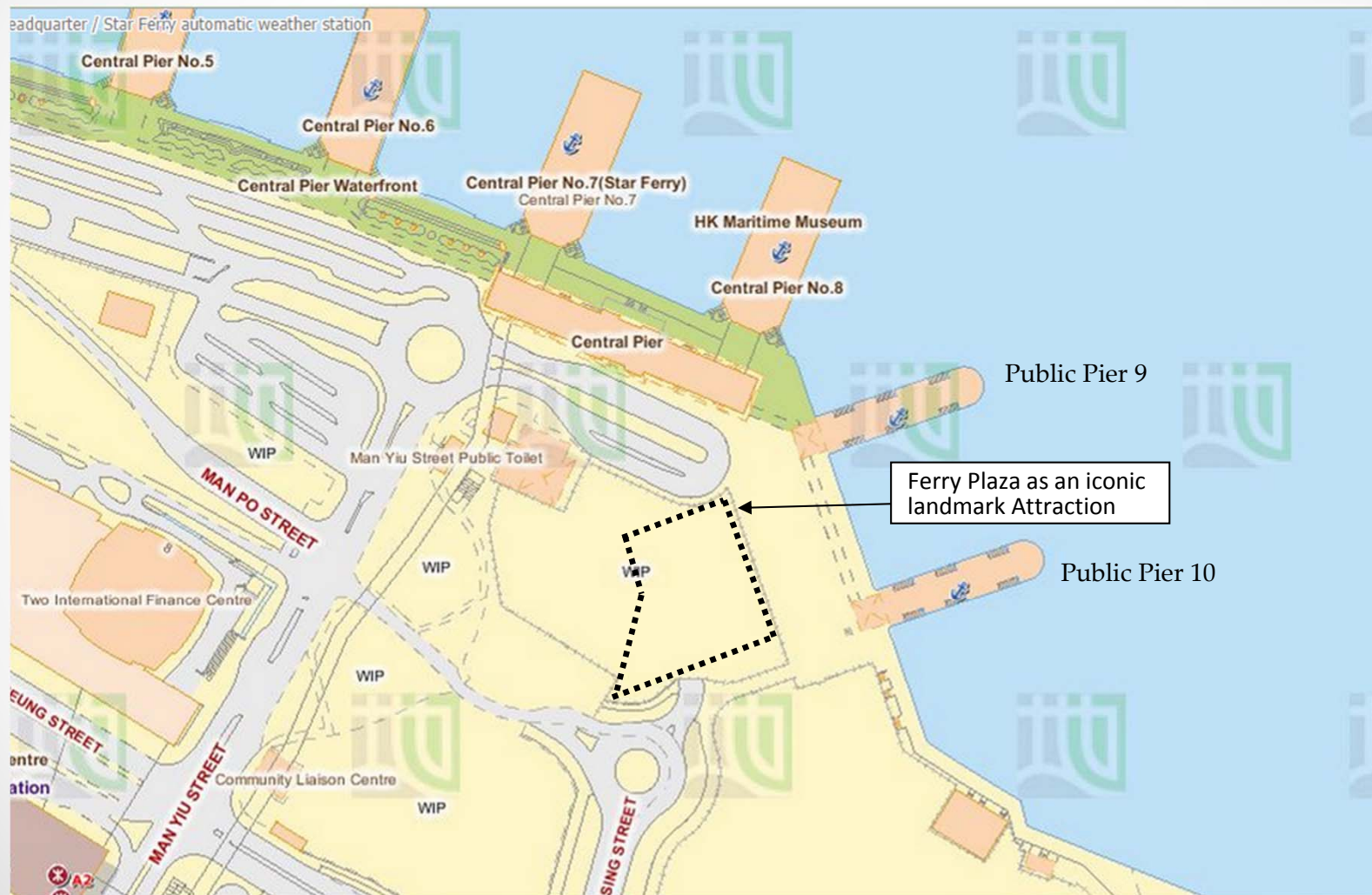


Proposed Design Concept for the Ferry Plaza at Central Waterfront, with the Celestial Star Ferry Attraction and Public Amenity Space

