

**Yau Tsim Mong District Council**  
**Proposed Tourism Initiatives for Tsim Sha Tsui**

**Purpose**

To seek members' views on the following tourism initiatives proposed for Tsim Sha Tsui (TST) –

- (a) Tsim Sha Tsui Promenade Beautification Project Phases I and II;
- (b) construction of a new Public Transport Interchange with a podium garden at Wing On Plaza Garden and footbridges across Salisbury Road and Chatham Road South; and
- (c) Improvement works for Tsim Sha Tsui East area.

\_\_\_\_\_ A layout plan showing the above tourism initiatives is at **Annex A**.

**Background**

2. TST is an important tourist, leisure and entertainment district in Hong Kong. It is a priority tourism node where a number of projects are planned or underway to make the area more attractive and visitor-friendly. One of the key projects is the TST Promenade Beautification Project. The Tourism Commission previously consulted members on this in February 2002. The Planning Department subsequently consulted members in August 2002 on a proposal to relocate the Star Ferry Pier Public Transport Interchange (PTI) to Tsim Sha Tsui East (TSTE) and develop the vacated site into a prestigious open plaza. The open plaza project will be taken forward by the Tourism Commission under the TST Promenade Beautification Project Phase II. Members noted the proposal and requested more transport-related figures and justifications. Transport Department will provide the information requested in a separate paper.

3. Other tourism-related initiatives planned for the TST and TSTE areas include the Avenue of Stars along part of the TST Promenade, improvements to the Centenary Garden and replacement of footbridge ramps with lifts in TSTE. In view of the prominence and popularity of the TST district, it is imperative that all these projects be planned in a holistic manner and implemented in a well-coordinated rather than a piece-meal way. These projects will complement other tourism initiatives including

the development of the Former Marine Police Headquarters for tourism-themed uses and the Hong Kong Arts Development Council's proposal to develop the Salisbury Garden into a cultural square.

4. To facilitate all stakeholders and concerned parties to exchange views on the development concept of the TST Promenade Beautification Project and related issues such as the design, implementation and links, a Value Management Workshop was held in early November 2002. Participants to the Workshop gave valuable input and such views have been taken into consideration. They will be fully borne in mind in the design concept for these projects.

### **Tsim Sha Tsui Promenade Beautification Project – Phase I**

5. The preliminary proposal for the TST Promenade Beautification Project Phase I was presented to Members in February 2002. The project area stretches from the area south of Salisbury Road from the open area at the front entrance of the Ocean Terminal, the Hong Kong Cultural Centre, the Hong Kong Museum of Art, and the Promenade along the TSTE waterfront up to the International Mail Centre. Major works include upgraded hard and soft landscaping, foreshore improvements, redesigned street lighting, creation of open spaces for leisure purposes, outdoor activities and performances and alfresco dining, installation of lighting and audio equipment for staging performances and outdoor activities in the piazza, etc. Improvements to the Salisbury Garden will be excluded from the project scope as the Hong Kong Arts Development Council intends to develop the Salisbury Garden into a cultural square. Subject to funding availability, works will start in early 2004 for completion in 2005/06.

### **Tsim Sha Tsui Promenade Beautification Project – Phase II**

6. The current Star Ferry Pier PTI site occupies a very prominent location at the waterfront. However, it is rather shabby, does not live up to visitors' and residents' expectations and blocks the view of Victoria Harbour. After the relocation of the PTI to TSTE (see paragraph 9 below), the vacated site has great potential to be developed into an open plaza and become a new pedestrian focal point. Proposed improvement items in the open plaza include streetscape improvements, quality hard and soft landscaping, alfresco dining facilities, amenity facilities, and loading and unloading bays for franchise buses, coaches and shuttle buses connecting the plaza to the new PTI in TSTE. These developments will not only improve the general environment in the area, complement and boost

existing retail and commercial establishments, but also tie in with other nearby cultural and tourism initiatives, such as the Hong Kong Cultural Centre, the Hong Kong Museum of Art and the Former Marine Police Headquarters which will be converted for tourism-themed uses. All these initiatives will further enhance this part of Tsim Sha Tsui as an important cluster of prominent tourist attractions, benefiting the tourist industry and the local community as a whole.

