

An aerial photograph of a city harborfront, likely Hong Kong, showing a dense urban area with numerous skyscrapers and buildings. The harbor is visible in the foreground, with several boats and ships. In the background, there are mountains and a hazy sky. The text is overlaid on this image.

AVENUE OF STARS & SALISBURY GARDEN REVITALISATION PLAN PROGRESS UPDATE

Harbourfront Commission

1 September 2015

**Presented by:
New World Development Limited**

Presentation Outline

- **Background**
- **Update**
 - Overall Design Concept
 - Greening Arrangement
 - Traffic and Parking Arrangement
 - Railing and Seating
- **Implementation Plan**
- **Interim Arrangement** : Garden of Stars & Starry Gallery
- **Further Development Feasibility Study Proposed by Stakeholders**
- **Summary**

Background

Event Summary for the Revitalization Plan

Date	Summary of Key Event
18 Jan 2012* Harbourfront Commission Meeting of Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing	LCSD presented the Management Model of the Avenue of Stars (AoS) and proposed improvement works
8 Mar 2012* Harbourfront Commission Meeting for the Commission	LCSD presented their considerations relating to the planning, designing and management of Promenades. Members further discussed the management of the AoS within a progress report

Oct 2012 - Jan 2013

Attended the Full Council meeting of Yau Tsim Mong District Council (YTMDC) and meetings of YTMDC's District Facilities Management Committee

- Requested NWD develop revitalization proposal for AoS & Salisbury Garden
- NWD presented the proposed revitalization plan to YTMDC
- Members of YTMDC requested to exhibition gallery at surrounding area of AOS
- Preliminary ideas for enhancing the promenade area were presented and discussed at YTMDC

*Presentation given by LCSD (NWD had not been invited to attend the meetings)

Event Summary for the Revitalization Plan

22 Jan 2013

Harbourfront Commission

Meeting of Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing

Presented initial concept of the revitalization Plan to the Members

Feb 2013 - Dec 2014

We are taking about **two years** time to conduct the consultation with the stakeholders and survey with general public. Attend meetings more than 20 times with various stakeholders to consolidate their suggestions / comments / views for the project, consultation included :

1. Attended meetings of District Facilities Management Committee and Traffic and Transport Committee for YTMDC, and also
2. Consultation with various stakeholders including:
 - Hong Kong Tourism Board
 - Travel Industry Council
 - Tourism Strategy Group
 - Hong Kong Film Awards Association
 - Federation of Hong Kong Filmmakers
 - Bliss Concepts (McDull Company)
 - Bruce Lee Club
 - MUI Nations
3. General Public Survey interviewing 500 respondents (400 locals and 100 overseas visitors) was conducted in various districts including the AoS, TST, Causeway Bay, Mongkok and Shatin, collecting opinions and expectations on potential waterfront revitalisation

Event Summary for the Revitalization Plan

8 Jan 2015

Attended meeting of District Facilities Management Committee for YTMDC to report the project update

19 Jan 2015

Harbourfront Commission

Meeting of Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing

Presented the holistic approach and conceptual design for the TST Waterfront (including extension to the ETST Promenade) with proposed implementation plan. Reported the result of general public survey, Traffic Impact Assessment and progress of stakeholder engagement exercise. International case studies is also shared with the Members

Feb 2015 - Jun 2015

- Submitted progress reports for the District Facilities Management Committee and Traffic and Transport Committee for YTMDC respectively
- Consulted the Economic Development Commission Working Group on Convention and Exhibition Industries and Tourism and TSTE Property Developers Association.

19 Jun 2015

- **Submission of S.16 Application**

2 Jul 2015

- Attended the Meeting of District Facilities Management Committee for YTMDC to present the **updated design**

Event Summary for the Revitalization Plan

21 Aug 2015

- **Approval with Condition** by Town Planning Board for the S.16 Application

27 Aug 2015

- Attended the Meeting of District Facilities Management Committee for YTMDC to report project update

1 Sept 2015 (Today)
Harbourfront Commission

Meeting of Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing









Presentation content including:

- Overall Design Concept
- Greening Arrangements
- Traffic and Parking Arrangements
- Railing & Seating
- Implementation Plan
- Interim Arrangements during construction
- Further Development Feasibility Study Proposed by Stakeholders

Action Checklist of Harbourfront Commission (22 Jan 2013)

Date of Meeting	Suggestions and Comments from Members	
22 Jan 2013 Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing	To feature a spacious event lawn with suitable facilities and equipment	✓
	To allow visibility from Nathan road at Salisbury Garden	✓
	To add amenities and ancillary services facilities	✓
	To provide outdoor café, food kiosks, choice of refreshments, retail or “pop-up” shops	✓
	To provide barrier-free facilities in order to facilitate the access of disabled and elderly	✓
	To provide an at-grade crossing at Salisbury road for enhancing accessibility to the waterfront	✓
	To add more outdoor seating areas along the waterfront	✓
	To propose the formation of an NPO tasked with management and operation and the NPO needed to be financially viable	✓
	To open the buildings up and use these to link the spaces in between	✓
	To improve the berthing steps at ETST promenade to facilitate marine transport	✓

Action Checklist of Harbourfront Commission (19 Jan 2015)

Date of Meeting	Suggestions and Comments from Members
19 Jan 2015 Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing	To improve the connection to the hinterland and to facilitate pedestrian movement and flow along the promenade 
	To improve the vibrancy of the waterfront 
	To improve public facilities 
	To ensure the overall greening shall not be compromised 
	To add local elements such as movie display boards 
	To add eating places offering food at different price levels and place for art performance 
	To schedule the construction works in phases so that part of the waterfront could be opened earlier for public enjoyment 
	To consult the community for increase of commercial in order to enhance the vibrancy the Waterfront. 