Presented by Masterplan Limited on behalf of
The Star Ferry Company Limited

5 May, 2015

The Location of Ferry Plaza site at Central Waterfront

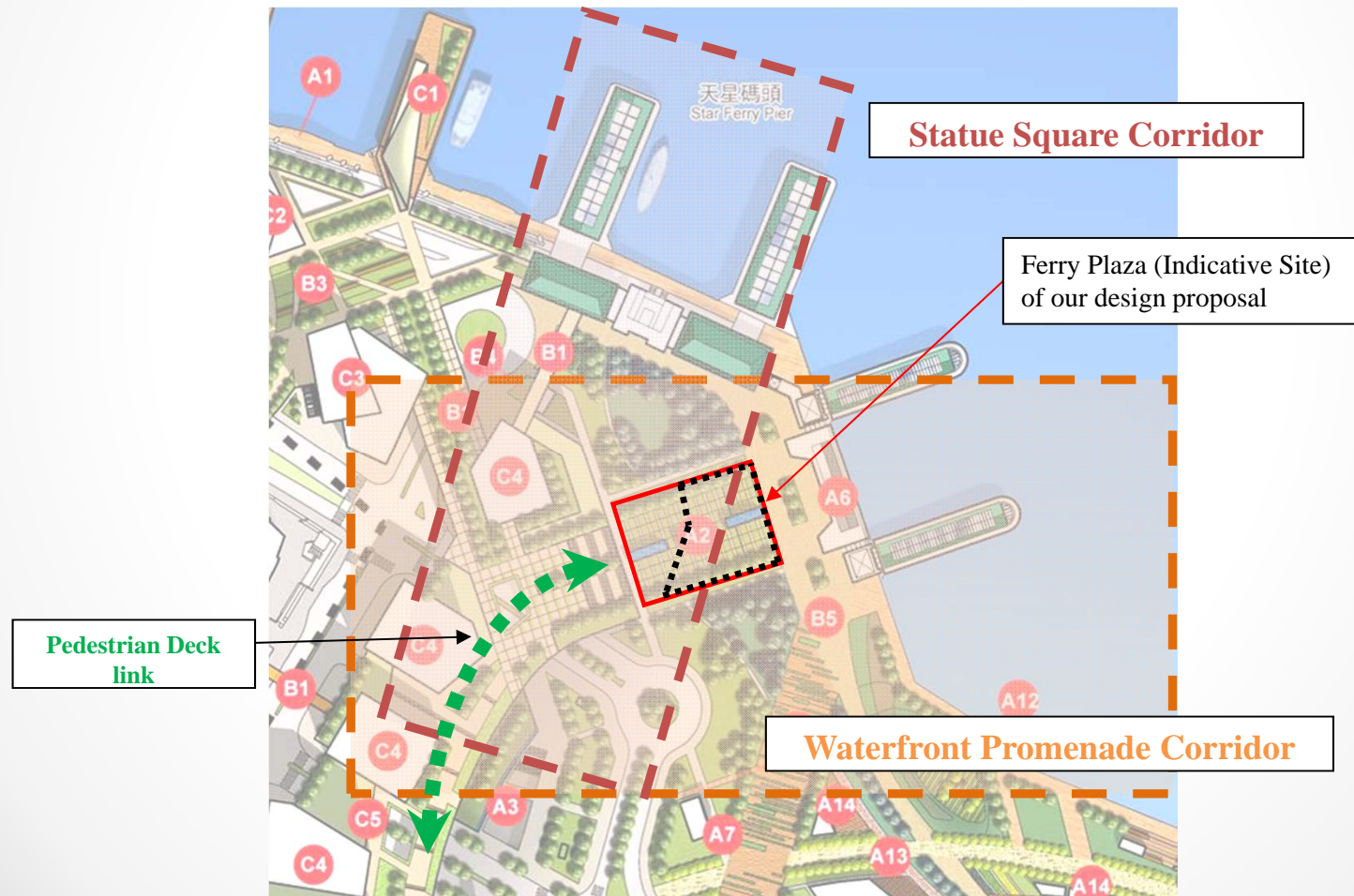


Existing Conditions



● The *Temporary* “Hong Kong Observation Wheel”

Major Activity Node, Meeting point and Pedestrian link at “Ferry Plaza” of Urban Design Study



● Intersection of two corridors on promenade; a major activity node

Ferry Plaza site in Urban Design Study



Lack of landmark and public amenities at the Ferry Plaza site

Proposal for an Iconic Landmark with Heritage Attraction at Ferry Plaza



A cultural tourist destination, public amenity space , pedestrian thoroughfare, and unique dining experience.

