



VICTORIA
HARBOUR

Harbourfront Signage Scheme – Progress Report

Development Bureau
Civil Engineering and Development Department

7 January 2013

HSS - Background

- Enhance the accessibility of the harbourfront to visitors by providing clear directions to visitors and complement the existing Visitor Signage Improvement Scheme (VSIS) launched by the Tourism Commission
- Develop a unique visual identity in the form of an icon for Victoria Harbour through an open design competition with a view to promoting and branding the Harbour.



VICTORIA
HARBOUR



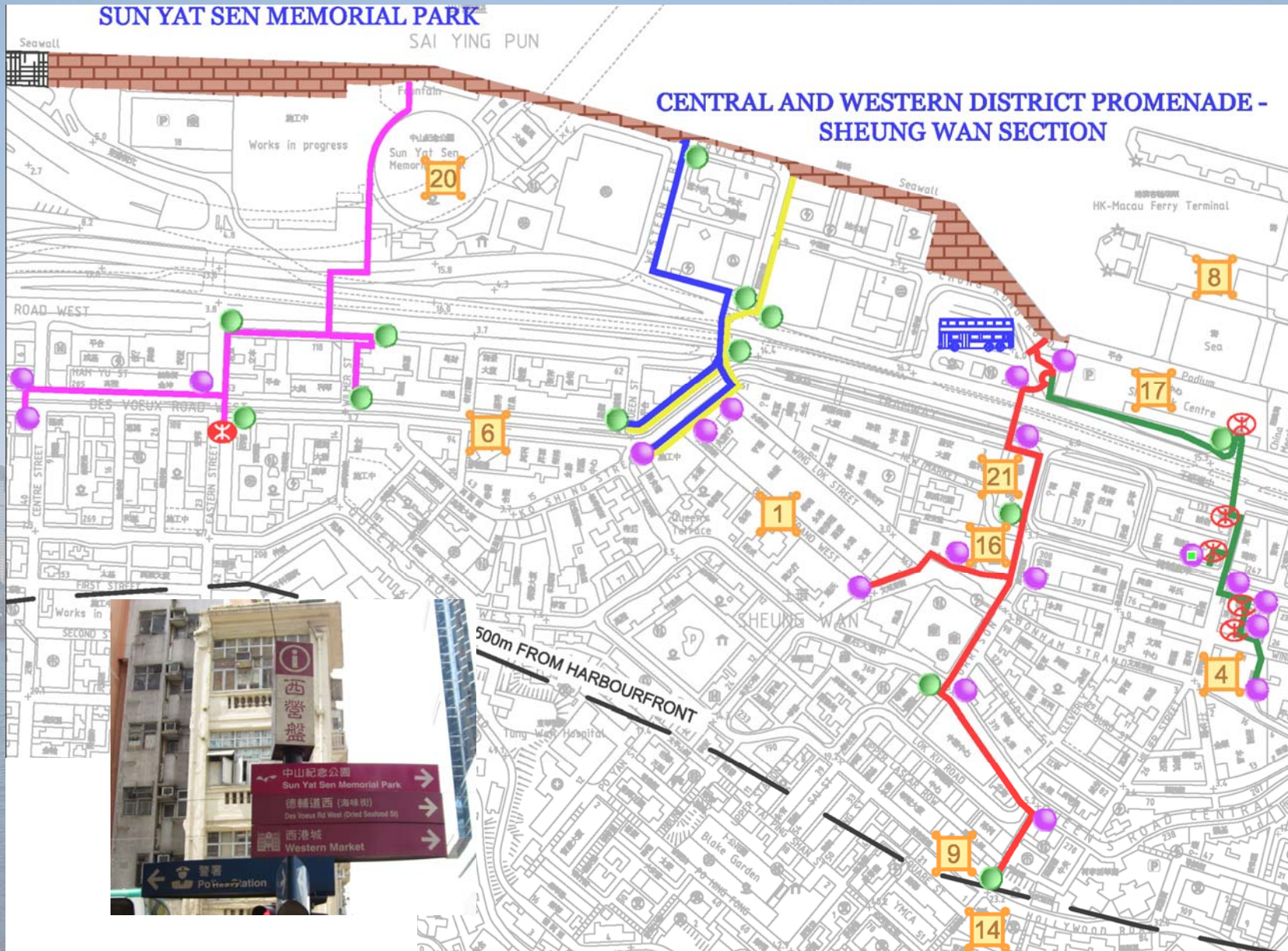
HSS - Pilot Districts



HSS – New signposts and modules

Pilot District	No. of new signposts	No. of new sign modules on new sign posts/existing VSIS sign posts
Central & Western	18	69
Wan Chai	7	34
Eastern	9	19
Tsim Sha Tsui and Hung Hom	15	63
Kwun Tong	25	33
Total	74	218
<i>Progress as at 31 Dec 2012</i>	71	202