Suggestions from Key Stakeholders (Photo for reference only)



Landmark,
Cultural elements



AoS/film/Digital Elements
-more digitalized display



Movie Elements,
Performance and Event



More seating areas with shelters and shades

More ancillary/utilities facilities, food kiosks, eating places and souvenir shops



Add water features & ferry shuttles



Improve berthing steps



Add exhibition gallery
at surrounding area of AOS

Update

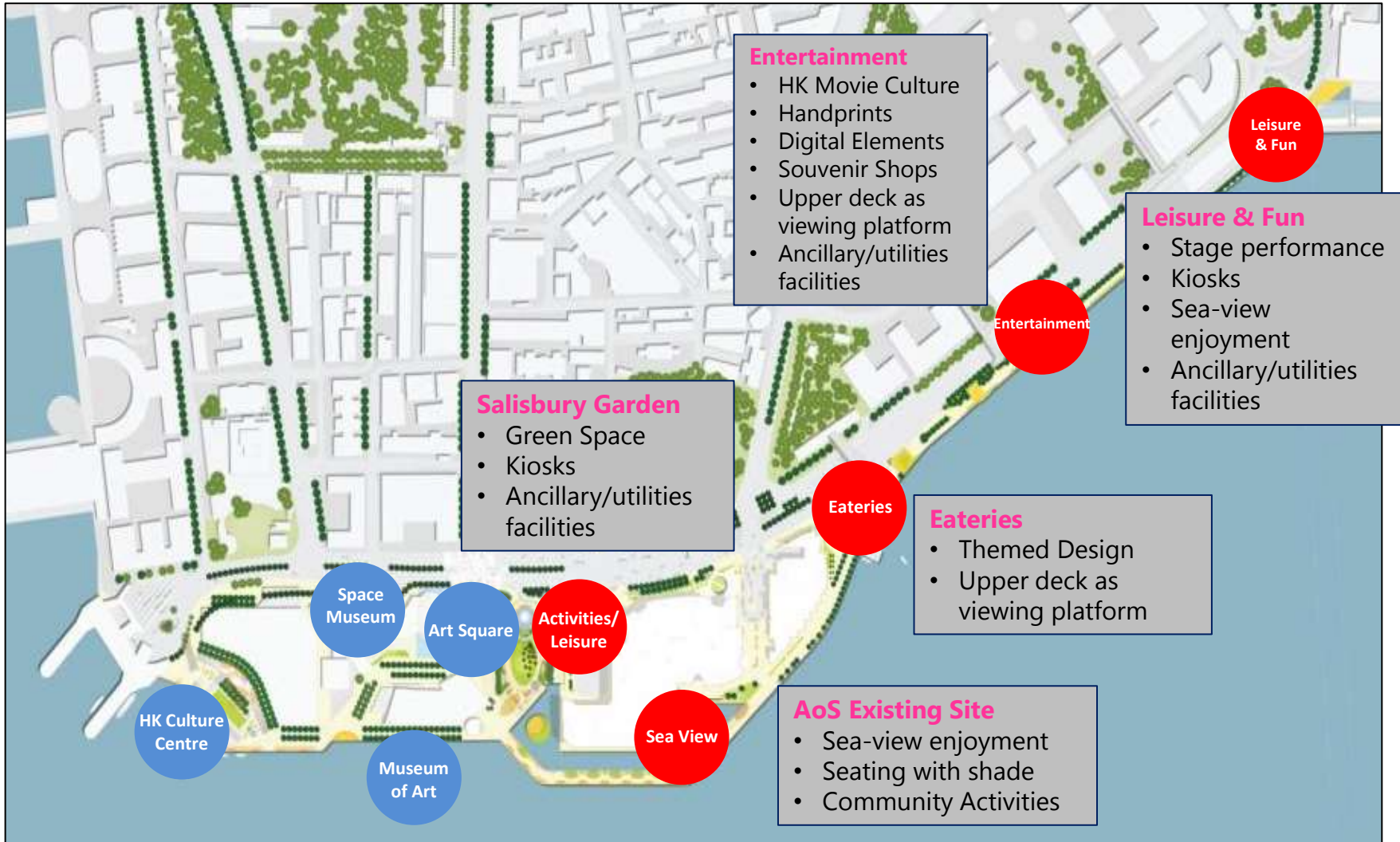
Overall Design Concept

Design Concept presented on 19 Jan 2015



AVENUE OF STARS + AOS EXTENSION (EAST TST PROMENADE) - HOLISTIC VISION FOR WATERFRONT

A Holistic Design Approach



Art Square (Perspective)



Image for reference only



Salisbury Garden (Perspective)



Image for reference only



Existing Site of Avenue of Stars (Perspective)



Image for reference only

Existing Site of Avenue of Stars (Perspective)



Image for reference only

ETST Promenade

location showing the temporary display of AOS sculptures, handprints and movie related elements

