

Chapter 6 : Retail Facilities

1. Retailing can be defined as the selling of goods in small quantities direct to consumers. It includes the direct purchase of goods from retail warehouses and factory outlets as well as tele-shopping and e-shopping. It also includes the provision of services direct to consumers such as personal services and dining services.
2. Based on the shopping preferences of consumers identified from survey results, a three-tier retail hierarchy is identified as follows:
 - (a) Territorial Shopping Centres – these serve the territory as a whole and provide the greatest variety of high order comparison goods and retail services. Three such shopping centres are identified and they are located in Mong Kok, Causeway Bay and Tsim Sha Tsui.
 - (b) District Shopping Centres – these are medium sized shopping centres which serve the population within various districts.
 - (c) Neighbourhood Shopping Centres – these are shopping areas within walking distance from residential neighbourhoods providing convenience goods and retail services to the local population.
3. For forward planning purposes, it is sometimes necessary to assess the demand for retail facilities and two broad approaches are usually adopted including the econometric modeling approach and the expenditure-based modeling approach. As these demand assessments require specialist input, they are normally conducted as part of a special study in the planning process.
4. Flexibility should be exercised in the application of the broad approach as Government upholds the view that retail development should be market-driven and that planning intervention should be kept to the minimum.