

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

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For discussion  
on 9 November 2015

TFK/11/2015

## **Updated Progress Public Engagement Exercise of the Tsim Sha Tsui Waterfront Revitalisation Plan**

### **PURPOSE**

This paper briefs Members on the updated progress of the Public Engagement Exercise of the Tsim Sha Tsui Waterfront Revitalisation Plan.

### **BACKGROUND**

2. Upon the advice of the Harbourfront Commission's Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing (Task Force) to deepen understanding of the Tsim Sha Tsui Waterfront Revitalisation Plan (Revitalisation Plan) at the meeting on 1 September 2015, the Leisure and Cultural Services Department (LCSD) presented an information note to the Task Force on 14 September 2015 on further measures to enhance public engagement of the project. Since then, LCSD has taken the lead to launch a Public Engagement Exercise (PE) in two phases:

- Phase 1 (September to November 2015) -- To gauge views on the updated design of the facilities; and
- Phase 2 (January to June 2016) -- To gather community views on the future operational arrangements of the revitalised Promenade.

### **UPDATED PROGRESS OF PHASE 1 PE**

3. Phase 1 PE has been launched since 30 September 2015 as planned with details at Annex I:

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- (a) 6 focus group meetings were held to gauge views and aspirations of the community and key stakeholders on the updated design in particular use, connectivity, design features and any other comments;
- (b) A dedicated website (<http://tstwaterfront.org/ch/>) was launched on 10 October to provide information on the updated design, details of the public engagement activities, an enquiries telephone number and an email address for the public to submit comments; and
- (c) Roving exhibitions were mounted at Hong Kong Cultural Centre, Hong Kong City Hall, Tsim Sha Tsui (TST) waterfront and Sha Tin Town Hall from 26 October to 6 November 2015. The exhibition included a video, a 3D model, a leaflet to be distributed and a questionnaire on iPad (sample questionnaire at Annex II).

4. So far as the focus group meetings are concerned, some initial comments on the design features are summarized below while further updates would be supplemented at the coming meeting on 9 November:

(a) Overall Comments

There was strong support for enhancing the vibrancy and attractiveness of the TST waterfront where greenery, shading and seatings are welcomed. A general concern was how to attract local people, not only overseas visitors, to the Promenade especially TST East area.

(b) Design Concept

Victoria Harbour should be the main attraction of TST waterfront and obstruction to the harbour view should be minimised should there be new structures. Instead of a standalone structure of a proposed film gallery of a mere 3 000 ft<sup>2</sup> in TST East which might block the harbour view, film elements could be spread along the promenade. Stakeholders also favoured the use of transparent building

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materials. However, the use of glass balustrade at the waterfront might incur high maintenance for upkeep and cleansing.

(c) Usage and Activities

The waterfront should accommodate a variety of uses. Suggestions include free wifi along the waterfront; enhanced facilities for joggers; some features introducing Hong Kong landmarks and history; activities to promote environmental awareness targeted for students; food trucks offering unique local food; and performance space for young artists. It was also proposed that the public be encouraged to carry out various activities at different hours of the day for shared use of the revitalised waterfront. For instance, joggers could be encouraged to use the waterfront mainly in the early morning and evening because the waterfront could be used for other activities in other times. Everyone is welcomed to make use of the waterfront at all times, but different uses would have a slightly different time pattern, rendering maximum utilization of the area.

(d) Connectivity and Accessibility

There was general support for enhancing connectivity and accessibility to the TST waterfront but the updated design appeared unable to show connectivity improvements between the hinterland and the waterfront. Improved signages and a direct linkage should be provided from the MTR station through TST East to the waterfront. Also, connections from the Avenue of Stars (AoS) to the Hung Hom Promenade should be strengthened. Various attractions in Hong Kong including the TST promenade could be accessed using ferry shuttles with berths provided along the promenade.

(e) Other comments

Concern was also expressed over the 3-year closure period of AoS and there was request that transportation and coach parking issues be addressed as more visitors would be

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attracted to the revitalised Promenade. Comments were also received about the future operational arrangements of the Promenade, which would be addressed in Phase 2 PE.

