

An aerial photograph of Hong Kong, showing the harbor, the dense skyline of skyscrapers, and the surrounding hills. The image is faded to serve as a background for the text.

AVENUE OF STARS & SALISBURY GARDEN REVITALISATION PLAN

19 January 2015

**Presented by:
New World Development Limited**

PRESENTATION OUTLINE

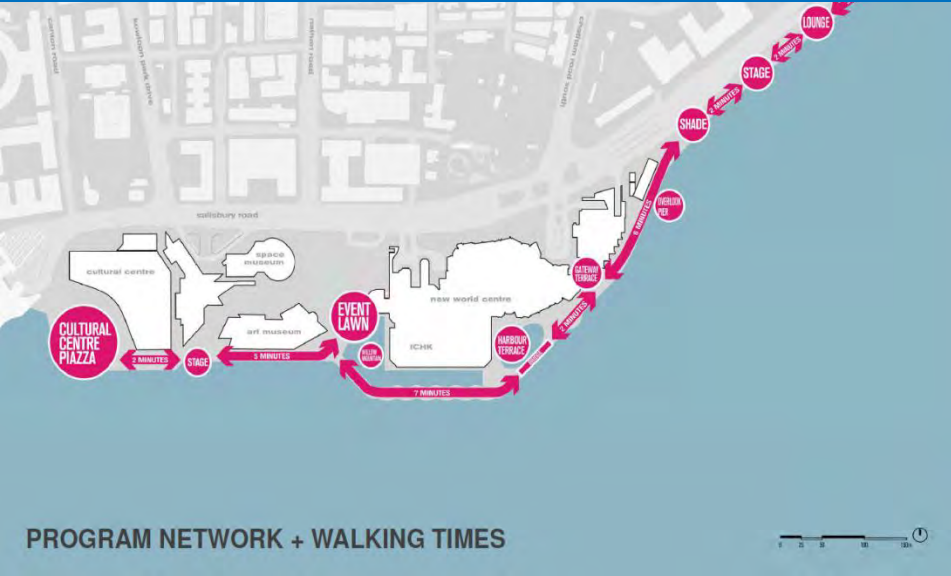
- Background
- Project Update
- Design Update
 - General Public Survey
 - Stakeholders Engagement
 - Liaison with Relevant Government Departments
 - International Case Studies
 - Design Progress
- Enhanced Connectivity and Accessibility
- Public-Private Partnership
- Implementation Plan

BACKGROUND

Aim of Meeting:

- Update of the latest progress since previous meeting with HC held on 22 January 2013

RECAP FROM PREVIOUS MEETING (22 JAN 2013)



Members Comments:

- PROJECT
- DESIGN
- AMENITIES
- TRAFFIC
- MANAGEMENT

Action Required from last meeting:

- Further study to be conducted

PROJECT UPDATE

PEDESTRIAN FORECAST

Visitors to Hong Kong

2012 - approx. 48 mil

2017 forecast - >70mil

2023 forecast - >100mil



Visitors to Avenue of Stars

2013 - approx. 6 mil per year (~500,000 per month)

Design Year

2018 - tie in with new infrastructure such as SCL

Overall Growth Rate

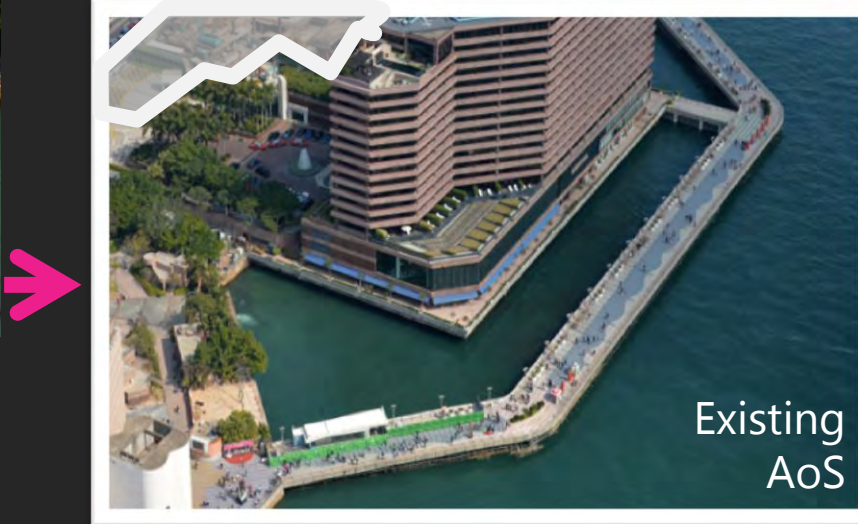
2014 to 2018 Overall growth rate: **22.5%**

+ Development traffic generated by Remodelled New World Centre





HEAVY
PEDESTRIAN
FLOW
FROM
TST

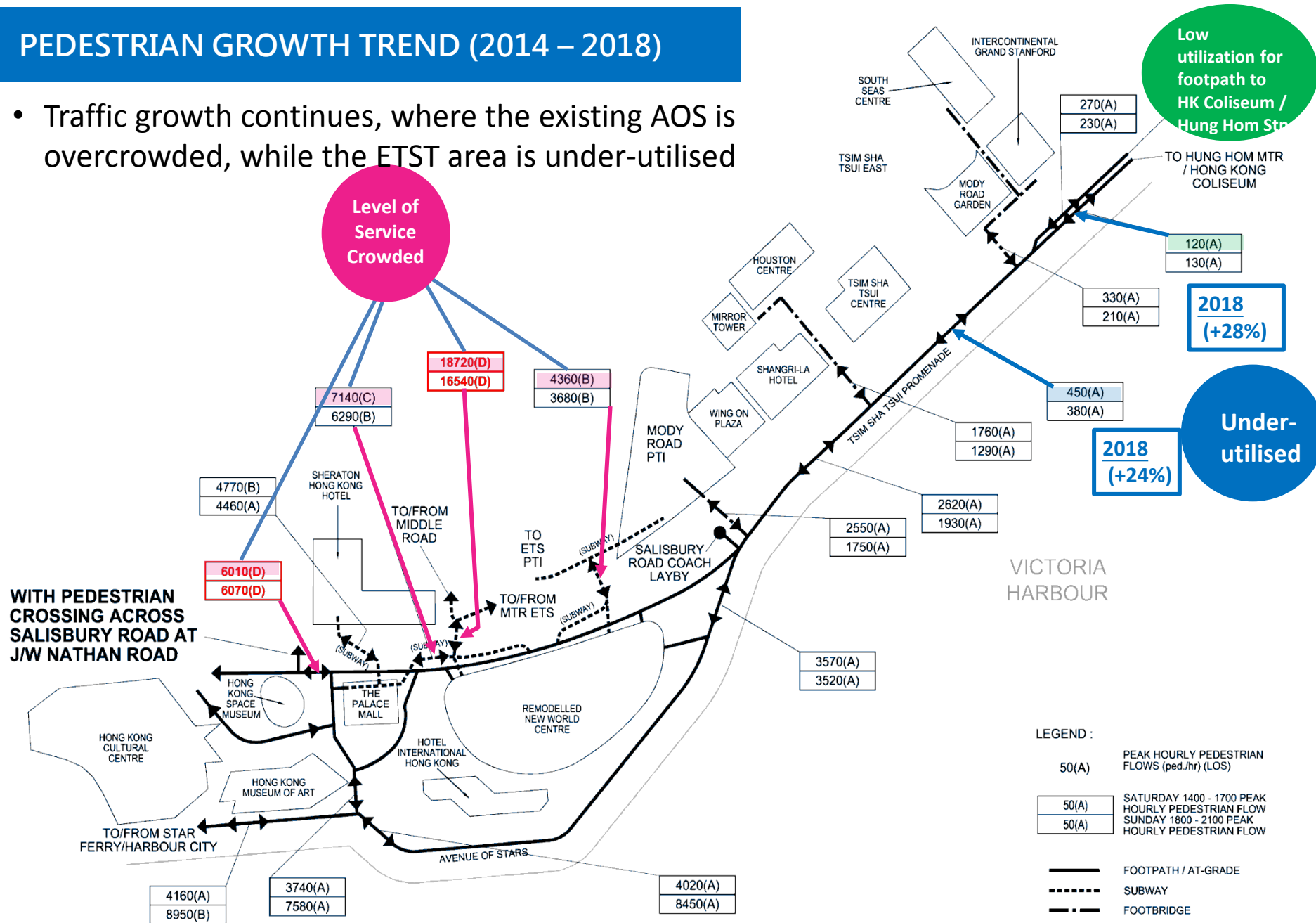


Existing
AoS



PEDESTRIAN GROWTH TREND (2014 – 2018)

- Traffic growth continues, where the existing AOS is overcrowded, while the ETST area is under-utilised



A POSSIBLE WAY-OUT



RECONNECTING WATERFRONT



Existing connection to waterfront

- Less user friendly
- Old fashion design, lacking scene of arrival
- Tortuous and winding path

Reconnecting waterfront to achieve:

- Better connectivity and sense of orientation
- Modern design and better management
- Better wayfinding
- Better scene of arrival and streetscaping design

Stakeholders Engagement

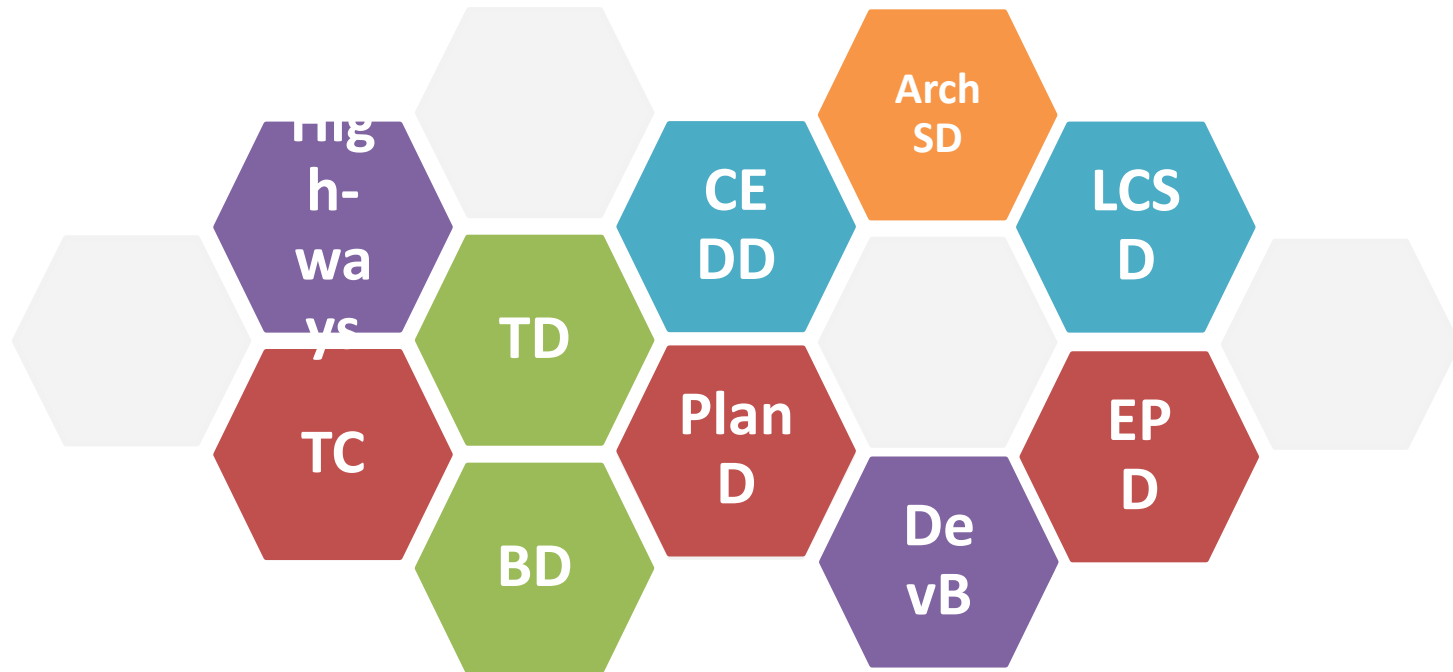
STAKEHOLDER ENGAGEMENT (SINCE LAST MEETING)

Sector	Organization
Local community	Yau-Tsim-Mong District Council District Facilities Management Committee
	Yau-Tsim-Mong District Council Traffic & Transport Committee
Movie industry	Hong Kong Film Awards Association
Statues' Donors	Bliss Concepts (McDull Company)
	Bruce Lee Club
	MUI Nations (Anita Mui's fans club)
Government- subvented body	Hong Kong Tourism Board
Travel industry	Travel Industry Council
Consultative Group	Tourism Commission Tourism Strategy Group
	Harbourfront Commission Kowloon Taskforce

Liaison with Relevant Government Departments

RELEVANT GOVERNMENT DEPARTMENTS

Liaison meetings have been held with relevant Government Departments to discuss about the project feasibility and implementation plan , e.g.



General Public Survey

Evaluation on the proposed designs – by locations

- The public is **extremely positive** towards the proposed Waterfront designs, with all designs for each respective area receiving a high level of liking.
- In addition, the vast majority agrees that their level of enjoyment towards these 3 locations will **improve** with the new designs.

DESIGN

Proposed design of Salisbury Garden



Liking of the proposed design

(Like it very much/ Like it)

%

92%

Agreement on having an Improved level of enjoyment

(Strongly agree/ Somewhat agree)

%

89%

Proposed design of Avenue of Stars



91%

90%

Proposed design of East TST Promenade



88%

87%

Base: All respondents

500

C6/8/10. How much do you like the proposed new design of the Salisbury Garden/ Avenue of Stars/ East TST Promenade?

C7/9/11. To what extent do you agree that your level of enjoyment towards the Salisbury Garden/ Avenue of Stars/ East TST Promenade have been improved with this new design?

Evaluation on the proposed designs – Overall TST Waterfront

- The public is **very positive** towards the overall image of the new TST Waterfront area; they agree that the area will become more of a leisure destination.
- Not only **over 90%** of the respondents will make a visit to the new area in the future, but they will also **increase their frequency** of visiting this area. The renovated subway will also have a positive impact on the overall environment.

VISITING LIKELIHOOD



- 96% ☒ Improvement on the overall image of the TST Waterfront
(Very much improved/ Somewhat improved)
- 91% ☒ Agreement on the new TST Waterfront becomes more of a leisure destination
(Strongly agree/ Somewhat agree)
- 93% ☒ Likelihood of visiting the new TST Waterfront
(Very likely/ Likely)
- 99% ☒ Change in frequency of visiting the new TST Waterfront
(More often/ Stay the same)
- 86% ☒ Likelihood to improve the overall environment by having a renovated subway
(Very likely/ Likely)

Base: All respondents

500

C12. After seeing the proposed new design of the TST Waterfront area, to what extent do you agree that the image of the area has improved?

C13. To what extent do you agree that the new TST Waterfront area is MORE of a leisure destination in Hong Kong?

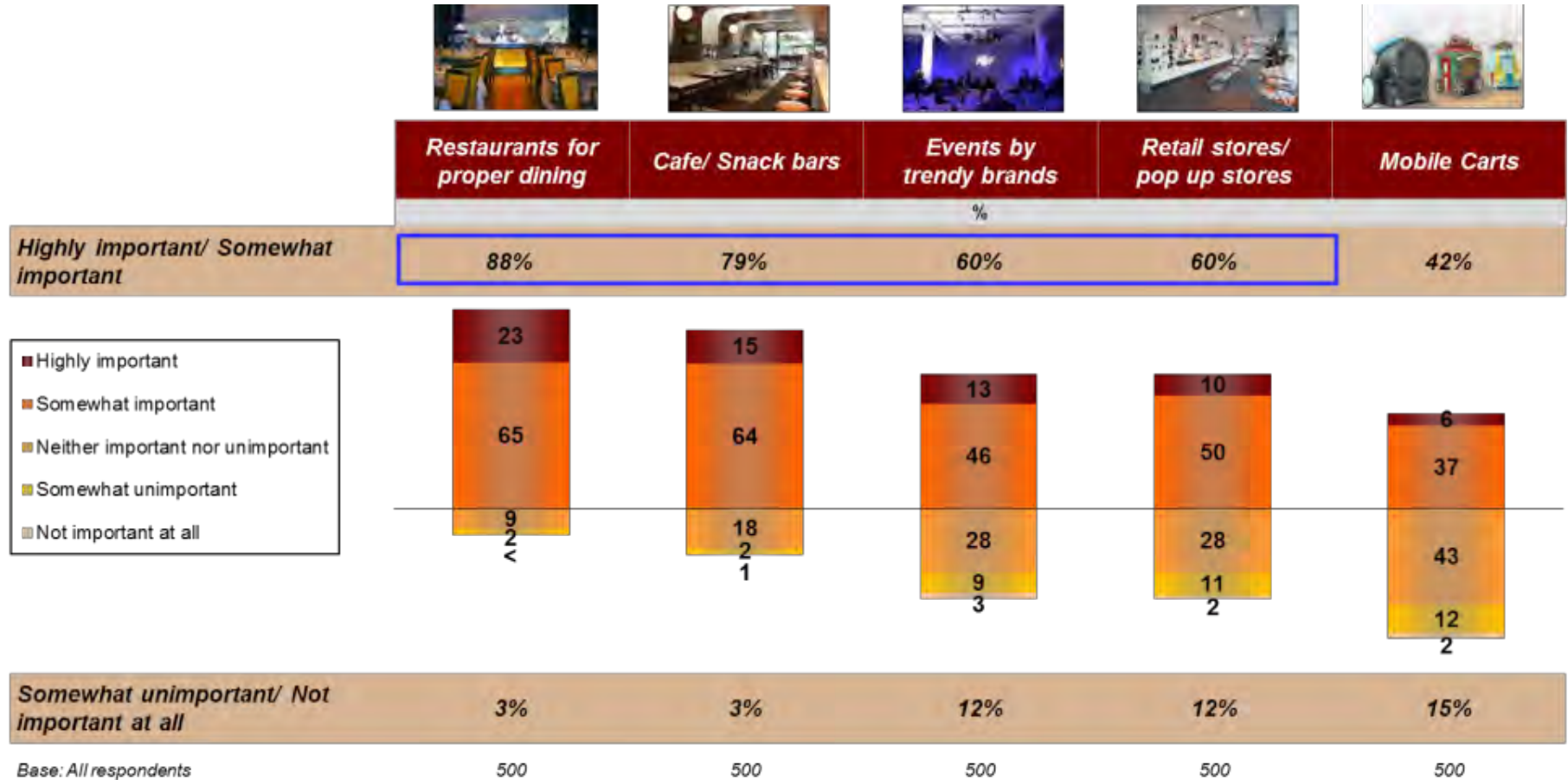
C14. After seeing the proposed design of the TST Waterfront area, how likely are you going to visit this area?