Central and Western

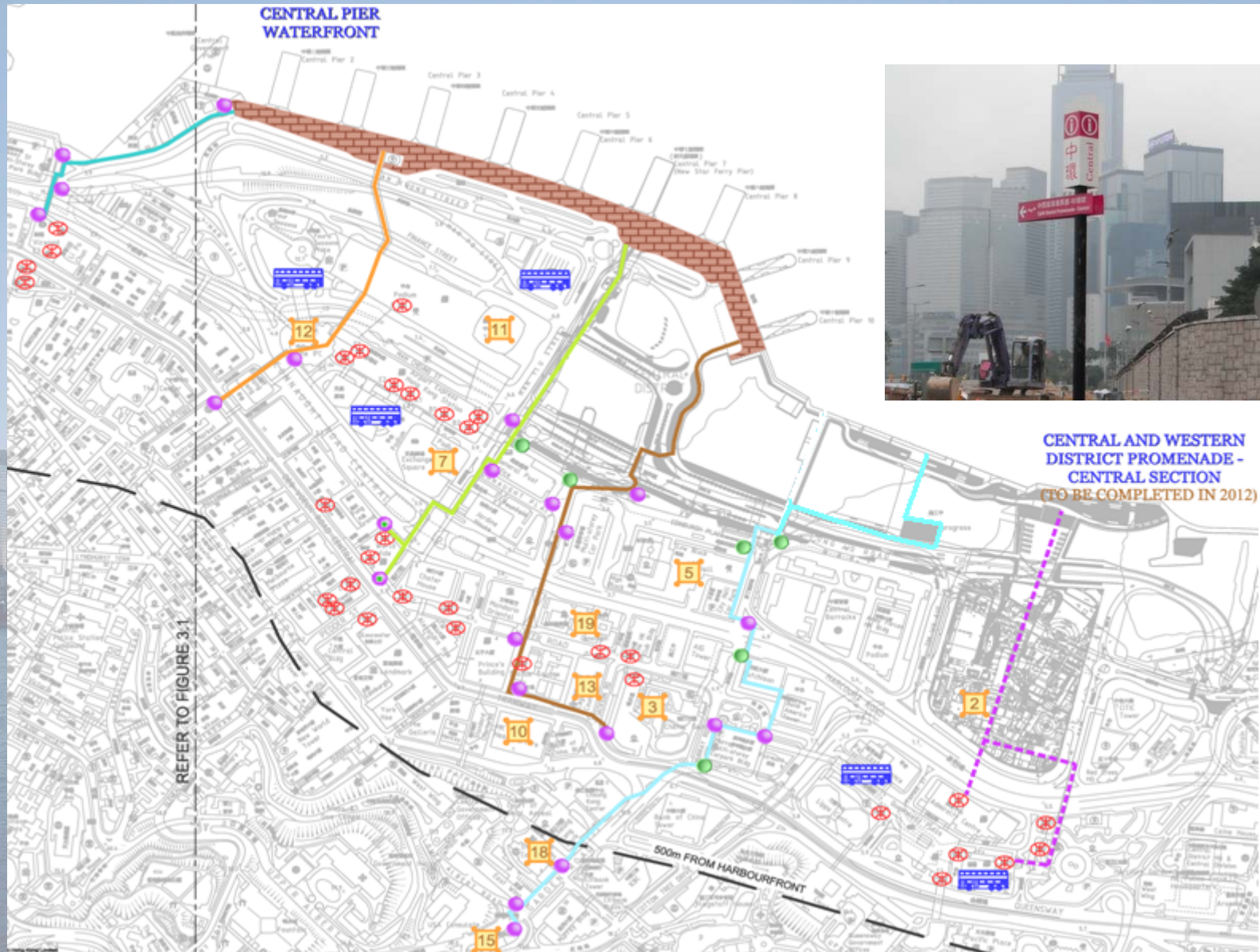


- LEGEND :**
- ROUTE SP1
 - ROUTE SP2
 - ROUTE SW1
 - ROUTE SW2
 - ROUTE SW3
 - ROUTE CP1
 - ROUTE CP2
 - PUBLIC HARBOURFRONT
 - NON-PUBLIC HARBOURFRONT
 - ⊘ MTR EXIT
 - ⊘ FUTURE MTR EXIT
 - ⊘ BUS TERMINUS / MAJOR BUS STOP
 - PROPOSED HSS DIRECTIONAL SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VISIS SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VISIS SIGNAGE AND HSS ROUTE INDICATED ON NEW DISPLAY PANEL

- 1 MAJOR PLACES AND TOURIST ATTRACTION POINTS
- 1 BONHAM STRAND WEST (GINSENG & HIRD'S NEST STREET)
- 2 CENTRAL GOVERNMENT COMPLEX & LEGISLATIVE COUNCIL COMPLEX
- 3 CHATER GARDEN
- 4 CHOP STREET
- 5 CITY HALL
- 6 DES VOEUX ROAD WEST (DRIED SEAFOOD STREET)
- 7 EXCHANGE SQUARE
- 8 HK-MACAU FERRY TERMINAL
- 9 HOLLYWOOD ROAD (ANTIQUES ST.)
- 10 HSBC HEADQUARTER
- 11 IFC 2
- 12 IFC MALL
- 13 LEGISLATIVE COUNCIL BUILDING
- 14 MAN MO TEMPLE
- 15 PEAK TRAM STATION
- 16 SHEUNG WAN FONG
- 17 SHUN TAK CENTRE
- 18 ST. JOHN CATHEDRAL
- 19 STATUE SQUARE GARDENS & THE CENOTAPH
- 20 SUN YAT SEN MEMORIAL PARK
- 21 WESTERN MARKET



