

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

For discussion
on 1 September 2015

TFK/06/2015

The Avenue of Stars and Salisbury Garden Revitalisation Plan – Progress Update

PURPOSE

This paper serves to update the progress on the revitalisation of the Avenue of Stars (AoS) and Salisbury Garden (SG).

BACKGROUND

2. In its meeting on 25 October 2012, the Yau Tsim Mong District Council (YTM DC) requested that New World Development (NWD) to develop a proposal for revitalising the AoS & Salisbury Garden in order to meet the growing demands and number of visitors and tourists in the future. NWD subsequently submitted a preliminary proposal to the Leisure and Cultural Services Department (LCSD) on a non-committal basis. Initial ideas, concepts and designs were well received by the Task Force at its meeting on 22 January 2013.

3. Taking into account views and advice from various stakeholders during a year-long consultation and engagement exercise, NWD developed a holistic revitalization plan for Tsim Sha Tsui (TST) Waterfront covering AoS, SG and East Tsim Sha Tsui (ETST) Promenade in October 2014. The revised design proposal, in compliance with Harbour Planning Principles, was presented to the Task Force on 19 January 2015 with positive response received from members.

4. With regard to member's views expressed through the last meeting as well as those from other stakeholders, the design of the revitalised TST Waterfront has been further refined – taking on-board their comments and suggestions. This paper aims to update members on the current progress of

the revitalisation plans.

THE UPDATED REVITALISATION PLAN

5. Following the last meeting, NWD has liaised extensively with various stakeholders with a number of consultations and meetings held, from which comments and suggestions have been received and incorporated in the revised design. The main features of the updated designs are depicted in the master layout at **Annex 1**, with further explanation provided in the body of this paper.

Holistic Approach to the Waterfront Planning and Operation

6. The proposal presents a unified vision and concept bespoke to the unique nature of the TST waterfront as a critical interface between the fluid dynamism of Victoria Harbour and the adjacent thriving urbanism of the Kowloon peninsula – with regard to the importance of the harbour for the people of Hong Kong and existing site limitations.

7. As part of the updated revitalisation proposal, the holistic integration of the various functions and purposes the AoS, SG and ETST Promenade have been considered. The proposal has identified and refocused these respective areas with regard to their functions, aiming to significantly enhance the experience of visitors and the enjoyment of the general public. The desired result is the delivery of a fully integrated precinct including leisure, cultural, recreational, educational and tourism related activities for both the general public and visitors at Hong Kong's world-famous waterfront, at a service level commensurate to its global renown.

8. To ensure the effective delivery of a sustainable and successful public space that provides quality leisure and cultural environment to visitors, members had been advised at the last meeting on 22 January 2015 that LCSD is prepared to entrust the day-to-day management of the revitalized facilities to a Not-for-Profit Organisation (NPO) set up by NWD. The

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facilities will be operated on a non-profit-making basis and open to members of the public. To ensure that the ultimate authority for the management and supervision of the facilities is still vested with LCSD, a management committee to be chaired by an LCSD directorate staff will be formed to oversee the operation and performance of the NPO. Due flexibility will be given to the NPO so that the facilities will be efficiently managed with greater vibrancy and public engagement.

9. To enhance public participation in the revitalization project, LCSD plans to establish an advisory committee by inviting experts, community and district personalities to advise on the management of the facilities. Such mode of management is more open than the existing one and will further meet the expectations of the public.

10. The existing management arrangement at the TST Waterfront falls under the jurisdiction of different parties, with the AoS under AOS Management Limited (AOSML), and SG & ETST Promenade under the LCSD. This fragmented approach lacked synergy, and has resulted in a less-than-optimal delivery of services and amenities provision. The new management approach will address current managerial and operational concerns across current parties in a manner best befitting end-users.

11. Management references are made to successful overseas examples such as High Line Park in New York, or Millennium Park in Chicago. By operating as an NPO, priority is given to achieving non-commercial objectives, although solid commercial returns will be essential to guarantee the long term sustainability and success of the NPO in delivering a vibrant, dynamic and accessible waterfront for all.

Comprehensive and Effective Utilisation of the Waterfront

12. As stated above, the holistic revitalization of the future TST Waterfront has involved identifying and optimising current and planned structures and areas according to their existing and planned functions. **Annex 2** depicts the proposed design for the respective areas of the future TST Waterfront.

