

**Signature Project Scheme in Central & Western District  
Latest Progress**

**Purpose**

This paper sets out the latest progress of the Signature Project Scheme (SPS) in Central and Western (C&W) district and the work plan in 2014-15.

**Background**

2. At the meeting held on 21 March 2013, the Central & Western District Council (C&WDC) agreed to undertake the Harbourfront Enhancement and Revitaliation (HEAR) at the Western Wholesale Food Market (WWFM) as the SPS project in C&W district, providing a public open space at the waterfront. The First Round Submission of the SPS project was approved by the Home Affairs Department (HAD), and the Architectural Services Department (ArchSD) and the Leisure and Cultural Services Department (LCSD) agreed to become respectively the works agent of the project and the venue manager upon completion of the works.

**Work Progress**

3. Since the endorsement of the SPS project, the works progress has been satisfactory. Details are set out below.

**(a) Feasibility Study and Second Round Submission**

4. Following discussions of the Steering Committee on Signature Project in Central & Western District under C&WDC (Steering Committee) held in May and September 2013, ArchSD completed the Technical Feasibility Statement (TFS) regarding the works components of the SPS project. The TFS was approved by the Development Bureau in January 2014, confirming that such project was prima facie technically viable. Having consolidated the comments of the Steering Committee on the works and non-works components of the SPS project, the Central & Western District Office (C&WDO) submitted the Second Round Submission to HAD in January 2014 for approval.

**(b) Consultation with the operators in the wholesale market**

5. On 11 October 2013, the Chairman and Vice-Chairman of C&WDC and the District Officer (Central & Western) consulted the WWFM Market Management Advisory Committee (MMAC) regarding the width of promenade covered by the SPS project. At the meeting, MMAC representatives agreed to release a space of 6.5 metres wide at the carriageway along the seaside of WWFM for the development of a waterfront promenade under the SPS project.

(c) **Western Wholesale Food Market Flea Market cum Carnival (WWFM Carnival)**

6. On 14 and 15 December 2013, C&WDC held the WWFM Carnival for the third consecutive year, attracting more than 4 700 visitors to this two-day event. Taking this opportunity, C&WDC and C&WDO carried out first-stage publicity for the SPS project at this subject site, with the support of HAD's central allocation (about \$150,000) set aside for each district for advanced stage promotion. Booth and display boards were set up to introduce the SPS project as well as the recommendations contained in the University of Hong Kong's report of the "Western Harbourfront Conceptual Master Plan" commissioned by C&WDC. Promotional leaflets and souvenirs were also distributed on site. The C&WDO also conducted a questionnaire survey and successfully collected views on the SPS project from 374 respondents. More than 95% of respondents supported the implementation of the SPS project in C&W District. Details of the survey are at **Annex I**.

**Work Plan of 2014-15**

(a) **Design Concept and Layout Design**

7. The various public consultations conducted at earlier times had laid a solid foundation for the SPS project. According to the work plan, 2014 will be devoted to the discussion on design concept and layout design, enabling ArchSD and the departments concerned to prepare detailed plans and budgets on recurrent expenditure of the project for approval by the Legislative Council (LegCo) in the first quarter of 2015. The works component is expected to be completed in early 2017.

8. The design concept of the SPS project advocates openness, shared uses, diversity and no-frills. It also boosts certain features of the WWFM and the piers therein. Based on these principles and the public views collected earlier, ArchSD has worked out the design concept and will present it at the meeting of the Steering Committee on 14 February 2014.

9. ArchSD will prepare a more detailed layout design according to the design concept for consultation with the Steering Committee around June 2014, with a view to securing the endorsement by C&WDC in July 2014. Similar to other promenade projects, we will brief the Harbourfront Commission on layout design after C&WDC's endorsement.

(b) **Public engagement and consultation**

10. The SPS project is bottom-up, driven primarily by the aspirations of the people. Hence, early engagement of the community and the key stakeholders such as the general public, elderly, market operators and local residents on the design concept is crucial to collect their views and solicit their support to the project. On-going public engagement and promotion is also pivotal to sustaining the momentum and generating greater public awareness about the SPS project.

11. We recommend a three-stage public consultation and promotion strategy for 2014. In Stage I (March to June 2014), we focus on introducing the design concept and the layout design to the public through focus groups and workshops. In Stage II (May to July 2014), emphasis will be placed on soliciting comments from the C&WDC, the Steering Committee and the Harbourfront Commission. Stage III represents the on-going promotional efforts about the SPS project throughout the year until submission of the proposal to LegCo. Details are at **Annex II**.