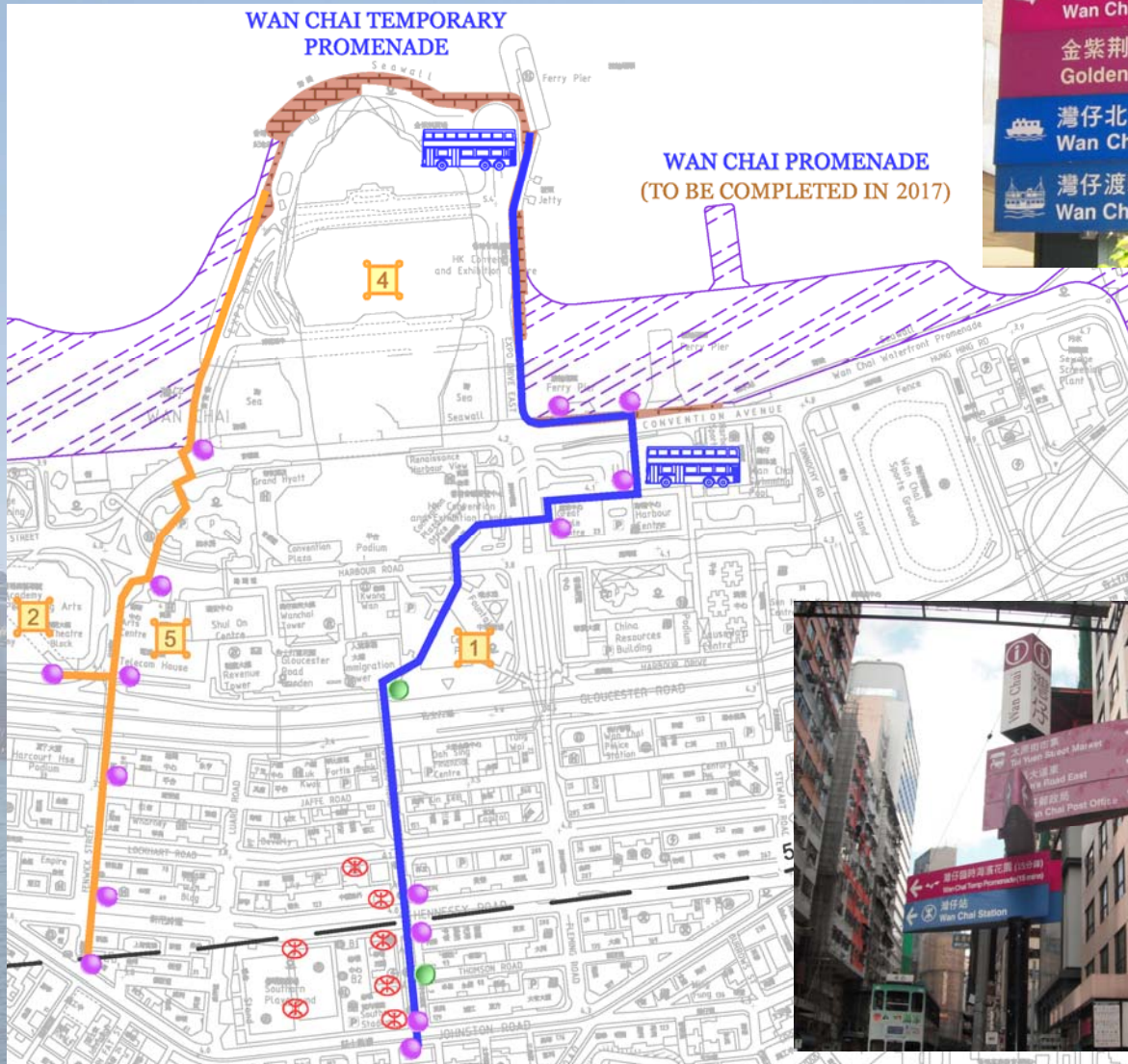
Central and Western



- LEGEND :**
- ROUTE CP1
 - ROUTE CP2
 - ROUTE CP3
 - ROUTE CN1
 - ROUTE CN2
 - - - ROUTE CN3 (FUTURE ROUTE)
 - PUBLIC HARBOURFRONT
 - NON-PUBLIC HARBOURFRONT
 - MTR EXIT
 - FUTURE MTR EXIT
 - BUS TERMINUS / MAJOR BUS STOP
 - PROPOSED HSS DIRECTIONAL SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VSI SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VSI SIGNAGE AND HSS ROUTE INDICATED ON NEW DISPLAY PANEL

