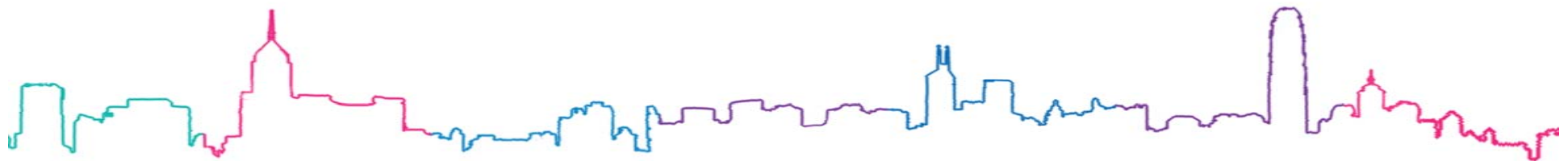




Pedestrian Connectivity in Tsim Sha Tsui Harbourfront

2 December 2013



Identify best routes from hinterland to harbourfront

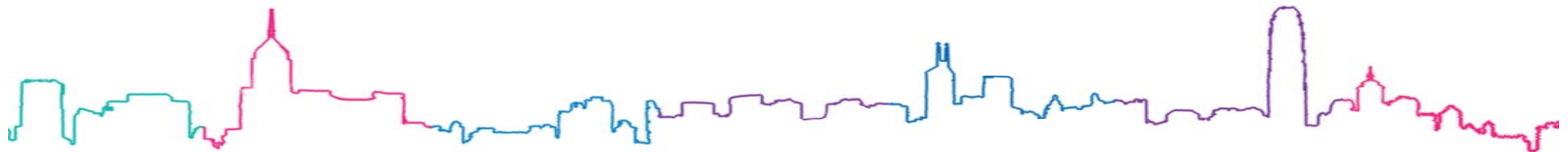
- **Route A (MTR Exit J)**

- Avenue of Stars
- Hong Kong Museum of Art
- Hong Kong Space Museum

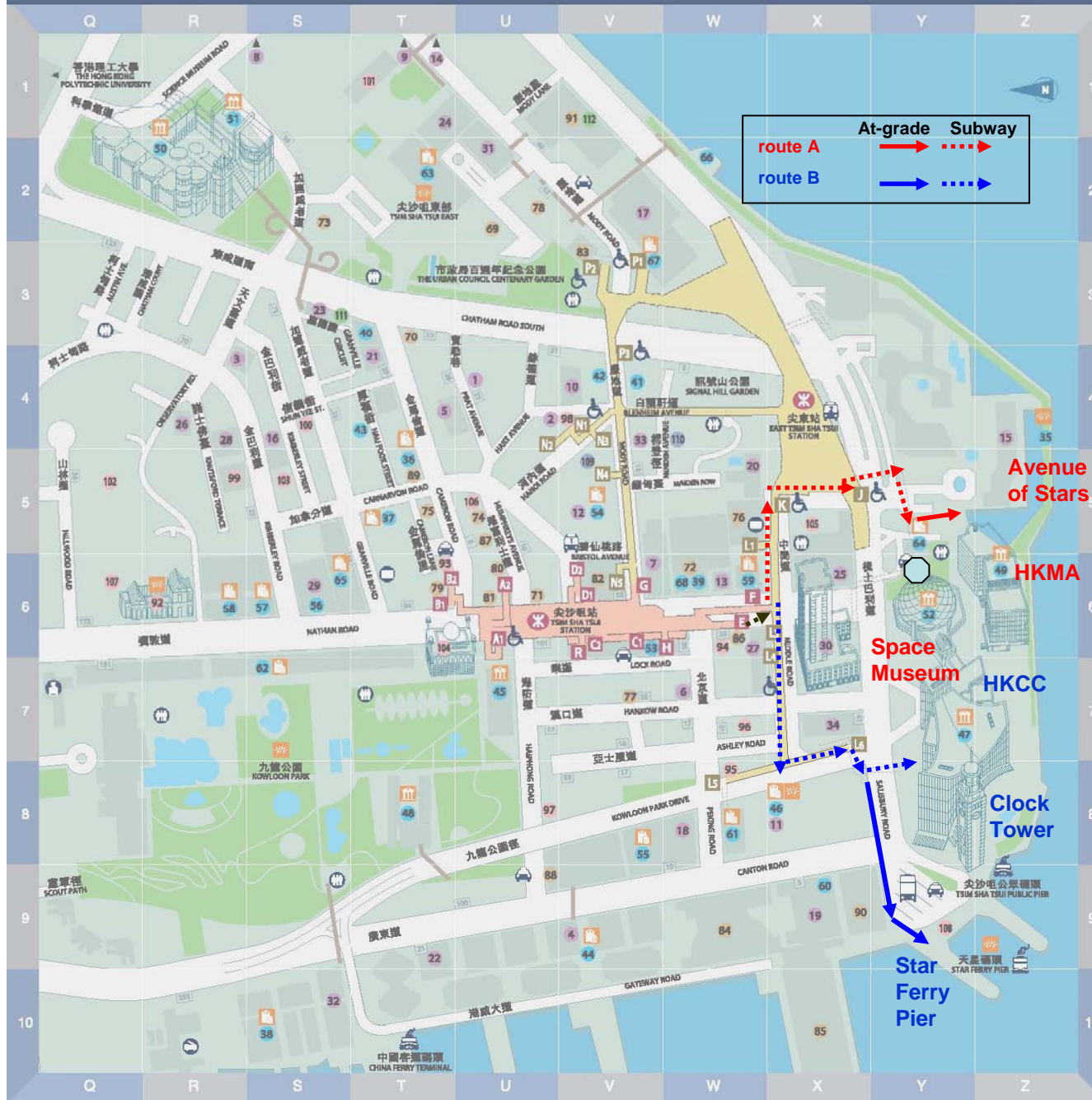


- **Route B (MTR Exit L)**

- Hong Kong Cultural Centre
- Clock Tower
- Star Ferry Pier

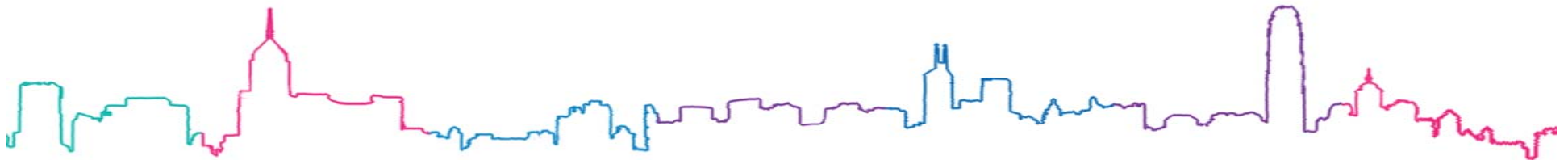


尖沙咀站/尖東站街道圖 Tsim Sha Tsui Station/ East Tsim Sha Tsui Station street map



Improve existing signages

- Temporary banners outside Sogo



Improve existing signages

- Temporary banners outside Hong Kong Museum of Art