### **CLOSURE OF AoS**

5. The bridge structure of AoS was built more than 30 years ago in 1982. It has been closed since 8 October 2015 for repair and improvement works in view of natural wear-and-tear of the bridge abutments to ensure safety and operation requirements of AoS. Currently, AOS Management Limited, a subsidiary of New World Development, has been responsible for the management, maintenance and operation of AoS and will undertake the repair and improvement works at its own cost. The Architectural Services Department, Civil Engineering and Development Department and Buildings Department have agreed on the construction method and will provide technical advice and comments on the design and construction of the new bridge deck.

6. As the repair works will involve the removal of the whole bridge deck and be carried out at the waterfront by barges in accordance with relevant regulations, it will require a longer construction period and is expected to be completed in early 2018. The tentative time-line for the AoS repair works and Revitalisation Plan is as follows:

Date	Action
8 October 2015	Closure of AoS for repair of the bridge structure
15 November 2015	Opening of Garden of Stars at TSTE Waterfront Podium Garden
1st quarter of 2018	<ul style="list-style-type: none"><li>• Completion of new AoS bridge structure</li><li>• Start revitalisation work of AoS</li></ul>
4th quarter of 2018	Re-opening of AoS

7. As regards other parts of the proposed TST Waterfront Revitalisation Plan, the proposed closure period is much shorter and the tentative time-line is outlined below:

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	Closure period	Closure duration
Salisbury Garden	2nd quarter of 2016 - 1st/2nd quarter of 2017	About 16 months
TSTE Promenade	2nd quarter of 2016- 1st/2nd quarter of 2018	About 26 months

### **WAY FORWARD**

8. Report on Phase 1 PE with the revised design, as appropriate, will be presented to the Task Force for comments before commencement of the revitalisation works in the first half of 2016. Phase 2 PE on operational arrangements of the revitalised Promenade will be launched upon the lead of the Advisory Committee to be formed in early 2016.

**Leisure and Cultural Services Department  
New World Development Limited  
November 2015**

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### Annex I

#### List of PE Activities Organized During Phase 1 PE

<u>Date</u>	<u>PE Activities</u>
<b>Focus Group Meeting</b>	
30 September 2015	Community members (17 consultees)
12 October 2015	Youth and concerned groups (23 consultees)
14 October 2015	Film and concerned groups (14 consultees)
19 October 2015	Neighbouring business and developments (19 consultees)
20 October 2015	Professional institutes (16 consultees)
22 October 2015	Tourism and concerned groups (9 consultees)
<b>Roving Exhibitions</b>	
26 October – 6 November 2015	Hong Kong Cultural Centre
26 – 30 October 2015	Hong Kong City Hall
31 October – 1 November 2015	Tsim Sha Tsui Waterfront
2 – 6 November 2015	Sha Tin Town Hall

**Study on Tsim Sha Tsui Waterfront Revitalisation Plan 2015**

**尖沙咀海濱優化計劃研究 2015**

*English and Chinese Questionnaire*

英文及中文問卷

Version : Final

<<Automatically generated by iPad>>:

Respondent ID: _____ 受訪者編號: _____	Date: _____ 日期: _____
Interview start time: _____ 訪問開始時間: _____	Interview end time: _____ 訪問完結時間: _____
Interviewing location: HK Cultural Centre/ Sha Tin Town Hall/ HK City Hall/ Tsim Sha Tsui Waterfront 訪問地點: 香港文化中心/ 沙田大會堂/ 香港大會堂/ 尖沙咀星光大道	

## WELCOME NOTE

Further to the exhibition today, we hope you have a better understanding of the Tsim Sha Tsui Waterfront Revitalization Plan. We would like to hear your views and opinions more, hence we will be most grateful if you would take 5-10 minutes to complete this survey. This survey is commissioned by the Leisure and Cultural Services Department together with the New World Development and conducted by Hong Kong Shue Yan University.

Please be assured that the answers you provided will be kept strictly confidential and all results will only be analyzed at an aggregated level.

If you have any questions or problems when completing this survey, please do not hesitate to contact one of our staff. Thank you in advance for your participation.

## 簡介

我們希望透過剛才的展覽能令您對尖沙咀海濱優化計劃有更深入的了解。為了解更多閣下對這個優化計劃的看法，康樂及文化事務署聯同新世界發展有限公司現正委託香港樹仁大學進行一項意見調查，希望閣下能抽空 5-10 分鐘，就著關於尖沙咀海濱優化計劃提出寶貴意見及建議。

閣下提供的資料及意見會絕對保密，並只作綜合數據分析之用。若閣下對本調查或問卷有任何疑問，請向展覽場地內的調查人員查詢。

謝謝您的參與!