7. The open plaza will become an ideal place for holding outdoor performances and organized events which will attract large crowds and tourists. A recent example is the lighting show staged at the piazza of the Hong Kong Cultural Centre for six nights in early February 2003 showcasing a wide variety of visual effects backed up by enthralling musical score and complementary architectural lighting. The lighting show attracted more than 140,000 visitors to the piazza. The open plaza, because of its prime waterfront location and close proximity to the Hong Kong Cultural Centre, will provide further opportunity for staging outdoor events and performances.

8. As the plaza is a continuation of the TST Promenade Beautification Project Phase I, its design should complement the 'Dragon' theme, which has been used in the design of phase I of the project. Subject to the relocation of the PTI to the Wing On Plaza Garden in TSTE (estimated to take place by 2007) and funding availability, works will commence in 2007 and be completed in 2008/09.

### **Construction of a new Public Transport Interchange with a podium garden at Wing On Plaza Garden and footbridges across Salisbury Road and Chatham Road South**

9. The new PTI in TSTE will be semi-covered with a podium garden on top providing full public access. The design of the PTI and podium garden will be unconventional to match the design of the TST Promenade Beautification Project. To improve the pedestrian network, footbridges linking the new PTI with the TST Promenade and the new KCRC station at Middle Road Children's Playground will be constructed across Salisbury Road and Chatham Road South. The relocation of the PTI and the footbridges to improve pedestrian links will help revitalize the TSTE area. Subject to the availability of funds, the new PTI and the footbridges will be ready in 2007.

## **Improvement works for Tsim Sha Tsui East area**

10. The Centenary Garden (CG), managed by the Leisure and Cultural Services Department, is situated at the heart of Tsim Sha Tsui East. Proposed improvement works are planned to give a facelift to the Garden in a bid to upgrade its leisure facilities to link up the adjoining activity nodes to become a focal point of attraction for both tourists and local residents. It will complement existing retail, cultural and tourism developments in Tsim Sha Tsui as well as enhance the environment of the area.

11. The main design theme is to create an environment that is modern, attractive and dynamic for the Hong Kong citizens and tourists to visit and enjoy. Curved floor patterns with computerized lighting as well as colourful and decorative lighting columns will provide a highly dynamic and visual image to the people coming into the garden area. The project includes :

- (a) Provision of new paving to create an attractive and dynamic environment for the Garden;
- (b) Renovation and refurbishment to the existing fountain and the surrounding steps with a view to facilitating holding major events or performances;
- (c) Re-landscaping of planting areas to add more colour and interest;
- (d) Provision of tempered glass rain-shelters with seating;
- (e) Provision of alfresco dining facilities; and
- (f) Lighting cum signage columns with integrated audio and directional displays.

The proposed improvement works are expected to commence in June 2003 for completion by phases in December 2003 and February 2004.

12. In addition, to improve the appearance of the TSTE area and open up the view of the harbour, the existing footbridge ramps on Salisbury Road opposite to Kowloon Shangri-la Hotel and the Empire Centre will be replaced with lifts. Highways Department will arrange the works to be

completed by August 2004 to tie in with the completion of the KCRC East Rail Extension. The Traffic and Transport Committee of the Yau Tsim Mong District Council supported the proposal when it was consulted on 25 March 2002.

### **Avenue of Stars**

13. Members were consulted in February 2002 on Hong Kong Tourism Board (HKTB)'s intention to carry out the Avenue of Stars (AoS) project. HKTB will brief the Working Group on the Promotion of Tourist Industry and Local Community Economy in Yau Tsim Mong District under the Yau Tsim Mong District Council on the latest progress of the AoS project in March 2003.

### **Advice sought**

14. Members are invited to comment on paragraphs 5 – 12 and note paragraph 13.

Tourism Commission  
Economic Development and Labour Bureau  
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