

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

For discussion
on 18 December 2018

TFK/09/2018

Updates on the Avenue of Stars

PURPOSE

This paper serves to report progress on the re-opening of the Avenue of Stars (AoS).

BACKGROUND

2. The revitalisation of AoS, entrusted by the Leisure and Cultural Services Department (LCSD) to New World Development (NWD), is the result of the symbiotic efforts of international as well as locally acclaimed architect and designer firms. Under the design steer of James Corner, the famed New York based international landscape architect, the revitalisation project has progressed well since Q4 2015 and has embodied best practices in waterfront planning incorporating stakeholder engagement, sustainable development, integrated planning and proactive harbour enhancement. The revitalised AoS, planned to be re-opened in Q1 2019, will be a sculptural, lush waterfront promenade that allows local residents and overseas visitors to enjoy the scenic Victoria Harbour and engage in a range of activities celebrating arts, culture and cinematography.

INTEGRATION OF AESTHETICS, COMFORT AND FUNCTIONALITY FOR PUBLIC ENJOYMENT

3. The revitalised design, which also reflects stakeholders' inputs, features a range of amenities for the comfort of visitors. The architectural solution has addressed site-specific challenges – including exposure to direct sunlight, heat and humidity of Hong Kong's summer – without sacrificing the harbourfront view. The purpose-built porous trellis which is equipped with a misting system and accompanied with climbing green will provide shading against sun and heat. Clusters of seating facing the magnificent harbour, some of which are integrated with planters, will turn AoS into an inviting space for activities including meeting friends, reading, lounging or simply enjoying the world go by. The revitalised AoS will feature seven times more shaded area, over twice as much seating and over eight times greenery than before.

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Besides, landing step will be incorporated at AoS to facilitate marine related activities in the future.

ENHANCING MOVIE FEATURES AND SOFT CONTENT

4. An important role of AoS is to serve as the primary landmark of the success of Hong Kong's movie industry. Emphasis has been placed on enhancing visibility of the movie elements at AoS as well as accessibility for both local and overseas visitors. Efforts have also been made to implement user-friendly digital solutions to deepen visitors' appreciation of Hong Kong's movies and enhance the visitor experience.

5. The statues of Bruce Lee, Anita Mui, McDull and Hong Kong Film Awards will be relocated back to AoS from the Garden of Stars. These statues will be protected by water features instead of barriers, echoing the waterfront ambience and reducing obstructions for visitors who wish to take photos.

6. The handprints will be reinstated at the revitalised AoS. The elevation of the handprints to waist-level, mounted along handrails, will be more convenient for photo-taking with the handprints.

7. To echo with the ambience of the revitalised AoS, the adjacent catering outlet overseen by LCSD at Tsim Sha Tsui Promenade will also take on the theme of "Art & Movie", where promotion of local art, culture and film will be incorporated.

KIOSKS AND MOBILE CARTS OPERATION

8. Kiosks and mobile carts are important amenities to enhance visitors' comfort and convenience while creating a welcoming ambience and sense of place. Following the conclusion of a tendering exercise, six operators have been selected to operate five mobile carts and a kiosk. The kiosks and mobile carts will offer drinks, snacks and souvenirs that will be consistent with the character and aesthetics of AoS and are reminiscent of the tastes, scenery, arts and crafts of Hong Kong.

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OPERATING WITH SUSTAINABILITY COMMITMENT

9. Sustainability has been a key design, planning and operation consideration right from the start of the revitalisation project. AoS has nine key sustainability features which are expected to not only set a new standard for outdoor public facilities but also turn it into a showcase of how sustainable design and operation principles can be integrated into an outdoor facility. We are in the process of securing SITE certification for the revitalised AoS. SITE certification is a rating system for innovation and sustainability performance of projects with or without buildings.

WAY FORWARD

10. In preparation for the re-opening of the revitalised AoS, a host of activities will be organised to promote AoS to locals as well as international visitors as a more people-oriented landmark to be enjoyed by all. Among them will be a series of eco tours and movie tours arranged for members of the public to discover and experience the sustainability potentials and movie elements along the Avenue.

11. As an ongoing effort to maintain the position of AoS as a world-class waterfront landmark, the AoS Management Committee has been formed to oversee and steer the overall management and operation of AoS, including arrangements to facilitate smooth pedestrian flow in the vicinity especially during the launch of the re-opening. We are working in full gear for the re-opening of AoS in consultation with relevant departments and authorities, and will continue to work closely with the Harbourfront Commission to regenerate the Tsim Sha Tsui Waterfront into an accessible, sustainable and vibrant area which showcases arts, culture and cinematography for public enjoyment.

**Leisure and Cultural Services Department
New World Development Company Limited
December 2018**