## BACKGROUND 背景

[Ask ALL]

S1. Please record your gender. [SA]

請選擇您的性別...

Male 男	1
Female 女	2

[Ask ALL]

S2. Which age group do you belong to? [SA]

請問您的年齡是...

20 or below 20 歲或以下	1
21-25 21-25 歲	2
26-30 26-30 歲	3
31-35 31-35 歲	4
36-40 36-40 歲	5
41-45 41-45 歲	6
46-50 46-50 歲	7
51-55 51-55 歲	8
56 or above 56 歲或以上	9
Refused 拒絕作答	99

[Ask ALL]

S3. Are you a Hong Kong resident or a tourist?

If you are a tourist, where do you come from?

您是香港居民還是遊客？

如果您是遊客，請問您是來自以下哪一個國家/地區？

Hong Kong resident 香港居民	1
<b>Tourist</b> <b>遊客</b>	
Mainland China 中國大陸	2
Taiwan 台灣	3
Other Asia countries 其他亞洲國家	4
Europe 歐洲	5
America 美洲	6
Australia 澳洲	7
Other countries 其他國家	8

[Ask ALL]

S4. Please fill in your mobile phone number/ home telephone number.

*Note: Please be assured that this information is only for de-duplication purpose and we will delete this information upon completion of this project.*

請輸入您的手提電話／家用電話號碼...

註：請放心，您的電話號碼只用來作覆核用途並會在項目結束後銷毀

_____
<i>Refused</i> 拒絕作答

<<Data team: check duplication of the telephone number on S4 in order to ensure each telephone number owner can only participate the survey **ONCE**>>

[Ask Hong Kong residents only (S3=1)]

S5. How often do you visit the Tsim Sha Tsui Waterfront area? [SA]

您有多經常到尖沙咀海濱？

Every day 每日	1
4-6 times a week 每星期 4-6 次	2
2-3 times a week 每星期 2-3 次	3
Once a week 每星期 1 次	4
Once every 2 weeks 每 2 星期 1 次	5
Once a month 每月 1 次	6
Once every 2-3 months 每 2-3 個月 1 次	7
Less than once every 3 months 每 3 個月少於 1 次	8
Don't know/ can't remember 不知道 / 唔記得	99

**[Ask Hong Kong residents only (S3=1)]**

S6. What are your key reasons for visiting the Tsim Sha Tsui Waterfront area? Please select all appropriate answers.

**[MA]**

您到尖沙咀海濱的主要原因是甚麼？(你可選擇所有合適的答案)

*Programmer: please rotate all answer options*

To work 工作	1
To shop 購物	2
For dining 進餐	3
For coffee or snacks 休憩 / 閒息	4
To sightsee 遊覽 / 觀光	5
To attend cultural activities e.g. movies, drama, exhibitions 參與文化活動，例如電影、戲劇、展覽等	6
To attend friends gathering 朋友 / 社交聚會	7
To walk along the waterfront 於尖沙咀海濱散步	8
To exercise 做運動	9
I live at Tsim Sha Tsui/ nearby area 我住在尖沙咀或附近地區	10
Others, please specify: _____ 其他，請註明： _____	97

**[Ask ALL]**

S7. Overall, how much do you like the **current Tsim Sha Tsui Waterfront area** (including Salisbury Garden, Avenue of Stars and East Tsim Sha Tsui Promenade)? Please use a 6-point scale to indicate, with 6 being 'Like it very much' and 1 being 'Do not like it at all'. **[SA] [Show visual]**

整體來說，您有多喜歡**現時的尖沙咀海濱**(包括梳士巴利公園、星光大道及尖沙咀東海濱長廊)? 請以 1-6 作評分，1 代表「十分不喜歡」，6 代表「十分喜歡」。

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1



**[Show video to all]**

Before going into the main section of the survey, we would like to recap on the key missions and visions of this revitalization plan. Please kindly click on the below for the 60 – 90 seconds video:

在繼續解答其餘問題前，請先收看以下為時約 1 分鐘、闡釋今次尖沙咀海濱優化計劃的背景、宗旨及整體設計概念的短片。



<<Programmer: please insert the finalized video, prepared by Concept Coms>>

<b>OVERALL TST WATERFRONT AREA 尖沙咀海濱</b>
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After watching the video, we are now going to ask you some specific questions on different locations at the Tsim Sha Tsui Waterfront area.