C15. How does the new TST Waterfront area affects your frequency in visiting this area in compared to before?

C16. Throughout the renovation for the TST Waterfront area, should the condition of the subways connecting to other parts of TST be improved as illustrated in the pictures. How likely would it improve the overall environment of the Waterfront area?

Importance of various facilities/ features in serving you on future visit - Summary

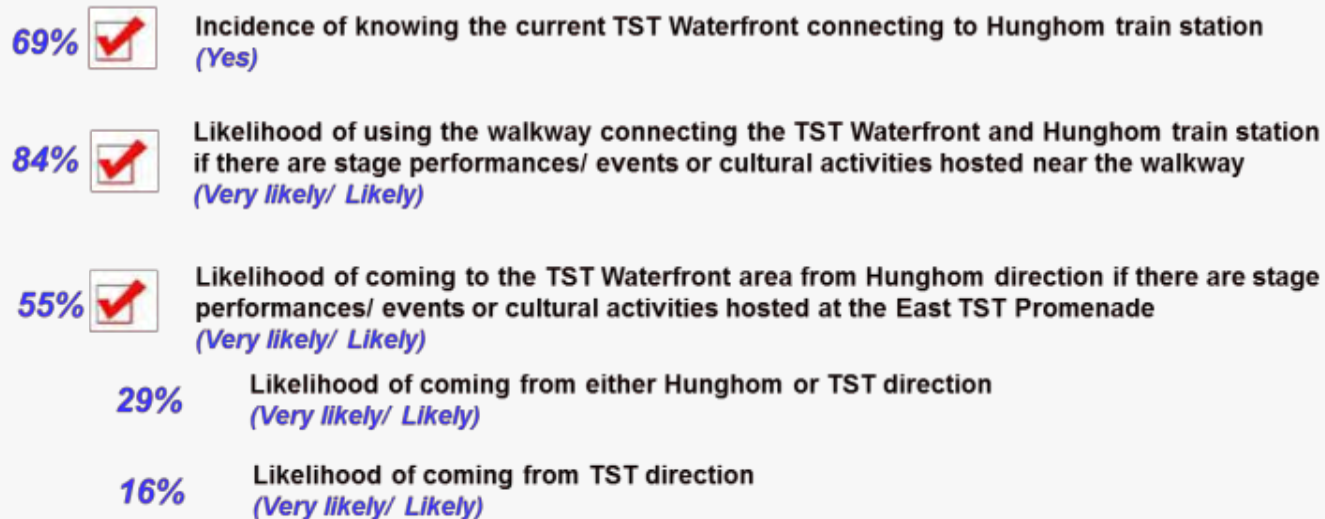
- **Various retail concepts are generally welcomed.** Dining facilities (both proper restaurants and café/ snack bars) are particularly popular, followed by brand events and retail stores/ pop up stores.



C17. In specific, if the followings are to be included in the area after the renovation, how important it is to serve you in your future visit? Please use a 5-point scale to indicate, with 5 being 'Highly important' and 1 being 'Not important at all'

Walkway connecting the TST Waterfront and Hunghom train station

- **Over 80%** will use the walkway if there are stage performances/ events or cultural activities hosted near it (84%).
- **Over one half would consider coming from the Hunghom direction to the Waterfront area if there are stage performances/ events or cultural activities hosted** at the East TST Promenade (55%), thus Hunghom can become a key entrance to the Waterfront area with these events or activities hosted and it can divert more traffic



Base: All respondents

500

C19. Do you know that the current TST Waterfront area is connected to the Hunghom train station?

C20. In fact, there is a walkway that connects the TST Waterfront area and the Hunghom train station. If there are stage performances/ events or cultural activities hosted near this walkway, how likely would your usage of this walkway be increased?

C21. Should there be stage performances/ events or cultural activities hosted at the East TST Promenade, where it is closer towards the Hunghom train station, would you consider coming to the area via Hunghom or would you still prefer to come through the TST area?

SUMMARY

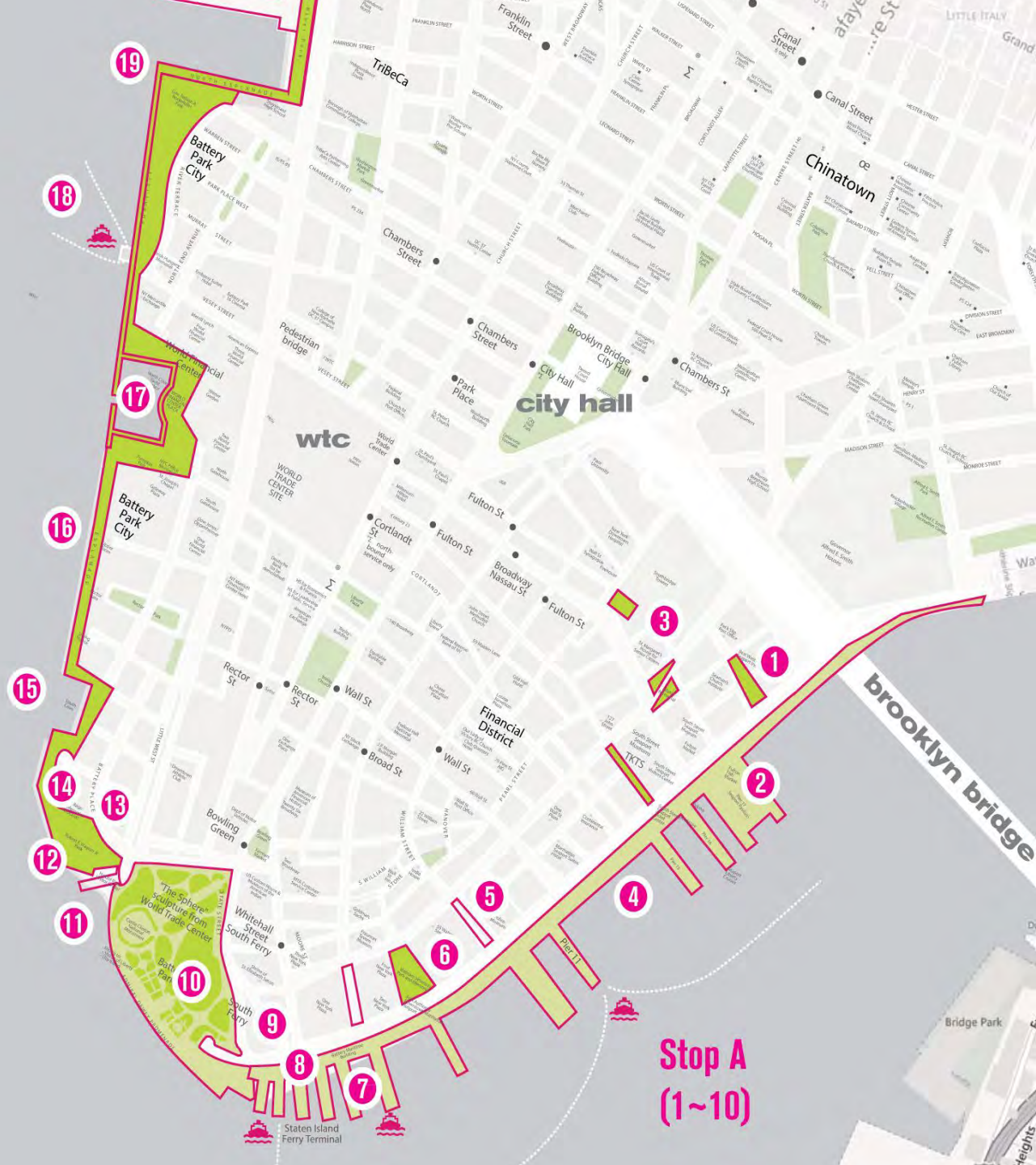
- **84%** very much like/ like the current TST Waterfront area as a leisure destination. The area offers a **prominent scenery of the HK landscape** and **unique atmosphere at the night time.**
- **96%** is **very positive** towards the overall image of the new TST Waterfront
- **84%** is very likely/ likely to use the **walkway connecting the TST Waterfront and Hunghom train station** if there are **stage performances/ events or cultural activities** hosted near the walkway
- **93%** will make a **visit to the area** in the future **after the revitalisation**
- The public is positive that **more dining and leisure facilities** should be offered as part of a leisure destination and **more retail stores/ pop up stores** should be introduced to enrich the visitors' experience

DESIGN UPDATE

Stop B (17~19)

Key:

- 1 Peck Slip
- 2 Pier 17
- 3 Fulton St. Open Spaces
- 4 East River Waterfront
- 5 Coenties & Old Slip
- 6 Veterans Park & Memorial
- 7 Battery Maritime Bldg.
- 8 Whitehall Ferry Terminal
- 9 Peter Minuit Plaza
- 10 The Battery
- 11 Pier A
- 12 Robert Wagner Park
- 13 Skyscraper Museum
- 14 Museum of Jewish Heritage
- 15 South Cove
- 16 Waterfront Esplanade
- 17 North Cove
- 18 WTC Ferry Terminal
- 19 Rockefeller Park
- 20 Pier 26



Stop A (1~10)









WATERFRONT DEVELOPMENT PRECEDENTS - BATTERY PARK CITY, NEW YORK



WATERFRONT DEVELOPMENT PRECEDENTS - BROOKLYN BRIDGE PARK, NEW YORK



WATERFRONT DEVELOPMENT PRECEDENTS - TEL AVIV PORT, TEL AVIV



WATERFRONT DEVELOPMENT PRECEDENTS - SYDNEY WATERFRONT, SYDNEY

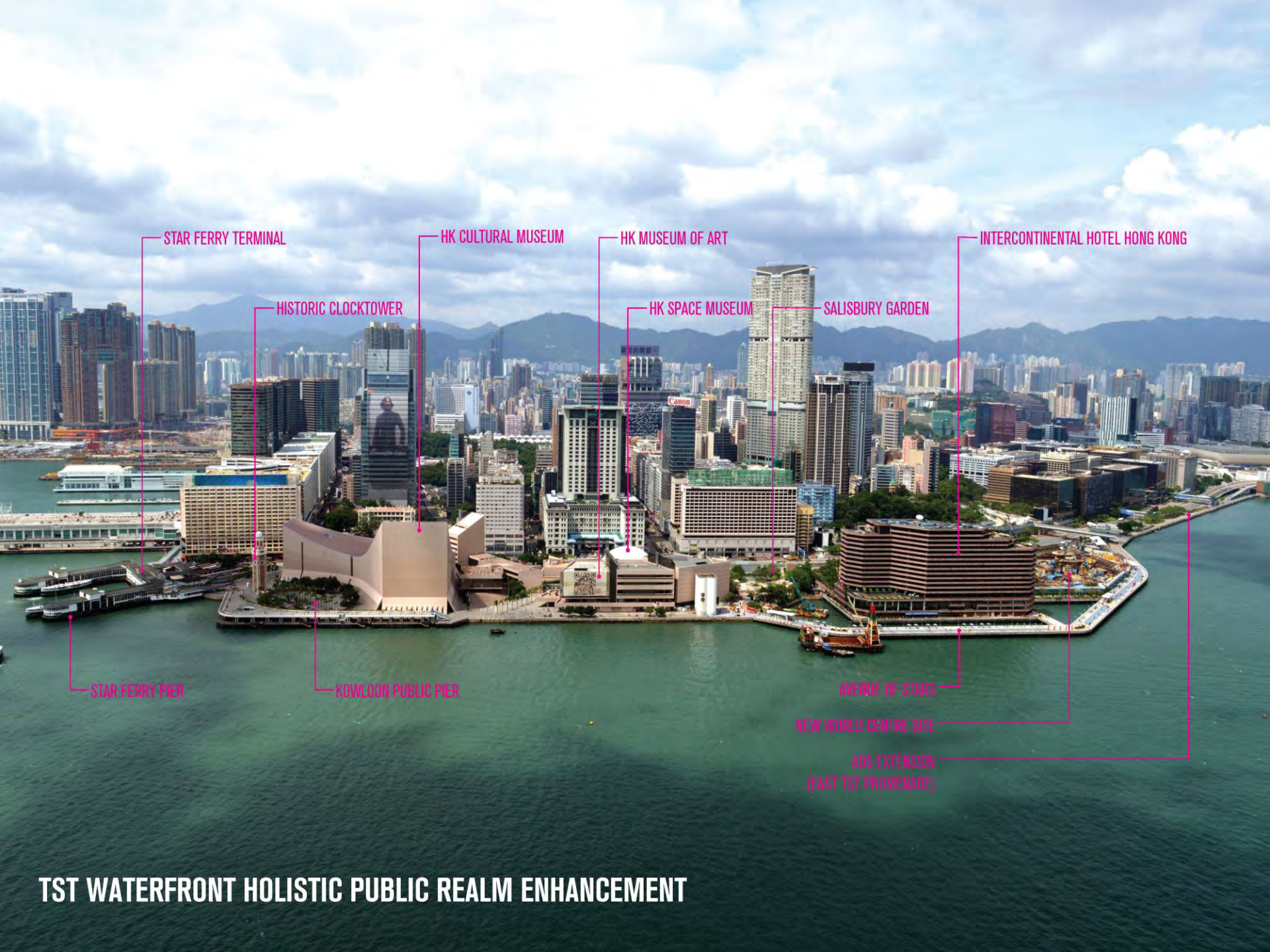


WATERFRONT DEVELOPMENT PRECEDENTS - MARINA BAY SANDS, SINGAPORE

SUMMARY OF FINDINGS (ANCILLARY FACILITIES PROVIDED)

Location	Estimated Overall Area	Estimated Area of Ancillary facilities e.g. Kiosk, Outdoor F&B Seating Area	Facilities Area / Overall Area
Copacabana Boardwalk Rio de Janeiro	5.2 ha	4647 m ²	8.98%
Tel Aviv Port Area Tel Aviv	2.43 ha	2915 m ²	11.99%
Darling Harbour Sydney	3.17 ha	2605 m ²	8.27%
Marina Bay Singapore	6 ha	6095 m ²	10.15%
Aker Brygge Oslo	0.99 ha	940m ²	9.40%
<i>Proposed SG, AoS & ETST Promenade Hong Kong</i>	<i>2.59 ha</i>	<i>Under Planning</i>	<i>Approx. 7.5-10%</i>

Design Progress



STAR FERRY TERMINAL

HK CULTURAL MUSEUM

HK MUSEUM OF ART

INTERCONTINENTAL HOTEL HONG KONG

HISTORIC CLOCKTOWER

HK SPACE MUSEUM

SALISBURY GARDEN

STAR FERRY PIER

KOWLOON PUBLIC PIER

AVENUE OF STARS

NEW WORLD CENTRE SITE

ADS EXTENSION
(EAST TST PROMENADE)

TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT



DETERIORATED STRUCTURE





UNATTRACTIVE EDGE





CROWDED



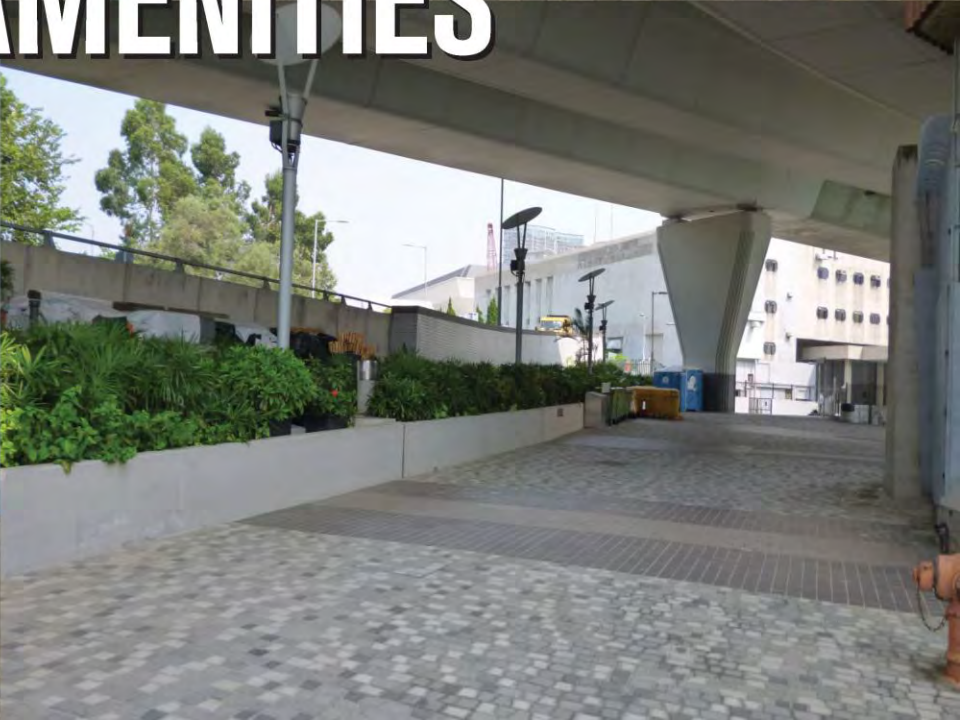


LACK OF SHADE





LACK OF AMENITIES

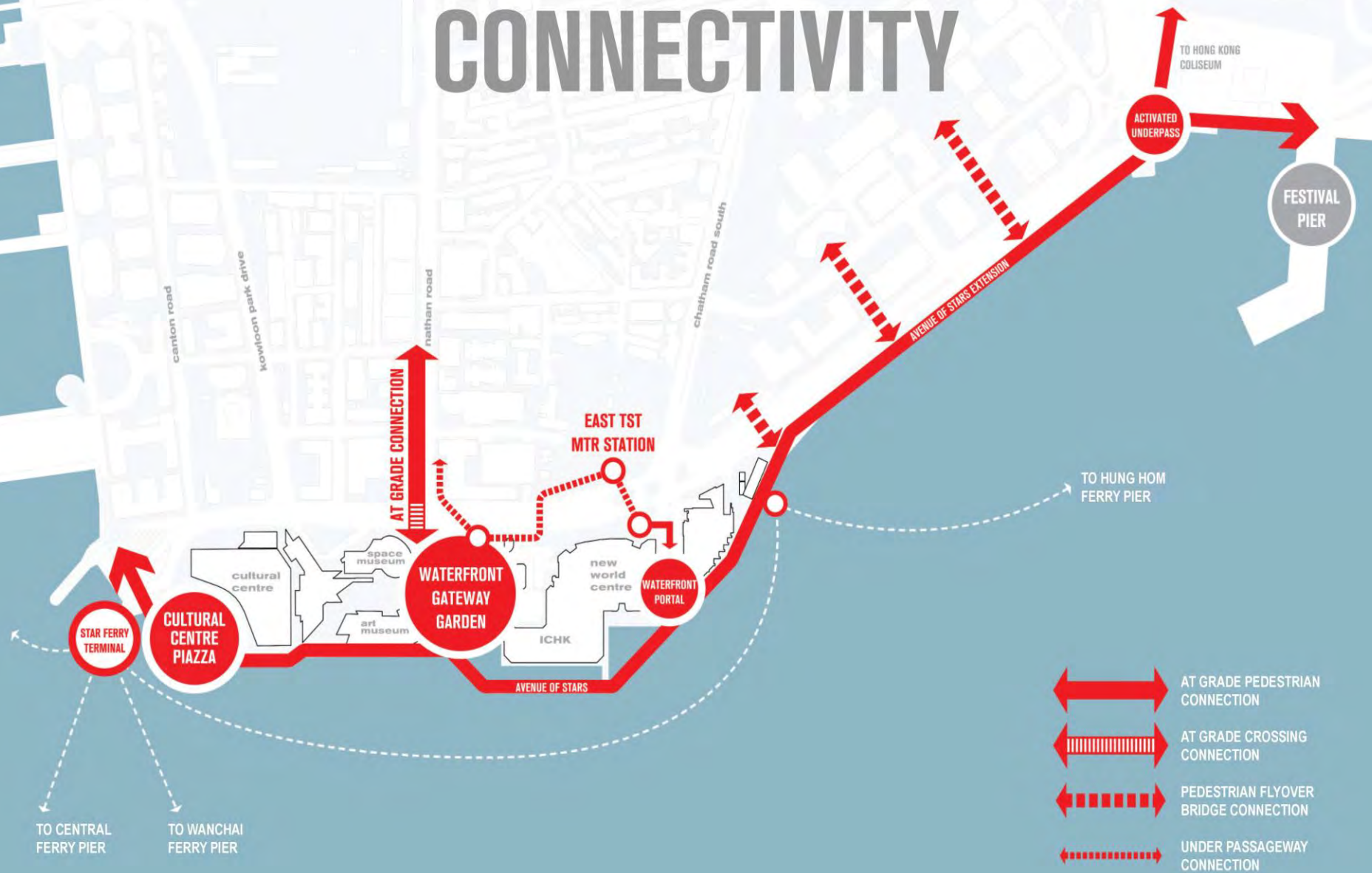




VISUAL CLUTTER

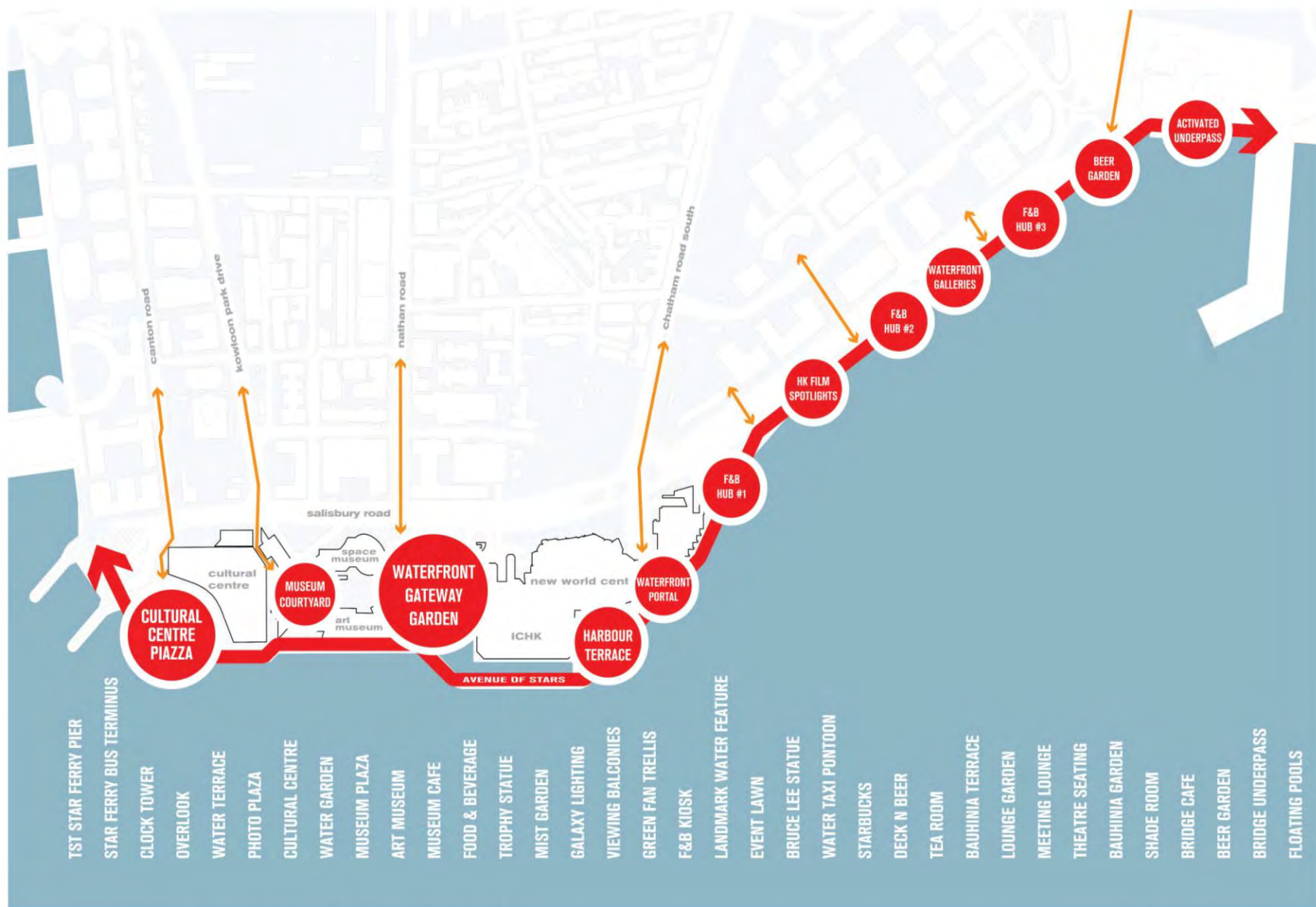


CONNECTIVITY



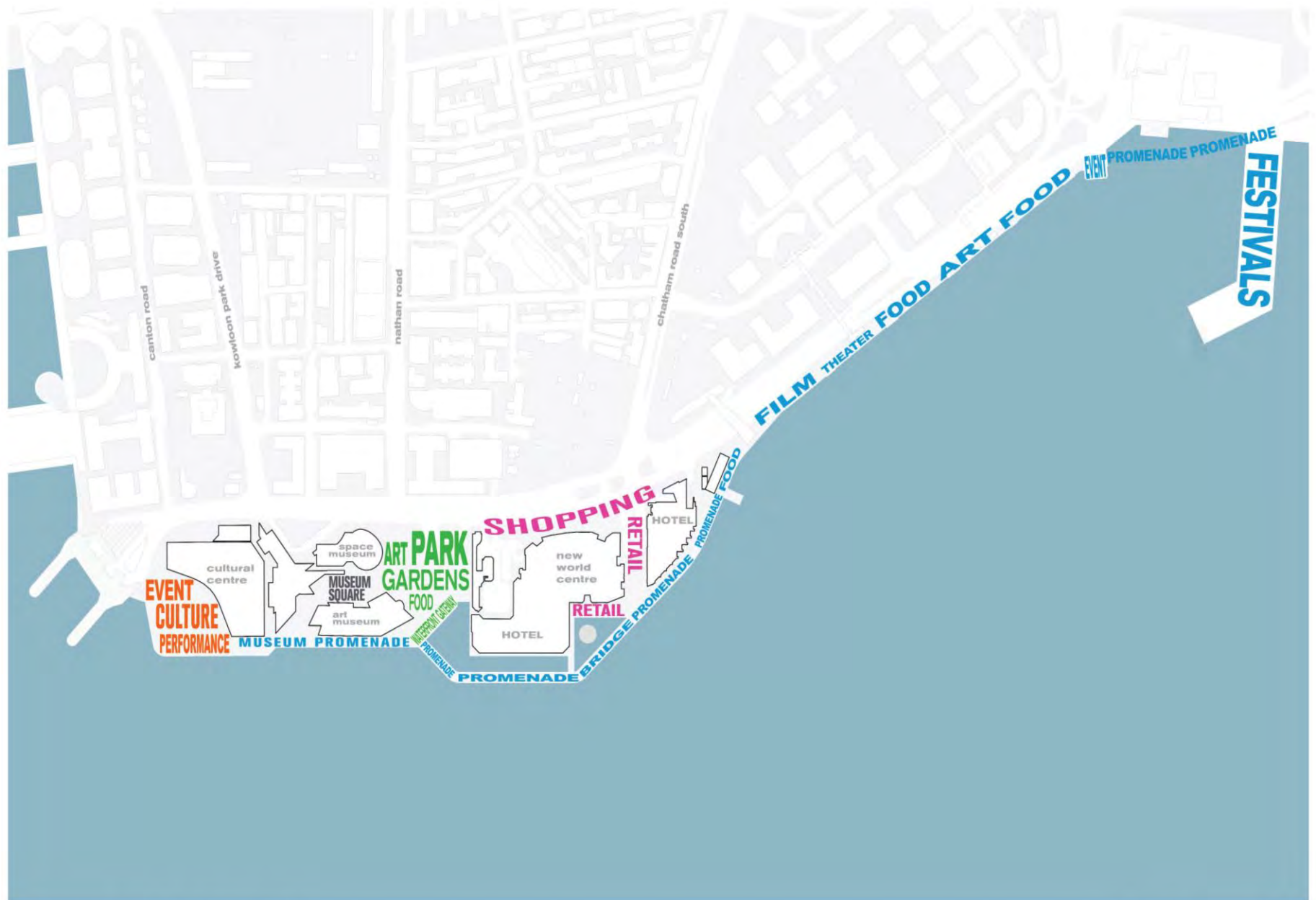


TSIM SHA TSUI WATERFRONT ENHANCEMENT



AMENITIES - WATERFRONT DESTINATIONS



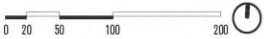


WATERFRONT PROGRAMS





TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT





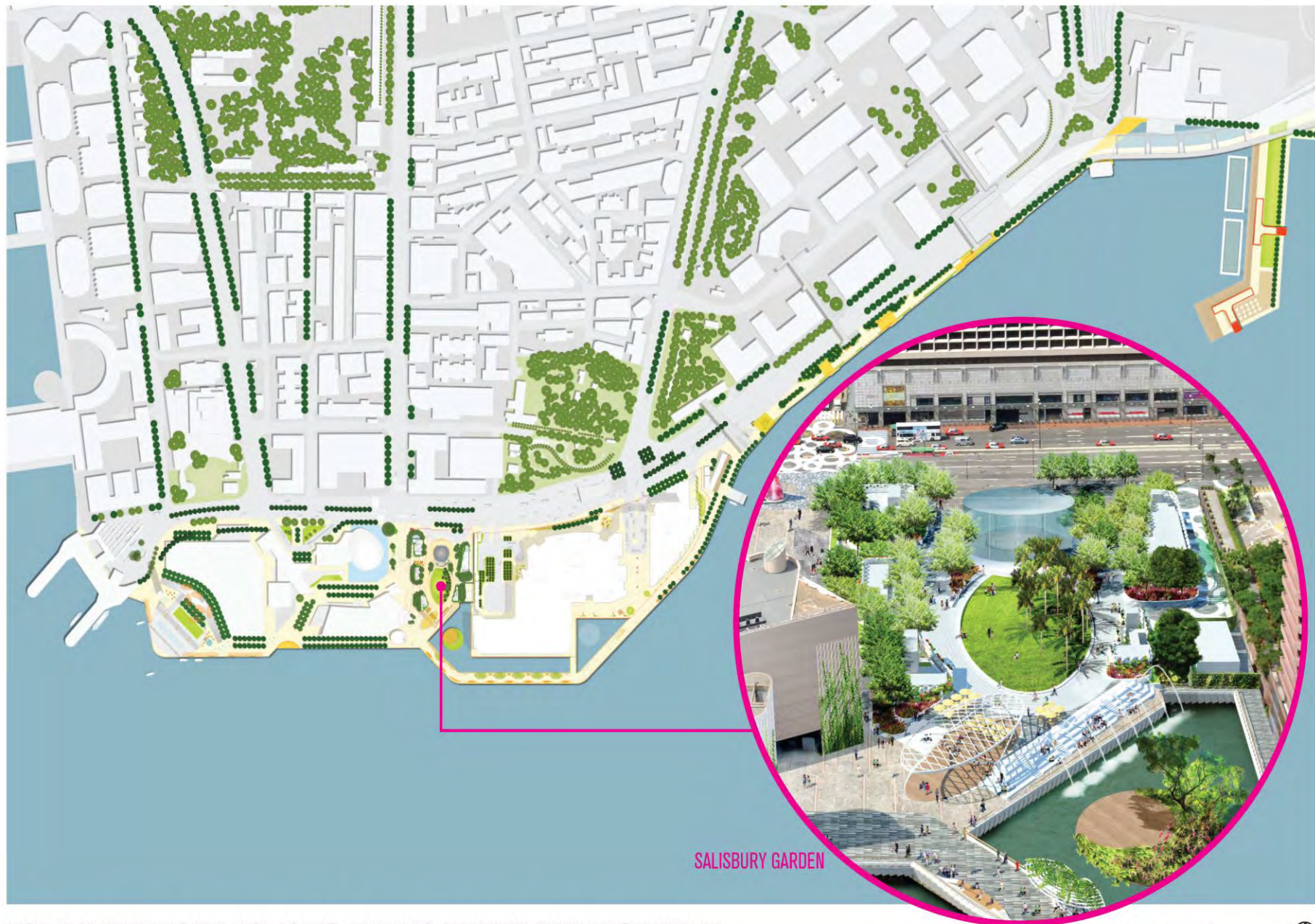
CULTURAL PIAZZA

TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT

New World Centre Remodeling - Tsim Sha Tsui, Hong Kong

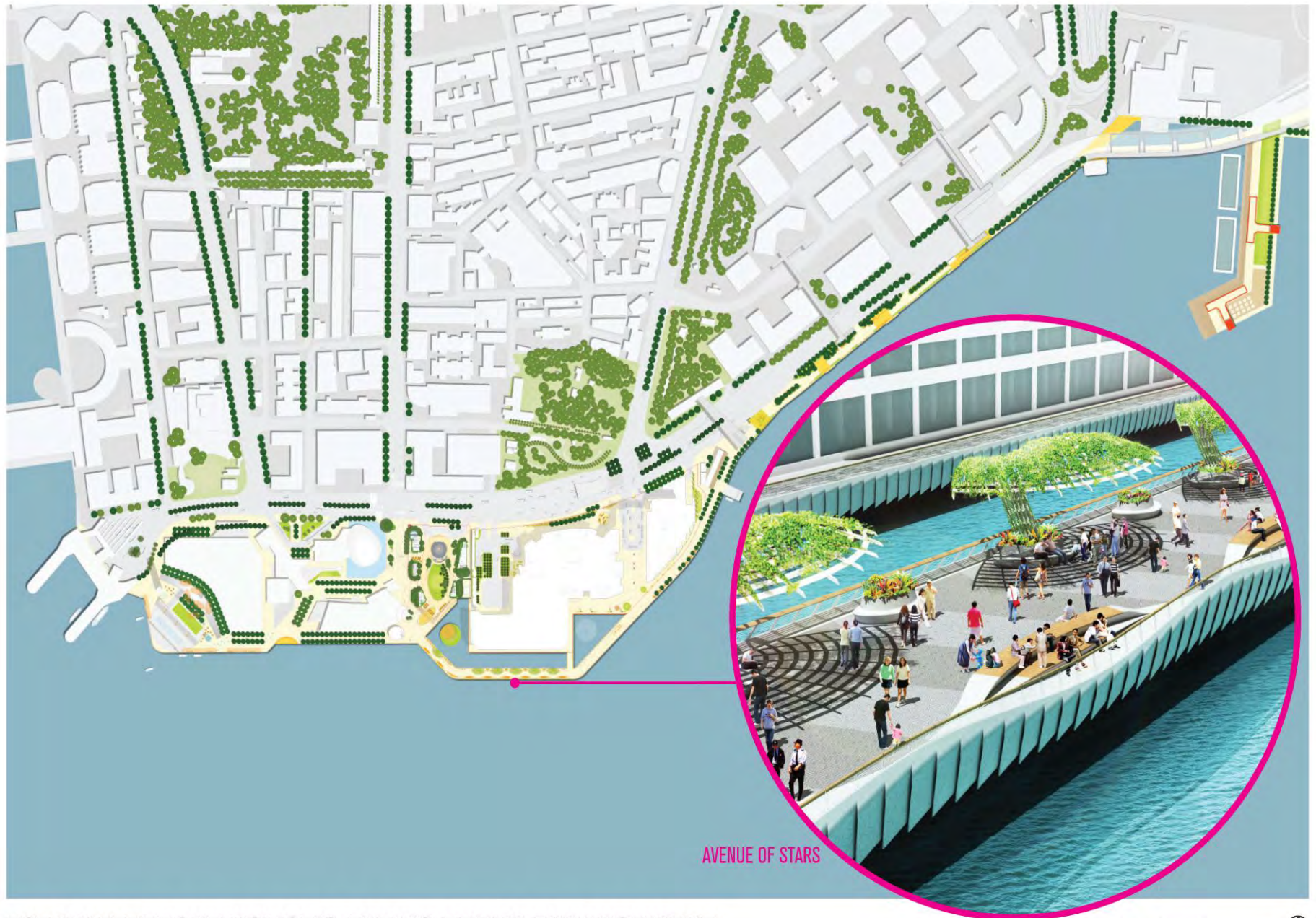


James Corner Field Operations



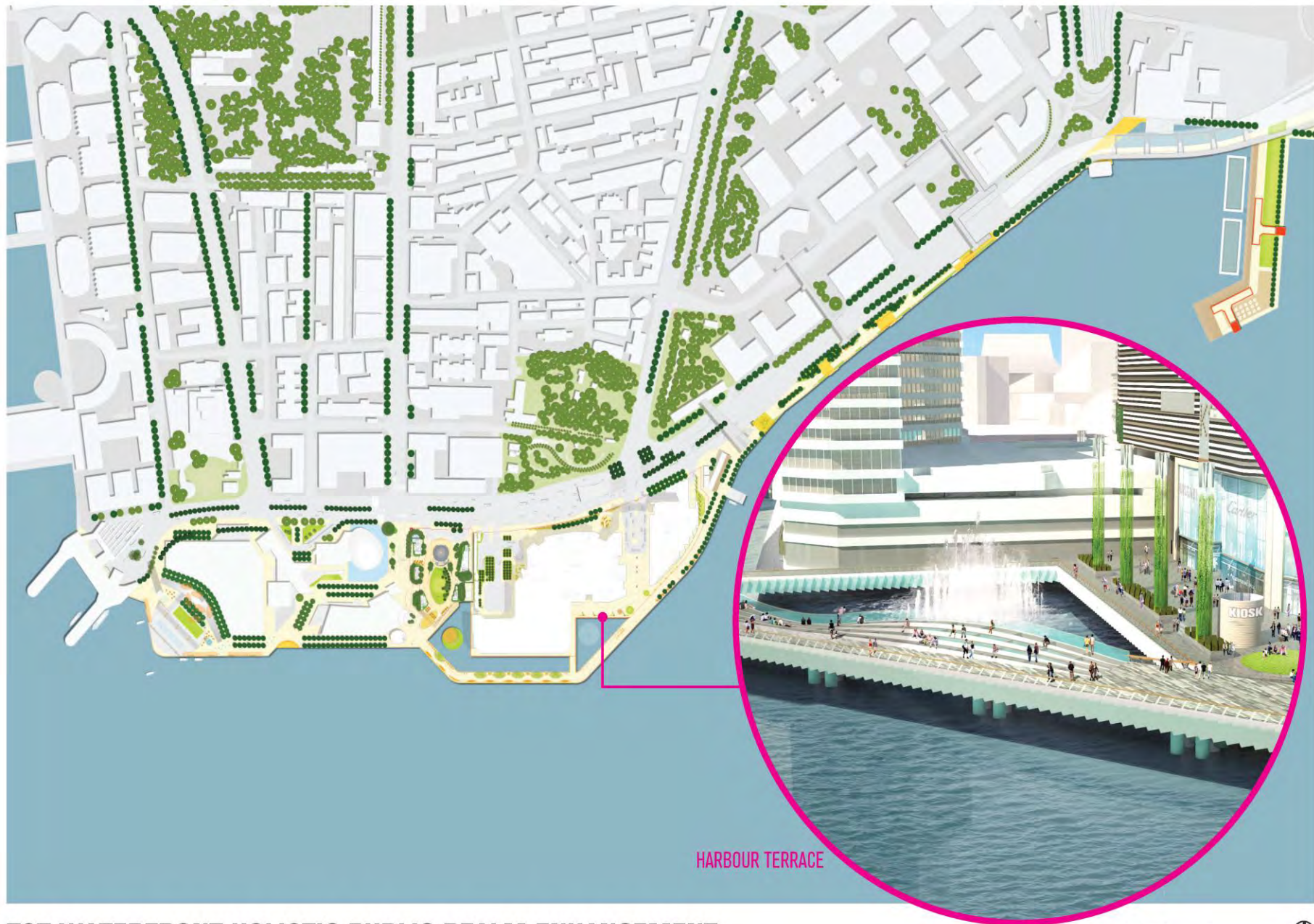
TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT





AVENUE OF STARS

TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT



TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT



TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT





AOS EXTENSION (EAST TST PROMENADE)

TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT





AOS EXTENSION (EAST TST PROMENADE)

TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT





TO COLISEUM/
HUNG HOM STATION

EVENT SPACE

TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT

New World Centre Remodeling - Tsim Sha Tsui, Hong Kong

James Corner Field Operations



TST WATERFRONT HOLISTIC PUBLIC REALM ENHANCEMENT

New World Centre Remodeling - Tsim Sha Tsui, Hong Kong



James Corner Field Operations

HOLISTIC APPROACH



TST WATERFRONT - JOB SITE EXTENT

New World Centre Remodeling - Tsim Sha Tsui, Hong Kong



James Corner Field Operations

Salisbury Garden

SALISBURY GARDEN (CURRENT)



SALISBURY GARDEN (ARTIST IMPRESSION)



SALISBURY GARDEN F&B (ARTIST IMPRESSION)





SALISBURY GARDEN (ARTIST IMPRESSION)



SALISBURY GARDEN (ARTIST IMPRESSION)



EVENT ROOF / PLATFORM VIEW (DAY)

SALISBURY GARDEN (ARTIST IMPRESSION)



EVENT ROOF / PLATFORM VIEW (NIGHT)

Avenue of Stars

AVENUE OF STARS (CURRENT)



AVENUE OF STARS (ARTIST IMPRESSION)



AVENUE OF STARS (ARTIST IMPRESSION)

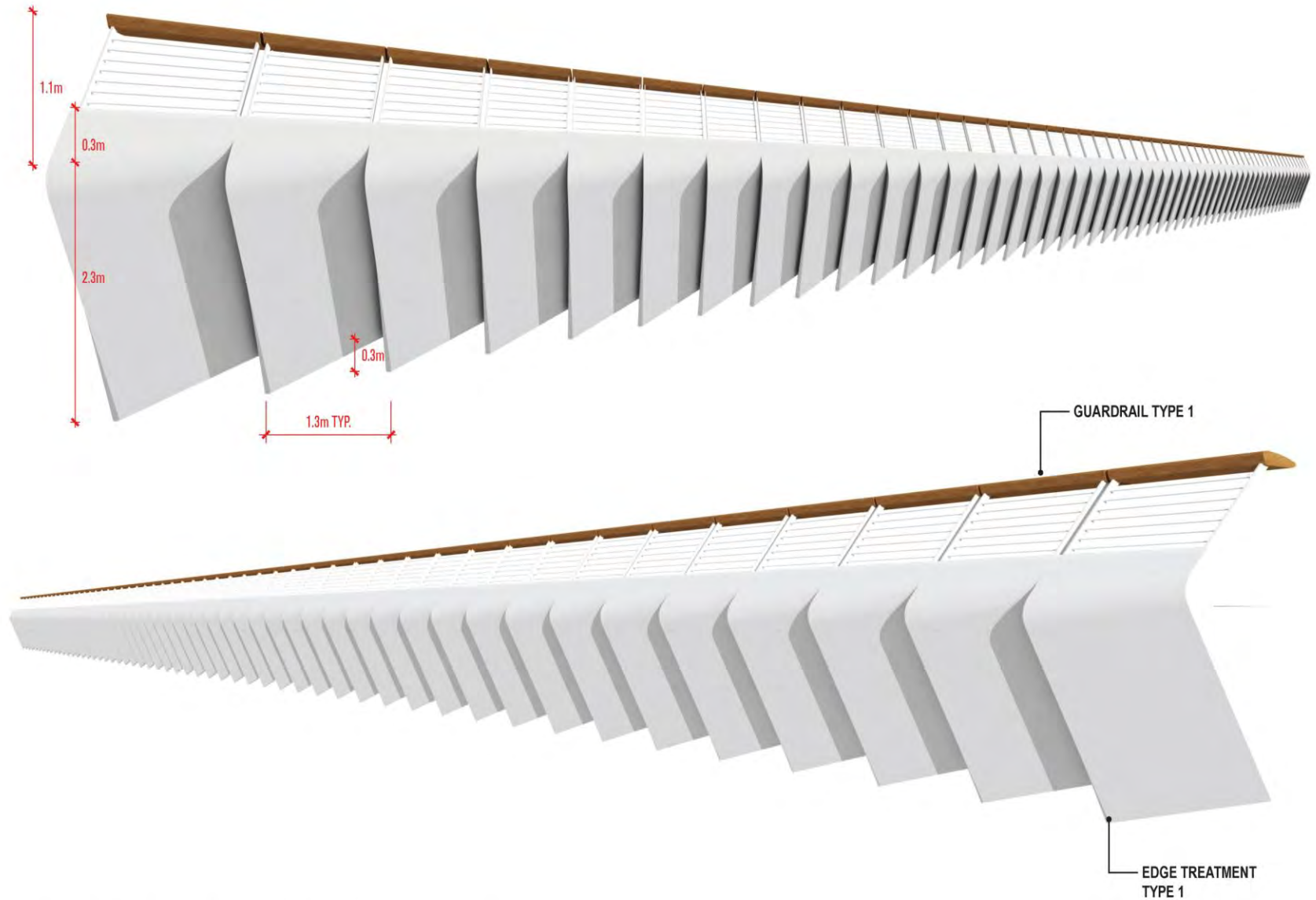


AVENUE OF STARS LOOKING EAST

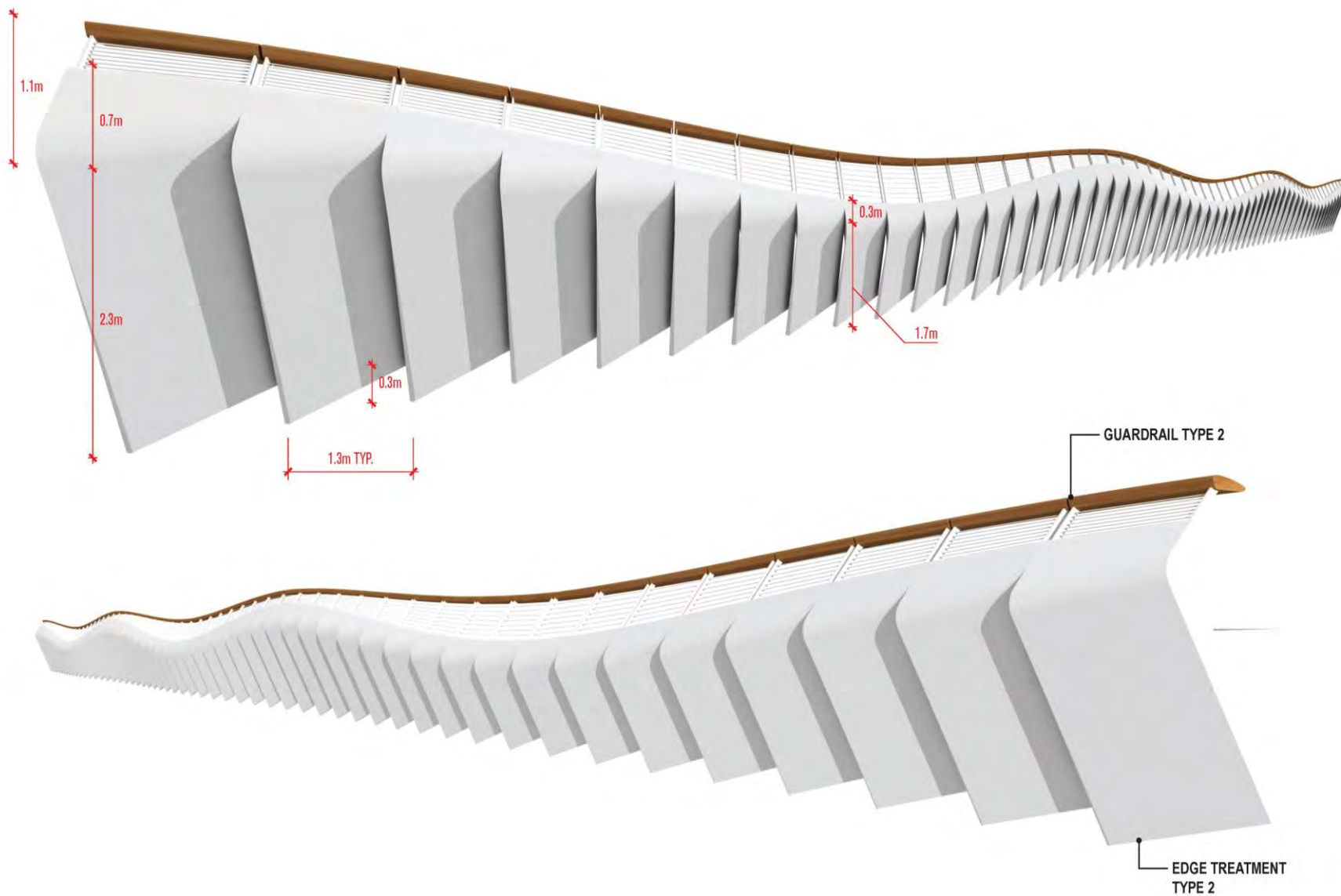
AVENUE OF STARS (ARTIST IMPRESSION)



