

Southern District Council
Proposed Tourism Initiatives for Stanley

Purpose

To seek members' views on the following tourism initiatives proposed for Stanley:

- (a) the Stanley Waterfront Improvement Project (the Project);
- (b) leisure rides on rickshaws; and
- (c) extension of the existing pedestrianisation hours.

Background

2. The Tourism Commission (TC) is tasked to promote tourism development in Hong Kong with a view to establishing Hong Kong as a world-class destination for business and leisure visitors. To make Hong Kong a more attractive place and to improve the quality of the experience for both the local community and visitors, a programme has been set up to spruce up selected popular tourist spots over the next few years. Enhancement measures include updated landscaping, new street lighting and signage improvements, pedestrianisation, making more open space available for alfresco dining and street activities.

3. The programme will be implemented in phases. In view of its popularity among local residents and visitors, Stanley has been identified as a priority area for inclusion in the programme. In addition to physical improvements, the TC has also considered introducing rickshaw rides and extending the hours of the pedestrianisation scheme in Stanley Main Street with a view to enhancing the tourist experience and adding vitality to the area.

Stanley Waterfront Improvement Project (the Project)

Scope of the Project

4. The project area stretches from the Murray House, the waterfront promenade along Stanley Main Street, the Stanley Temporary

Market all the way up to Sun Pat Kan sitting-out area. A plan showing the project area will be tabled at the meeting.

5. The Project comprises the following main components –
- (a) streetscape improvements including re-paving of footpaths and carriageways, upgrading of street lighting and street furniture along the waterfront promenade from Stanley Main Street to Sun Pat Kan. These proposed works will give the area a major facelift and add to the appeal of this prime tourist spot. The proposed works will be in a design which will be fully in keeping with the distinctive character of Stanley;
 - (b) construction of a pier outside Murray House for leisure ferries and tour service vessels. The pier, when completed, will offer an alternative means of transportation to and from Stanley. This will offer an opportunity to link up other tourist spots such as Lamma Island and the southern part of Hong Kong Island, thus enhancing visitors' experience of touring this area;
 - (c) extension of the waterfront promenade outside Stanley Main Street and strengthening of the seawall and related streetscaping works. More open space will be created as a result, which will facilitate the staging of a variety of street activities and outdoor events / performances; and
 - (d) clearance of the squatters surrounding Shui Sin Temple and the beautification of the area nearby and improvements to the open space near Sun Pat Kan. Both Shui Sin Temple and Sun Pat Kan are distinctive spots in Stanley with their own special characteristics. Neither is currently well presented for visitors. The proposed works aim at improving the access to and the environment of these two spots.

Programme

6. Subject to the DC's views, ArchSD and departments concerned will proceed with the design and necessary gazetting procedure. Works are expected to start in 2004 for completion in 2005/06.

The promenade site occupied by the Stanley Temporary Market and the 7-a-side mini-soccer pitch

7. The promenade, currently occupied by the Stanley Temporary Market (STM) and the 7-a-side mini-soccer pitch, will be repaved and beautified under the Project. The Town Planning Board approved in March 2002 to retain the STM on a temporary basis for a period of three years up to April 2005 and the adjoining refuse collection point for one year up to April 2003. In parallel with efforts to improve the attractiveness of the waterfront and make better use of it, the Food and Environmental Hygiene Department (FEHD) is exploring the feasibility of turning this market into a tourist attraction as well as a wet market that can serve the local residents.

Rickshaw Leisure Rides

8. TC has been exploring the feasibility of introducing rickshaw services at a number of tourist spots in Hong Kong. Among the locations examined, Stanley is considered to be most suitable for rickshaw rides because of its beautiful waterfront and the magnificent Murray House.

9. TC consulted the Community Building, Culture, Leisure and Tourism Committee of the Southern District Council on 15 July 2002, and the Wong Chuk Hang and Stanley Area Committee on 24 July 2002. Members held different views on the proposal. Some were in full support of increasing the diversity of tourism products in Stanley while some considered that Stanley Main Street was too narrow for rickshaws.

10. In view of members' concern, another option has been worked out so that rickshaw rides will only be operated at the open space outside Murray House. For ease of comparison, the original and the revised routes are shown in the **Annex** for members' consideration. We now propose that under both options, the leisure rides will only operate from 9 a.m. to 7 p.m. on Mondays to Fridays; and stationary activities only, such as photo-taking, on Saturdays, Sundays and public holidays when the Stanley Main Street is pedestrianised and relatively crowded.

11. Subject to DC's views, an operator will be invited to run the rickshaw service by way of open tender. The operator will be required to provide necessary training to the rickshaw servicemen, including the skills and safety rules of operating rickshaws as well as professional service manners. In order to present the rickshaw service as a distinctive

and nostalgic tourism product and to offer visitors a new experience, the design of the rickshaw itself should be special and each rickshaw serviceman will be required to wear a uniform.

Extension of Pedestrianisation Hours

12. Transport Department (TD) is running a pedestrianisation scheme at Stanley New Street, Stanley Market Road and Stanley Main Street from 7 p.m. to 10 p.m. on Saturdays, 11 a.m. to 6 p.m. on Sundays and public holidays. Alfresco dining is being operated along Stanley Main Street during these pedestrianised hours and has been very well received by both the operators and customers. In order to build on this success and further enhance the popularity of Stanley, consideration is being given to extending the pedestrianised hours. A local group Enhancement of Stanley as a Tourist Area (ESTA) claim to have collected about 3,000 signatures in support of the proposed extension. The proposed extension of pedestrianisation will bring about a better environment for pedestrians during weekends and holidays and is conducive to a more viable business environment for restaurants operating alfresco dining in the area. The proposed pedestrianised hours are as follows:

Fridays	7:00 p.m. to 11:00 p.m.
Saturdays, Sundays and Public Holidays	11:00 a.m. to 11:00 p.m.

13. During pedestrianised hours, these roads will be closed to traffic except vehicles with permits or for emergency purpose.

Advice sought

14. Members are invited to comment on the initiatives as set out in this paper.