在看完剛才的短片後，以下是幾條有關尖沙咀海濱不同位置的問題。

**[Ask ALL]**

- A1. Looking at the 'before and after' revitalization pictures below, how much do you like the **revitalized Salisbury Garden**? Please use a 6-point scale to indicate, with 6 being 'Like it very much' and 1 being 'Do not like it at all'. **[SA] [Show visual]**

下圖分別顯示現時及建議優化後的梳士巴利公園。請問您有多喜歡**優化後的梳士巴利公園**？請以 1-6 作評分，6 代表「十分喜歡」，1 代表「十分不喜歡」。

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(BEFORE REVITALIZATION)  
(優化前)



(AFTER REVITALIZATION - 1)  
(優化後 - 1)



(AFTER REVITALIZATION - 2)  
(優化後 - 2)



[Ask ALL]

A2. How much do you like the **revitalized Avenue of Stars**? [SA] [Show visual]  
 請問您有多喜歡**優化後的星光大道**？

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(BEFORE REVITALIZATION)  
(優化前)



(AFTER REVITALIZATION)  
(優化後)



[Ask ALL]

A3. How much do you like the **revitalized East Tsim Sha Tsui Promenade**? [SA] [Show visual]  
 請問您有多喜歡**優化後的尖沙咀東海濱長廊**？

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(BEFORE REVITALIZATION)  
(優化前)



(AFTER REVITALIZATION)  
(優化後)



**HUB 1 (Eateries) / HUB 1 (美食區)**

The following two questions are specific to the **Hub 1 (Eateries)** area. The location of **Hub 1 (Eateries)** is indicated in the picture below for your reference.

以下問題是有關下圖中 **Hub 1 (美食區)** 內建議的優化項目。



[Ask ALL]

B1. How much would you like to have more **indoor dining area** at **Hub 1 (Eateries)**? (Please use a 6-point scale to indicate, with 6 being 'Like it very much' and 1 being 'Do not like it at all'. [SA] [Show visual]  
 請問您有多喜歡在 **Hub 1 (美食區)** 內開設更多**室內餐飲設施**? 請以 1-6 作評分，6 代表「十分喜歡」，1 代表「十分不喜歡」。

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(BEFORE REVITALIZATION)



(AFTER REVITALIZATION)





[Ask ALL]

B2. How much would you like to have more **shaded outdoor area** at **Hub 1 (Eateries)**? [SA] [Show visual]  
 請問您有多喜歡在 **Hub 1 (美食區)**內增加更多**戶外遮蔭的地方**？

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(BEFORE REVITALIZATION)



(AFTER REVITALIZATION)



## Hub 2 (Explorative) / HUB 2 (遊玩區)

The following questions are specific to the **Hub 2 (Explorative)** area. The location of **Hub 2 (Explorative)** is indicated in the picture below for your reference.

以下問題是有關下圖中 **Hub 2 (遊玩區)** 內建議的優化項目。



[Ask ALL]

C1. How much would you like to have an **elevated viewing deck** at **Hub 2 (Explorative)** to view the Hong Kong skyline and harbour front? Please use a 6-point scale to indicate, with 6 being 'Like it very much' and 1 being 'Do not like it at all'. [SA] [Show visual]

您有多喜歡在 **Hub 2 (遊玩區)** 內增建一個**兩層高的觀景台**以供參觀人士欣賞維港景色？請以 1-6 作評分，6 代表「十分喜歡」，1 代表「十分不喜歡」。

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(AFTER REVITALIZATION)



[Ask ALL]

C2. How much would you like if there is **more shaded area** at **Hub 2 (Explorative)**? [SA] [Show visual]  
 請問您有多喜歡在 **Hub 2 (遊玩區)**內增加更多**遮蔭的地方**？

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

(BEFORE REVITALIZATION)



(AFTER REVITALIZATION)



## [Ask ALL]

- C3. Out of the options listed below, what do you want to see most at this **Hub 2 (Explorative)** area? Please rank based on your preference, with 1 being the most preferred and 5 being the least preferred. **[Show visual] [SA for each column]**