Celestial Star placement at Ferry Plaza

- Enhances the Ferry Plaza as a **focal node**, pedestrian thoroughfare, and gathering place for visitors to get to the Central waterfront;
- Is consistent with the theme of the “Ferry Plaza” development in the Urban Design Study by community groups and Government.
- Is **not** in conflict with Ferris Wheel in possible future scenario with both of them in the site, as there is enough space to accommodate both of them.
- Is consistent with harbourfront development principles;

Celestial Star placement at Ferry Plaza

Is itself a **local cultural and iconic symbol** of **Star Ferry**:

- Star Ferry was named by the National Geographic Traveler in 1999 as one of the "50 Places of a Lifetime"
- Tsim Sha Tsui Star Ferry Pier, The Five Flagpoles and the Central Star Ferry Pier have been awarded "My 10 Most 'Liked' Hong Kong Architecture of the Century" as organised by Hong Kong Architecture Centre and voted by the public in 2015.
- Its harbour crossings were included in "31 reasons we should all be living in Hong Kong" as reported by the U.S. online website, Global Post in 2014
- Rated first runner-up in the "Top 10 Must-See Destinations in Hong Kong" among 302 attractions in Hong Kong poll by the travellers of the world's largest travel website TripAdvisor.com ("TripAdvisor") in 2011
- was rated first in the "Top 10 Most Exciting Ferry Rides" poll by the Society of American Travel Writers ("SATW") in 2009