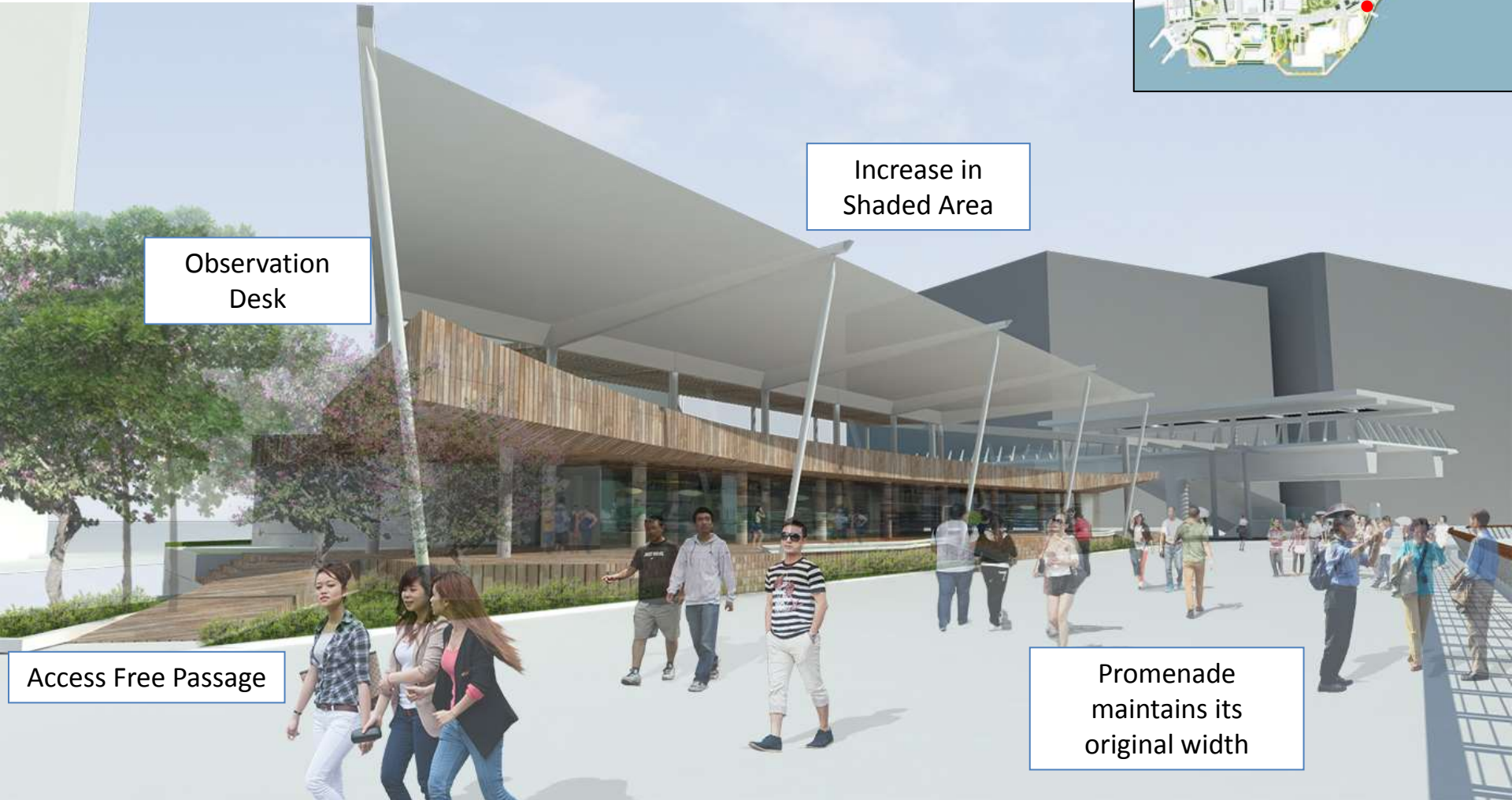


Remark: The NPO will work closely with different stakeholders, including Hong Kong Film Awards Association, to reproduce the handprints in various formats and locations in future.

Image for reference only



ETST Promenade – “Eateries” Area (Perspective)



Observation
Desk

Increase in
Shaded Area

Access Free Passage

Promenade
maintains its
original width

ETST Promenade – “Entertainment” Area (Perspective)



Image for reference only

ETST Promenade – “Entertainment” Area (Perspective)

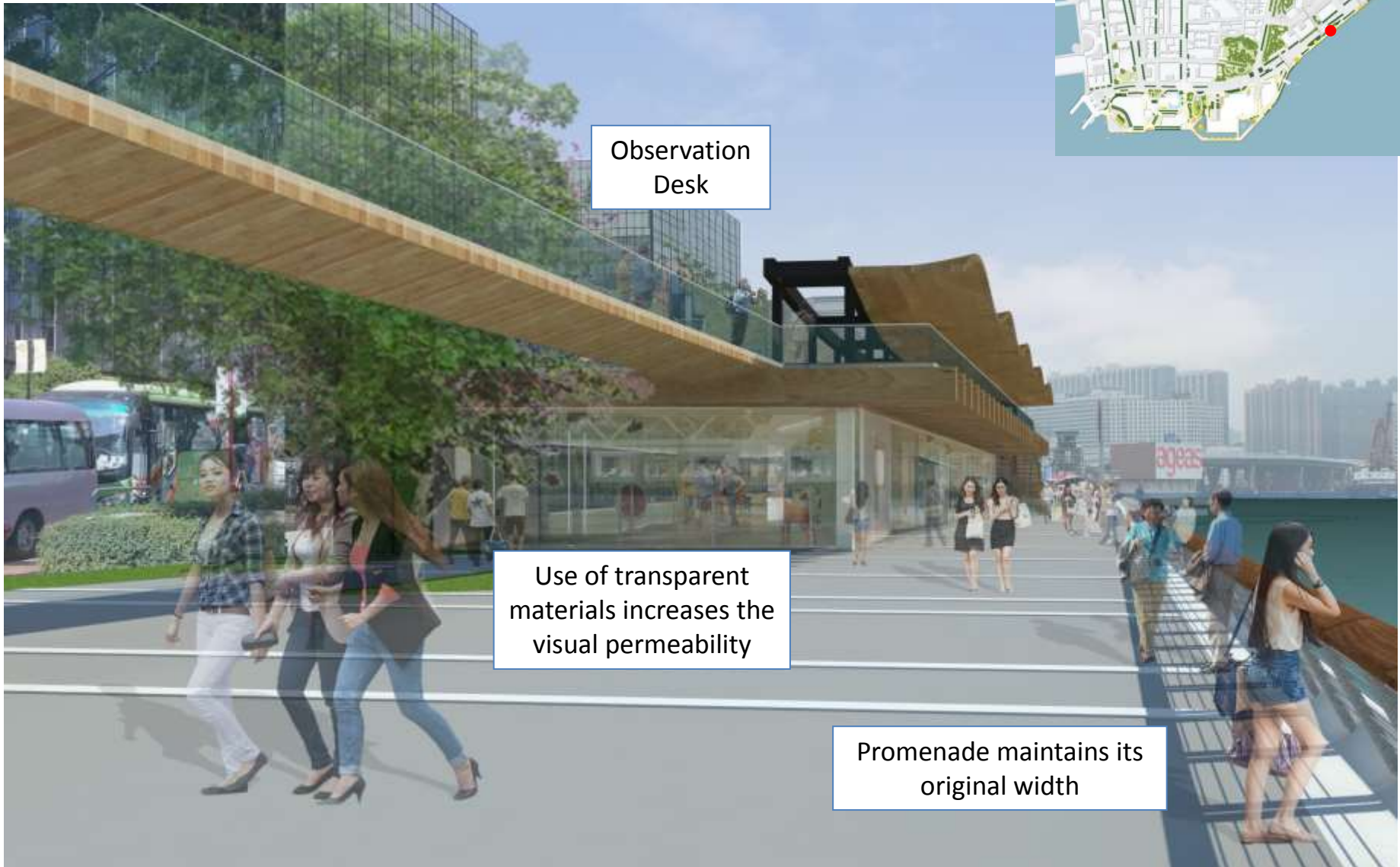


Image for reference only

ETST Promenade – “Leisure & Fun” Area (Perspective)