- | Attraction Point Number | Attraction Point Name |
|-------------------------|--|
| 1 | BONHAM STRAND WEST (GINSENG & BIRD'S NEST STREET) |
| 2 | CENTRAL GOVERNMENT COMPLEX & LEGISLATIVE COUNCIL COMPLEX |
| 3 | CHATER GARDEN |
| 4 | CHOP STREET |
| 5 | CITY HALL |
| 6 | DES VOEUX ROAD WEST (DRIED SEAFOOD STREET) |
| 7 | EXCHANGE SQUARE |
| 8 | HK-MACAU FERRY TERMINAL |
| 9 | HOLLYWOOD ROAD (ANTIQUES ST.) |
| 10 | HSBC HEADQUARTER |
| 11 | IFC 2 |
| 12 | IFC MALL |
| 13 | LEGISLATIVE COUNCIL BUILDING |
| 14 | MAN MO TEMPLE |
| 15 | PEAK TRAM STATION |
| 16 | SHEUNG WAN FONG |
| 17 | SHUN TAK CENTRE |
| 18 | ST. JOHN CATHEDRAL |
| 19 | STATUE SQUARE GARDENS & THE CENOTAPH |
| 20 | SUN YAT SEN MEMORIAL PARK |
| 21 | WESTERN MARKET |

Wan Chai



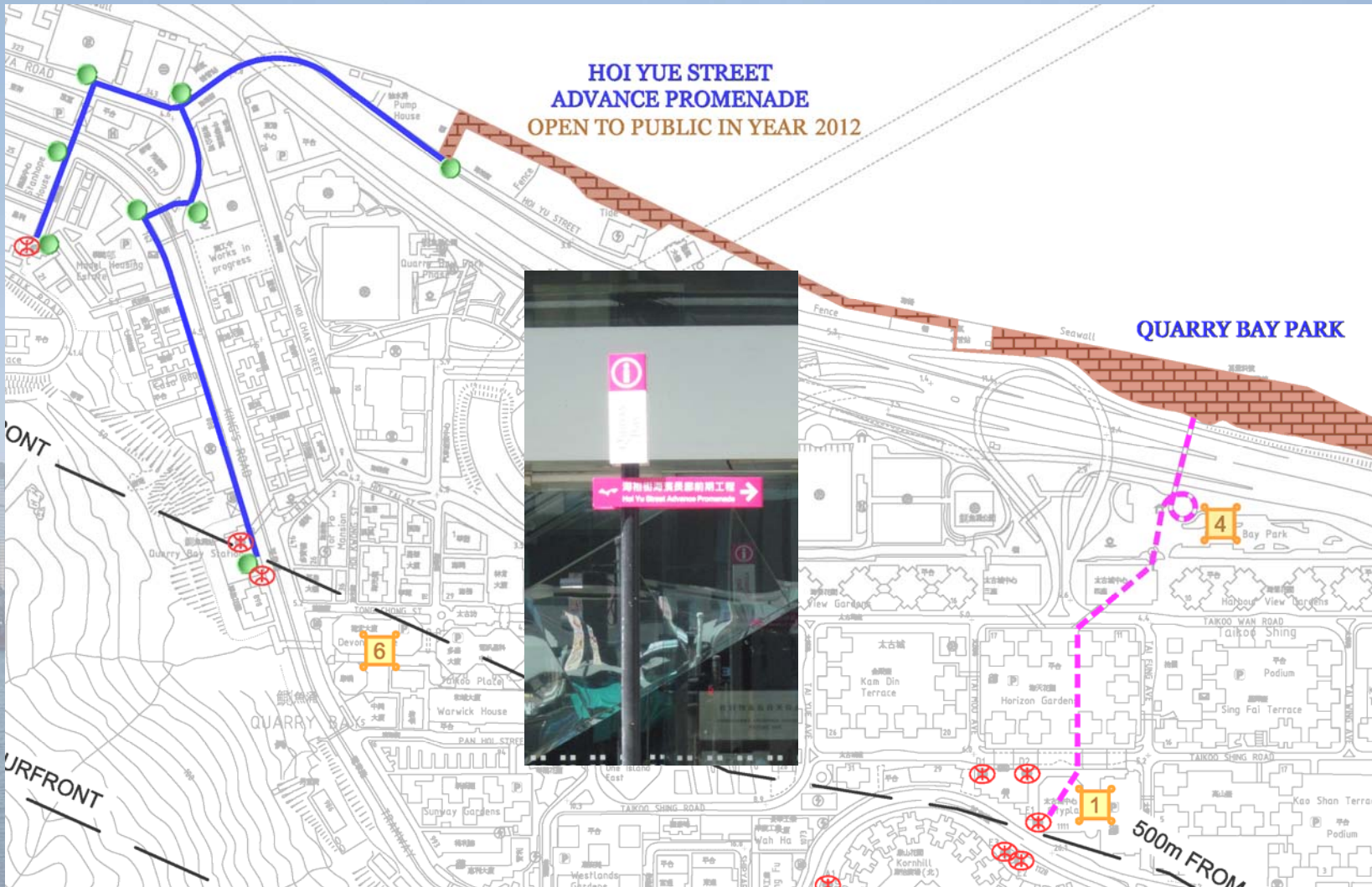
LEGEND :

- ROUTE EX1
- ROUTE EX2
- ROUTE CB1
- PUBLIC HARBOURFRONT
- WORKS IN PROGRESS
- MTR EXIT
- BUS TERMINUS / MAJOR BUS STOP
- PROPOSED HSS DIRECTIONAL SIGNAGE
- PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VSI SIGNAGE