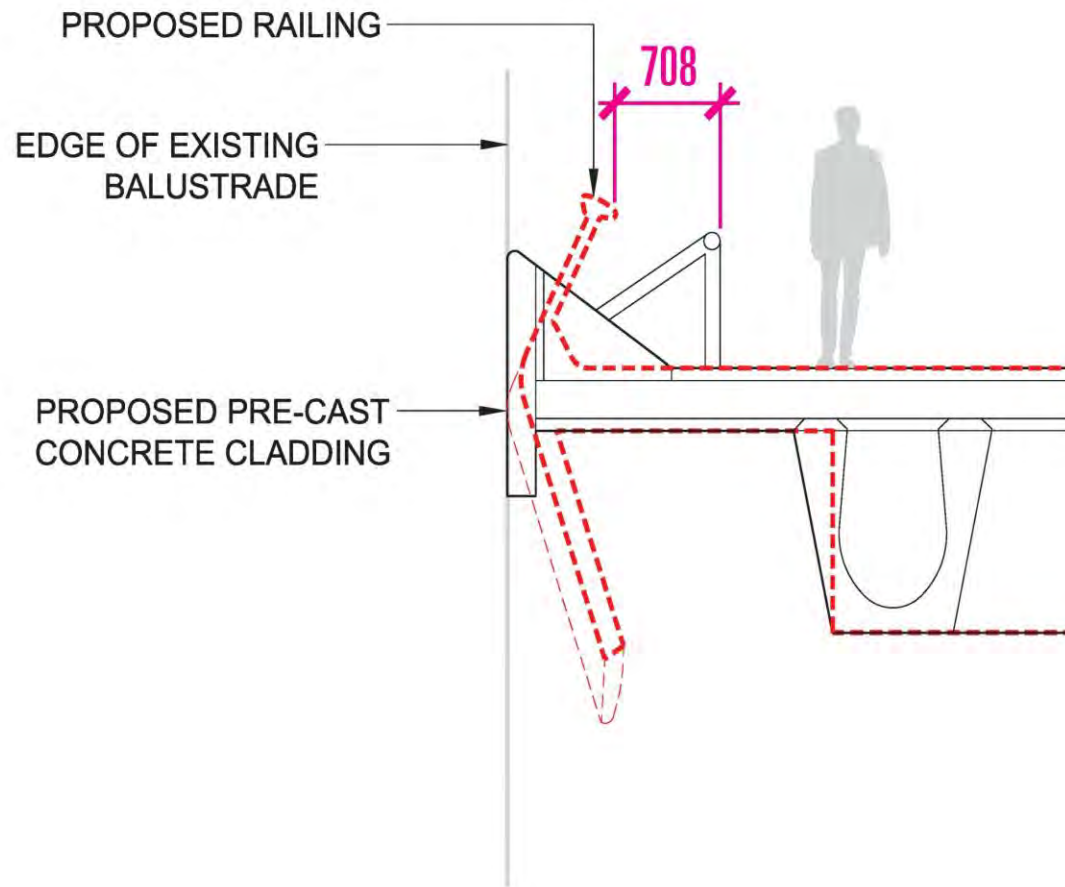
AVENUE OF STARS LOOKING WEST



EDGE TREATMENT TYPE 1 @ NORTHERN EDGE

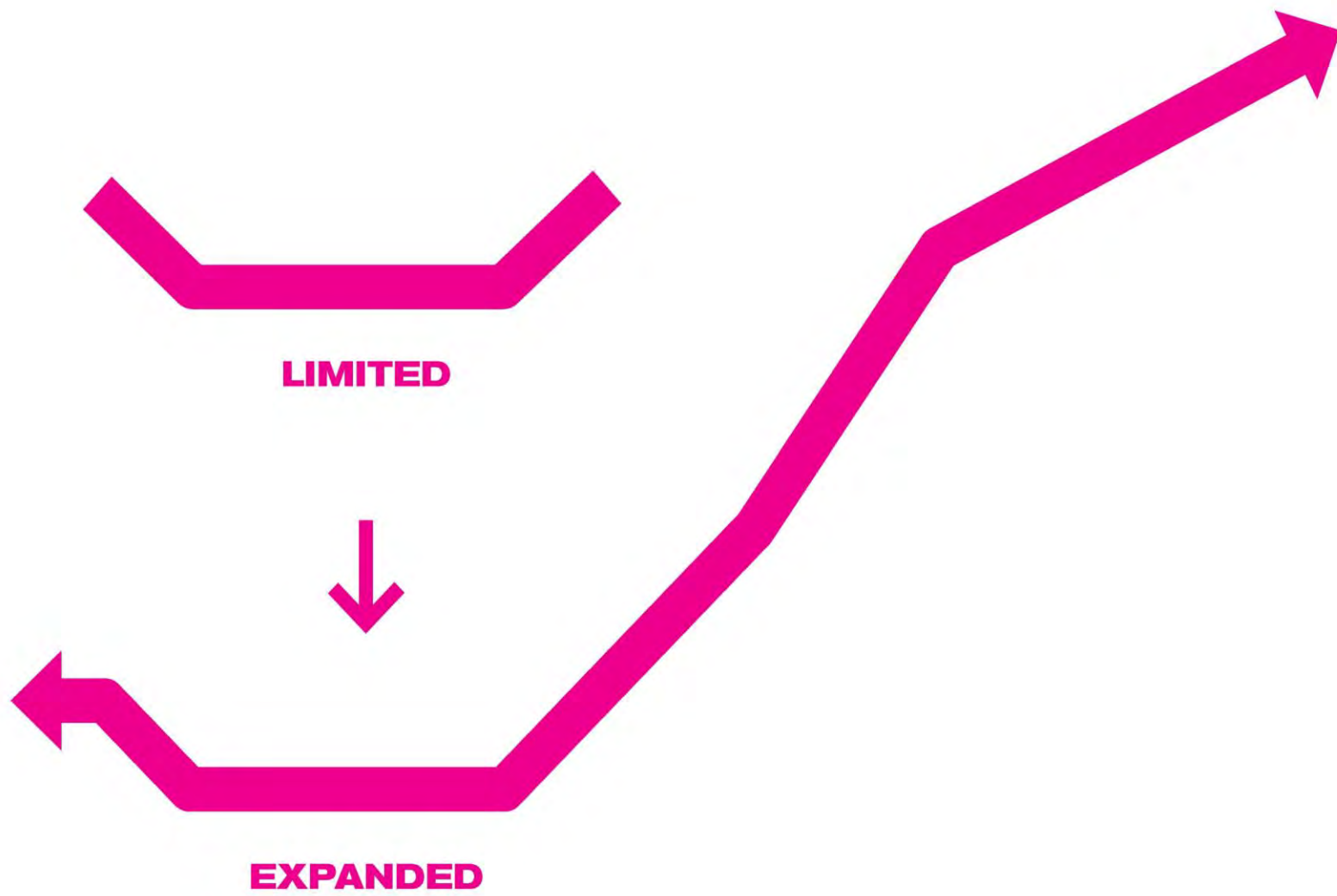


EDGE TREATMENT TYPE 2 @ SOUTHERN EDGE



AVENUE OF STARS - EXISTING CONDITIONS + PROPOSED EDGE TREATMENT

AOS Extension





EXISTING CONDITIONS OF AVENUE OF STARS - **CONGESTED**



AVENUE OF STARS + AOS EXTENSION(EAST TST PROMENADE) - HOLISTIC VISION FOR WATERFRONT

EAST TST PROMENADE (CURRENT)



EAST TST PROMENADE - EXISTING CONDITIONS

EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



EAST TST PROMENADE - PROPOSED PERMANENT AOS DESIGN SUMMARY

EAST TST PROMENADE INFORMATION KIOSK



● Proposed Information Counter

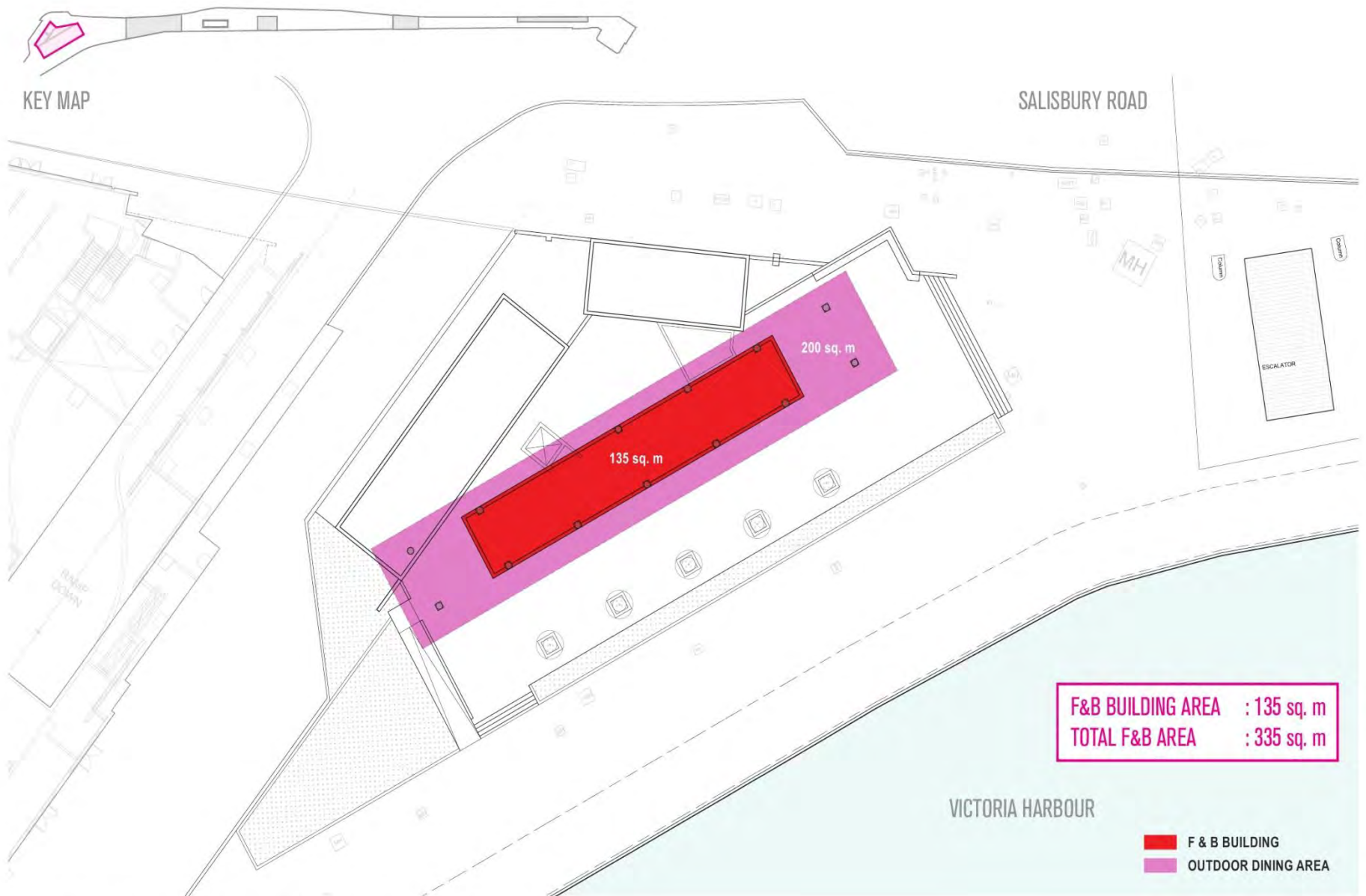


EAST TST PROMENADE - PROPOSED PERMANENT AOS DESIGN SUMMARY

EAST TST PROMENADE F&B (ARTIST IMPRESSION, TO BE DEVELOPED)



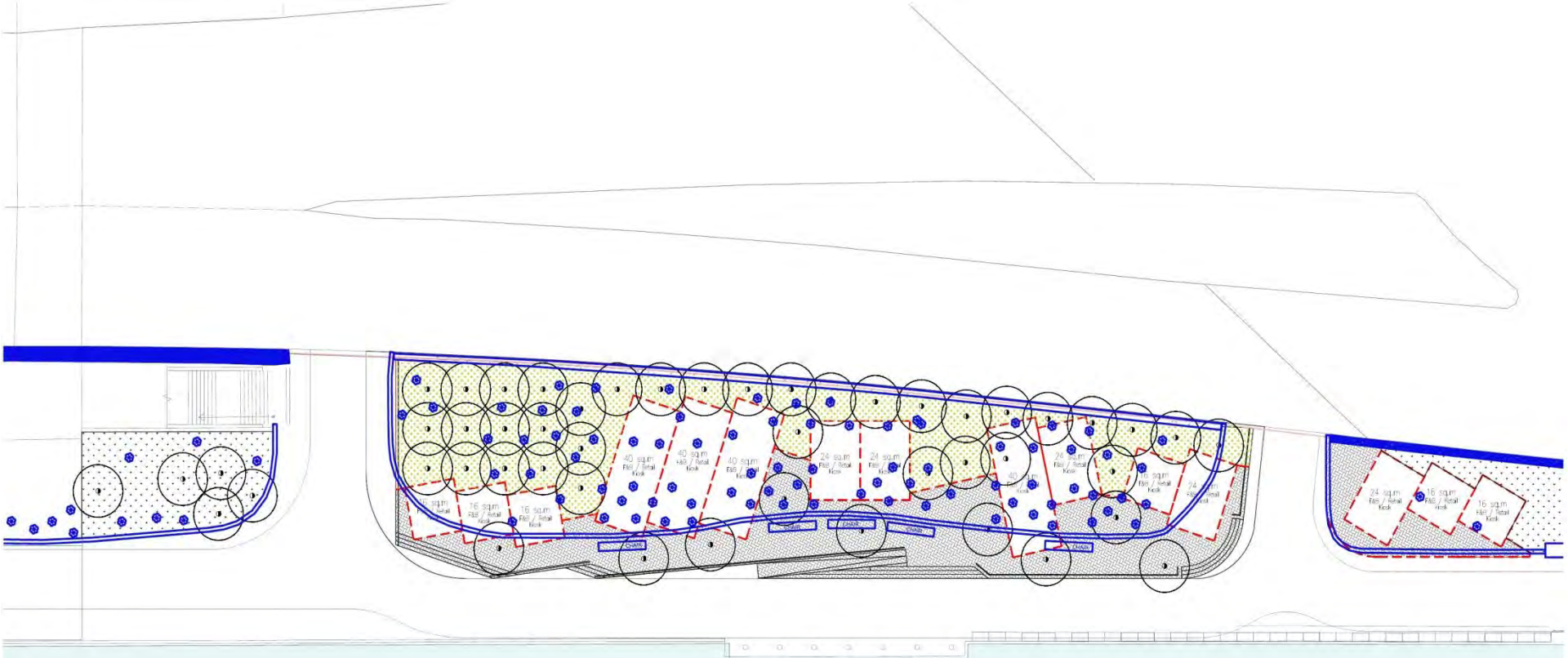
EAST TST PROMENADE - PROPOSED PERMANENT AOS DESIGN SUMMARY

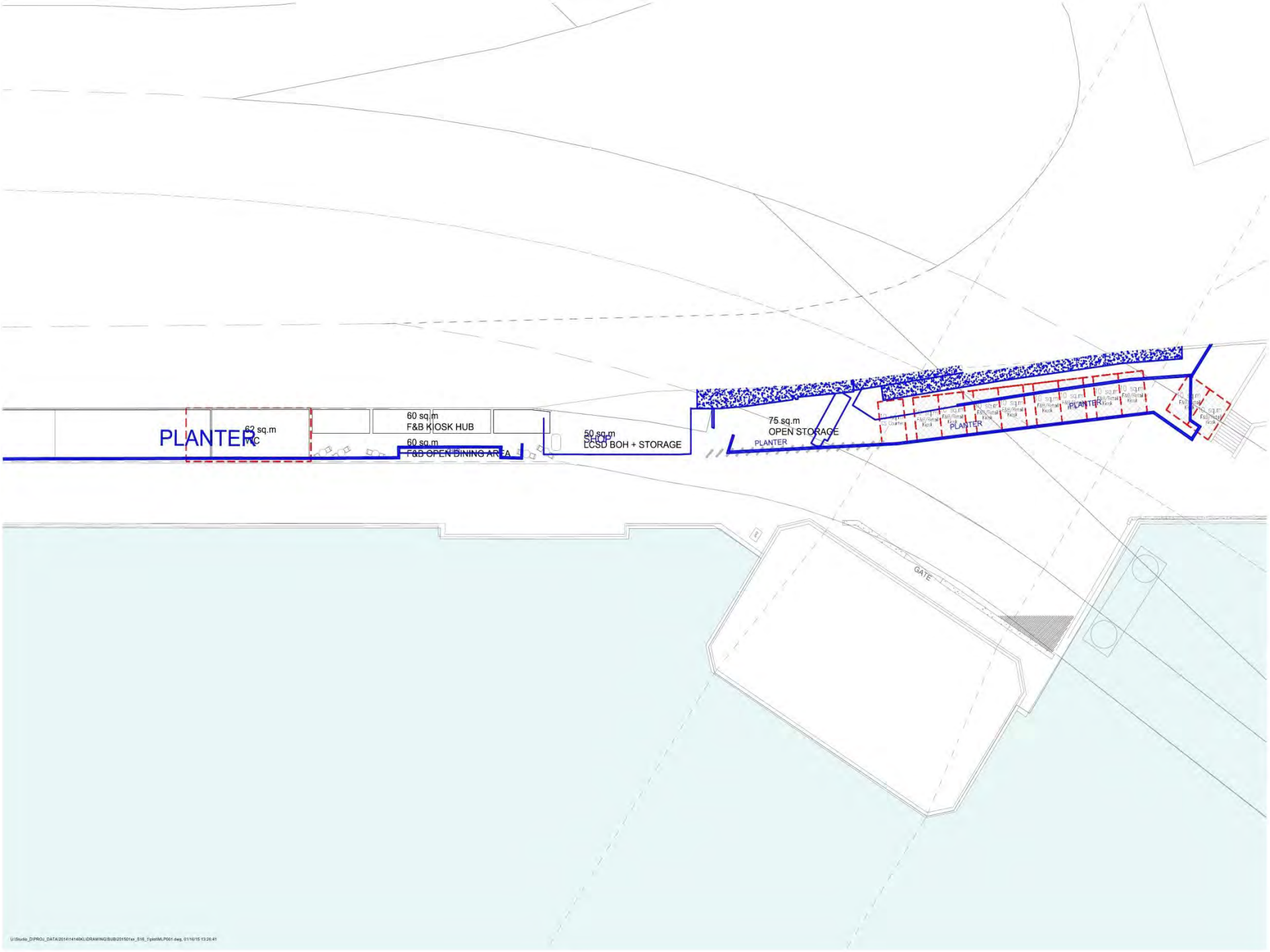


STARBUCKS AREA - EXISTING CONDITIONS

New World Centre Remodeling - Tsim Sha Tsui, Hong Kong

James Corner Field Operations





PLANTER

62 sq.m
F&B KIOSK HUB

60 sq.m
F&B KIOSK HUB

60 sq.m
F&B OPEN DINING AREA

50 sq.m
LSCD BOH + STORAGE

75 sq.m
OPEN STORAGE
PLANTER

PLANTER

PLANTER

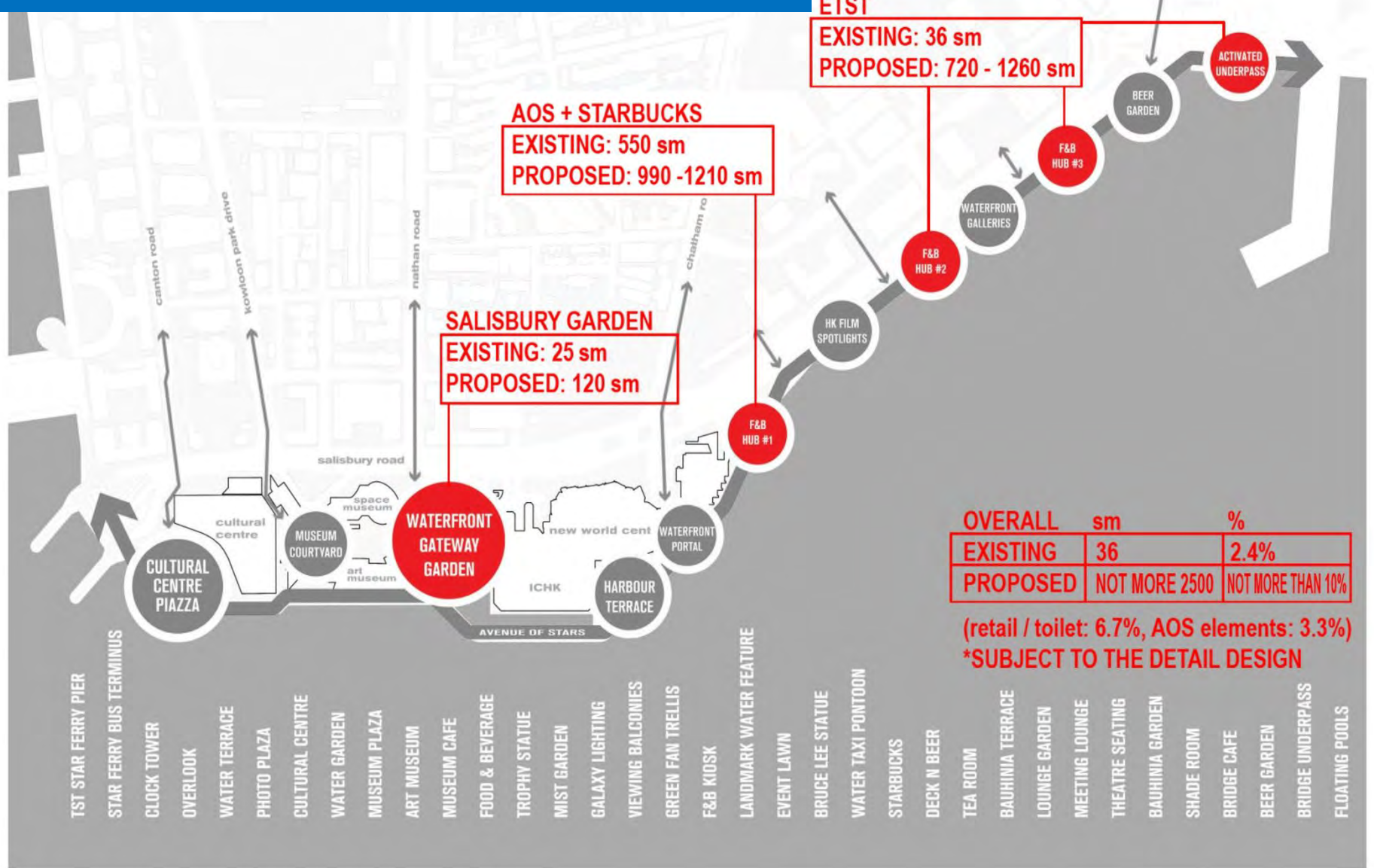
PLANTER

PLANTER

GATE

BUILT AMENITIES

(PUBLIC RESTROOMS, F&B, RETAIL, INFORMATION, AOS ELEMENTS)