請問您較喜歡在 **Hub 2 (遊玩區)**內增設以下哪一項設施？請根據您的喜好作排序，1 代表「你最喜愛」的設施，5 代表「你最不喜愛」的設施。

<i>Programmer: please rotate all answer options</i>	Rank 1 第 1 位	Rank 2 第 2 位	Rank 3 第 3 位	Rank 4 第 4 位	Rank 5 第 5 位
<b>Small Exhibition Space (Generic / Multi-purpose)</b> 小型展覽館 (一般 / 多用途性質) 	1	1	1	1	1
<b>Digital Centre for HK Movie / Cinema</b> 香港電影 / 電影院的數碼中心 	2	2	2	2	2
<b>Affordable F&amp;B (restaurants/ cafes)</b> 大眾化餐飲設施 (如餐廳、咖啡室等) 	3	3	3	3	3

<p><b>Amenities (Seating, Shade, Toilets etc.)</b>          公用／輔助設施 (如座位、遮蔭地方、洗手間等)</p> 	4	4	4	4	4
<p><b>Statues and Handprints 明星銅像及手印</b></p>  	5	5	5	5	5

[Ask ALL]

C4. To what extent do you accept the overall design of **Hub 2 (Explorative)** in terms of its height and size? Please use a 6-point scale to indicate, with 6 being 'Completely acceptable' and 1 being 'Completely unacceptable'. [Show visual] [SA]

就 **Hub 2 (遊玩區)** 的高度及面積而言，請問您有多接受 **Hub 2 (遊玩區)** 的整體設計？請以 1-6 作評分，6 代表「完全接受」，1 代表「完全不接受」。

Completely acceptable 完全接受	Highly acceptable 十分接受	Acceptable 可以接受	Unacceptable 不接受	Highly unacceptable 十分不接受	Completely unacceptable 完全不接受
6	5	4	3	2	1



[Only ask those who answered unacceptable/ highly unacceptable/ completely unacceptable (C4=1-3)]

C5. Why do you think the design of **Hub 2 (Explorative)** is <<insert answer of C4>>? Please select all appropriate answers. [MA]

請問您為甚麼 <<insert answer of C4>> **Hub 2 (遊玩區)** 的整體設計？你可選擇所有合適的答案

Height of <b>Hub 2 (Explorative)</b> – it is too tall <b>Hub 2 (遊玩區)</b> 的高度太高	1
Height of <b>Hub 2 (Explorative)</b> – it is too short <b>Hub 2 (遊玩區)</b> 的高度太低	2
Size of <b>Hub 2 (Explorative)</b> – it is too big <b>Hub 2 (遊玩區)</b> 的面積太大	3
Size of <b>Hub 2 (Explorative)</b> – it is too small <b>Hub 2 (遊玩區)</b> 的面積太小	4

<b>HUB 3 (Leisure &amp; Fun) / HUB 3 (休閒區)</b>
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The following questions are specific to the **Hub 3 (Leisure & Fun)** area. The location of **Hub 3 (Leisure & Fun)** is indicated in the picture below for your reference.

以下問題是有關下圖中 **Hub 3 (休閒區)** 內建議的優化項目。








**[Ask ALL]**

D1. Out of all the activities shown below, which ones attracts you most to come to this area? Please rank based on your preference, with 1 being the most attractive activity and 6 being the least attractive activity. **[Show visual]**  
**[SA for each column]**

以下哪一項活動較能吸引您前來 **Hub 3 (休閒區)** 呢？請根據您的喜好作排序，1 代表「最吸引你」的活動，4 代表「最不吸引你」的活動。

Programmer: please rotate all answer options	Rank 1 第 1 位	Rank 2 第 2 位	Rank 3 第 3 位	Rank 4 第 4 位	Rank 5 第 5 位	Rank 6 第 6 位
Art installation (Temporary/rotating) 藝術展覽 (臨時性/不定時更新主題) 	1	1	1	1	1	1
Lighting installation (Permanent) 燈光表演 (永久設置) 	2	2	2	2	2	2

Annex II

<p>Seasonal / Temporary Outdoor Eating 戶外餐飲區 (臨時性/主題性)</p> 	3	3	3	3	3	3
<p>Theater/ stage 劇場/舞台表演</p> 	4	4	4	4	4	4
<p>Outdoor Yoga/ Taichi 戶外瑜珈班/太極班</p>  	5	5	5	5	5	5
<p>Outdoor Art jamming 戶外自助/即興繪畫 (Art jamming)</p>  	6	6	6	6	6	6

*Disclaimer: Some of the pictures are sourced from the Internet and they are for reference only*