	MAJOR PLACES AND TOURIST ATTRACTION POINTS
1	CENTRAL PLAZA
2	HK ACADEMY FOR PERFORMING ARTS
3	HK CENTRAL LIBRARY
4	HK CONVENTION & EXHIBITION CENTRE
5	HONG KONG ARTS CENTRE
6	JARDINE'S CRESCENT STREET MARKET
7	SOGO DEPARTMENT STORE
8	TIMES SQUARE
9	VICTORIA PARK
10	WINDSOR HOUSE



Eastern

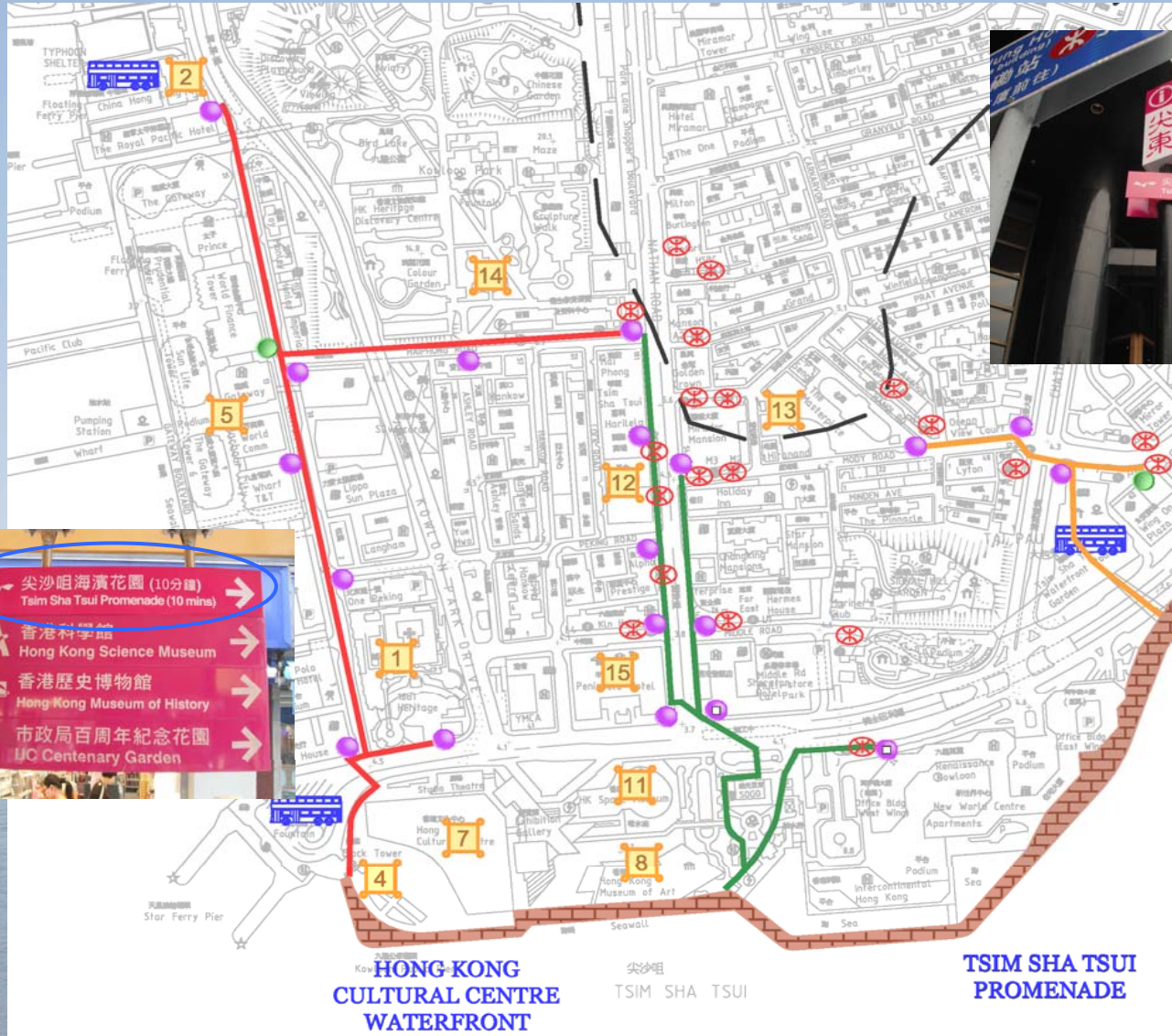


- LEGEND :**
- ROUTE HY1
 - - - ROUTE QB1 (ROUTE WITH EXISTING SIGNAGE BY OTHERS)
 - ROUTE SH1
 - ROUTE AB1
 - PUBLIC HARBOURFRONT
 - NON-PUBLIC HARBOURFRONT
 - MTR EXIT
 - BUS TERMINUS
 - PROPOSED HSS DIRECTIONAL SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING V SIS SIGNAGE

- MAJOR PLACES AND TOURIST ATTRACTION POINTS**
- | | |
|---|---------------------------|
| 1 | CITYPLAZA |
| 2 | HONG KONG FILM ARCHIVE |
| 3 | ISLAND EAST SPORTS CENTRE |
| 4 | QUARRY BAY PARK |
| 5 | SOHO EAST |
| 6 | TAIKOO PLACE |