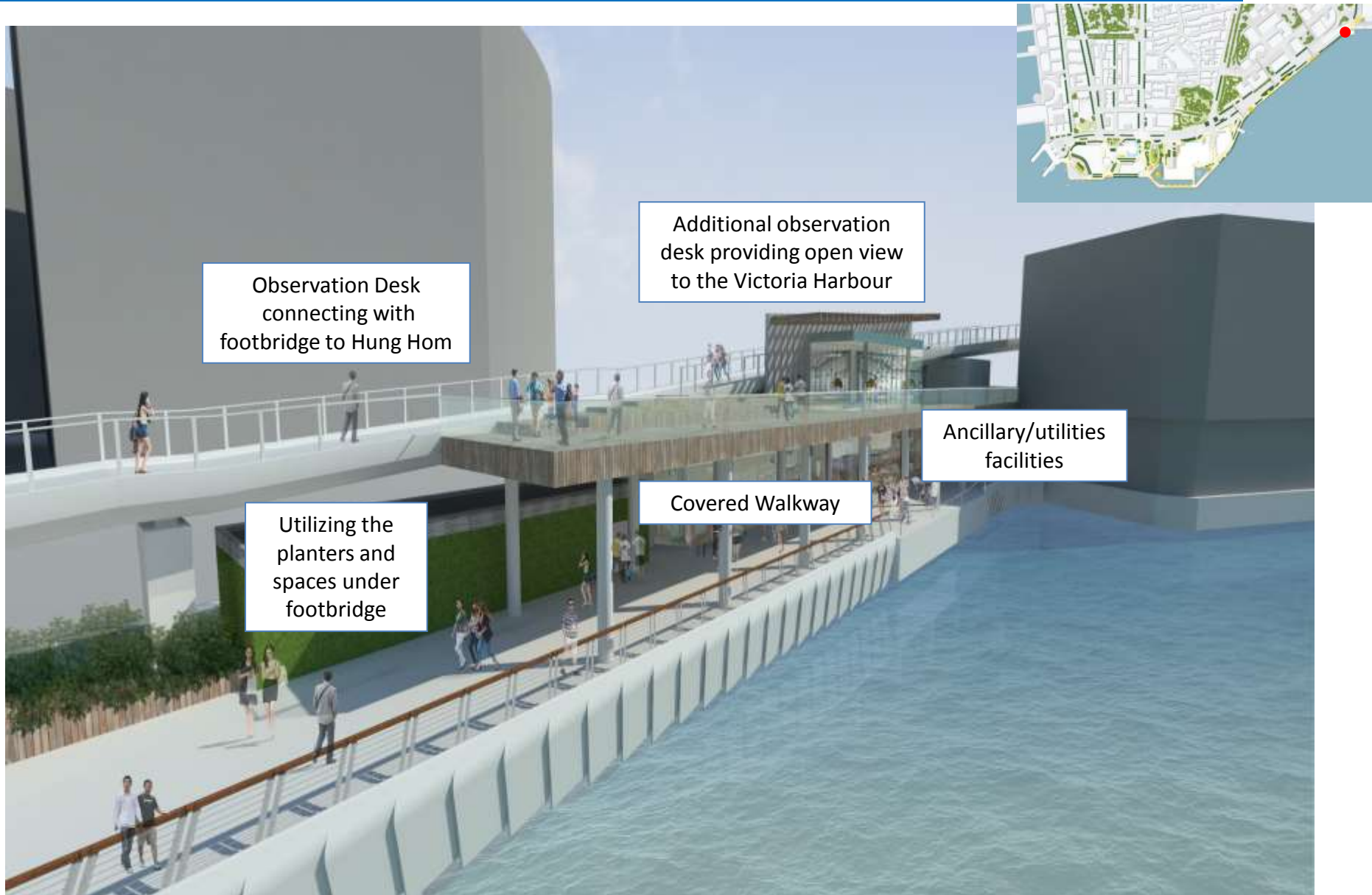


Image for reference only

ETST Promenade – “Leisure & Fun” Area (Perspective)

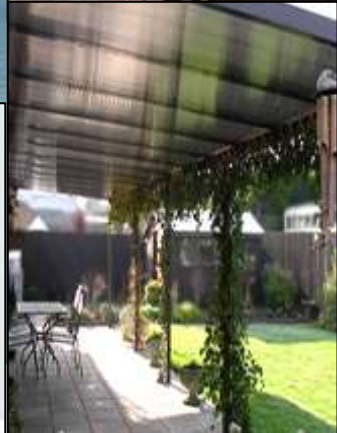


Image for reference only

Existing ETST Promenade



Future ETST Promenade (Perspective)