**[Ask ALL]**

D2. With the possibility to include these new activities at the **Hub 3 (Leisure & Fun)** area, how likely would this encourage you to come more? Please use a 6-point scale to indicate, with 6 being 'Extremely likely' and 1 being 'Extremely unlikely'. **[SA] [Show visual]**

您有多大可能會因為上述建議增設的活動而前來 **Hub 3 (休閒區)**呢？請以 1-6 作評分，6 代表「絕對可能」，1 代表「絕對不可能」。





Extremely likely 絕對可能	Highly likely 十分可能	Likely 可能	Unlikely 不太可能	Highly unlikely 十分不可能	Extremely unlikely 絕對不可能
6	5	4	3	2	1

## OTHER QUESTIONS 其他問題

[Ask ALL]

E1. In regards to the 'Handprint' layout, which of the following designs do you prefer most? Please rank based on your preference, with 1 being the most preferred and 4 being the least preferred. **[Show visual] [SA per column]**

您較喜歡以下哪一個「明星手印」的設置？請根據您的喜好作排序，1代表「你最喜愛」的設置，4代表「你最不喜愛」的設置。

Programmer: please rotate all answer options	Rank 1 第 1 位	Rank 2 第 2 位	Rank 3 第 3 位	Rank 4 第 4 位
	1	1	1	1
	2	2	2	2
	3	3	3	3
	4	4	4	4

[Ask ALL]

E2. To what extent do you accept the new design of the Balustrade/ railings? Please use a 6-point scale to indicate, with 6 being 'Completely acceptable' and 1 being 'Completely unacceptable'. [Show visual] [SA]

您有多接受下列圖片中的欄杆／防波堤的新設計？請以 1-6 作評分，6 代表「完全接受」，1 代表「完全不接受」。

Completely acceptable 完全接受	Highly acceptable 十分接受	Acceptable 可以接受	Unacceptable 不太接受	Highly unacceptable 十分不接受	Completely unacceptable 完全不接受
6	5	4	3	2	1

(BEFORE REVITALIZATION) (優化前)



(AFTER REVITALIZATION) (優化後)



(BEFORE REVITALIZATION) (優化前)



(AFTER REVITALIZATION) (優化後)



(BEFORE REVITALIZATION) (優化前)

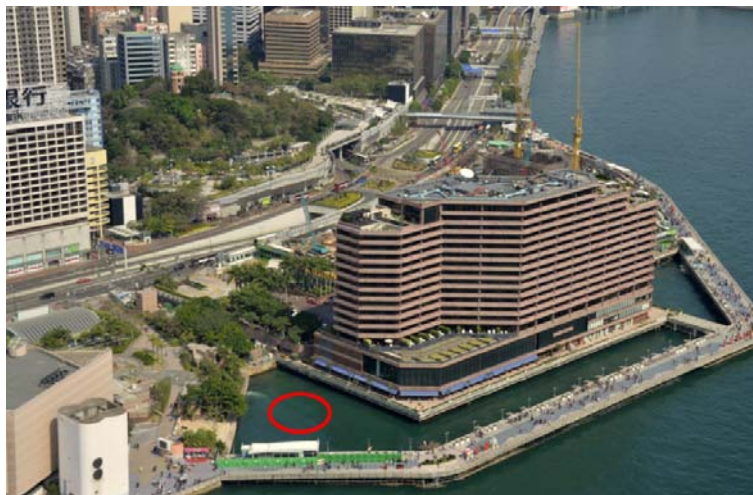


(AFTER REVITALIZATION) (優化後)





[Ask ALL]

E3. The following question is specific to the highlighted area below.  
 以下問題是有關下圖中標示位置內建議的優化項目。



If we were to introduce a new **'Island/ Water feature'** at the potential locations shown above, which of the following designs would you prefer most? Please rank based on your preference, with 1 being the most preferred and 4 being the least preferred. **[Show visual] [SA per column]**

如果在以上標示位置增設人工島／水上匯演，您較喜歡以下哪一個設計？請根據您的喜好作排序，1代表「你最喜愛」的設計，4代表「你最不喜愛」的設計。

Programmer: please rotate all answer options	Rank 1 第 1 位	Rank 2 第 2 位	Rank 3 第 3 位	Rank 4 第 4 位
Floating Landscape Features 水上園林佈置 	1	1	1	1
Temporary Sculpture 雕塑 (臨時性) 	2	2	2	2

<p>Sculpture + Stage 雕塑 + 舞台</p>  <p>SCULPTURE + STAGE</p>	3	3	3	3
<p>Water feature 水上匯演</p>  <p>WATER FEATURE</p>	4	4	4	4

**[Ask ALL]**

E4. If we were to introduce a world-class **Water Shuttle** in the new Tsim Sha Tsui Waterfront area, how much would you like this? Please note that such water shuttle is currently available in many other major cities BUT NOT Hong Kong.