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Salisbury Garden

13. SG is planned to function as an interconnected node for the TST Waterfront, connecting the Hong Kong Cultural Centre (HKCC), Museum of Art (MOA) and AoS to the urban hinterland of Kowloon. The overarching aim of the proposal for SG is to enhance attractiveness, vibrancy and accessibility, providing a diverse, inspiring and engaging cultural and recreational destination for both local and overseas visitors. It will feature large open-air spaces, replete with comfortable seating and shading, alongside ancillary facilities such as an information kiosk amidst lush greenery. It will serve as a multi-purpose civic gathering point along the revitalised TST Waterfront.

Avenue of Stars

14. The plan envisages a reimagining of the existing structure, which at present provides no shading or seating, to the detriment of visitors on days with adverse weather conditions. Current visitors are split between those hoping to view star handprints and statues and those who wish to enjoy the breath-taking harbour views. With the inclusion of the ETST Promenade, existing theme elements of the AoS (such as statues and handprints) will be relocated to a less space-sensitive area alongside the ETST Promenade, reducing overall congestion to the mutual benefit of both types of visitors. The existing AoS site will increase shaded seating in the future for the public to enjoy the harbour view.

ETST Promenade

15. It is designed to include three activities hubs along the promenade, Hub 1 through to 3.

16. Hub 1 – “Eateries” will be located at the current Starbucks location, and will involve a slight expansion to the existing structure to provide a comfortable café/restaurant environment at ground-level, with a public viewing platform providing panoramic views of Hong Kong’s skyline above it.

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17. Hub 2 – “Explorative” is located at the middle of the promenade, designated as movie-themed gallery for displaying Hong Kong film and movie industry elements, paying tribute to the local film industry. Various forms of interactive display elements will be on show, with potential formats being explored. Above this hub, a new observation deck will be built and directly connected to the footbridge leading to East TST commercial area. Connection to the hinterland will be improved whilst providing the visitor a new array of harbour experience.

18. Hub 3 – “Leisure and Fun” will be located at the easternmost section of the promenade, and is designed to include an area for small-scale performances. An observation deck is also proposed, taking advantage of the relative isolation and different vantage point offered from the other two hubs. The observation deck of Hub 3 will be an extension of the existing footbridge connecting to Hung Hom, enhancing connectivity with the district.

Summary

19. The revitalisation plan divides the waterfront into sections with their own respective attractions and functions. By more evenly distributing nodal points of focus and attractions throughout the TST waterfront, congestion and other detrimental aspects of the current arrangements are expected to be reduced. This will result in more efficient utilisation of the existing limited site area.

RESPONSE TO MEMBERS' COMMENTS

20. Following the last meeting of the Task Force on 19 January 2015, we have attempted to address the concerns raised, incorporating members' inputs into the current revitalisation plan. Our response are as follows:-

- a. to improve the connection to the hinterland and to facilitate pedestrian movement and flow along the promenade, with the upper level of Hub 2 (Activity Hub) and Hub 3 (Leisure Hub) dedicated as observation decks and connecting to the existing

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footbridges to TST East and Hung Hom area. The design will enhance pedestrian movement and strengthen connectivity of the promenade to a wider context.

- b. to improve the vibrancy of the waterfront,
 - i. Intent to disperse and expand the activities and attractions to the whole promenade all along to ETST:
 - ii. Different activity zones incorporated with interesting design concepts
 - Salisbury Garden (leisure with green lawn) ;
 - existing Avenue of Stars (harbour view);
 - ETST Promenade (movie elements)

Under such arrangements, together with other newly proposed attractions at the eastern portion of the promenade, pedestrian flow will be more evenly dispersed along different parts of the promenade, instead of concentrating at a single location. By doing so, pedestrian movement will be less encumbered

- iii. Introducing 3 activities hubs at the current under-utilised ETST, each with engaging and unique functions:-
 - Hub 1 - Eating hub (alfresco dining)
 - Hub 2 - Activity hub (tribute to movie elements)
 - Hub 3 - Leisure hub (art performance space)
- c. To improve public facilities by including a movie-themed gallery, information desk, public toilets, eating places and small memorabilia/souvenir shop;
- d. To ensure the overall greening shall not be compromised, the new design contains landscape components of which there are none in the existing context, such as vertical green walls and an elliptical lawn in SG, green trellis in the AoS, and a green roof

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and open deck along the waterfront promenade. It offers a variety of interests to visitors and tourists, and creates a comfortable and interactive open space. Nevertheless, opportunities to maximise the landscape planting will be explored at subsequent detailed design stage.

- e. To continue to work with the LCSD on details of management issues and keep members informed of the progress.

HARBOUR PLANNING PRINCIPLES

21. In view of the significance and strategic harbour-front location of the revitalisation plan, Harbour Planning Principles (HPP) have been observed and adhered to.

22. The current plan is deliberately designed to preserve harbour views, maximise public enjoyment and further strengthen users' relationship with the Harbour. Any reclamation would not be involved, well **preserving the Victoria Harbour** as a special public asset.