Roof Canopy : 4m

G/F : 4.55m

Roof Canopy : 3m

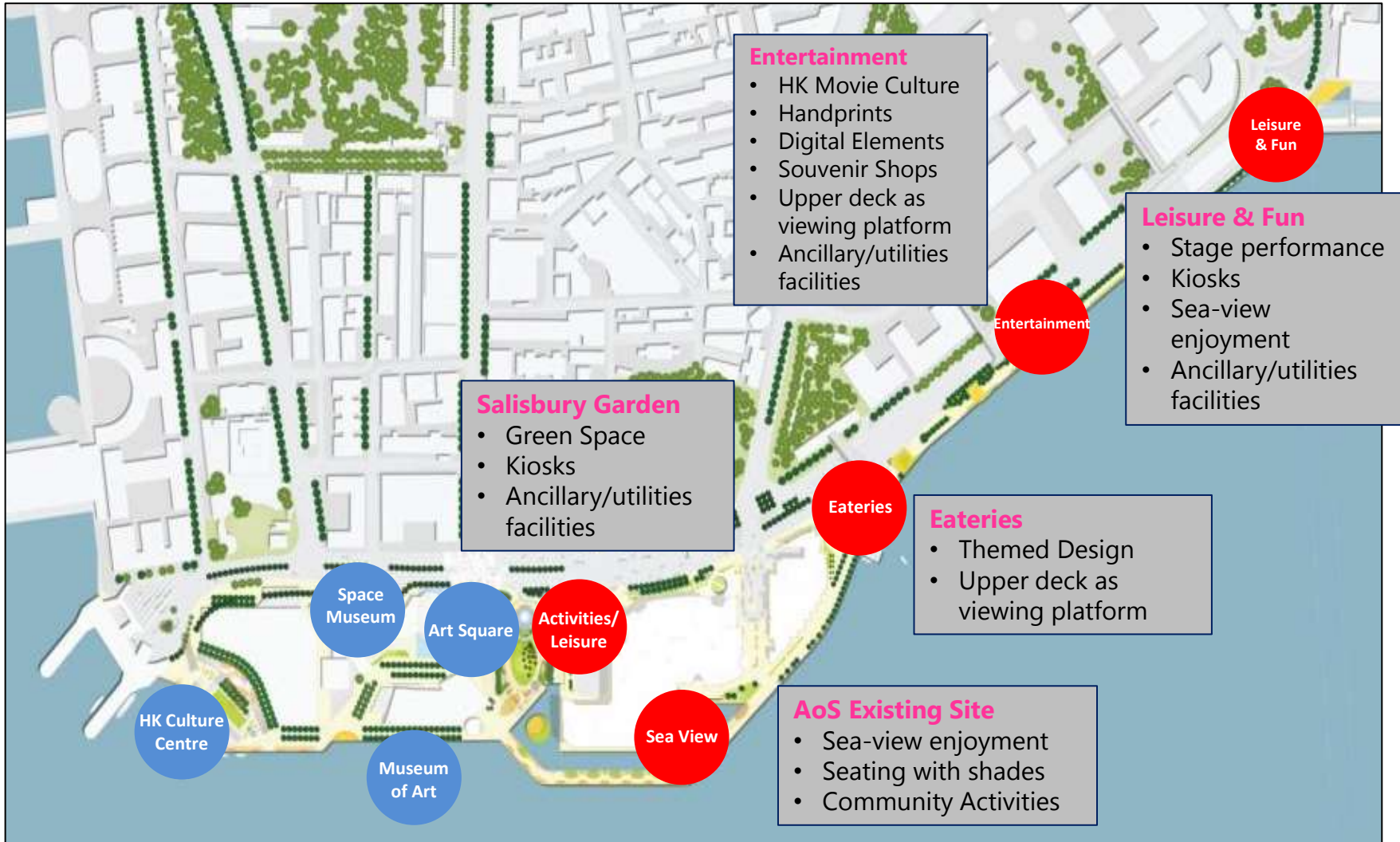
G/F : 5.15m

Roof Canopy : 4.45m

G/F : 4m

* Design parameters (eg. building height) will be subject to detailed design and further technical feasibility study

A Holistic Design Approach



Greening Arrangement

Greening Design of ETST Promenade (Perspective)

Example of Existing Tree Types



Greening Design of ETST Promenade (Perspective)



Existing Plants



Suggested Plants

Greening Design of ETST Promenade (Perspective)



Greening Design of ETST Promenade

- Green coverage includes lawn, plants/trees, planters & green roof
- Greenery area increase by **+4%** (Not including vertical green)



Traffic and Parking Arrangement

Proposed Coach Parking & Pick-up/Drop-off Facilities

- Proposed Additional Coach Parking & Pick-up / Drop-off at the following locations:

- 1 Lengthening of Existing Layby at Salisbury Road Opposite Wing On Plaza
- 2 Expansion of Hong Kong Coliseum Coach Park
- 3 New Coach Park at Salisbury Road under Hung Hom Bypass

