

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

For information
on 16 March 2011

TFK/07/2011

Improving Directional Signage from Nathan Road and Salisbury Road to the Harbourfront at Tsim Sha Tsui

PURPOSE

This paper updates Members the latest progress of the Harbourfront Signage Scheme (HSS) in improving directional signage from Nathan Road and Salisbury Road to the harbourfront at Tsim Sha Tsui.

PROBLEM

2. Currently, a number of directional signage pointing to the harbourfront has been provided at Tsim Sha Tsui through Tourism Commission (TC)'s Visitor Signage Improvement Scheme. A map showing the respective locations is at **Annex 1**.

3. There are views that improvement could be made to the existing system by segmenting signage catchment areas and realigning the unclear/indirect routes from the hinterland to the harbourfront currently offered to pedestrians.

PROGRESS AND PROGRAMME

4. Tsim Sha Tsui is covered by the ongoing pilot scheme¹ for HSS, a progress update of which was presented to the Harbourfront Commission in December 2010. Members noted at the meeting the criteria (see **Annex 2**) for selecting the routes and locations of HSS signage that lead to the harbourfront.

5. The Consultants are currently working on detailed route selection and locations of HSS signage along the routes (see **Annex 1**) in consultation with Transport Department, TC and Hong Kong Tourism Board.

¹ The five pilot areas are Central & Western, Wan Chai, Quarry Bay/ Sai Wan Ho, Tsim Sha Tsui/ Hung Hom, and Kwun Tong.

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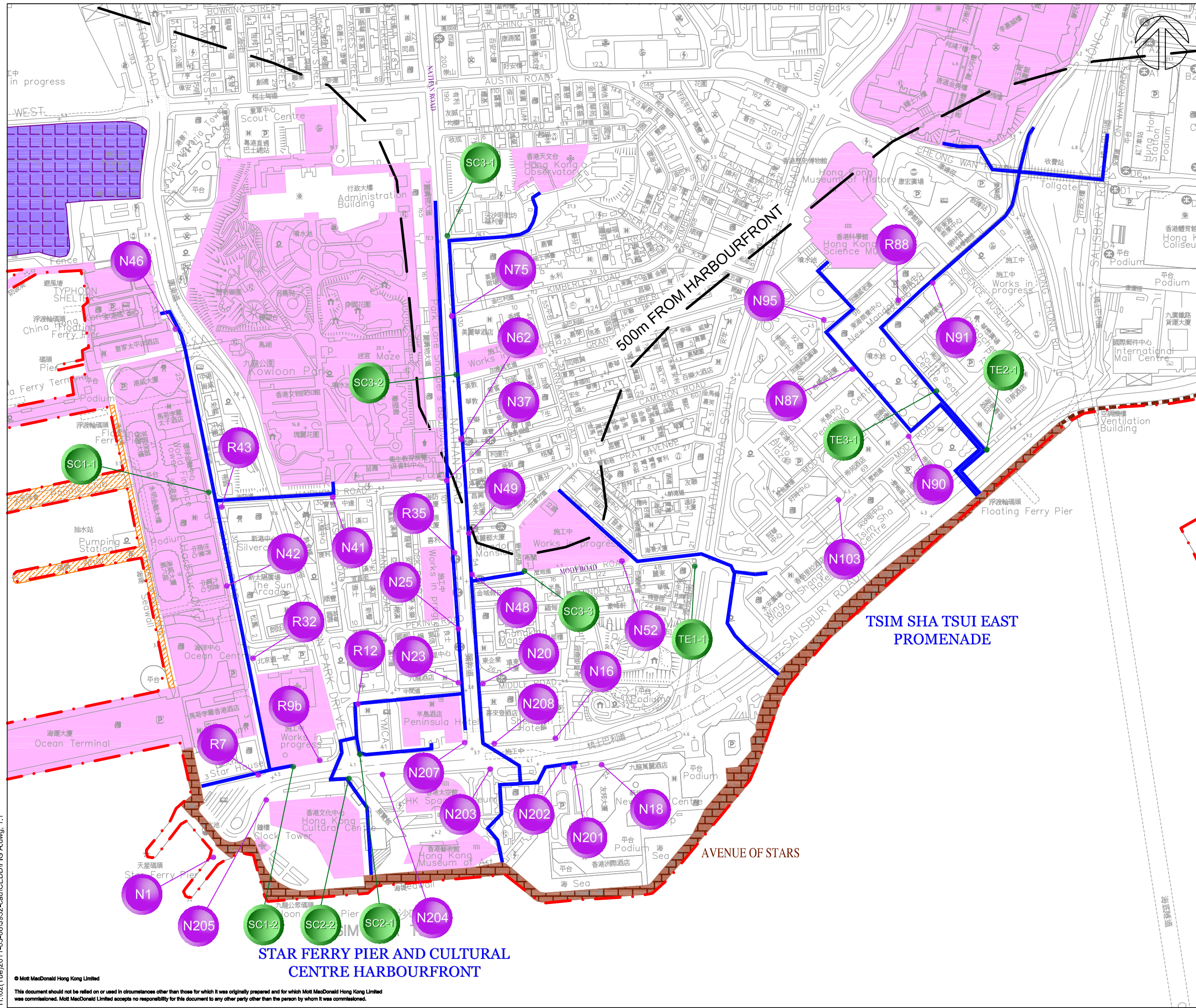
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Consultation with relevant District Councils on the same will follow.