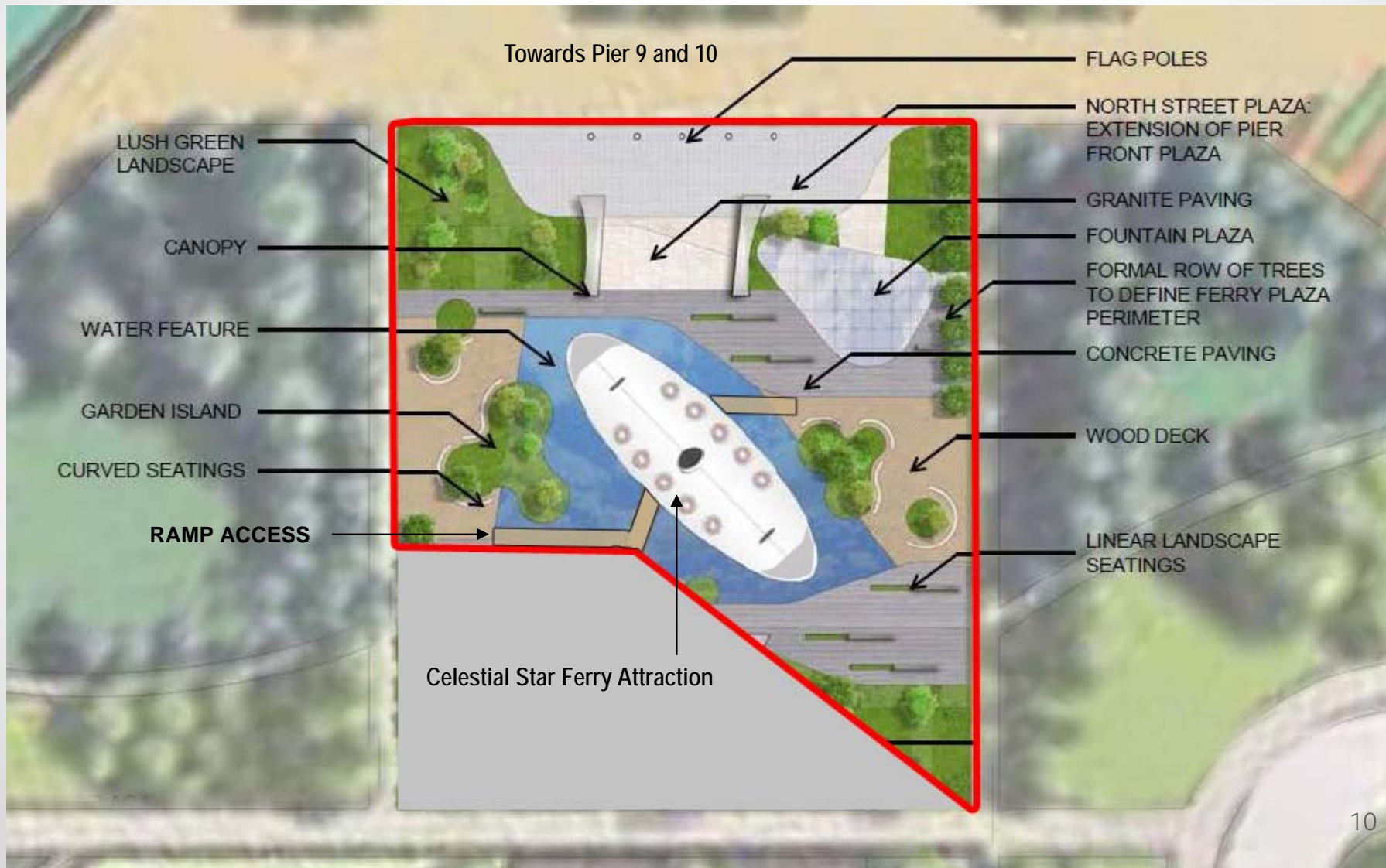
The Celestial Star

- Built in 1955 and was in service for more than 50 years. One of the oldest ferries in the fleet. The ferry is about 36m long, breadth 8.5m and a weight of about 244 tonnes.
- It was retired in 2011, and laid up at Ting Kau.



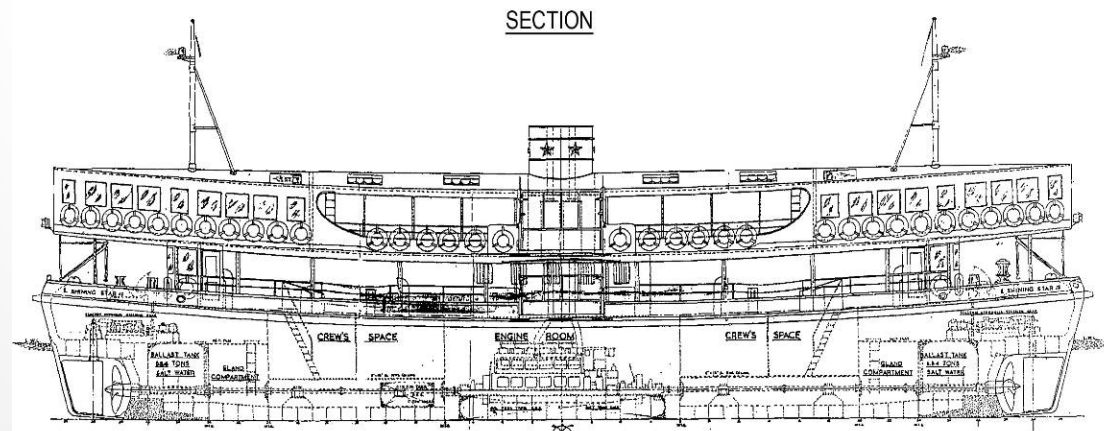
• Photo above: The Celestial Star Ferry when it was in use

Improved Design with Public amenity and Celestial Star Ferry Attraction



Proposed Uses in Celestial Star

Ferry Level	Original Use	Proposed Use (with approx. floor area)
Upper Deck	Passenger seats	Restaurant and public viewing space (~180m ²)
Lower Deck	Passenger seats, wheel houses	Exhibition (~60m ²) café & bar (~60m ²) kitchen (~60m ²)
Hold	Engine room, crew spaces	E&M (~180m ²)



