

Harbourfront Commission

For discussion
on 21 December 2010

HC/16/2010

Harbourfront Signage Scheme cum Logo Design Competition

PURPOSE

The purpose of this paper is to brief the Harbourfront Commission on the progress of the Harbourfront Signage Scheme cum Open Design Competition of Victoria Harbour Icon (referred to as “this project” hereafter).

BACKGROUND

Objectives

2. The former Harbour-front Enhancement Committee (HEC) was briefed on the Administration’s plan to implement this project and its objectives in June 2009. To recap, the objectives are to -

- (a) enhance the accessibility of the harbourfront to visitors by developing the Harbourfront Signage Scheme (HSS) to provide clear directions to visitors for accessing the harbourfront and complement the existing Visitor Signage Information Scheme (VSIS) launched by the Tourism Commission (TC);
- (b) develop a unique visual identity in the form of an icon for Victoria Harbour (VH) through an open design competition with a view to promoting and branding the Harbour; and
- (c) carry out the detailed design for the implementation of the Harbourfront Signage Scheme in five pilot districts (**Annex A**):
 - Central & Western
 - Wan Chai
 - Quarry Bay / Sai Wan Ho
 - Tsim Sha Tsui and Hung Hom
 - Kwun Tong

Consultancy arrangements

3. As foreshadowed in the June 2009 briefing, Civil Engineering and Development Department (CEDD) would engage a lead consultant and a Public Relations (PR) consultant for organizing the competition, conducting site inspections for the identification of signage locations and working out detailed implementation plans. The consultancy on the HSS was subsequently awarded to Mott MacDonald Hong Kong Limited in late August 2010, with the support of Ivanho Architect Limited as the

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Professional Advisor, PR Concepts Asia Limited as the PR consultant and Ho Wang SPB Limited as the traffic and transport specialist.

4. The scope of the HSS consultancy includes -
 - (a) organizing, conducting and promulgating the open design competition for the VH icon and Harbourfront Commission (HC) logo;
 - (b) identifying routes and strategic locations for positioning of HSS signage giving directions leading to the harbourfront promenades; and
 - (c) carrying out the detailed design for a consistent and easy-to-read signage, including the design of signface by coordinating with the Graphic Design Consultant to be appointed by CEDD under separate consultancy.

(I) OPEN DESIGN COMPETITION

5. Under the consultancy study, an open design competition of the VH icon will be launched with a view to generating a unique, dedicated and consistent visual identity for the Harbour. The competition is intended to serve as part of a public engagement exercise, thereby promoting and branding the Harbour as well as enhancing the level of public awareness and acceptance of the VH icon. The winning entry for the icon, subject to adaptation if necessary, will be adopted in our new harbourfront signage system and potentially other forms of promotional tools such as posters, banners and souvenirs for marketing and branding the Harbour.

6. To promote public awareness of HC and its work, an additional prize has been incorporated into the competition such that an entry would be chosen among those for VH icon to become HC's official logo, subject to adaptation if necessary. A Selection Panel comprising 5 jurors has already been formed among HC members.

7. An Organizing Committee (OC) has been formed to oversee the competition. Chaired by Development Bureau, the OC comprises representatives from government departments, professional institutes and HC. It has thus far deliberated on the scope of the competition, target participants, submission requirements, assessment criteria, adjudication process, and so on. It has endorsed among other things the composition and terms of reference of the Jury Panel of VH Icon, the Selection Panel of HC's Logo and the Technical Committee¹. In addition, the OC has formulated a publicity plan and a detailed competition document for the competition.

¹ The Technical Committee will assist the Jury Panel of the VH Icon open design competition by assessing whether the submission entries fulfill the technical requirements set out in the competition document.

Publicity Plan

8. The Publicity Plan to date proposes the following means to promote the open design competition -

- (a) press release to announce the launching of the open design competition;
- (b) newspaper advertisements;
- (c) posters and leaflets to be distributed to government departments, institutes, secondary schools, libraries, District Councils, Home Affairs Department Enquiry Counters, etc;
- (d) internet promotion via official website and websites of co-organizers, local and overseas designer websites, free internet communities (such as facebook, forums, blogs, etc), and email notifications to professional and tertiary institutions;
- (e) a prize giving ceremony at an outdoor venue (e.g. harbourfront promenade) to be conducted after the open design competition;
- (f) roving exhibition of award designs at prominent tourists focal points/venues/places, to be held after the prize giving ceremony; and
- (g) competition booklets featuring entries received, an executive summary of the competition, messages from the co-organizers and Jury Panel, and background information of the competition.

Competition Document

9. The open design competition will be divided into two entry groups, namely the Open Group and the Student Group. The Open Group will invite entries from members of the general public while the Student Group will target secondary and tertiary students. There will be one winning prize and four finalist prizes for the VH icon for both groups, which are to be determined by a Jury Panel.

10. The HC Logo will be selected from the Open Group only by the Selection Panel of HC Logo. Five HC Members have already registered interest and formed the Panel, with the Head Juror to be elected among themselves. As aforementioned, the winner of the HC Logo will receive a separate prize.

11. Prior to the adjudication by the Jury Panel, District Councils and HC members will be invited to offer their views on the entries submitted in the open design competition. All entries will be displayed for the District

Councils and HC members to comment on by marking on record forms provided. The views collected will be submitted to the Jury Panel for reference in adjudicating the entries.

12. The schedule of the competition comprises registration, submission of queries, answers to queries, submission of entries, announcement of results, prizes presentation ceremony and exhibition of shortlisted entries. With the tentative launching of the competition in January 2011, it is expected that the announcement of competition results, prize presentation and exhibition of entries will take place in mid-2011.

(II) ROUTING AND POSITIONING OF SIGNAGE

13. Apart from organizing the VH icon design competition, the Consultants have also worked on the identification of routes and strategic locations for positioning of HSS signage. They have met with Transport Department (TD) to formulate the criteria (**Annex B**) for selecting the routes and locations of HSS signage that lead to harbourfront promenades.

14. The Consultants are currently working on route selection. TD, TC and Hong Kong Tourism Board will be consulted on the proposed routes together with the proposed locations of HSS signage and the description on signs in January 2011. Subsequently, District Councils will be consulted on the same tentatively in March 2011.

(III) GRAPHIC DESIGN OF SIGNAGE

15. For the graphic design of the signface of the HSS signage under the HSS consultancy, CEDD will appoint a separate graphic design consultant to provide expert graphic design input in integrating and fine-tuning the VH icon and the HSS signage. CEDD is currently preparing the brief for appointing the graphic design consultant, which would be on-board in March 2011.

WAY FORWARD

16. Upon completion of the open design competition and the HSS study, copies of the final report of the study would be made available to HC.

ADVICE SOUGHT

17. Members are invited to note the progress of this project and give views on (a) the arrangements for selecting a HC logo, (b) the PR plan of the VH icon open design competition, and (c) the criteria for selecting the routes and locations of HSS signage.

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**Development Bureau
Civil Engineering and Development Department
December 2010**

Pilot Districts for Harbourfront Signage Scheme



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.