12. We estimate that the aforesaid consultation and promotion campaign in 2014-15 will cost about \$150,000. We will seek funding approval from HAD.

13. The expenditures on community involvement and promotional activities from 2015 onwards (i.e. non-works component of the SPS project) will be paid from the provision of the \$100 million upon approval by LegCo in due course. The preliminary programme and budget of the non-works element is at **Annex III**.

### **Latest Estimates**

14. Taking into account the forecast price adjustment for constructions in the coming years, the latest budget for the works component of the SPS project in C&W District is estimated to be \$90.9 million, which includes a contingency of about \$10 million. As the estimates for works exceeds the original budget, the provisions reserved for non-works component (community involvement and publicity activities) is revised to \$3.6 million. The remaining is for staff costs and other contingencies. Details are at **Annex IV**.

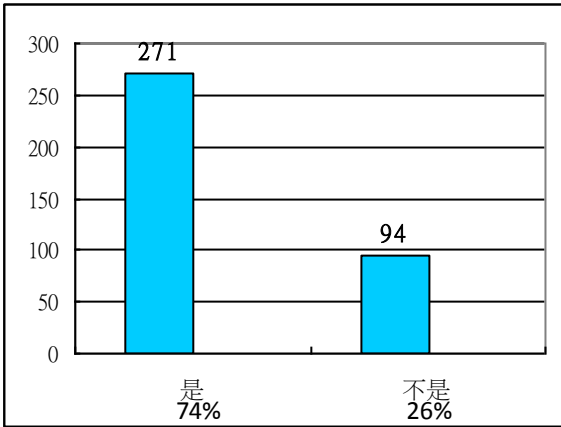
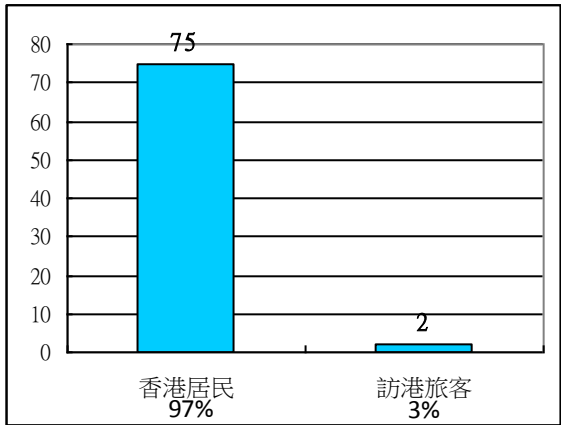
### **Advice Sought**

15. Members are invited to note the paper and comment on the recommendations proposed in paragraphs 7 to 14.

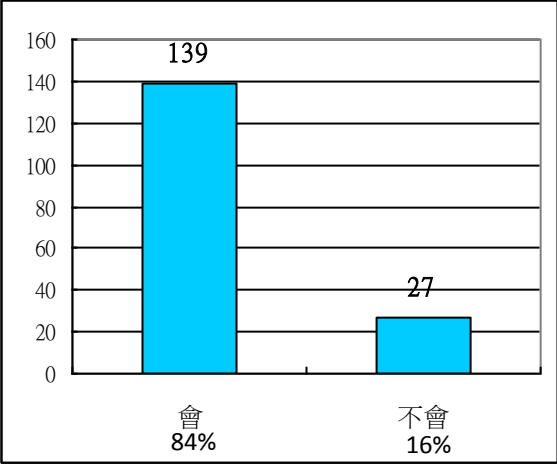
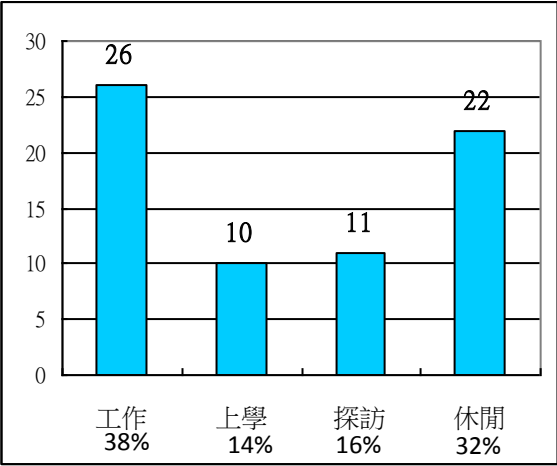
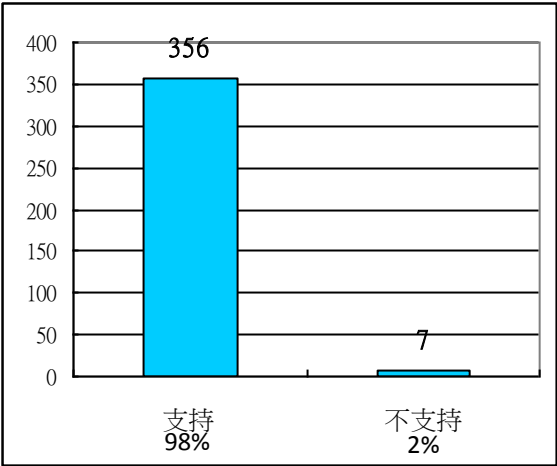
Central & Western District Office  
February 2014