23. **Stakeholder engagement** had been initiated since the early stage in the planning process before detailed proposal was subsequently formulated. Stakeholders' views were in general support of the revitalisation concept, and their aspirations have been incorporated in the plan where appropriate.

24. Green building initiatives would be included for environmental friendliness, and commercial elements would be employed to ensure economic sustainability. Government departments and other public space users/owners would be involved in continuous exploration for meeting environmental, economic and social needs to ensure long-term **sustainable development** for the subject harbour-front area.

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25. An **integrated planning** approach has been adopted in the plan which incorporates social aspirations, design concepts, management and long-term development strategies for the area as well as addressing the relationship with other parts in its surrounding areas.

26. Carefully formulated urban design and landscape design concepts would achieve **proactive harbour enhancement** and create a preeminent destination for both local public and tourists as Hong Kong's symbol of urban design excellence and brand identity to the international community.

27. With a variety of activities injected, connection improved and ambience enhanced, the plan would create a **vibrant harbour** catering for the aspirations of different sectors of the community.

28. A continuous harbour-front promenade would be facilitated linking all the way from the Star Ferry Pier to Hung Hom MTR Station. Connections across Salisbury Road with the hinterland with hotel cluster would be improved. An **accessible harbour** would be achieved.

29. The plan is an improvement to the existing promenade for **public enjoyment**, with the provision of high-quality open spaces, a multitude of uses and a strengthened character and identity of the place contributing to the public interest.

PROJECT PROGRESS AND INTERIM ARRANGEMENT

30. Facilities along TST Waterfront will be closed in phases and re-opened within 2-3 years in order to minimise disruption caused to the public and visitors. SG and AoS will be closed from Q3/Q4 2015, and ETST Promenade in Q1 2016. The most recent project programme shows SG re-opening Q1 2017, with AoS and ETST Promenade renovation works to be completed in Q4 and Q1 2018 respectively.

31. For interim arrangement during the construction period, attractions of the existing AoS including statues and handprints will be re-featured at the

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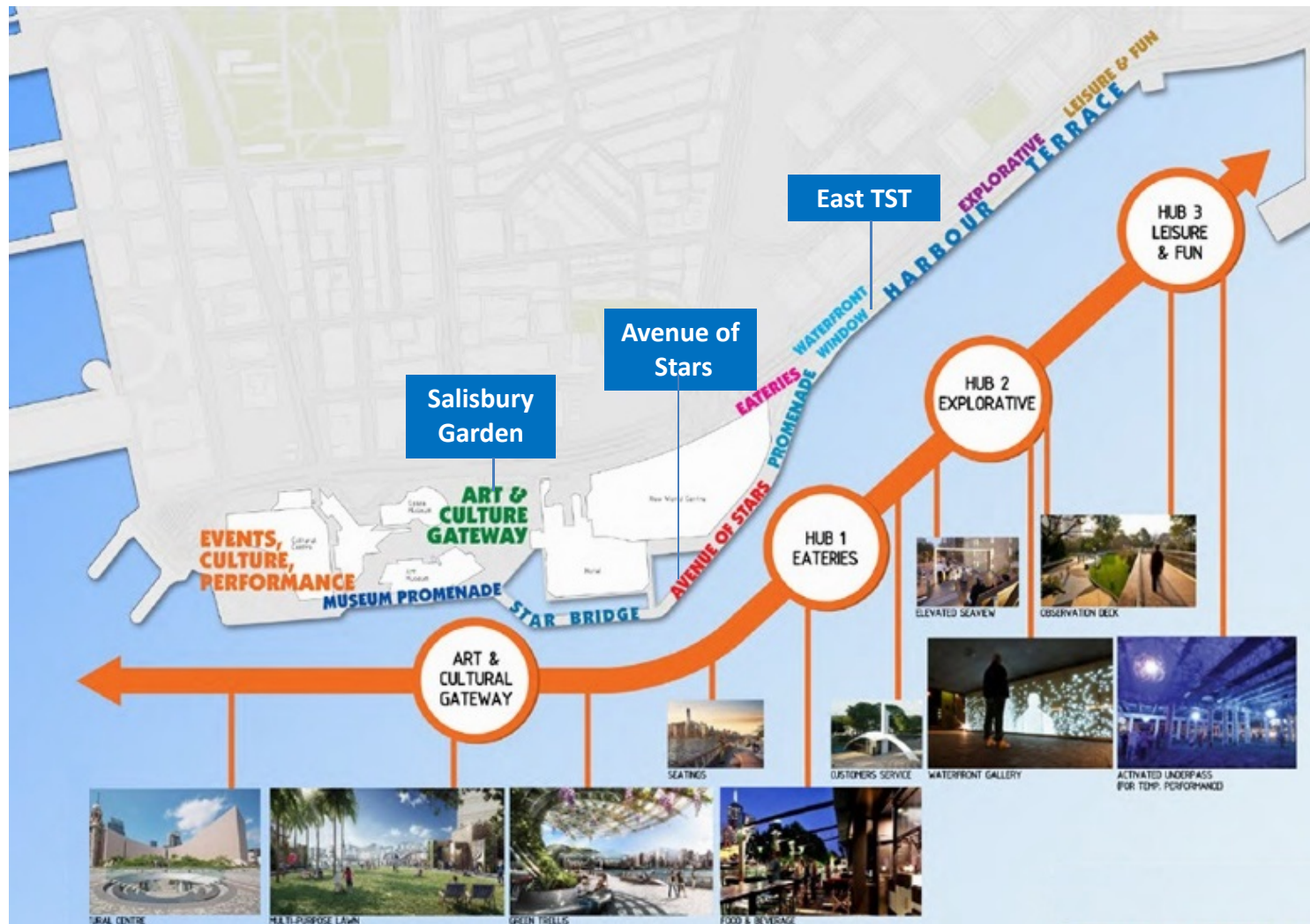
current TST East Waterfront Podium Garden, renamed as “Garden of Stars”. “Starry Gallery” will be located in the subways connected to MTR TST Station Exit J, serving as both an introduction and exit point with themed continuity. The temporary provision of “Garden of Stars” and “Starry Gallery” are welcomed and supported by the Tourism Board and Travel Industry Council.