OVERALL	sm	%
EXISTING	36	2.4%
PROPOSED	NOT MORE 2500	NOT MORE THAN 10%

(retail / toilet: 6.7%, AOS elements: 3.3%)
*SUBJECT TO THE DETAIL DESIGN

AMENITIES - WATERFRONT DESTINATIONS

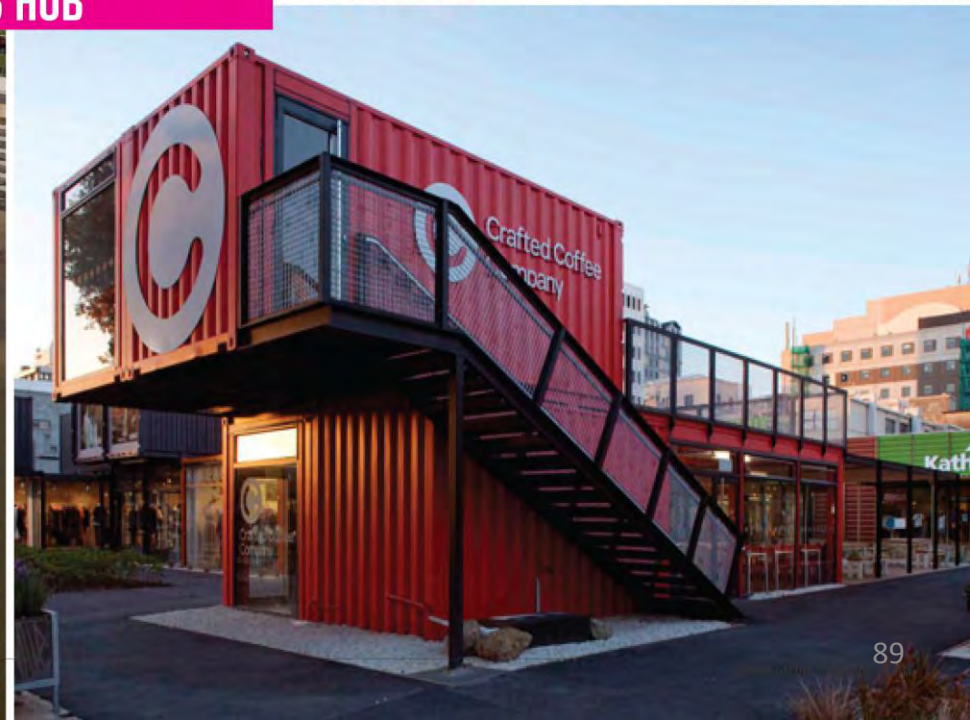
CONCEPT DESIGN OF AOS (REFERENCES)



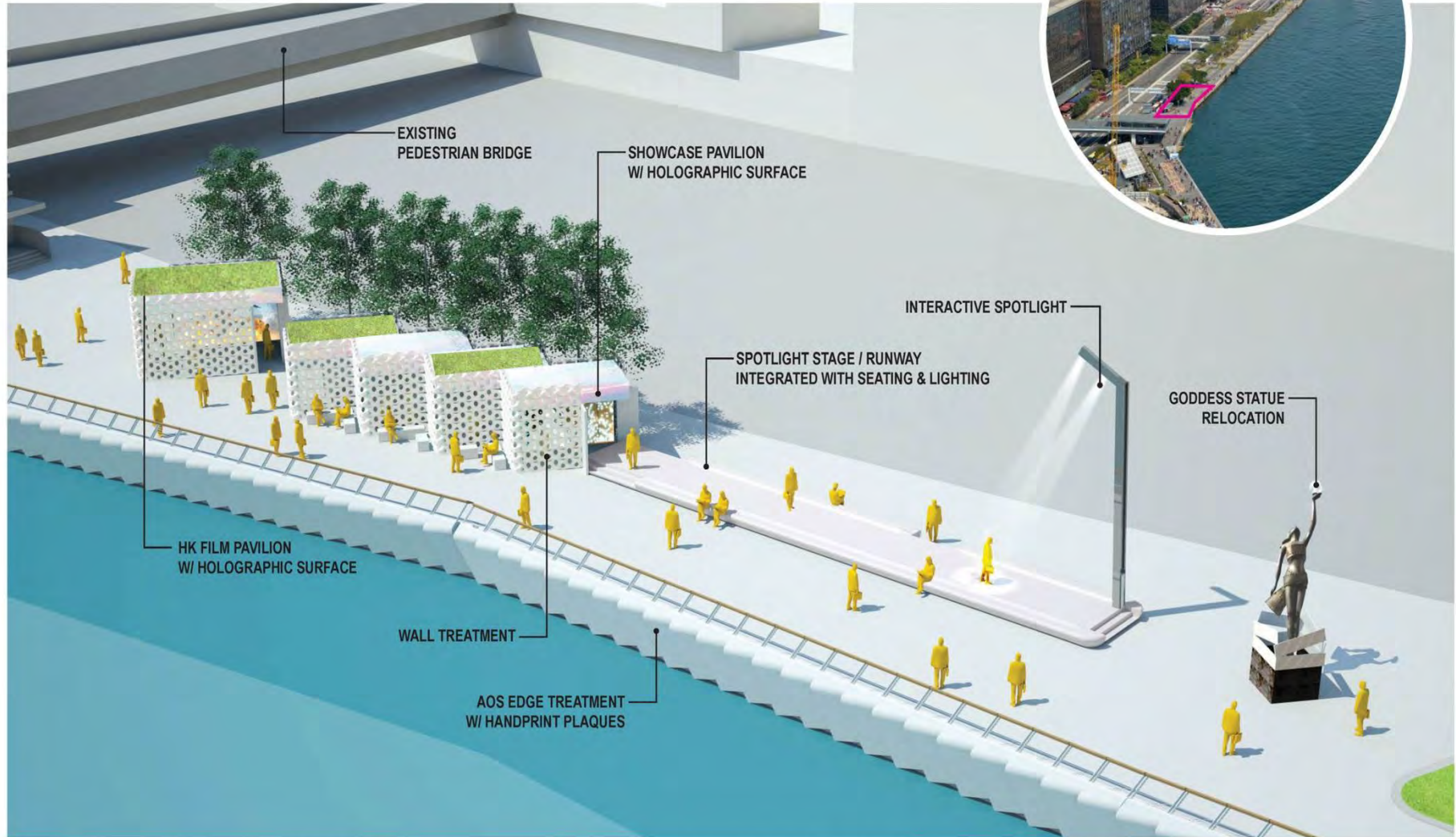
F&B HUB



New World Centre Remodeling - Tsim Sha Tsui, Hong Kong

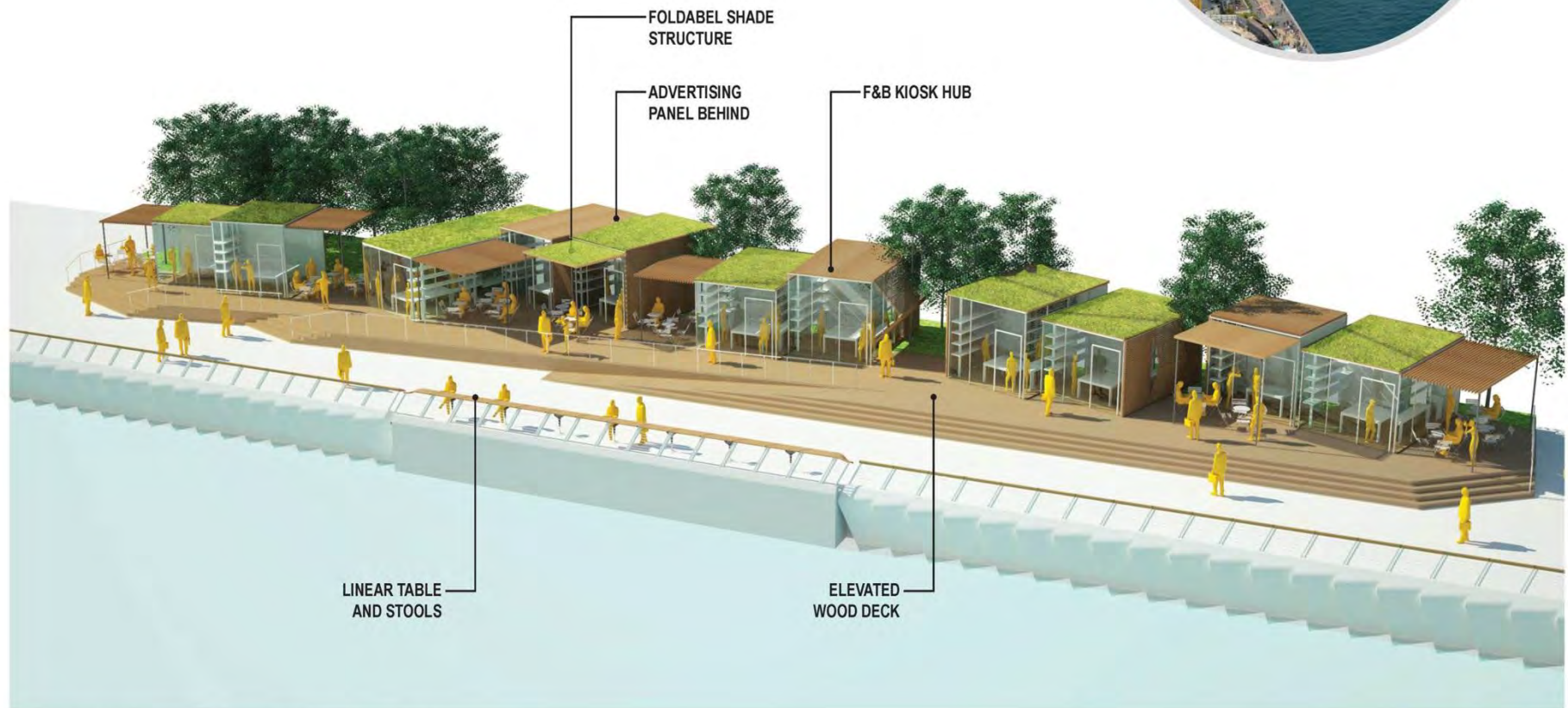


EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



AOS EXTENSION - STARS SPOTLIGHT “YOU + 15 SECONDS OF FAME”

EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



AOS EXTENSION - F&B HUB #2

OPEN-AIR VENUE DEMANDS ADEQUATE SHELTER

- Adverse weather conditions, like typhoons, rainstorms and thunderstorm, stop people from going to the AoS. Be the temperature too high or too low, or rainfall occurred, visitors cannot enjoy the waterfront fully.



Information extracted from Hong Kong Observatory

Adverse Conditions	Total No. of Days in 2013
Rainstorm Warning (Amber, Red, Black)	19
Typhoon Warning (Signals No. 3 or above)	8
Thunderstorm Warning	53
Very Hot Weather Warning (33 degrees or above)	17
Cold Weather Warning (12 degrees or below)	14
Total No. of Days with Adverse Weather in 2013	111 days

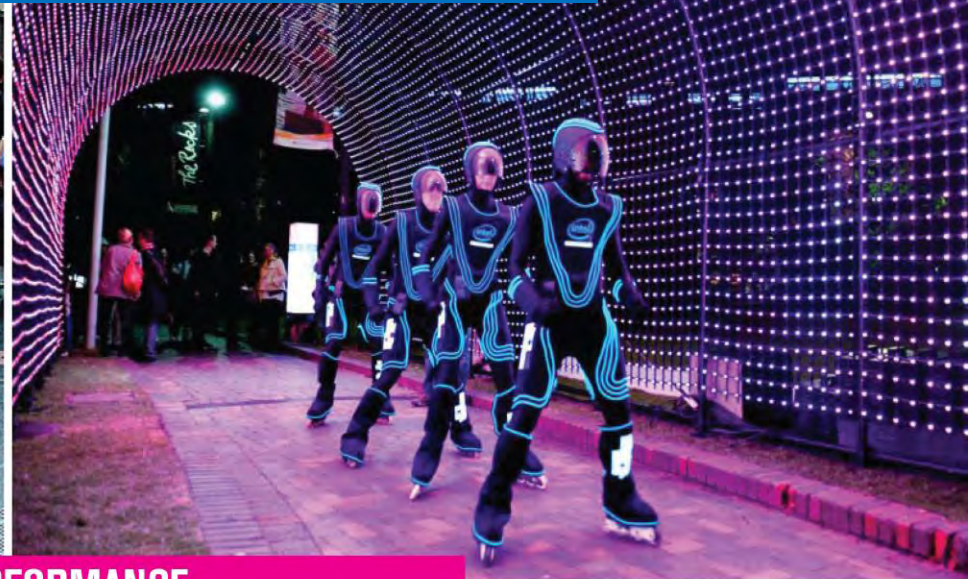
**The public (incl. tourists
& film industry)
requests for shelter at
AOS**

EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



EAST TST PROMENADE - PROPOSED PERMANENT AOS DESIGN SUMMARY

CONCEPT DESIGN OF AOS (REFERENCES)



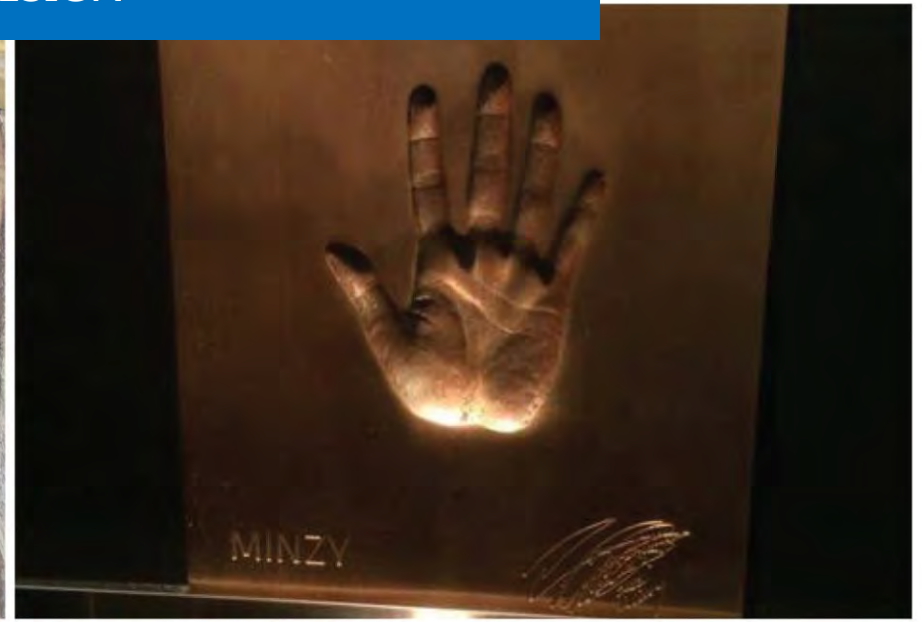
ART & PERFORMANCE



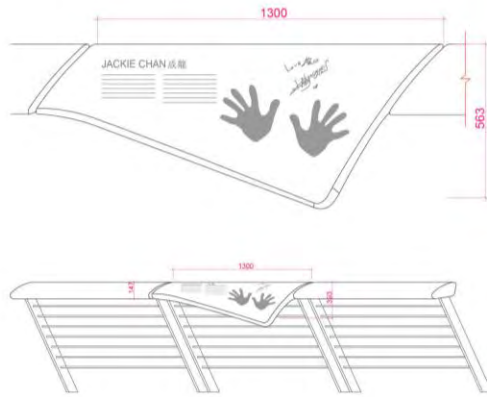
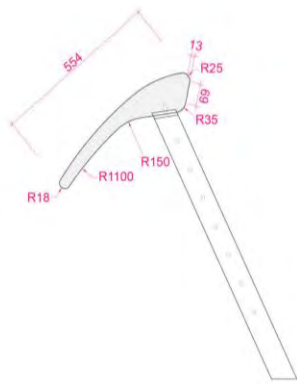
HANDPRINTS AT AOS (CURRENT)



CONCEPT DESIGN OF AOS - HANDPRINT DESIGN



CONCEPT DESIGN OF AOS - HANDPRINT OPTIONS



EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



AOS EXTENSION - ILLUMINATING SCREEN WALL

EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



AOS EXTENSION - ACTIVE UNDERPASS (DAY)

EAST TST PROMENADE (ARTIST IMPRESSION, TO BE DEVELOPED)



