In the Little Village neighborhood, the California Pink Line station acts as one of the Ward’s main portals to the rest of the city. Formerly a community of Polish and Czech immigrants, the neighborhood has transformed into the “Mexico of the Midwest,” rich in Latino culture.

The station not only acts as a landing point and first impression for visitors but also as a community hub for residents. Although some alleyways and streetscapes surrounding the California station suffer from neglect, they present opportunities for revitalization.

Proposed wayfinding, lighting and murals around the station will revitalize and bolster the neighborhood’s pride of place. Community members will help develop murals, fostering a sense of stewardship and identity; bilingual (Spanish/English) signage and wayfinding tools will promote nearby interest points and celebrate the neighborhood’s authentic character.

To strengthen social inclusion and showcase local assets, weekly programming designed around food and music will encourage connections between residents and visitors.
Originally an important manufacturing base, Kwun Tong is transforming into Hong Kong’s second Central Business District. While congestion is increasing along major pedestrian routes, the local back alleys are currently unattractive and underused.

Adopting the alleys as an integrated part of the pedestrian network is helping create a more “walkable” and pleasant environment. The successful initiative sought to involve various stakeholders in the activation and beautification, which led to the installation of public artworks inspired by the area’s industrial past as well as the curation of popular nighttime events.

Based on its success improving the neighborhood through foot traffic and social inclusion, the project aspires to become an example for similar place-making initiatives.