32. An application under section 16 of Town Planning Ordinance for provision of eating places, shops, movie-themed gallery and performance spaces at revitalized waterfront was discussed and approved with conditions by the Metro Planning Committee at its meeting on 21 August 2015.

CONCLUSION

33. The aim of the revitalisation project is to creatively transform the entirety of the TST Waterfront into a coherent entity, injecting vibrancy and dynamism to the surrounding area and creating a world-class harbour front destination that the city currently lacks. The wants, needs and concerns of a multitude of stakeholders – particularly the general public – have been and continue to be exhaustively considered, with the current plan representing our best efforts to cater to this. We sincerely believe that the plan will deliver a unique and exciting space for local and overseas visitors to enjoy, and politely request that the Harbourfront Commission render its support for the project.

New World Development Company Limited
August 2015

MASTER PLAN

(Not to Scale - For Indicative Purpose Only)

PROPOSED DESIGN FOR THE REVITALIZED WATERFRONT

Salisbury Garden



Original Site of Avenue of Stars



(Subject to detailed design - For Indicative Purpose Only)

PROPOSED DESIGN FOR THE REVITALIZED WATERFRONT

Hub 1 – “Eateries”



Hub 2 – “Explorative”



Hub 3 – “Leisure and Fun”



(Subject to detailed design - For Indicative Purpose Only)

SUMMARY OF OPINIONS FROM STAKEHOLDERS

Opinions	Stakeholder
<ul style="list-style-type: none"> Add display of Hong Kong <i>cultural elements</i> 	Travel Industry Council of Hong Kong
<ul style="list-style-type: none"> Add more movie elements 	Yau Tsim Mong District Council, Hong Kong Film Awards Association
<ul style="list-style-type: none"> Add <i>water features & ferry shuttles</i> 	Yau Tsim Mong District Council
<ul style="list-style-type: none"> Add <i>landmark</i> to make the area <i>iconic</i> in the coming decades 	Tourism Strategy Group
<ul style="list-style-type: none"> More <i>AoS/film/digital elements</i> to add vibrancy 	Yau Tsim Mong District Council, Harbourfront Commission
<ul style="list-style-type: none"> More <i>seating areas</i> with shelters and shades 	Yau Tsim Mong District Council, Harbourfront Commission, Hong Kong Film Awards Association
<ul style="list-style-type: none"> More <i>eating places, souvenir shops</i> and <i>ancillary/utilities facilities</i> 	Yau Tsim Mong District Council, Harbourfront Commission, Hong Kong Film Awards Association
<ul style="list-style-type: none"> <i>Buildings to accommodate the facilities needed, but not more than 2-storey</i> 	Yau Tsim Mong District Council
<ul style="list-style-type: none"> <i>Handprints</i> better <i>not placed on the ground</i> 	Yau Tsim Mong District Council
<ul style="list-style-type: none"> Enhancement of connection between Tsim Sha Tsui & Hung Hom 	Yau Tsim Mong District Council