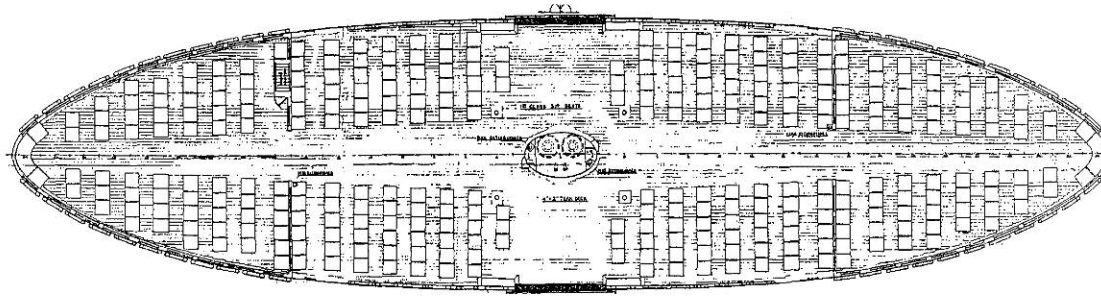
Upper Deck

Lower Deck

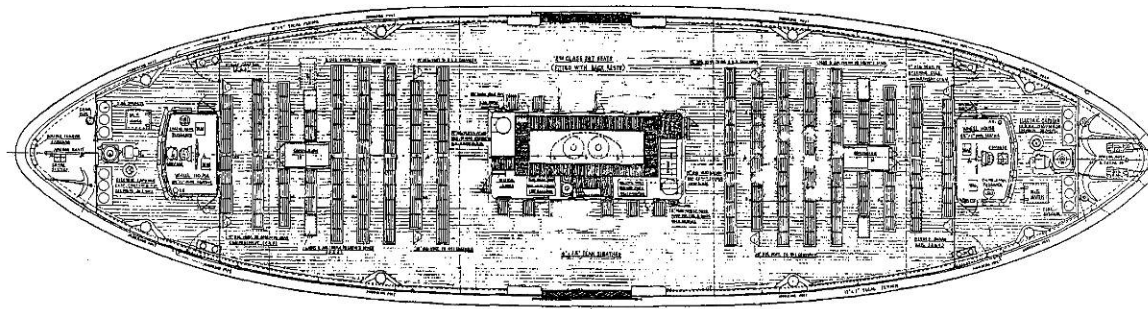
Hold

Existing Layouts

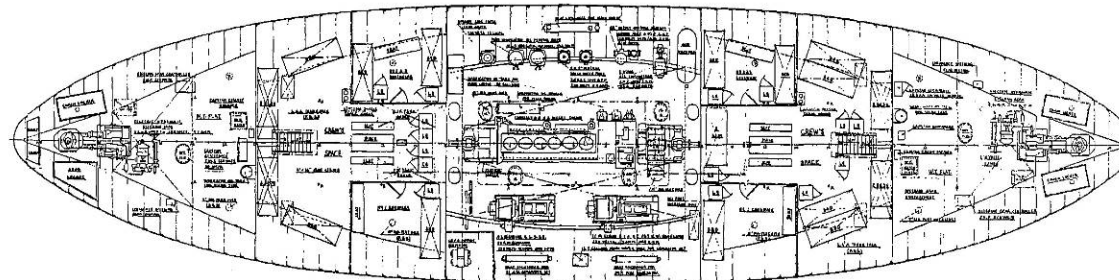
Upper Deck



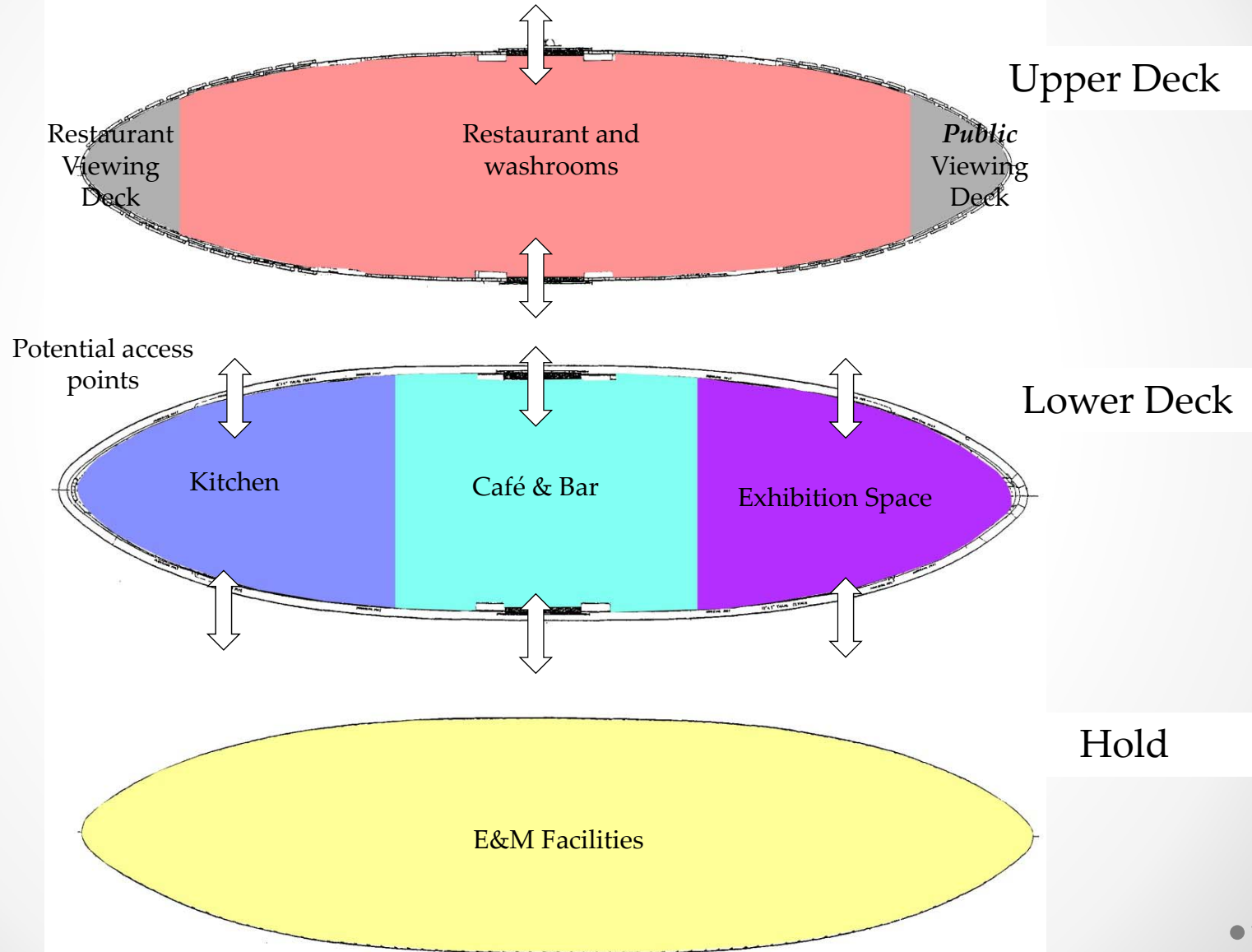
Lower Deck



Hold

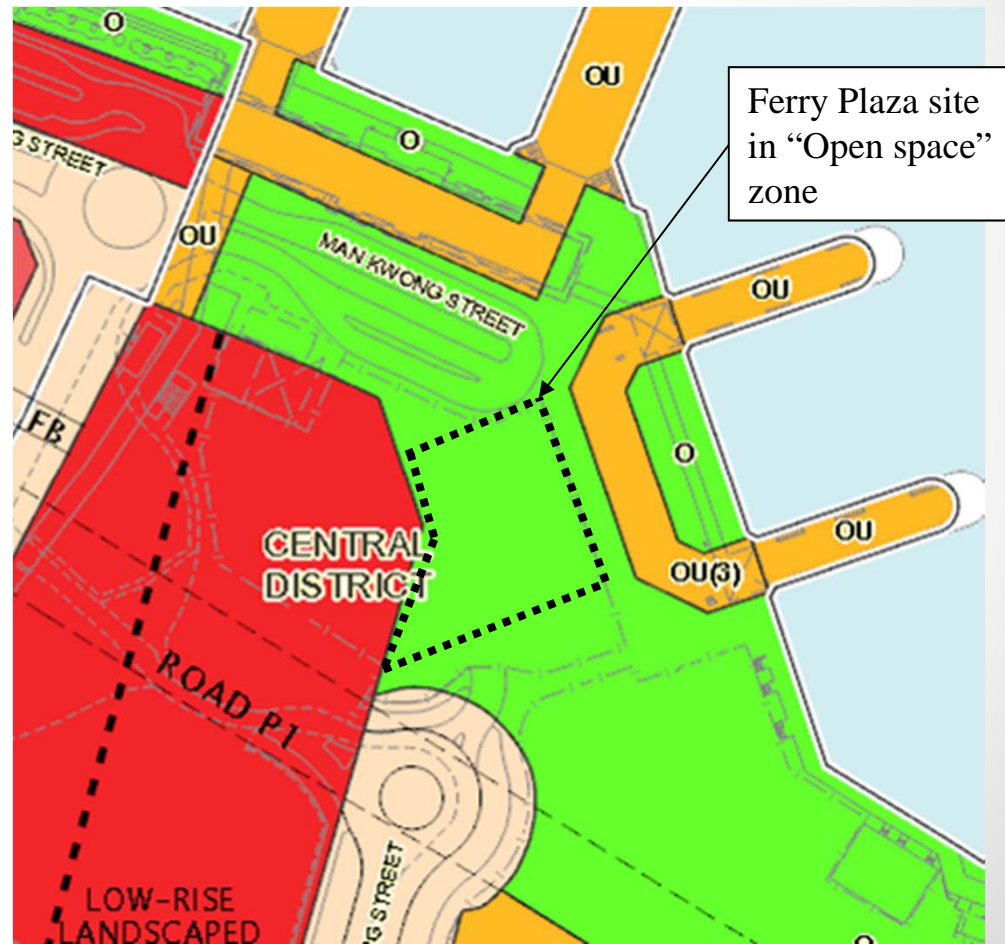