6 Subject to availability of funding, the pilot scheme of HSS could be completed by end-2012.

7 Members are invited to note the progress above.

**Development Bureau
Civil Engineering and Development Department
March 2011**



- LEGEND :**
- PROPOSED ROUTES TO HARBOURFRONT
 - N1 PROPOSED HSS SIGN ADJACENT / ATTACHED TO EXISTING VSIS POINTING TO HARBOURFRONT SITE
 - SC2-1 PROPOSED NEW HSS SIGN
 - HARBOURFRONT
 - MAJOR PLACE AND TOURIST ATTRACTION SPOT

Rev	Date	Drawn	Description	Ch'kd	App'd




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Client



CIVIL ENGINEERING AND DEVELOPMENT DEPARTMENT

Project
**AGREEMENT NO. CE 49/2009(CE)
 HARBOURFRONT SIGNAGE SCHEME -
 DESIGN AND CONSTRUCTION**

Title
**PRELIMINARY PROPOSAL FOR
 HARBOURFRONT SIGNAGE IN
 TSIM SHA TSUI**

Designed		Eng check	
Drawn		Coordination	
Dwg check		Approved	
Scale at A3 1 : 5000	Status	Rev	

Drawing Number **FIGURE A**

H:\02(Tue)\2011-03-08\932-cad\CEDD\FIG A.dwg, 1:1

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Harbourfront Signage Scheme (HSS)

**Criteria for
Selecting Routes and Locations of HSS Signage**

(A) Criteria on selecting routes of HSS signage

1. The farthest end of HSS signage at the hinterland will be about 800m from the harbourfront promenade. However, when major tourist attraction points stretch beyond the 800m distance, such attraction points will be included in the nearest route of HSS signage.
2. Drawing on the Hong Kong Tourism Board's recommendations for the VSIS, the routes of HSS signage will link up transport links and the following places of tourist interest to the nearby harbourfront promenades:
 - (a) Shopping malls and street markets;
 - (b) Architectural buildings and heritages;
 - (c) Monument sites;
 - (d) Museums;
 - (e) Arts, cultural and entertainment facilities;
 - (f) Sport and leisure facilities; and
 - (g) Places and streets for dining.
3. The following aspects will be considered in devising the routes of HSS signage:
 - (a) Pedestrian safety;
 - (b) Directness and convenience;
 - (c) Accessibility and user-friendliness;
 - (d) Connectivity
 - (e) Attractiveness; and
 - (f) Adequate walkway capacity.

(B) Criteria on selecting locations of HSS signage

1. HSS signage should be installed at locations where they can be easily visible to visitors.
2. HSS signage should not result in hindering pedestrian passages, blocking the sightline of other traffic signs, distracting motorists' attention or adding too many new signs to existing poles.