Tsim Sha Tsui



- LEGEND :**
- ROUTE WK1
 - ROUTE SF1
 - ROUTE TT1
 - ROUTE TT2
 - ROUTE TT3
 - PUBLIC HARBOURFRONT
 - NON-PUBLIC HARBOURFRONT
 - MTR EXIT
 - BUS TERMINUS / MAJOR BUS STOP
 - PROPOSED HSS DIRECTIONAL SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VISIS SIGNAGE
 - PROPOSED HSS DIRECTIONAL SIGNAGE AND HSS ROUTE INDICATED ON NEW DISPLAY PANEL
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Icon	MAJOR PLACES AND TOURIST ATTRACTION POINTS
1	1881 (FORMER MARINE POLICE HQ HISTORIC COMPOUND)
2	CHINA HONG KONG CITY
3	ELEMENTS
4	FORMER KCR CLOCK TOWER
5	HARBOUR CITY
6	HONG KONG COLISEUM
7	HONG KONG CULTURAL CENTRE
8	HONG KONG MUSEUM OF ART
9	HONG KONG MUSEUM OF HISTORY
10	HONG KONG SCIENCE MUSEUM
11	HONG KONG SPACE MUSEUM
12	i SQUARE
13	K11
14	KOWLOON PARK
15	PENINSULA HOTEL
16	THE METROPOLIS

Feature of HSS

利源東西街
Li Yuen Streets
East & West
リユエンストリート
イースト&ウエスト

閣下在此
You are here
現本地

所有中環碼頭
All Central Piers

天星小輪
Star Ferry
スターフェリー

九號碼頭
(公眾碼頭)
Pier 9
(Public Pier)

十號碼頭
(公眾碼頭)
Pier 10
(Public Pier)