Preliminary Layout Design



In line with OZP planning intention

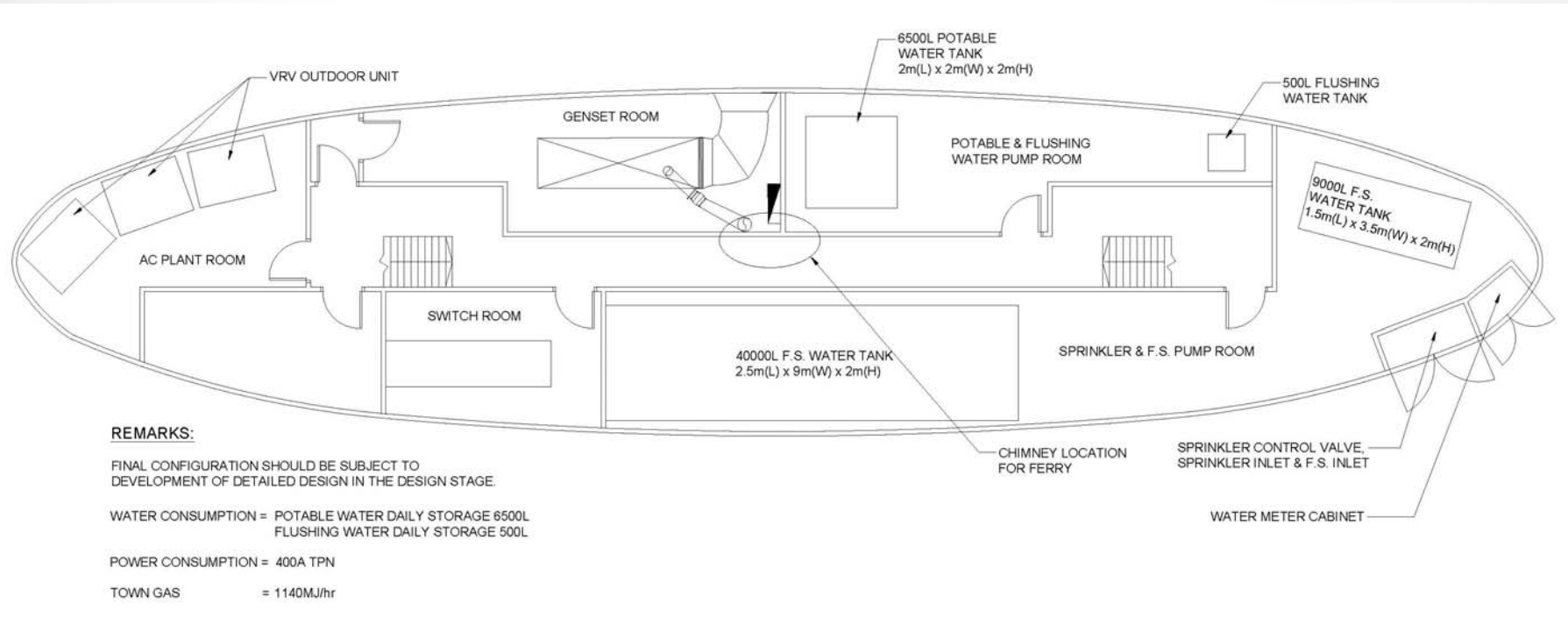
Explanatory Notes para. 7.1.2:
“... the area is envisaged as a **major attraction for tourists and the public to enjoy dramatic harbour views**. An open-air waterfront plaza and some **waterfront related commercial and leisure uses would be provided** near the re-provisioned Central Star Ferry Pier 7 & 8 and the public piers 9 and 10. Integrated with the promenade would be leisure and entertainment-oriented developments.”