**“Signature Project Scheme (SPS) in Central & Western (C&W) District” and  
“Western Harbourfront Conceptual Master Plan (Conceptual Master Plan)”  
Findings of the Questionnaire Survey**

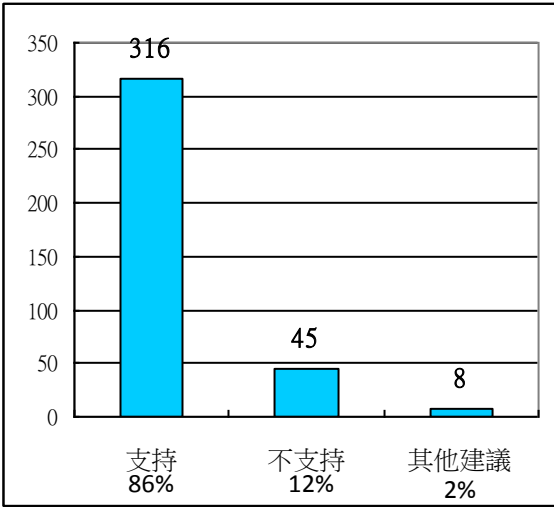
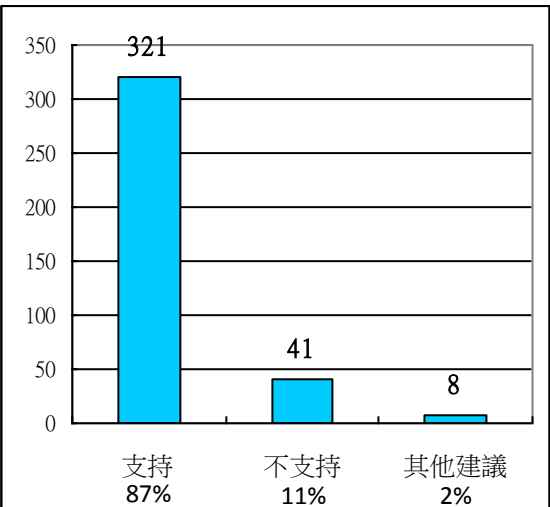
The “Western Wholesale Food Market (WWFM) Flea Market cum Carnival” (WWFM Carnival) was held by the Working Group on the Central & Western District Harbourfront under the Central & Western District Council (C&WDC) on 14-15 December 2013. A questionnaire survey regarding the SPS in C&W District and the Conceptual Master Plan was conducted on site during this two-day event. Altogether, 374 questionnaires were successfully completed. The views of the respondents<sup>1</sup> are presented below:

Question No.	Analysis of Response									
<p>1. Do you live in the C&amp;W District? • If yes, go to No. 3.</p> <p>[Legend: 是 Yes 不是 No]</p>	 <table border="1"> <caption>Data for Question 1: Do you live in the C&amp;W District?</caption> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>是 (Yes)</td> <td>271</td> <td>74%</td> </tr> <tr> <td>不是 (No)</td> <td>94</td> <td>26%</td> </tr> </tbody> </table>	Response	Count	Percentage	是 (Yes)	271	74%	不是 (No)	94	26%
Response	Count	Percentage								
是 (Yes)	271	74%								
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<p>1a. If no, which of the following categories you belong to?</p> <p>[Legend: 香港居民 Hong Kong resident 訪港旅客 Foreign visitor]</p>	 <table border="1"> <caption>Data for Question 1a: If no, which of the following categories you belong to?</caption> <thead> <tr> <th>Category</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>香港居民 (Hong Kong resident)</td> <td>75</td> <td>97%</td> </tr> <tr> <td>訪港旅客 (Foreign visitor)</td> <td>2</td> <td>3%</td> </tr> </tbody> </table>	Category	Count	Percentage	香港居民 (Hong Kong resident)	75	97%	訪港旅客 (Foreign visitor)	2	3%
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<sup>1</sup> The survey was conducted in Chinese. The questionnaire and the findings here are translated into English; the Chinese version should prevail.