如果在尖沙咀海濱增設世界級**觀光船服務**，請問您有多喜歡呢？（註：世界多個主要城市均有提供觀光船服務，但現時香港並沒有提供這項服務）

Please use a 6-point scale to indicate, with 6 being ‘Like it very much’ and 1 being ‘Do not like it at all’. **[Show visual] [SA]**

請以 1-6 作評分，6 代表「十分喜歡」，1 代表「十分不喜歡」。

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1



**[Ask ALL]**

E6. Overall, how much do you like the new proposed design of Tsim Sha Tsui Waterfront area based on what you have seen here? Please use a 6-point scale to indicate, with 6 being 'Like it very much' and 1 being 'Do not like it at all'. **[SA] [Show visual]**

就今次所見的優化計劃建議來說，您有多喜歡**優化後的尖沙咀海濱**(包括梳士巴利公園、星光大道及尖沙咀東海濱長廊)? 請以 1-6 作評分，6 代表「十分喜歡」，1 代表「十分不喜歡」。

Like it very much 十分喜歡	Like it 喜歡	Like it slightly 有點喜歡	Dislike it slightly 有點不喜歡	Dislike it 不喜歡	Do not like it at all 十分不喜歡
6	5	4	3	2	1

**[Ask ALL]**

E8. In your opinion, what elements are the **most important** to you in the new Tsim Sha Tsui waterfront area? Please rank the most important, 2<sup>nd</sup> most important and 3<sup>rd</sup> most important elements to you. **[SA for each column]**

您認為優化後的尖沙咀海濱，哪些原素是最為重要呢？請以「最重要」、「第 2 重要」及「第 3 重要」來排序。

<i>Programmer: rotate below attributes</i>	Most important 最重要 [SA]	2 <sup>nd</sup> most important 第 2 重要 [SA]	3 <sup>rd</sup> most important 第 3 重要 [SA]
The harbour / Skyline view 維港景觀	1	1	1
Greenery & Environmental Friendliness 綠化帶及環保	2	2	2
The Avenue of Stars (Handprints, Statues, etc.) 星光大道(明星手印、銅像等)	3	3	3
World Class Water Front Promenade 世界級海濱長廊	4	4	4
Stage & street performance 舞台及街頭表演	5	5	5
Cultural activities 文化活動	6	6	6
Affordable F&B 大眾化餐飲設施	7	7	7
Museum of Film + HK Cinema 電影博物館及電影院	8	8	8
Retails for souvenirs 紀念品售賣店	9	9	9
More shaded area 更多遮蔭空間	10	10	10
Better Access 更容易到達	11	11	11
More Seating 更多座位供應	12	12	12
More open space 更多空曠地方	13	13	13

## Annex II

More Public Amenities 更多公共設施	14	14	14
Tourist focused destination 為遊客而設	15	15	15
Local focused destination 為本地居民而設	16	16	16
Others, please specify: _____ 其他，請註明: _____	97	97	97

**[Ask ALL]**

- E9. Do you have any further comments or suggestions in regards to the **design perspective** for this whole revitalization project at the Tsim Sha Tsui Waterfront area (including the area from Salisbury Garden, Avenue of Stars to East Tsim Sha Tsui Promenade) from what we have discussed here? **[Open-ended]**  
針對**設計方面**，請問您對尖沙咀海濱的優化計劃(包括梳士巴利公園、星光大道及尖沙咀東海濱長廊)有沒有其他意見或建議呢？
-



<b>DEMOGRAPHICS 人口統計</b>
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Finally, we would like to ask you some personal information for analysis purpose.  
最後，希望您能提供一些個人資料作綜合分析用途。

**[Ask ALL]**

- X1. What is the highest level of education that you have attained? **[SA]**  
最高教育程度...

Primary or below 小學或以下	1
Lower secondary 初中	2
Upper secondary 高中	3
Matriculation/ post-secondary 預科/專上學歷	4
University or above 大學或以上	5
<i>Refused</i> 拒絕作答	99

**[Ask ALL]**

- X2. What is your marital status? **[SA]**  
婚姻狀況...