國際金融中心二期
Two ifc
ifc タワーII

香港站
Hong Kong Station

交易廣場
Exchange Square

郵政總局
General Post Office

中環站
Central Station

置地廣場
The Landmark
ランドマーク

皇后像廣場
Statue Square
スタチュー・スクエア

前立法會大樓
Former Legislative Council Building

MAN PO STREET
MAN CHEUNG STREET
MAN YU STREET
SULAN STREET
QUEEN'S ROAD
PEDDER ST
CHATER ROAD
MURRAY ROAD

22
21
19
24
25

香港大會堂
Hong Kong City Hall
シティーホール

和平紀念碑
Cenotaph
平和記念碑

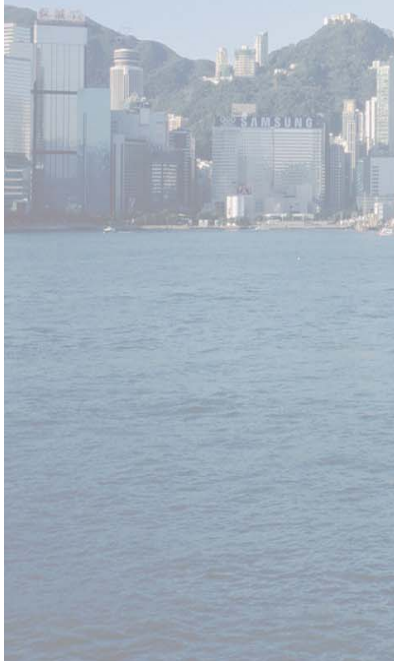
皇后像廣場
Statue Square
スタチュー・スクエア

威打道
CHATER ROAD

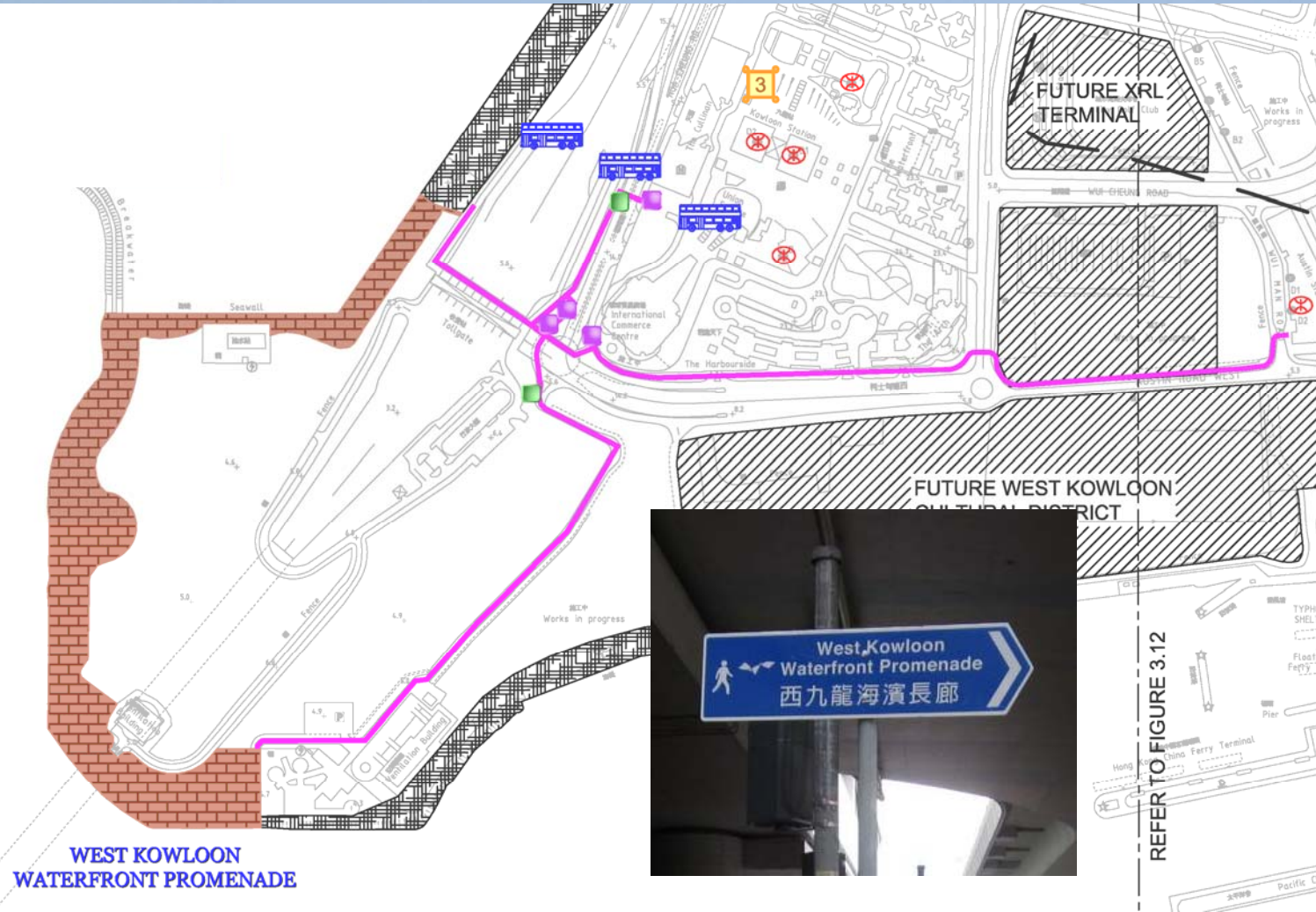
前立法會大樓
Former Legislative Council Building

其他建築及地點
Other Buildings and Sites

2508 1234
DiscoverHongKong.com



Tsim Sha Tsui



Hung Hom



TAI WAN SHAN PARK

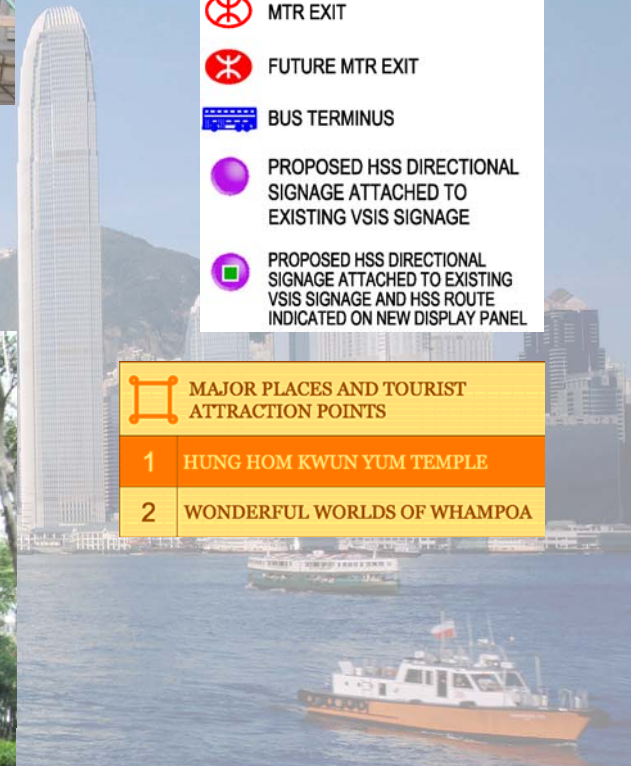


LEGEND :