2	<p>Do you often come to the C&amp;W District?</p> <p>[Legend: 會 Yes 不會 No]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>會 (Yes)</td> <td>139</td> <td>84%</td> </tr> <tr> <td>不會 (No)</td> <td>27</td> <td>16%</td> </tr> </tbody> </table>	Response	Count	Percentage	會 (Yes)	139	84%	不會 (No)	27	16%						
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2a.	<p>If yes, for what purpose you come to C&amp;W District?</p> <p>[Legend: 工作 For Work 上學 For Study 探訪 For Visit 休閒 For Leisure]</p>	 <table border="1"> <thead> <tr> <th>Purpose</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>工作 (For Work)</td> <td>26</td> <td>38%</td> </tr> <tr> <td>上學 (For Study)</td> <td>10</td> <td>14%</td> </tr> <tr> <td>探訪 (For Visit)</td> <td>11</td> <td>16%</td> </tr> <tr> <td>休閒 (For Leisure)</td> <td>22</td> <td>32%</td> </tr> </tbody> </table>	Purpose	Count	Percentage	工作 (For Work)	26	38%	上學 (For Study)	10	14%	探訪 (For Visit)	11	16%	休閒 (For Leisure)	22	32%
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<p>3. The Report of the “Conceptual Master Plan” contains a series of recommendations aiming to foster the development of a continuous and vibrant waterfront promenade in C&amp;W District in the long run. Please indicate whether you support the planning objectives recommended in the Report.</p>																	
3a	<p>Do you support the provision of a safe and vibrant waterfront for use by tourists and residents?</p> <p>[Legend: 支持 Yes 不支持 No]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Yes)</td> <td>356</td> <td>98%</td> </tr> <tr> <td>不支持 (No)</td> <td>7</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Yes)	356	98%	不支持 (No)	7	2%						
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<p>3b</p> <p>Do you support the proposal of linking up all the waterfront sites, and that of connecting the urban area and the waterfront promenade, in order to enhance accessibility to the waterfront?</p> <p>[Legend: 支持 Yes 不支持 No]</p>		<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Yes)</td> <td>350</td> <td>98%</td> </tr> <tr> <td>不支持 (No)</td> <td>7</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Yes)	350	98%	不支持 (No)	7	2%			
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<p>3c</p> <p>Do you support the development of the waterfront as the Western Gateway being one of the landmarks of Hong Kong?</p> <p>[Legend: 支持 Yes 不支持 No]</p>		<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Yes)</td> <td>320</td> <td>90%</td> </tr> <tr> <td>不支持 (No)</td> <td>35</td> <td>10%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Yes)	320	90%	不支持 (No)	35	10%			
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<p>4</p> <p>It is recommended in the Report that a Water Jet Garden be provided at the Piers (East) (i.e. the site between the piers outside WWFM). Do you support the proposal?</p> <p>[Legend: 支持 Yes 不支持 No 其他建議 Other Suggestions]</p>		<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Yes)</td> <td>279</td> <td>75%</td> </tr> <tr> <td>不支持 (No)</td> <td>80</td> <td>22%</td> </tr> <tr> <td>其他建議 (Other Suggestions)</td> <td>12</td> <td>3%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Yes)	279	75%	不支持 (No)	80	22%	其他建議 (Other Suggestions)	12	3%
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<p>5</p> <p>It is recommended in the Report that a Viewing Platform being a landmark be provided at the Piers (i.e. the sea wall to the north of the Western District Public Cargo Working Area (WDPCWA)). Do you support the proposal?</p> <p>[Legend:          支持 Yes          不支持 No          其他建議 Other Suggestions]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>316</td> <td>86%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>45</td> <td>12%</td> </tr> <tr> <td>其他建議 (Other Suggestions)</td> <td>8</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	316	86%	不支持 (No Support)	45	12%	其他建議 (Other Suggestions)	8	2%
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<p>6</p> <p>It is recommended in the Report that an Open Air Theatre being a landmark be built at the Piers (i.e. the site of the existing WDPCWA) for the public to enjoy performance on a floating stage or the fine views of sunset. Do you support the proposal?</p> <p>[Legend:          支持 Yes          不支持 No          其他建議 Other Suggestions]</p>	 <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>321</td> <td>87%</td> </tr> <tr> <td>不支持 (No Support)</td> <td>41</td> <td>11%</td> </tr> <tr> <td>其他建議 (Other Suggestions)</td> <td>8</td> <td>2%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	321	87%	不支持 (No Support)	41	11%	其他建議 (Other Suggestions)	8	2%
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<p>7</p>	<p>It is recommended in the Report that various kinds of active facilities such as an urban beach, artificial climbing walls and basketball courts be provided at New Praya, Kennedy Town (i.e. the waterfront of WDPCWA). Do you support the proposal?</p> <p>[Legend:          支持 Yes          不支持 No          其他建議 Other Suggestions]</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>支持 (Support)</td> <td>301</td> <td>81%</td> </tr> <tr> <td>不支持 (No support)</td> <td>47</td> <td>13%</td> </tr> <tr> <td>其他建議 (Other suggestions)</td> <td>25</td> <td>7%</td> </tr> </tbody> </table>	Response	Count	Percentage	支持 (Support)	301	81%	不支持 (No support)	47	13%	其他建議 (Other suggestions)	25	7%
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<p>8</p>	<p>C&amp;WDC suggested that the four currently idling piers and some waterfront sites at WWFM be rezoned to a public open space. Do you support the proposal?</p> <p>[Legend:          會 Yes          不會 No          其他建議 Other Suggestions]</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>會 (Yes)</td> <td>343</td> <td>95%</td> </tr> <tr> <td>不會 (No)</td> <td>17</td> <td>5%</td> </tr> </tbody> </table>	Response	Count	Percentage	會 (Yes)	343	95%	不會 (No)	17	5%			
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8a	Why do you not support the planning objective(s)?																														
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9	How do you intend to get to the waterfront promenade at WWFM? (More than one answer is acceptable.)																														
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[Legend:

公共交通工具 By public transport

的士 By taxi

港鐵 By MTR

步行 On foot

巴士 By bus

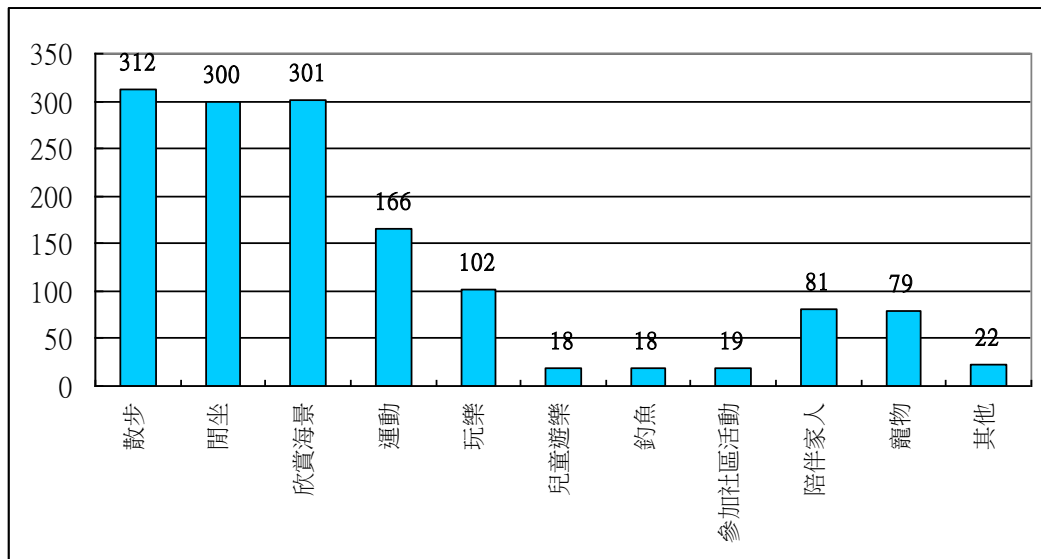
駕車 Driving

電車 By tram

其他 Others]

小巴 By minibus

10 How do you intend to enjoy the waterfront promenade?  
(More than one answer is acceptable.)



[Legend:

散步 For leisure walk

釣魚 For angling

閒坐 For sitting-out

參加地區活動 For community activities

欣賞海景 Sea-viewing

陪伴家人 For family

運動 For sports

購物 For shopping

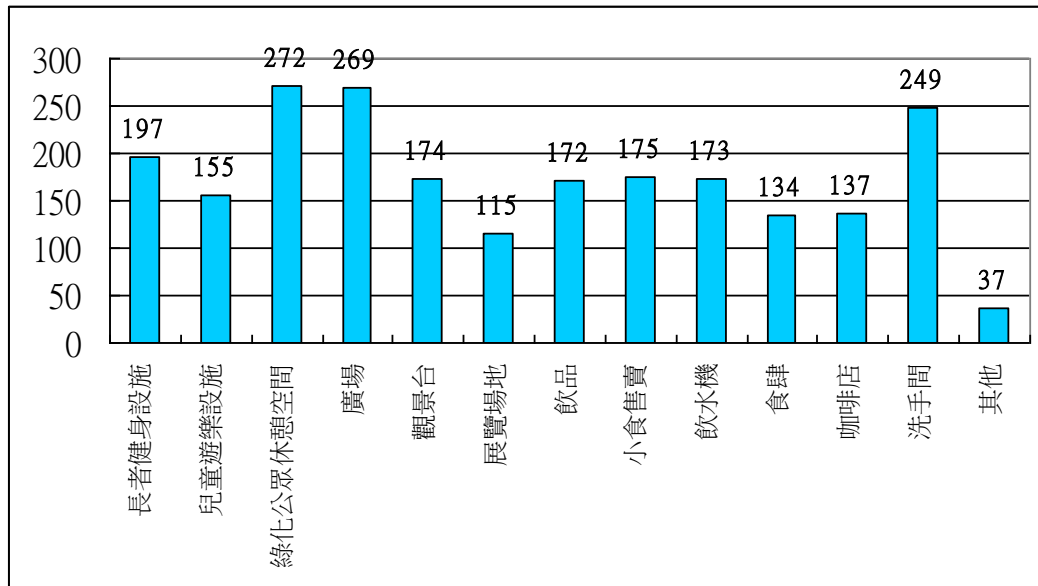
玩樂 For leisure

其他 Others]

兒童遊樂 For children's play

11

What kinds of facilities at the piers and waterfront promenade in WWFM in future you hope for? (More than one answer is acceptable.)



[Legend:

長者健身設施 Elderly fitness equipment

兒童遊樂設施 Children's play equipment

綠化公眾休憩空間 Greening of public open space

廣場 Square

觀景台 Viewing platform

展覽場地 Exhibition area

飲品 Drinks and beverages

小食售賣 Refreshment kiosk

飲水機 Drinking fountain

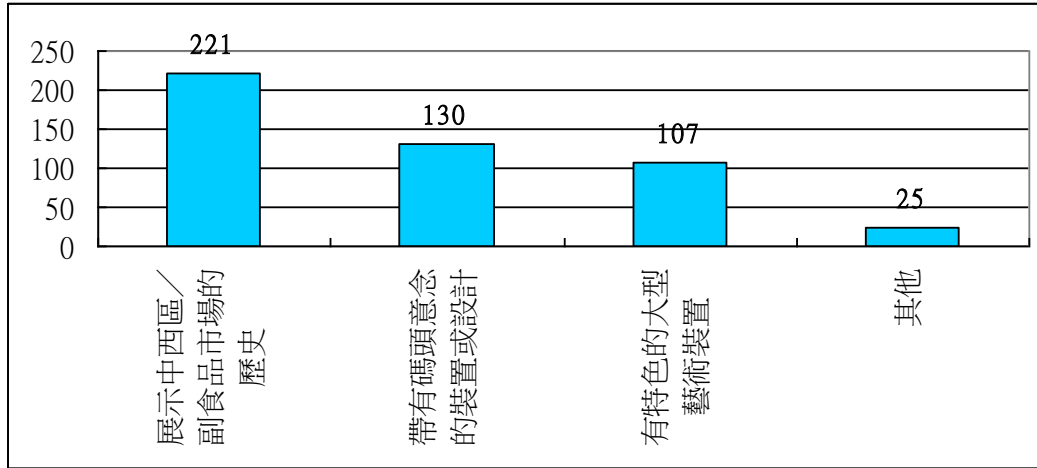
食肆 Food establishment

咖啡店 Cafe

洗手間 Toilets

其他 Others]

12 What characteristics you prefer to be featured in the design of the future waterfront promenade and piers? (More than one answer is acceptable.)