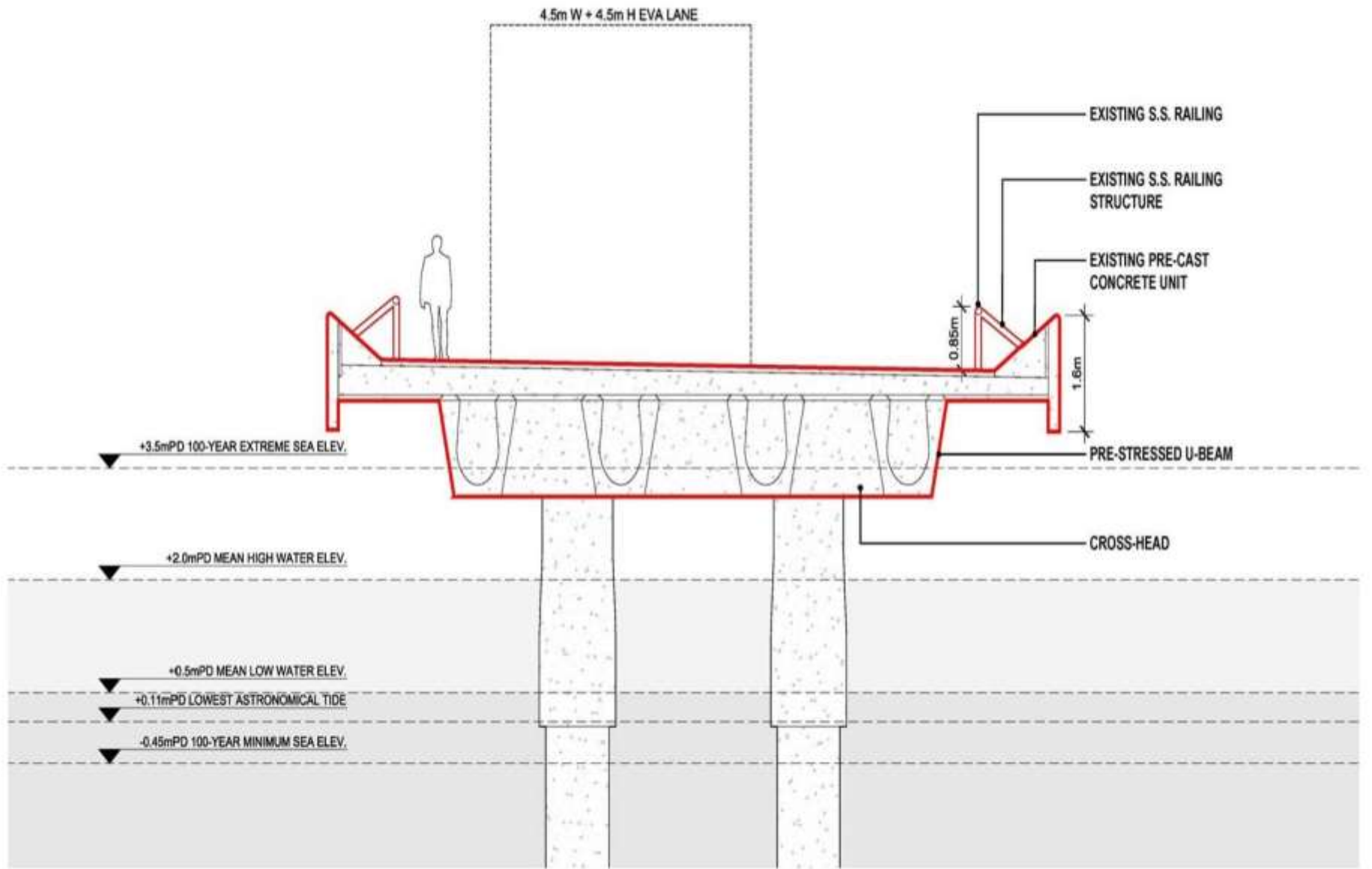


Railing and Seating



UNATTRACTIVE EDGE



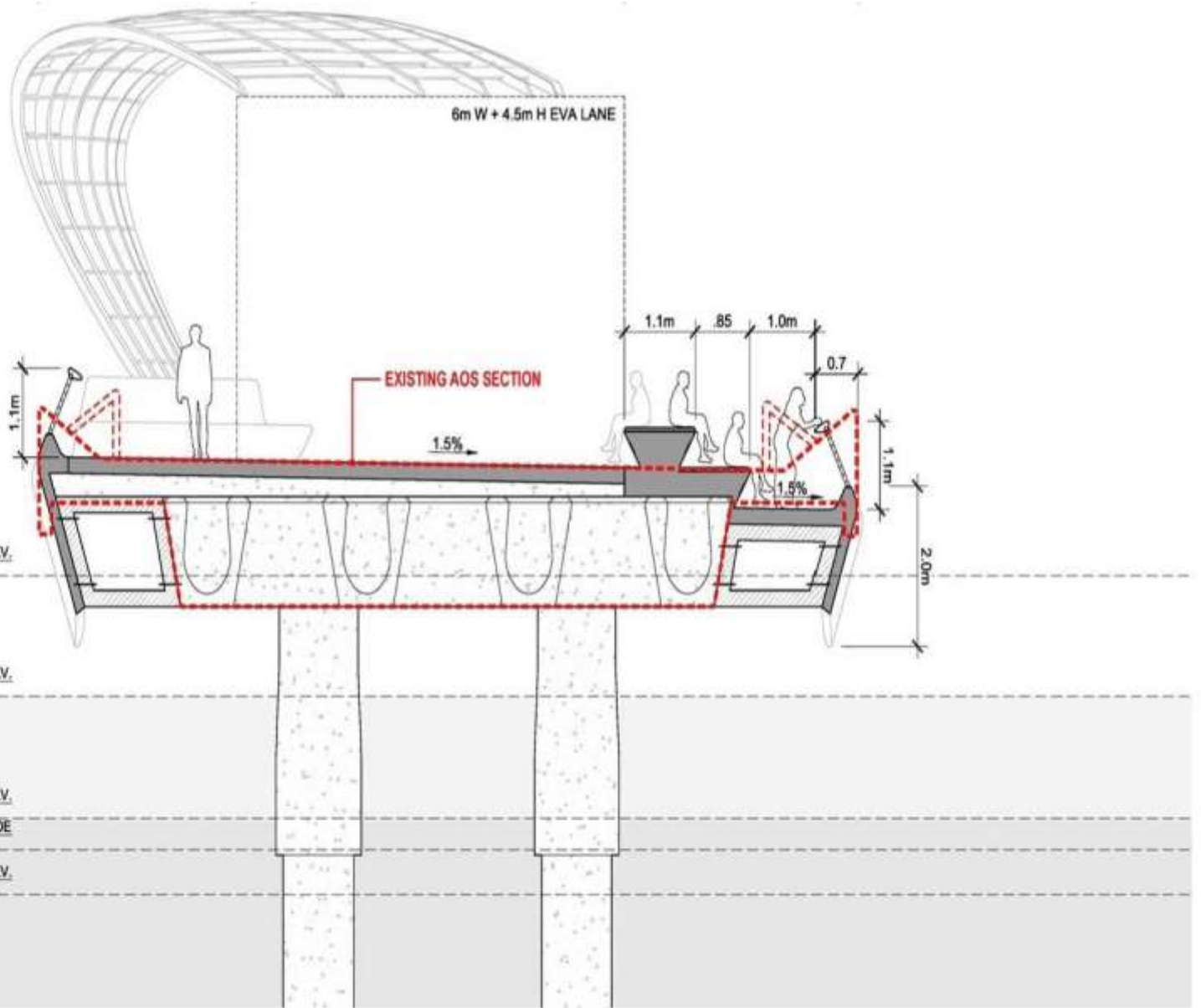


EXISTING SECTION

New World Centre Remodelling - Tsai Sha Tsai, Hong Kong



James Corner Field Operations



PROPOSED SECTION

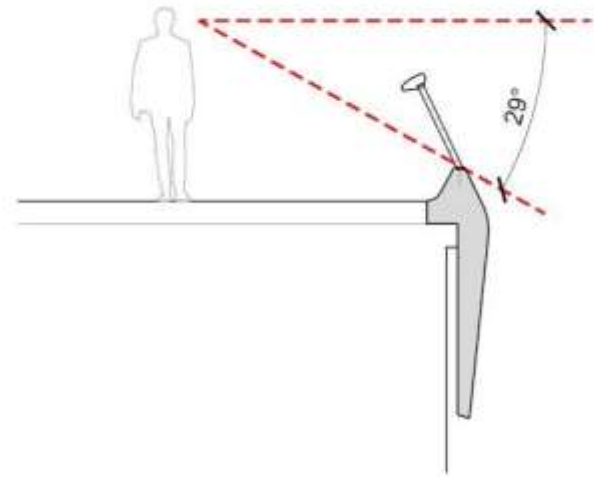
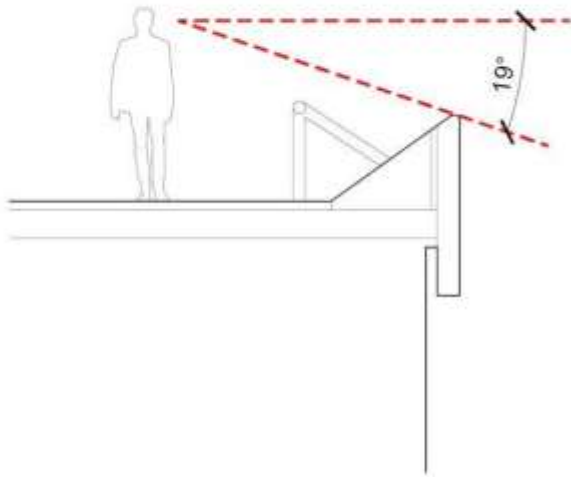
New World Centre Renovation - Tsan Sha Tsai, Hong Kong