Single 單身	1
Married 已婚	2
Others 其他	4
<i>Refused</i> 拒絕作答	99

**[Ask all]**

- X3. Do you have any children? [If yes, probe] How old is your youngest child? **[SA]**  
您有沒有子女？如有，最年幼的子女是多少歲？

No children 沒有子女	1
With smallest child below 6 6歲以下	2
With smallest child aged 6-11 6-11歲	3
With smallest child aged 12-14 12-14歲	4
With smallest child aged 15 or above 15歲或以上	5
<i>Refused</i> 拒絕作答	99

[Ask ALL]

X4. What is your occupation? [Show iPad] [SA]

請問您的職業是...

CEO, Chairman, President, Managing Director, Other C-Suite 行政總裁/主席/董事總經理/其他企業高級管理職級	1
Owner/ Partner 僱主/合夥人	2
Vice President/ Director/ General Manager/ Department Head 副主席/董事/總經理/部門主管	3
Professional (e.g. doctor, lawyer, engineer) 專業人員 (如醫生、律師、工程師等)	4
Middle Manager 中層管理人員	5
Executive/ Officer/ Supervisor 行政人員/幹事/主管	6
Technician 技術人員	7
Clerk/ Administrator 文職及服務人員	8
Housewives 全職主婦	9
Retired 退休	10
Unemployed 待業	11
Student 學生	12
Others, please specify: _____ 其他，請註明: _____	97
<i>Refused</i> 拒絕作答	99

**[Ask ALL]**

X5. Which of the following best describe your monthly personal income? Please include all kinds of income including salary, pocket money, bonus, profit from investment or own business, interest, education allowance.

**[SA]**

請問您的每月個人收入為(包括薪金、零用錢、花紅、投資收益、利息等)...

**[Ask ALL]**

X6. What about your monthly household income? **[SA]**

請問您的每月家庭收入為...

**[Programmer note: The amount of monthly household income should be larger or equal to the amount of monthly personal income]**

	X5. Monthly personal income 每月個人收入	X6. Monthly household income 每月家庭收入
Below HK\$5,000 港幣\$5,000 以下	1	1
HK\$5,000 – HK\$9,999 港幣\$5,000 – HK\$9,999	3	3
HK\$10,000 – HK\$19,999 港幣\$10,000 – HK\$19,999	4	4
HK\$20,000 – HK\$29,999 港幣\$20,000 – HK\$29,999	5	5
HK\$30,000 – HK\$39,999 港幣\$30,000 – HK\$39,999	6	6
HK\$40,000 – HK\$49,999 港幣\$40,000 – HK\$49,999	7	7
HK\$50,000 – HK\$99,999 港幣\$50,000 – HK\$99,999	8	8
HK\$100,000 or above 港幣\$100,000 或以上	9	9
No income 沒有收入	98	98
<i>Refused</i> 拒絕作答	99	99

**[Ask Hong Kong residents only (S3=1)]**

X7. Which district do you currently live in? [SA]

請問您的居住地區是...

**[Ask Hong Kong residents only (S3=1)]**

X8. Which district are you working at? [SA]

請問您的工作地區是...

	X7. Living district 居住地區	X8. Working district 工作地區
Central and Western 中西區	1	1
Wanchai 灣仔區	2	2
Eastern 東區	3	3
Southern 南區	4	4
Yau Tsim Mong 油尖旺區	5	5
Sham Shui Po 深水埗區	6	6
Kowloon City 九龍城區	7	7
Wong Tai Sin 黃大仙區	8	8
Kwun Tong 觀塘區	9	9
Kwai Tsing 葵青區	10	10
Tsuen Wan 荃灣區	11	11
Tuen Mun 屯門區	12	12
Yuen Long 元朗區	13	13
North 北區	14	14
Tai Po 大埔區	15	15
Shatin 沙田區	16	16
Sai Kung 西貢區	17	17
Islands 離島區	18	18
Mainland – Guangdong area 中國大陸—廣東省	90	90
Others, please specify: _____ 其他，請註明: _____	97	97
Refused 拒絕作答	99	99

**This is the end of the survey.  
We truly appreciate your time and opinions and  
thank you again for your participation!**

訪問完畢  
謝謝您的寶貴意見及參與!