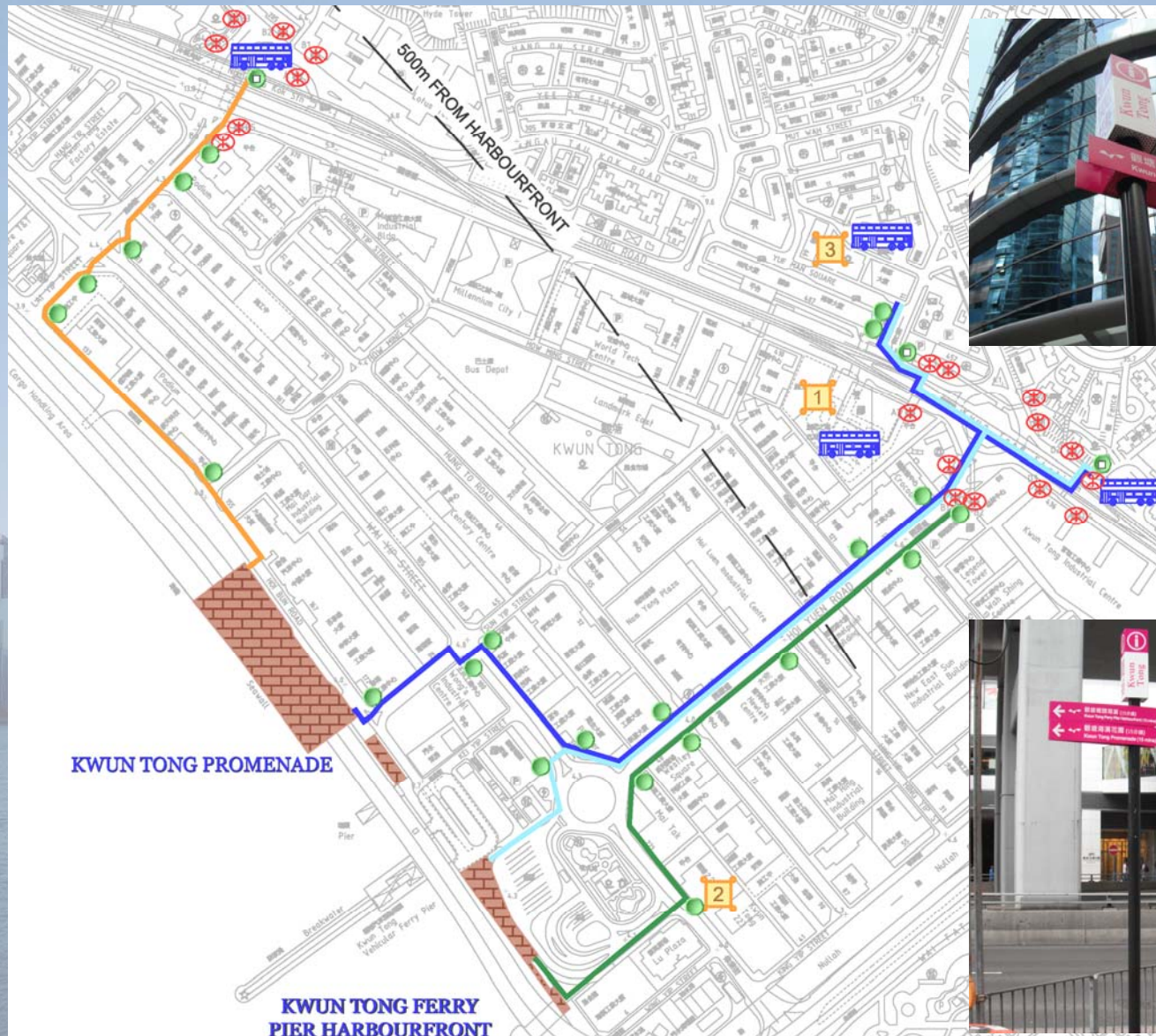
- ROUTE HH2
- ROUTE TS1
- PUBLIC HARBOURFRONT
- PUBLIC HARBOURFRONT (MANAGED BY PRIVATE PARTIES)
- NON-PUBLIC HARBOURFRONT
- MTR EXIT
- FUTURE MTR EXIT
- BUS TERMINUS
- PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VSIS SIGNAGE
- PROPOSED HSS DIRECTIONAL SIGNAGE ATTACHED TO EXISTING VSIS SIGNAGE AND HSS ROUTE INDICATED ON NEW DISPLAY PANEL

MAJOR PLACES AND TOURIST ATTRACTION POINTS

- 1 HUNG HOM KWUN YUM TEMPLE
- 2 WONDERFUL WORLDS OF WHAMPOA



Kwun Tong

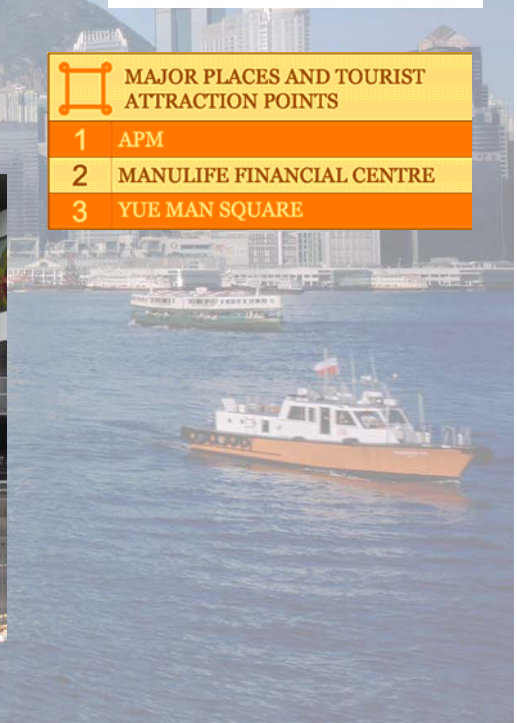


LEGEND :

- ROUTE KP1
- ROUTE KP2
- ROUTE KF1
- ROUTE KF2
- PUBLIC HARBOURFRONT
- MTR EXIT
- BUS TERMINUS / MAJOR BUS STOP
- PROPOSED HSS DIRECTIONAL SIGNAGE
- PROPOSED HSS DIRECTIONAL SIGNAGE AND HSS ROUTE INDICATED ON NEW DISPLAY PANEL

MAJOR PLACES AND TOURIST ATTRACTION POINTS

- 1 APM
- 2 MANULIFE FINANCIAL CENTRE
- 3 YUE MAN SQUARE





VICTORIA
HARBOUR

Thank you