Preliminary E&M Study

- Technically feasible to provide E&M systems supporting the operation of the ferry, including: Air-Conditioning Mechanical Ventilation, Electrical Power Distribution, Fire Protection system, Plumbing and Drainage system, and Gas Supply System.

Prelim E&M Plant Space Allocation



Preliminary Study of Bringing Ferry Ashore at Ferry Plaza

- A preliminary study on the requirements of lifting the ferry ashore and placing it at the Ferry Plaza, is technically feasible.

Shore Mobile Heavy Lift Crane

- The shore mobile heavy lift cranes in Hong Kong range from 750 tons downward. Most of them are on tires heavy mobile crane or running steel conveyor belts. The lifting process to be done in calm season and weather.



To address Canopy Structure

- The only hurdle we can see is the shore side canopy covered walkway. However it is only a steel tube supporting structure. We suggest to discuss with concerned Government Departments to propose to cut this structure off temporarily. After bringing the ferry ashore then to rebuild the uprights by welding it back to original state.



A Cradle to hold Ferry

- To design and build a cradle to hold the ferry before refurbishment. This cradle will use as initial home for refurbishment then shifting from refurbishing site to Ferry Plaza.



Implementation Costs

- The Proponent is *not* capable of taking up the whole implementation cost.
- The Proponent would permanently *donate* the Celestial Star to Government or a suitable public body.
- The Government would take up the costs for implementation, including transporting the ferry ashore and into the Ferry Plaza, refurbishment of the ferry, and construction of the foundation and landscape public amenities.

Operational Mode

- The Proponent would help facilitate the process and work with Government departments.
- The Government could consider including the Ferry Plaza to the Ferry Franchise so that concession revenue gained from Celestial Star would be used to stabilize fares of the public ferry.
- The Proponent would be willing to take up the concession operation, management of the Celestial Star and related furniture and structures within it.

Management Costs

- The long-term management costs for the Celestial Star and Ferry Plaza amenity areas would be taken up by the operators, at *no cost to the Government*.
- If the Proponent is selected to be the operator, the revenue from the commercial operations in the ferry may go towards covering the management costs and non-fare box revenue for stabilizing the fares of its public ferry crossings.

In line with Harbour Planning Principles

- Principle 1 – Preserving Victoria Harbour
- Principle 2 - Stakeholder Engagement
- Principle 3 - Sustainable Development
- Principle 4 - Integrated Planning
- **Principle 5 - Proactive Harbour Enhancement**
- Principle 6 - Vibrant Harbour
- Principle 7 - Accessible Harbour
- **Principle 8 - Public Enjoyment**

In line with Harbour Planning Guidelines

- Diversity of Uses
- Leisure Uses
- Prime Public Viewing Spaces
- **Cultural Heritage**
- Comply with Building Height Restrictions
- **Iconic Landmark**
- **Private sector involvement in managing public waterfront promenade.**
- Sustainable development

Local Examples: Fire Boat Alexander Grantham Exhibition Gallery at Quarry Bay Park



Overseas examples: Greenwich Maritime Museum – Cutty Sark London



Even Keel Café



Japanese Battleship Mikasa – museum ship at Mikasa Park in Yokosuka



Summary: Feasible and Bring Planning Benefits

- Improved quality and design of Ferry Plaza with an iconic landmark attraction and public amenity spaces for public enjoyment.
- Major activity node, Meeting point and pedestrian link at Central waterfront.
- In line with the Planning Intention of OZP.
- In line with the Harbour Planning Principles and Guidelines.
- Public-Private Partnership that would benefit all parties.
- Technically Feasible.

Advice Sought

- The Proponents would like to seek the advice from the Task Force to ***endorse the project in-principle***, to enable further detailed discussions with Government departments and to proceed with a section 16 planning application.