Improve existing signages

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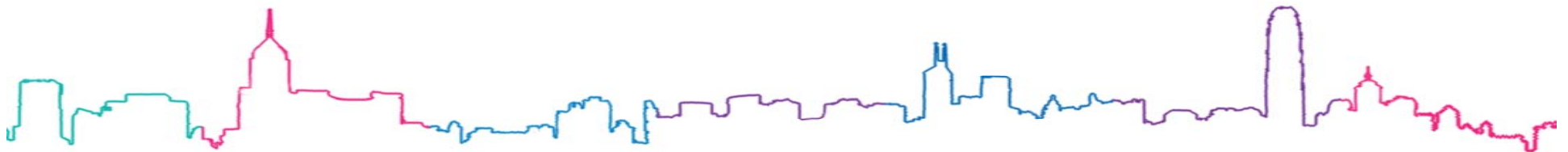


- Additional VSIS pole at the subway entrance near HKCC



Upcoming initiatives

- **Future enhancement in signage system in HKCC Complex**
- **Enhancement of the signages in the subways**
- **Discussion with MTR on the possibility of revamp its signage system**



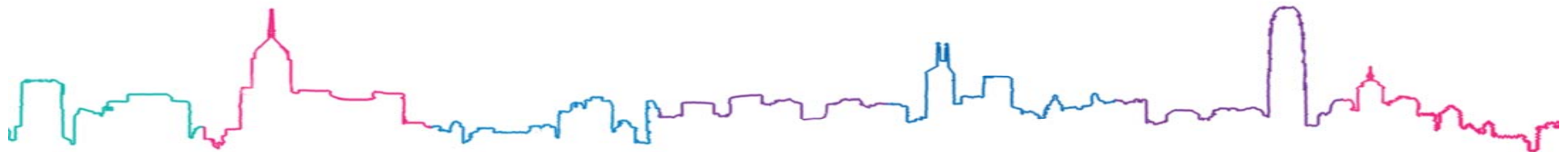
Upcoming initiatives

- Explore new “best routes” from hinterland to harbourfront
- Develop the mobile application of “walking map in Tsim Sha Tsui harbourfront



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Use of “augmented reality” in apps



Thank you