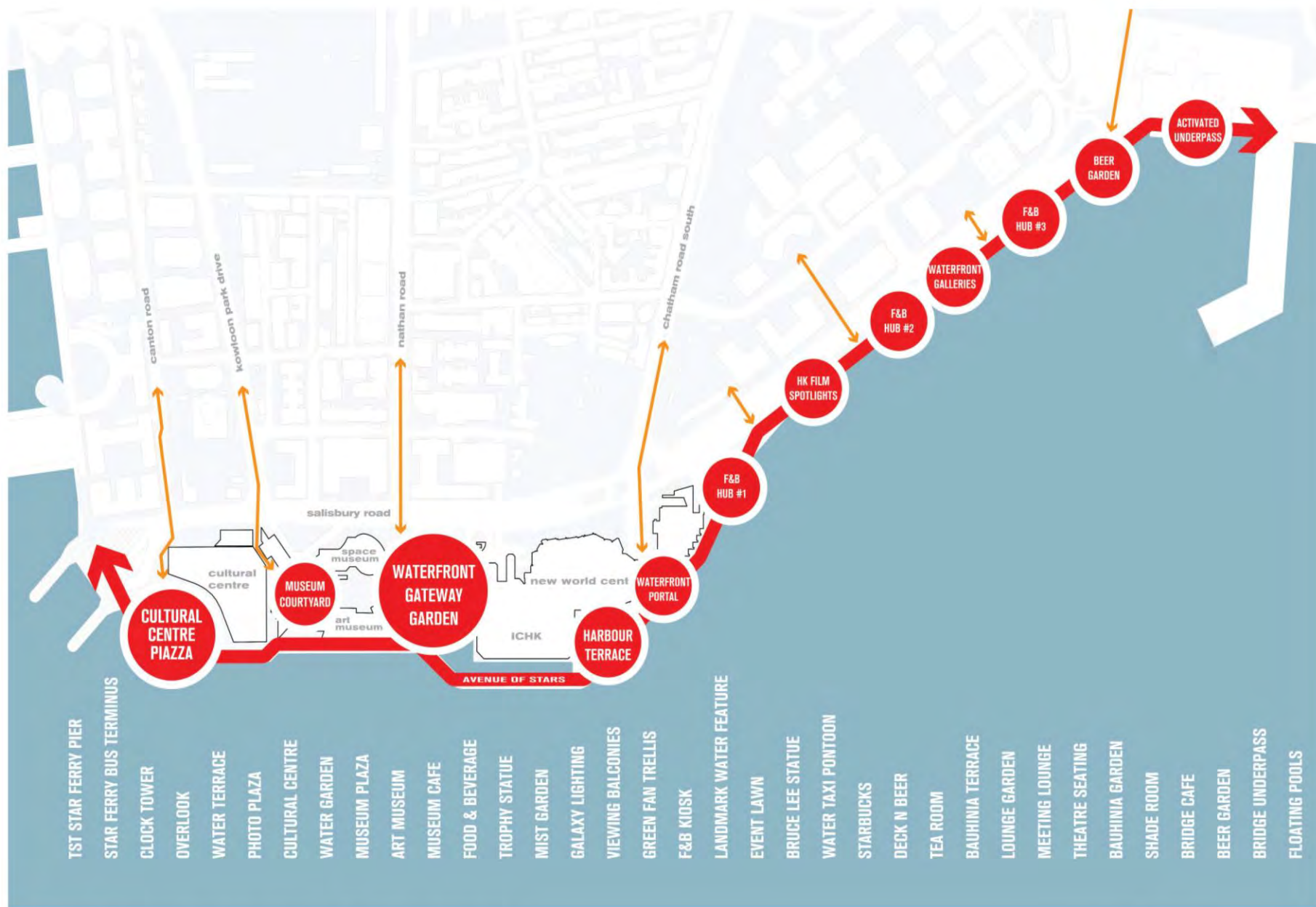
AOS EXTENSION - ACTIVE UNDERPASS (NIGHT)

CONCEPT DESIGN OF AOS - REFERENCES



ACTIVED UNDERPASS





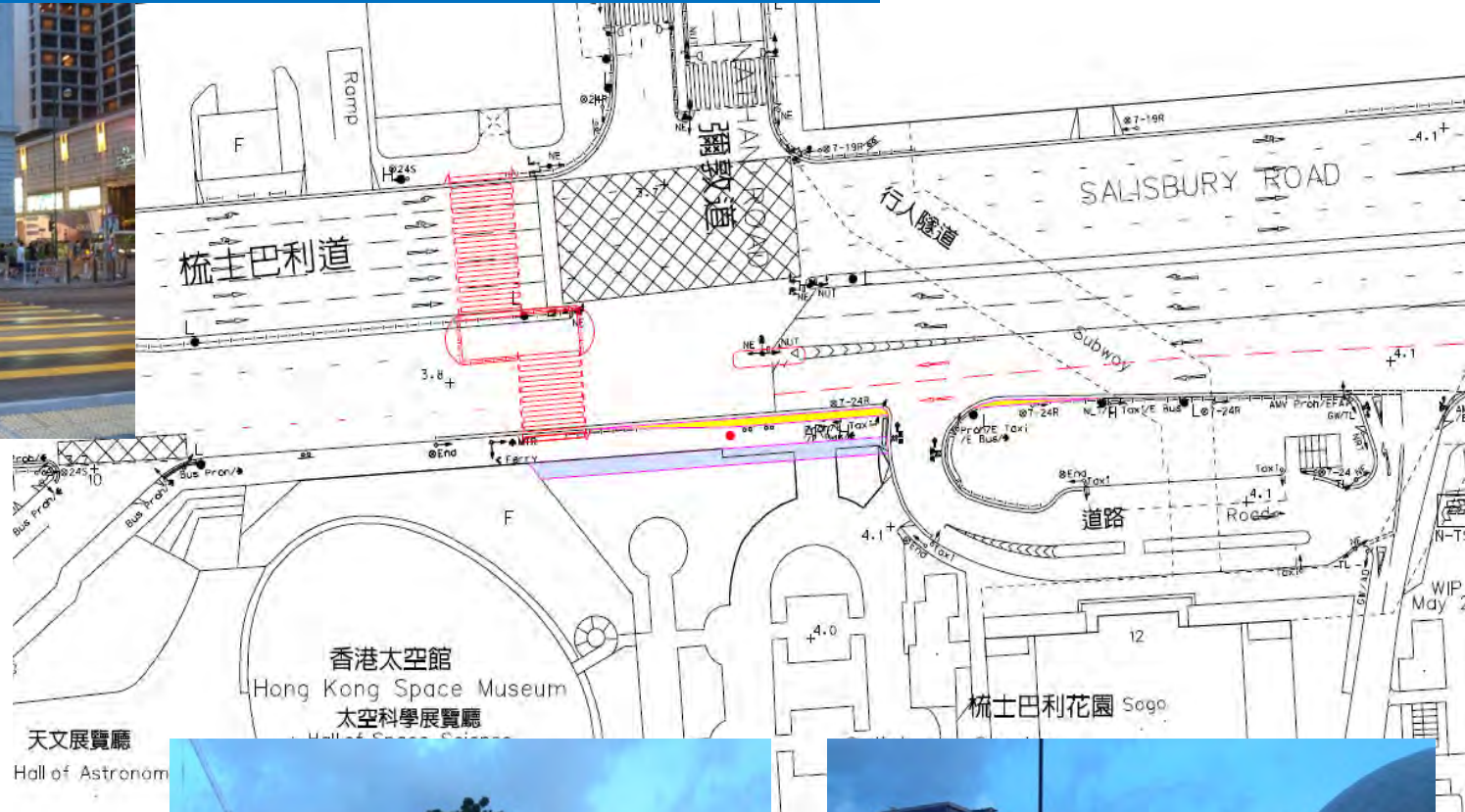
AMENITIES - WATERFRONT DESTINATIONS

ENHANCED CONNECTIVITY & ACCESSIBILITY

PROPOSED CONNECTIVITY & ACCESSIBILITY

- 1. PEDESTRIAN CONNECTIVITY ENHANCEMENT***
- 2. ADDITIONAL TOUR BUS PICK-UP/DROP-OFF LOCATIONS***
- 3. SALISBURY ROAD PAVEMENT IMPROVEMENT***
- 4. SUMMARY***

AT-GRADE CROSSINGS AT SALISBURY ROAD



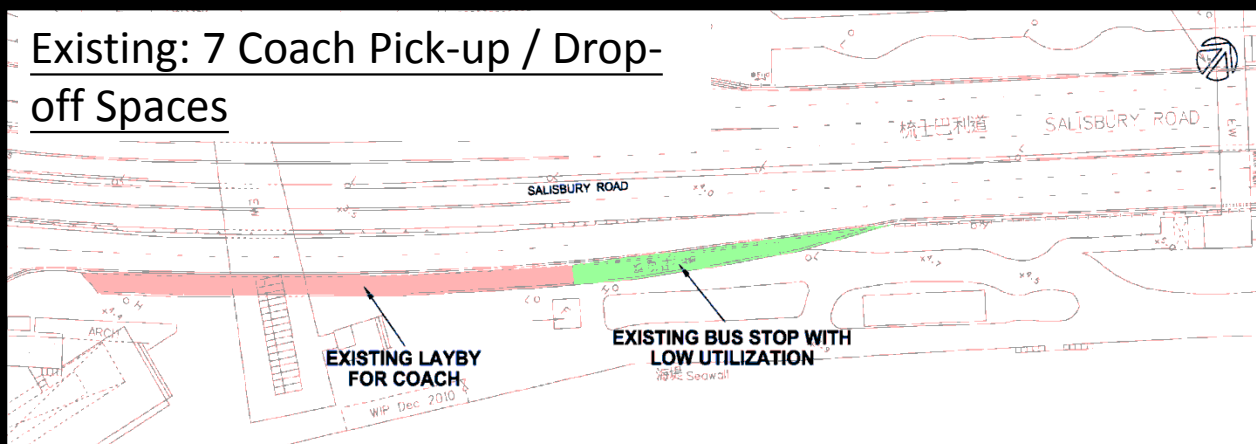
UPDATE ON TRAFFIC IMPACT ASSESSMENT

- 1. PEDESTRIAN CONNECTIVITY ENHANCEMENT***
- 2. ADDITIONAL TOUR BUS PICK-UP/DROP-OFF LOCATIONS***
- 3. SALISBURY ROAD PAVEMENT IMPROVEMENT***
- 4. SUMMARY***

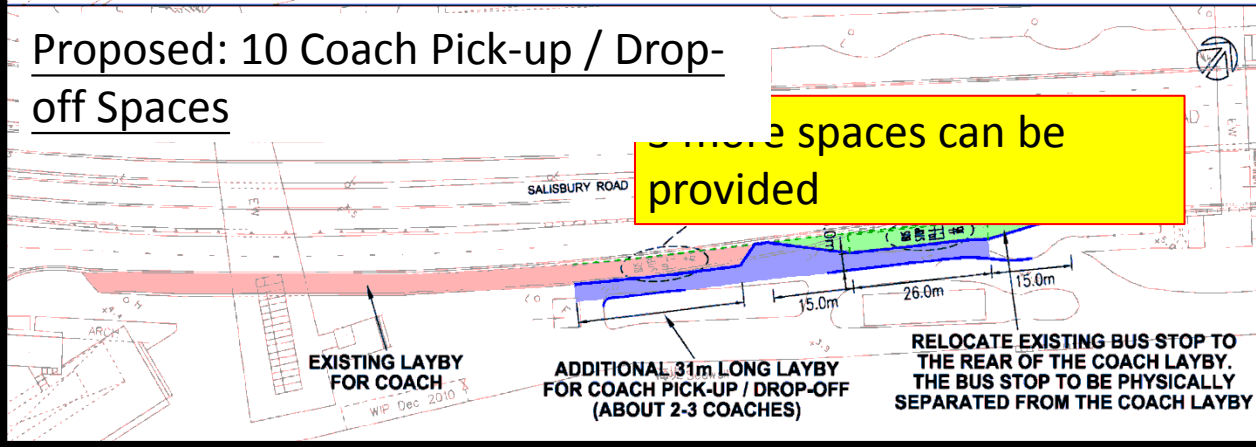
NWD PROPOSED IMPROVEMENT MEASURE AT LOCATION A

LOCATION A: LENGTHENING OF SALISBURY ROAD LAYBY

Existing: 7 Coach Pick-up / Drop-off Spaces



Proposed: 10 Coach Pick-up / Drop-off Spaces

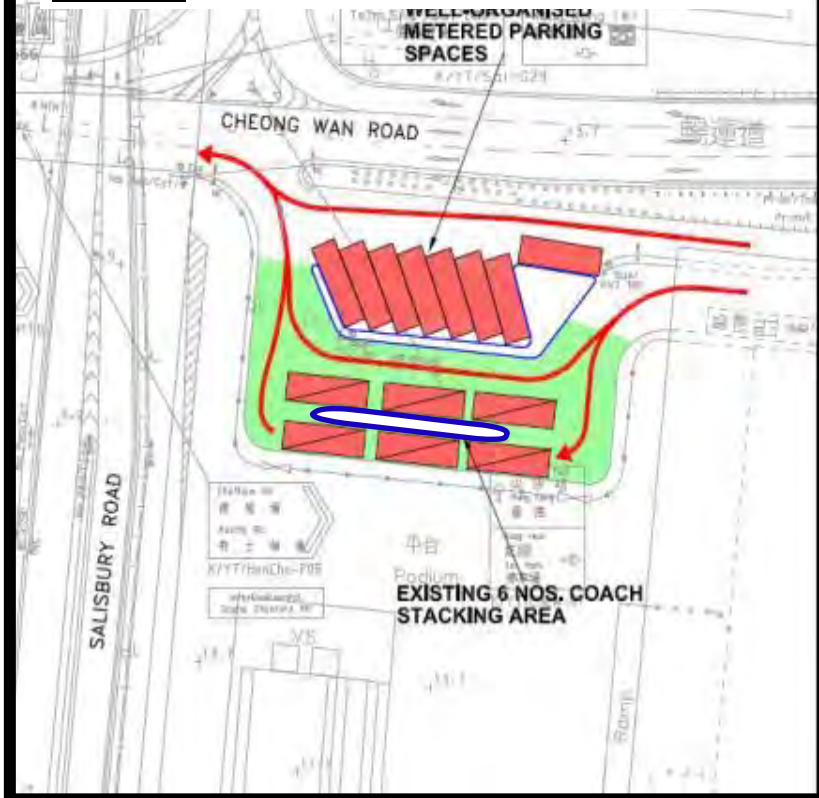


NWD PROPOSED IMPROVEMENT MEASURE AT LOCATION D

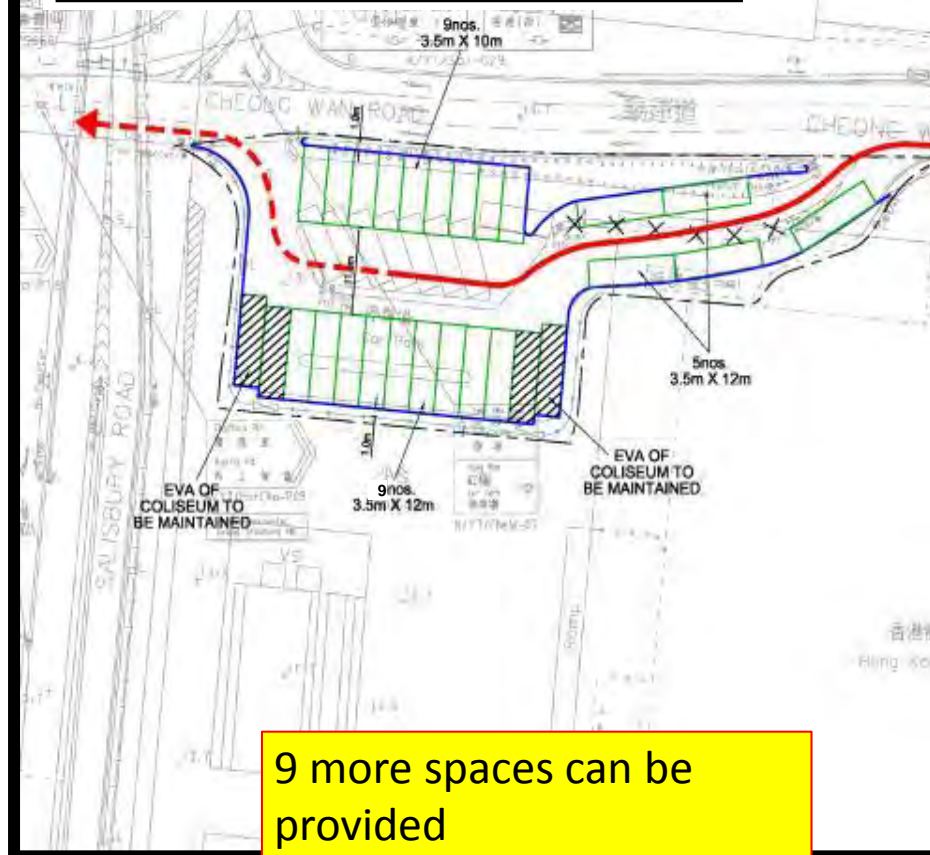
LOCATION D: EXPANSION OF HONG KONG COLISEUM COACH CARPARK



Existing: 14 Coach Parking / Waiting Spaces



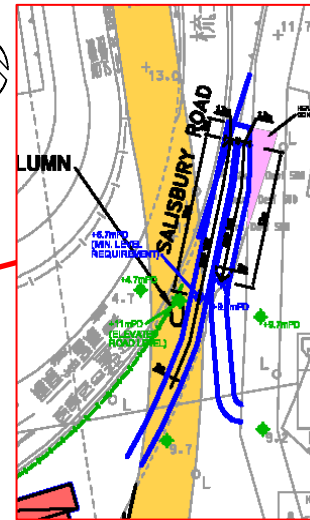
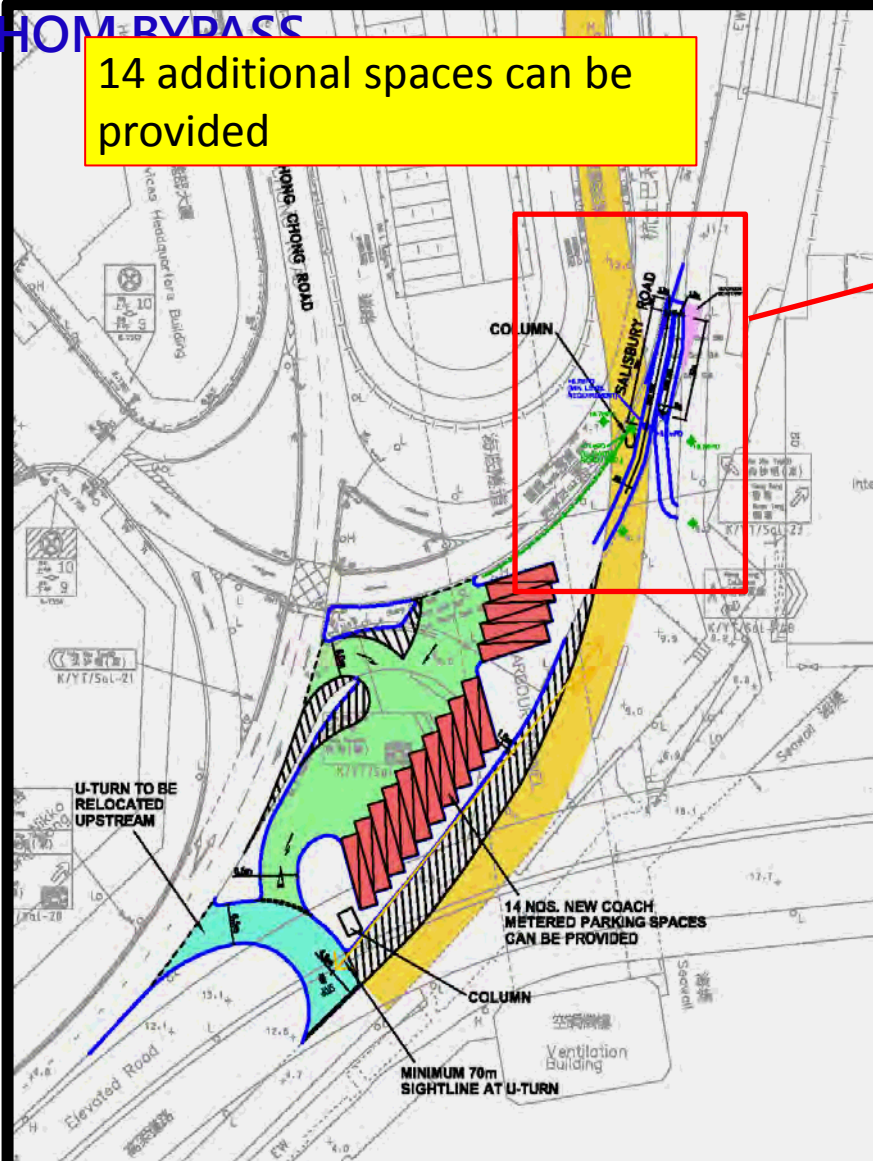
Proposed: 23 Coach Parking Spaces