James Corner Field Operations

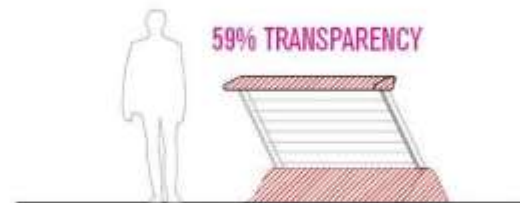
EXISTING CONDITION

PROPOSED CONDITION

SECTION



ELEVATION



AOS EXTENSION - EXISTING CONDITIONS / PROPOSED CLADDING AND RAILING

Public Seating Area for Water Edges



STEPPED SEATING



Shade Trellis



Planting Seating



Raised Seating



Movable Seating
with Shade

New Provision of Proper Seating for **Avenue of Stars**

Implementation Plan

Implementation Plan Update

1. Revitalization of TST Waterfront

- Town Planning Board has **approved** the S.16 application jointly submitted by the LCSD and NWD on 21 August 2015, **with conditions**.
- We shall study and follow up the **conditions** given to us by the Town Planning Board, then further **refine the design of ETST promenade** with the consultation of relevant stakeholders, taking up the implementation of a feasibility study **prior to commencement of work**.

2. Repair and Improvement Works at Existing AoS

- **Repair & improvement works** of the existing bridge at the Avenue of Stars is scheduled for Q4, 2015.

Interim Arrangement

Garden of Stars and Starry Gallery

Interim Arrangement

During construction, visitors are advised to visit the following places for exhibition relating to the Avenue of Stars and Hong Kong movies

A. Garden of Stars

(Tsim Sha Tsui East Waterfront Podium Garden)

B. Starry Gallery

(Subways connecting to MTR Tsim Sha Tsui Station Exit J)



a. Garden of Stars (Phase 1)

Tsim Sha Tsui East Waterfront Podium Garden to be used as “Garden of Stars”.
Phase 1: Display of AOS sculptures, 10-20 handprints and movie related elements



Location of exhibits to be further fine-tuned

a. Garden of Stars (Phase 2)

Phase 2 : Display of more handprints and plaques from AOS

Expected to be completed in Q1, 2016



Location of exhibits to be further fine-tuned

a. Garden of Stars (Illustration)



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Illustration only



a. Garden of Stars (Illustration)

Starlight Cinema



Reference Movies

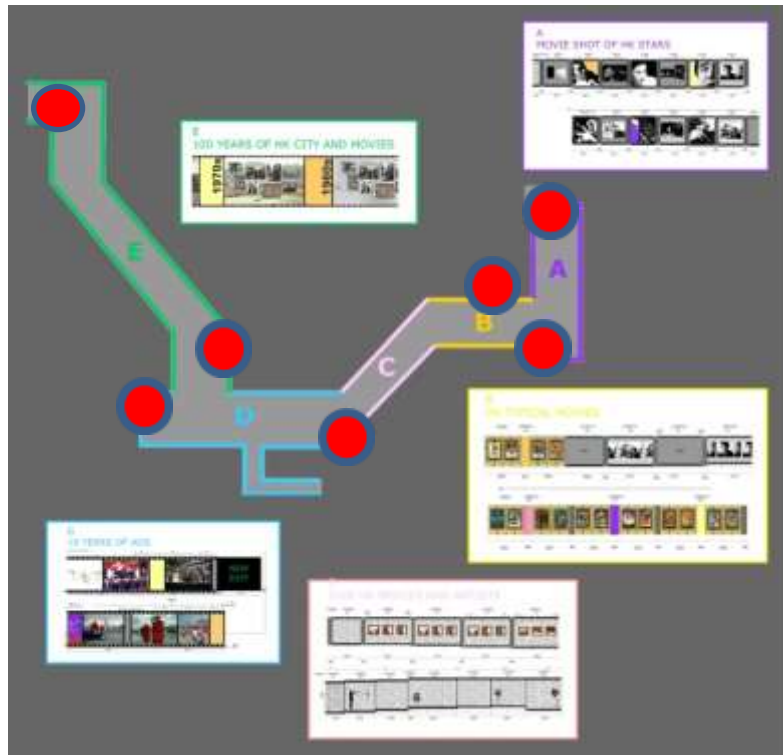
《摩登保鏢》 (Security Unlimited, 1981)、《最佳拍檔》 (Aces Go Places, 1982)、《龍的心》 (Heart of Dragon, 1985)、《胭脂扣》 (Rouge, 1988)、《英雄本色》 (A Better Tomorrow, 1986)、《表姐，你好嘢！》 (Her Fatal Ways, 1990)、《新不了情》 (C'est La Vie, Mon Cheri, 1993)、《金枝玉葉》 (He's a Women, She's a Man, 1994)、《女人四十》 (Summer Snow, 1995)、《食神》 (God of Cookery, 1996)、《百份百啱FEEL》 (Feel 100%.....Once More, 1996)、《陰陽路》 (Troublesome Night, 1997)、《花樣年華》 (In the Mood for Love, 2000)、《新紮師妹》 (Love Undercover, 2002)、《無間道》 (Infernal Affairs, 2002)、《老港正傳》 (Mr Cinema, 2007)、《歲月神偷》 (Echoes of the Rainbow, 2010)

Respectful movie specialist Mr. Law Kar, referred by LCSD, leads the overall concept. Local artist, Ms. Kylie Chan, to realize the design concept by showing classic movie scenes through cartoon drawings.



