有空的時間
Anytime if it is available

9. 你偏向喜歡什麼時候到觀塘海濱花園？

When do you mostly prefer to visit KTW P?

- a) ☐ 在平日 On weekdays ☐ 在週末 On weekends ☐ 在特殊節日或假期 On specific holidays
b) ☐ 在早上 In the morning ☐ 在下午 In the afternoon
 ☐ 在傍晚 In the evening ☐ 在晚上 At night

10. 你在觀塘海濱花園通常進行什麼活動？（最多選擇五項）

What activities do you mostly do in KTW P? (Choose at most 5 options)

- ☐ 參與特定的活動（如工作坊、週末市集或觀看街頭表演）

Attending specific activities (e.g. workshops, weekends fairs or watching busking)

- ☐ 聊天 Chatting ☐ 踏單車 Cycling ☐ 野餐 Picnicking
☐ 欣賞維多利亞港的景色 Enjoying the view of Victoria Harbour ☐ 閱讀

Reading

- ☐ 玩滑板或滑板車 Playing skateboard or scooter ☐ 散步 Strolling
☐ 欣賞日落 Enjoying sunset ☐ 拍照（打卡）Taking pictures
☐ 鍛煉身體（包括緩跑和跑步）Working out (including jogging and running)

11. 你曾在觀塘海濱花園使用過什麼設施？（選擇所有適合的選項）

What facilities had you use at KTW P? (mark all that apply)

- ☐ 休憩草坪 Amenity lawn ☐ 海濱步道 Seaside boardwalk ☐ 兒童遊樂場 Children's play area
☐ 餐廳 Restaurant ☐ 長者健身角 Elderly fitness corner ☐ 感官花園 Sensory garden
☐ 健身站 Fitness station ☐ 特色塔樓地標 Special tower landmark
☐ 「反轉天橋底」空間 Fly the Flyover space ☐ 觀眾看台 Spectator stand
☐ 小食亭 Light refreshment kiosk ☐ 觀景亭 Viewing pavilion
☐ 多用途廣場 Multi-purpose plaza ☐ 海濱樹木徑 Waterfront tree walk
☐ 表演場地 Performance area ☐ 洗手間 Toilet ☐ 太陽能涼亭 PV shelter

12. 你對以下有關觀塘海濱花園的描述是否滿意？（1 為最不满意；5 為最滿意）

How much are satisfied with the following descriptions to KTWP? (1 is strongly dissatisfied; 5 is strongly satisfied)

	1	2	3	4	5
a) 設施的多元性 Variety of facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) 設施的實用性 Practicality of facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) 能在這裡進行多種活動 Diversity of activities took place here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) 增加文化活力和休閒機會 Enhancing cultural vibrancy and leisure opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

第四部分 – 關於社會聯繫 Part IV – About sociability

13. 你通常與誰來到觀塘海濱花園？

Who do you mostly come with?

- ☐ 自己 Alone ☐ 另一半 Couple ☐ 朋友 Friends ☐ 父母 Parents
☐ 子女 Children ☐ 兄弟姊妹 Brothers / Sisters

14. 觀塘海濱花園是一個你選擇與朋友或家人相聚的地方嗎？為什麼？

Is KTWP a place where you would choose to meet friends and family? Why?

- ☐ 是，因為（可選答）Yes, it is because (Optional) _____
☐ 不是，因為（可選答）No, it is because (Optional) _____

15. 你在觀塘海濱花園有過難忘的經歷嗎？

Did you have any memorable experiences in KTWP?

- ☐ 有 Yes ☐ 沒有 No

如有，這是怎樣的經歷？（可選答）If yes, what was it about? (Optional)

16. 你對以下有關觀塘海濱公園的陳述有何意見？

How do you consider the following statement?

「我常對與家人或朋友在觀塘海濱花園相聚感到愉快。」

“I always feel joyful to be with family or friends at KTWP”

非常不同意 Strongly disagree	1	2	3	4	5	非常同意 Strongly agree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

第五部分 – 關於可達度 Part V – About access and linkages

17. 你通常如何來到觀塘海濱花園？（選擇所有適合的選項）

How do you commonly get to KTW? (mark all that apply)

☐ 公共交通工具 Public transportation ☐ 單車 Bicycle

☐ 私家車 Private vehicle ☐ 步行 Walk

如你選擇私家車，你認為觀塘海濱花園的停車位足夠嗎？ ☐ 足夠 Yes ☐ 不足夠 No

If you choose private vehicle, do you think the parking spaces are enough?

18. 通常從你的起點到觀塘海濱花園需要多少時間？

How long would it take commonly to come from your origin to here?

☐ 少於 15 分鐘 less than 15minutes ☐ 15-30 分鐘 minutes ☐ 30-45 分鐘 minutes

☐ 45 分鐘 – 1 小時 45minutes to 1 hour ☐ 多於 1 小時 more than 1 hour

19. 你對以下有關觀塘海濱花園的描述是否滿意？（1 為最不满意；5 為最滿意）

How much are satisfied with the following descriptions to KTW? (1 is strongly dissatisfied; 5 is strongly satisfied)

	1	2	3	4	5
a) 到達觀塘海濱花園的交通選擇多樣性 Variety of transportation options to reach KTW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) 往返鄰近地方的行人路數量 Number of sidewalks lead to and from the adjacent areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) 往返鄰近地方的行人路安全性 Safety of sidewalks lead to and from the adjacent areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d) 對於殘疾人士和其他特殊需要人士的可達度 Accessibility for people with disabilities and other special needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

第六部分 – 關於歸屬感 Part VI – About sense of belonging

20. 以 1-10 的評分（1 為最低分；10 為最高分）

On a scale from 1-10 (1 is the lowest; 10 is the highest)

a) 你對於觀塘海濱花園的建設有多自豪？

How proud are you of the construction of KTW?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

b) 如果觀塘海濱花園受到破壞，你會有痛心的程度？

How sad would you be if Kwun Tong Promenade is damaged?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

c) 你會如何評價在觀塘海濱花園的整體經歷？

How would you rate the overall experience in KTW?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

This is the end of survey, thank you for your help!