[Legend:

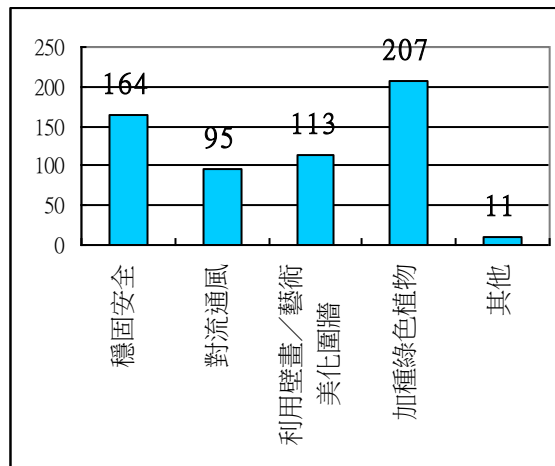
展示中西區/副食品市場的歷史 Features showing the history of C&W District/WWFM

帶有碼頭意念的裝置或設計 Installation or design relating to piers

有特色的大型藝術裝置 Large-scale artistic installation

其他 Others]

13 To meet the operational need of WWFM, there will be proper segregation between the waterfront promenade and the wholesale market. Any views on the design of such segregation?



[Legend:

穩固安全 Safe and secure

對流通風 Good ventilation

利用壁畫/藝術美化圍牆 Beautification of segregation with wall-painting/artistic installation

加種綠色植物 Growing of green plants

其他 Others]