NWD PROPOSED NEW COACH CARPARK AT LOCATION H

LOCATION H: NEW COACH CARPARK AT SALISBURY ROAD UNDER HUNG HOM BYPASS

14 additional spaces can be provided



Ramp design requirements:

- **Gradient:** Maximum 1:12
- **Width:** 2m in general, min. 1.3m at critical locations

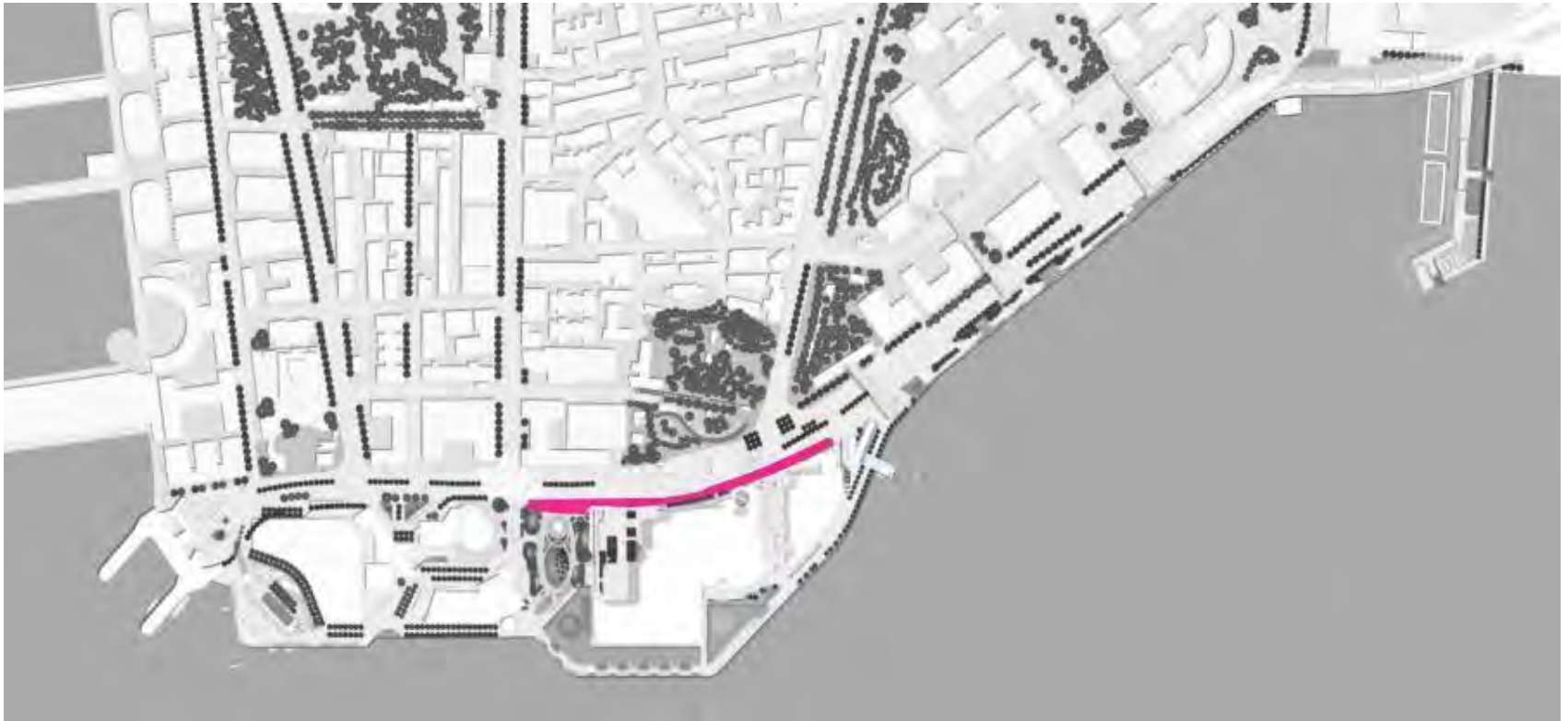


UPDATE ON TRAFFIC IMPACT ASSESSMENT

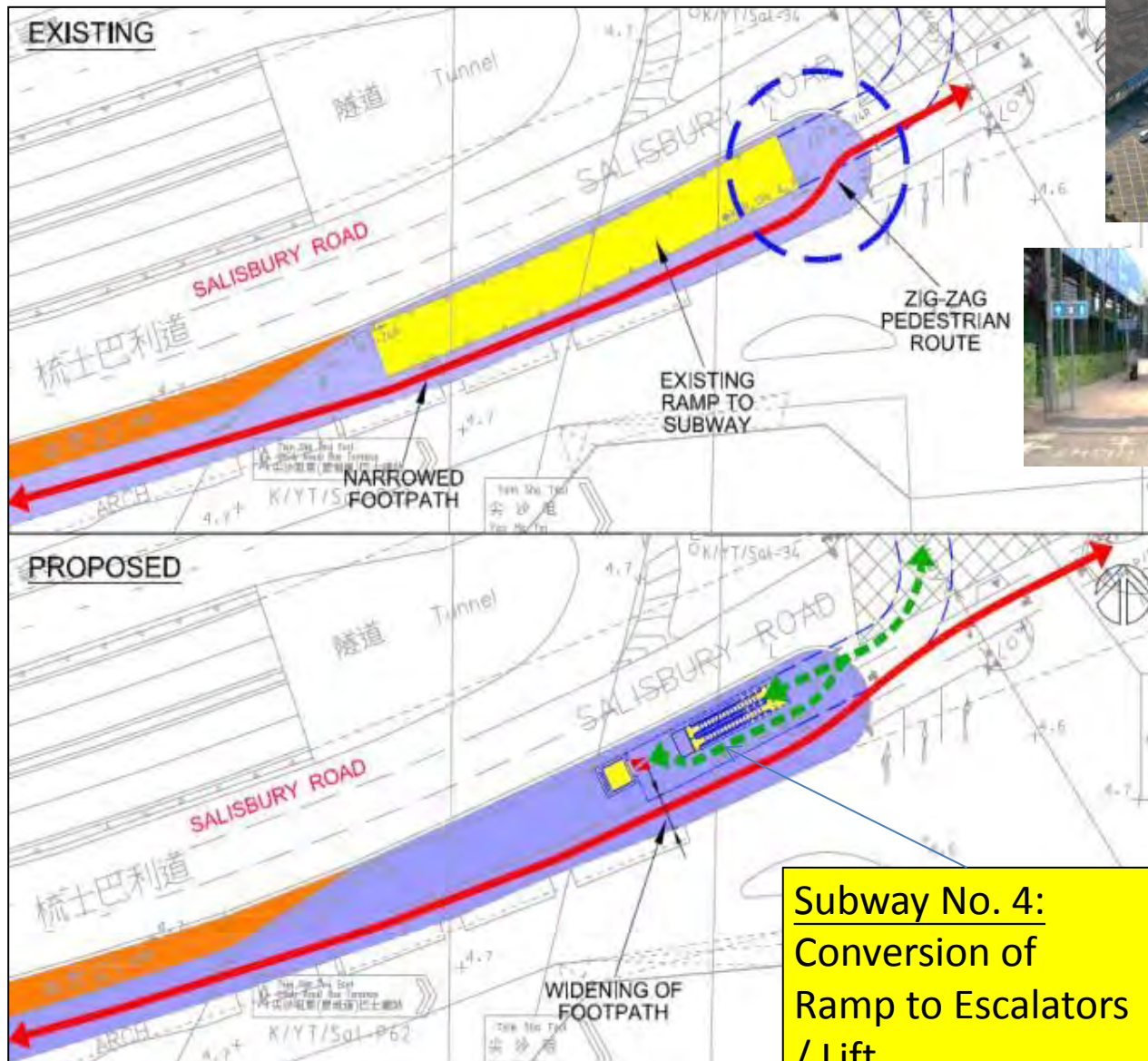
- 1. PEDESTRIAN CONNECTIVITY ENHANCEMENT***
- 2. ADDITIONAL TOUR BUS PICK-UP/DROP-OFF LOCATIONS***
- 3. SALISBURY ROAD PAVEMENT IMPROVEMENT***
- 4. SUMMARY***

SALISBURY ROAD PAVEMENT IMPROVEMENT

- Existing streetscape in need of upgrade to enhance visual appeal
- Existing infrastructure obstructs pedestrian flow



REPLACEMENT OF PEDESTRIAN RAMP



LEGEND :

-  LOCAL BOTTLENECK
-  SUBWAY ENTRANCE / EXIT
-  BUS LAYBY
-  FOOTPATH
-  SUBWAY PEDESTRIAN ROUTE
-  AT GRADE PEDESTRIAN ROUTE
-  LIFT ACCESS

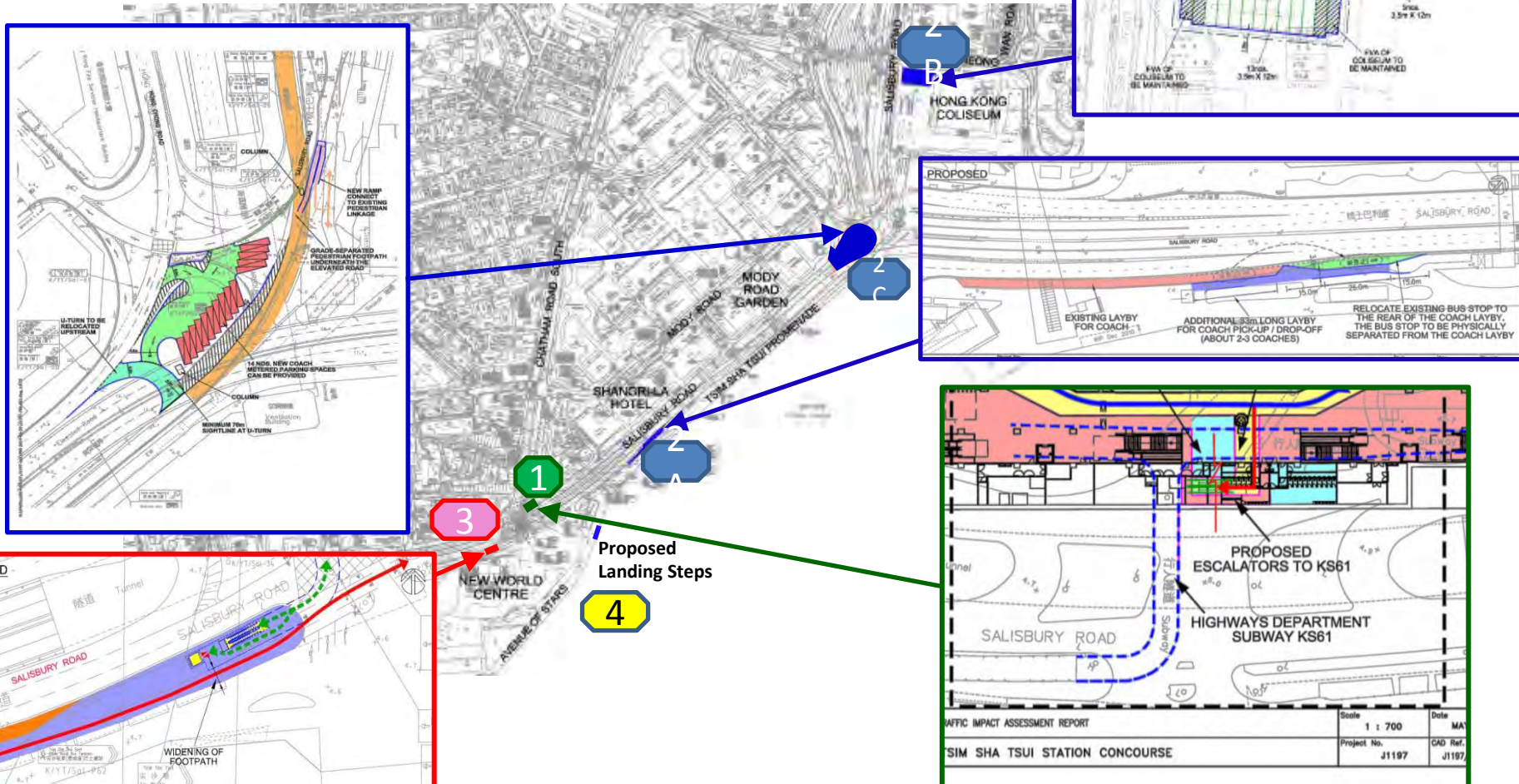
Subway No. 4:
Conversion of
Ramp to Escalators
/ Lift

UPDATE ON TRAFFIC IMPACT ASSESSMENT

1. ***PEDESTRIAN CONNECTIVITY ENHANCEMENT***
2. ***ADDITIONAL TOUR BUS PICK-UP/DROP-OFF LOCATIONS***
3. ***SALISBURY ROAD PAVEMENT IMPROVEMENT***
4. ***SUMMARY***

SUMMARY – PROPOSED PERMANENT DESIGN

1. Proposed New Connection from ETS Station to Subway No. 4
- 2A. Proposed Expansion of Salisbury Road Coach Layby
- 2B. Proposed Upgrading Hong Kong Coliseum Coach Carpark
- 2C. Proposed New Coach Carpark at Salisbury Road under Hung Hom Bypass
3. Proposed Connection to Subway No. 4
4. Proposed Landing Steps



PUBLIC-PRIVATE PARTNERSHIP

- **Existing** PPP management mode:
AoS - managed by **AOS Management Ltd** (20 years since 2004)
- Recommend to set up Non-profit Organization (NPO) for operations of **SG, AoS and ETST in the future**
- Make reference to other successful public open-space management models worldwide e.g. High Line Park & Bryant Park
- Management Plan is under preparation

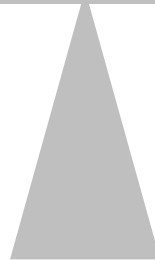
NPO BUSINESS MODEL

- Programming
- Marketing
- Maintenance
- Capital Repair

- Food & Beverage
- Events & Promotions
- Advertisement
- *Corporate Contribution*

MAJOR EXPENSES

MAJOR INCOME



IMPLEMENTATION PLAN

IMPLEMENTATION PLAN

Principles:

- To **minimise** construction disruption to public
- To achieve **early completion** of project

Proposed Implementation Plan*:

- Existing AOS and ETST Promenade shall be closed simultaneously for construction works to be carried out jointly. This could reduce the overall time taken for construction.

Year of Construction	1	2	3	4	5
Proposed Implementation Plan	Existing AOS				
	ETST Promenade				
	Salisbury Garden				

* Subject to final confirmation

*During the construction period, AOS statues will be **re-provisioned at TST East Waterfront Podium Garden** together with movie info and images to remunerate visitors.*

TST EAST WATERFRONT PODIUM GARDEN



Existing TST East Waterfront Podium Garden



TST EAST WATERFRONT PODIUM GARDEN (ARTIST IMPRESSION)



TENTATIVE PROGRAMME



KEY TASKS TO BE COMPLETED

The Project team will continue to work on the design and implementation plan, and will make relevant applications to the departments concerned, such as:

- ◆ **ArchSD** – Approval of Concept Design & Construction
- ◆ **TD** – Temporary traffic arrangement
- ◆ **LCSD** – Implementation of Temporary AoS
- ◆ **HyD & related departments** – re-diversion of underground utilities
- ◆ **Tree Unit / DevB** – Arrangement for tree transplant
- ◆ **LCSD & related departments** – Approval of Management Plan
- ◆ **PlanD** – Planning approval for ancillary facilities (eg. Eating places, souvenirs shops & information counter)

In order to minimise the construction disruption to public, we will work closely with the neighbourhood to ensure the efficient delivery of the project.

THANK YOU
FOR YOUR COMMENTS & ADVICES



新世界發展有限公司

New World Development Company Limited