Illustration only

b. Starry Gallery

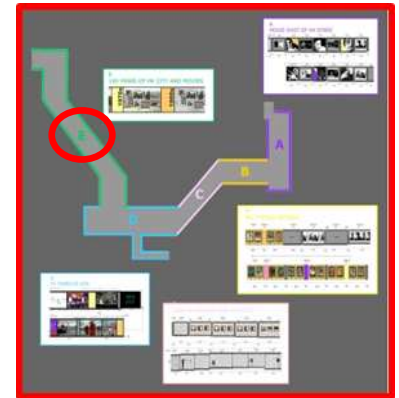


- Key Message about
 - NW's contribution to the AOS
 - Vision of future AOS

Respectful movie specialist Mr. Law Kar, leads the overall concept, with the following movie elements showcased in various areas:

- Star Photos
- Movie names
- Visuals about movie elements
- HK history in line with HK movie history
- Paintings showing classic movie scenes

b . Starry Gallery



Synopsis provide by Mr. Law Kar

b. Starry Gallery

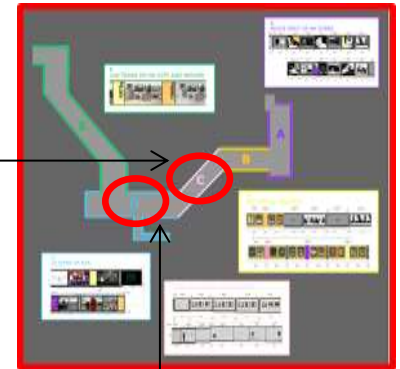


Illustration only

**Further Development
Feasibility Study Proposed
by Stakeholders**

Food Carts / Food Trucks (For Illustration)

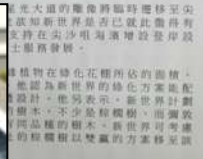
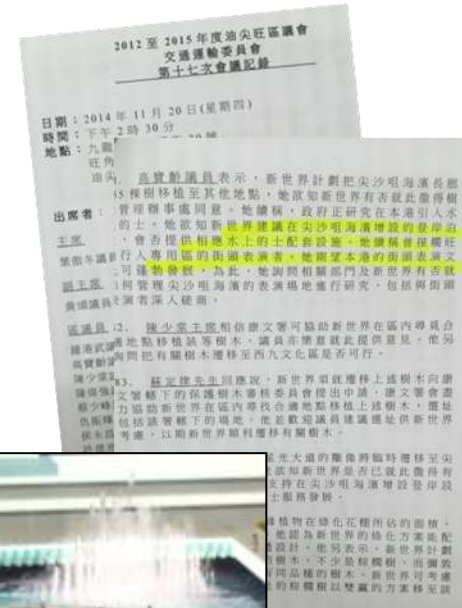
Existing Food Carts at AOS



Food Trucks (to be explored)



Water Feature Feasibility Study at AOS (For Illustration)



- DC requested the Water Feature at AOS
- NWD would pursue the water feature and submit detailed design



Proposed Ferry Shuttle



- A **new perspective** of tourism by integrating the Harbour, ferry rides with signature **tourist attractions**. This “**Water Activity**” initiative has been suggested by **various stakeholders**.
- Explore the possibility **providing landing steps** and the feasibility of Ferry Shuttle Services



2012 至 2015 年度油尖旺區議會
交通運輸委員會
第十七次會議記錄

日期：2014 年 11 月 20 日(星期四)
時間：下午 2 時 30 分
地點：九龍旺角聯運街 30 號
旺角政府合署 4 樓
油尖旺區議會會議室

高寶齡議員表示，新世界計劃把尖沙咀海濱長廊 55 棵樹移植至其他地點，她欲知新世界有否就此徵得樹管理辦事處同意。她續稱，政府正研究在本港引入水上的士，她欲知新世界建議在尖沙咀海濱增設的登岸泊位，會否提供相應水上的士配套設施。她續稱曾接觸旺角區行人專用區的街頭表演者，她期望本港的街頭表演者可蓬勃發展，為此，她詢問相關部門及新世界有否就如何管理尖沙咀海濱的表演場地進行研究，包括與街頭表演者深入磋商。

Crowd Control at Waterfront (For Illustration)



The Waterfront is one of HK's favourite locations for major events and celebrations. In addition to closely liaising with police on crowd-control issues during such events, **we will look into details during the design stage**

Suggestions and Comments from Members to be followed

Suggestions and comments from Members	Initial Actions / Responses
<ul style="list-style-type: none">• To investigate shortening the construction period	<ul style="list-style-type: none">• Endeavour to minimize public disturbance. 2 to 3 years is considered minimum.
<ul style="list-style-type: none">• To study re-routing underground utilities so as to provide more ground space for planting trees	<ul style="list-style-type: none">• In progress
<ul style="list-style-type: none">• To review the railings design	<ul style="list-style-type: none">• To address in detailed design
<ul style="list-style-type: none">• To introduce the key performance indicators (KPI) in the new management contract	<ul style="list-style-type: none">• Noted & will further develop
<ul style="list-style-type: none">• To ensure the project is financially viable and strike a balance between the control of management cost and public enjoyment	<ul style="list-style-type: none">• Noted & will further develop

Summary

Summary

- Much **valuable and insightful advice** and commentary has been received from **Harbourfront Commission** members since 2013. The revitalisation plan has at **all stages** incorporated the suggestions and opinions of Harbourfront Commission members alongside those of other stakeholders **in formulating the current plan**
- Once conditions given by the Town Planning board are received for the S16 application, we will **further consult** the Harbourfront Commission and other stakeholders to further refine and adapt the **design** of ETST promenade **prior to the commencement of work**
- **Repair & improvement works** of the Avenue of Stars is scheduled for Q4, 2015 and phase 1 of the **Garden of Stars and Starry Gallery** to be **opened at the same quarter**.
- **Liaison and communication** with the Harbourfront Commission and other relevant stakeholders shall **continue**, and we will seek to continually **update these parties of project progress**.

THANK YOU
FOR YOUR COMMENTS & ADVICE