14 Which design you prefer for the railings along the waterfront promenade in future?



A



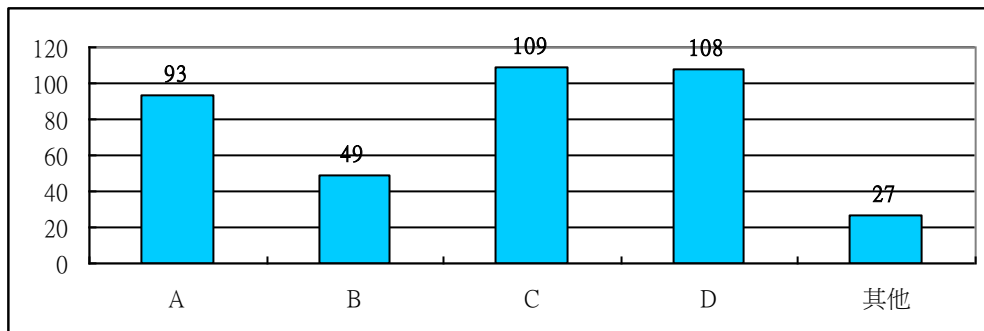
B



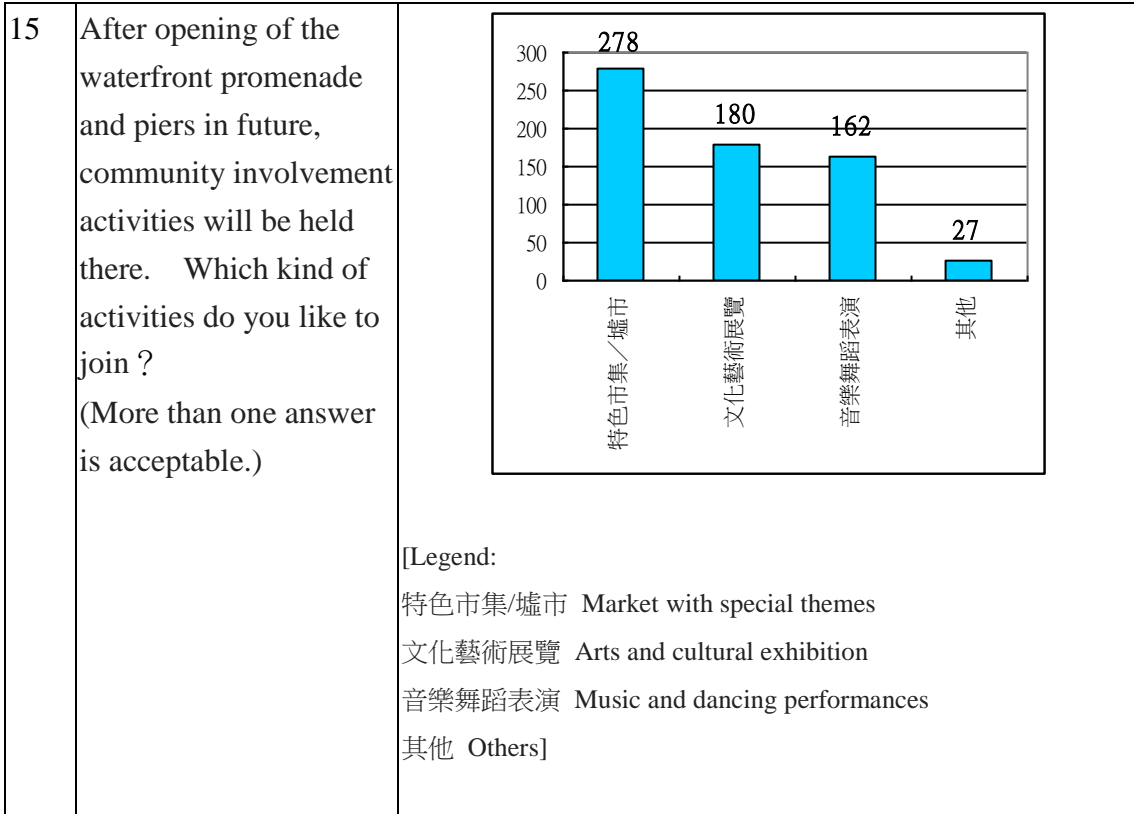
C



D



[Legend:  
其他 Others]



Central & Western District Office  
 January 2014

## Annex II

### **Signature Project in Central & Western District Public Engagement and Consultation Programme in 2014-15**

<b>Stages</b>	<b>Public Engagement and Consultation</b>
<b>February - May 2014</b>  Design stage:  Public engagement and consultation	<ul style="list-style-type: none"><li>● Introduction of the “Design Concept”</li><li>● Enhancement of the participation, understanding and input of the community and stakeholders<ul style="list-style-type: none"><li>➤ Steering Committee on Signature Project in Central &amp; Western District</li><li>➤ Focus Groups</li><li>➤ Visit to the waterfront sites at WWFM</li></ul></li></ul>
<b>June - July 2014</b>  Design stage:  Consultation and endorsement	<ul style="list-style-type: none"><li>● Introduction and endorsement of the “layout design”<ul style="list-style-type: none"><li>➤ Residents Seminars / workshops</li><li>➤ Steering Committee on Signature Project in Central &amp; Western District</li><li>➤ C&amp;WDC</li><li>➤ Task Force on Harbourfront Development on Hong Kong Island of the Harbourfront Commission</li></ul></li></ul>
<b>2014 - 15</b>  Throughout the year	<ul style="list-style-type: none"><li>● Leaflets</li><li>● Posters</li><li>● WWFM Flea Market cum Carnival and the Fall/Winter Sheung Wan Promenade</li><li>● Promotional souvenirs</li></ul>

**Signature Project in Central & Western District  
Community Involvement and Publicity Programme (Non-works Component)**

<b>Year</b>	<b>Major contents of the programme</b>	<b>Budget</b>
2015-16	Design competition (wall-painting / slogan)  Western Wholesale Food Market Flea Market cum Carnival (WWFM Carnival) / Opening ceremony for construction works of the SPS Project	\$500,000
2016-17	Wall-painting on segregation of WWFM (The entry of the winners of the Design Competition will be taken as the blueprint.)  WWFM Carnival (subject to circumstances)  Invitation of non-profit-making organisations to jointly implement the community involvement activities in 2017/18	\$700,000
2017-18	Completion of construction and opening ceremony of the project  A series of community involvement and promotional activities to be held  Invitation of non-profit-making organisations to jointly implement the community involvement activities in 2018/19	\$800,000
2018-19	A series of community involvement and promotional activities to be held  Invitation of non-profit-making organisations to jointly implement the community involvement activities in 2019/20	\$800,000
2019-20	Joint implementation of the community involvement activities with non-profit-making organisations	\$800,000
	<b>Total expenditure of non-works components</b>	<b>\$3.6 million</b>



**Estimates of the  
Signature Project in Central & Western District (1/2014)**

	<b><u>Estimates of Expenditure</u></b>
Works Component	\$90.9 million
Non-works Component	\$8 million
• Community Involvement / Publicity	\$3.6 million
• Other Expenditure on Administration / Staff	\$4.4 million
Contingency	\$1.1million
Estimates of Total Expenditure:	HK\$100 million