

Initial Concept Plan for the Aberdeen Tourism Project

PURPOSE

This paper sets out the initial concept plan for the Aberdeen Tourism Project to be taken forward by the Tourism Commission (TC). Interested parties are welcome to send in their comments.

BACKGROUND

2. The Ocean Park (OP) submitted its redevelopment plan to Government in March 2005. On this basis, the Planning Department (PlanD) has drawn up an updated planning framework for the Aberdeen Harbour. Having regard to the history of Aberdeen and its unique local character, PlanD recommends to adopt, a “Fishing Port” theme for the Aberdeen Harbour. Based on PlanD’s updated planning framework and development themes, TC has developed an initial concept plan for the Aberdeen Tourism Project to complement OP’s redevelopment plan. TC consulted the Southern District Council on the initial concept plan in June 2005 and received their support.

INITIAL CONCEPT PLAN FOR THEMATIC CLUSTERS

3. The initial concept plan comprises three thematic clusters under an overall “Fishing Port Theme” –

- (a) “Traditional Fishing Harbour” along the Aberdeen and Ap Lei Chau Promenade;
- (b) “Fisherman’s Wharf” proposed for development by OP at Tai Shue Wan; and
- (c) An existing “Leisure and Dining” node off the coast of Sham Wan linking (a) and (b).

4. The traditional fishing harbour is an established attraction in its own right. The Tanka house boats, fishing boats, sampans and the live fish markets there reflect Hong Kong’s history as a fishing village in the earlier days, whilst today it continues to constitute a unique local identity and an appeal for overseas visitors.

5. For the Middle Kingdom site at Tai Shue Wan, OP intends to redevelop it into a waterfront hotel and other entertainment facilities with a theme of Fisherman's Wharf as part of its redevelopment scheme. This will become a key attraction in the area, which has the potential to complement the traditional fishing port to its west. Government supports the general direction of the plan and OP will work out the details.

6. Another major existing landmark attraction in the area, the floating restaurants, is also featured in the initial concept plan as a leisure and dining focal point linking the traditional fishing harbour and the proposed Fisherman's Wharf at Tai Shue Wan.

INITIAL CONCEPT PLAN FOR ATTRACTIONS AND ACTIVITIES

7. The following elements that offer good potential from the tourism development angle are identified and will form the basis for the Aberdeen Tourism Project (the Project). The scope of the Project will include –

Hardware

- (a) Improvement to the Aberdeen Promenade with special focus on a new viewing platform for the appreciation of the original fishing-junks and lifestyle of the fishing community, and an interactive visitor information kiosk and descriptive signs to tell the story of Aberdeen and its traditional cultural features. It is hoped that these facilities will become the tourism highlights of the promenade. In addition, the enhancement works will also include provision and upgrading of landing steps, streetscape improvements, upgrading of street furniture, more greenery, provision of directional signage and mapboards etc;
- (b) Development of the open space at the northern shore of Ap Lei Chau, integrating the existing temples, piazzas and the fishing harbour (SDO has already implemented some improvement works there. Leisure and Cultural Services Department will carry out recreational development at North Ap Lei Chau Reclamation.);
- (c) Enhancement of the open area at Kwun Hoi Path for staging activity and provision of a vantage point (Some beautification works have

been carried out by SDO.); and

- (d) Traffic management measures to be devised in consultation with the Transport Department to tie in with the Project.

Software

- (a) To make the harbour area more attractive, there is a need to improve connection amongst different attractions. Traditionally, water-borne transport has been a common mode in Aberdeen Harbour, both for local's commuting and as a tourist attraction. In the initial proposals, a water transport system, together with a number of landing points, are proposed to connect various attractions and further to Stanley and the outer islands like Lamma Island. To leverage on the unique features of Aberdeen, TC will explore with the trade and the local operators the opportunities for developing sampan rides within the Aberdeen Harbour, and more structured water-tours to other parts of Hong Kong. TC is working with the Marine Department on the technical issues; and
- (b) A temple walk covering the Tin Hau Temple, Hung Shing Temple and Shui Yuet Temple is also proposed to leverage on the heritage of Aberdeen.

The above attractions and activities are shown in the **Appendix**.

COLLECTION OF FEEDBACK

8. A workshop on the Aberdeen Tourism Project was held on 26 October 2005. Participants included members of the Southern District Council, Area Committees and local organisations; and representatives from fisherman groups, sampan and kaido operators, the travel and relevant trades, Hong Kong Tourism Board, government departments, etc. There was constructive discussion and exchange of views among the participants during the workshop.

9. Interested parties are welcome to send in their comments on the project, including suggestions on physical improvements and ideas to preserve and leverage on Aberdeen's unique character, on or before 30 November 2005 via any of the following channels –

By Post : Tourism Commission
2/F, East Wing
Central Government Offices
Lower Albert Road, Hong Kong

By fax : 2121 1468

By e-mail : tcenq@edlb.gov.hk

On the basis of the feedback received, the Tourism Commission will map out the detailed scope of the Aberdeen Tourism Project for further consultation.

Tourism Commission
October 2005