

Signature Project Scheme in Central & Western District Latest Progress

Purpose

This paper aims to set out the latest progress of the Signature Project Scheme (SPS) in Central & Western (C&W) District and the way forward.

Background

2. At its meeting held on 21 March 2013, the Central & Western District Council (C&WDC) agreed to undertake the Harbourfront Enhancement and Revitalisation (HEAR) at the Western Wholesale Food Market (WWFM) as the SPS project in C&W District. C&WDC also set up a dedicated Steering Committee (Steering Committee) to assist the Council in the planning, execution and operation of the SPS. The Steering Committee held its first meeting on 10 May 2013 to discuss the work plan and endorsed the following project scope:

(A) Works component

- (a) Improvement to existing paving and pier structures;
- (b) Railings along the promenade;
- (c) Leisure zones;
- (d) Landscaping/ greening;
- (e) Suitable fences or partition to separate the promenade from the operation of the WWFM;
- (f) Improvement to access points/ connectivity to the hinterland, and nearby street car parking; and
- (g) Provision of ancillary facilities (e.g. water and electricity supply, lighting, footpath improvement, toilet).

(B) Non-works component

Vibrant community involvement programme to turn the WWFM promenade and the harbourfront in the vicinity into a popular open space. Programme may include organisation of recreational and leisure activities, bazaars, guided thematic tours, etc. Non-profit making organisations (NPOs) and other community partners will be invited to co-organize or run these community activities.

(C) Publicity

To promote the beautiful harbour and vitality of our district, publicity and theme-based promotion campaign may be arranged.

Work Progress

(1) Technical Feasibility Study

3. With the Steering Committee's endorsement of the project scope, the Central & Western District Office (C&WDO) kicked off the preparatory work and submitted the First Round Submission together with the Project Definition Statement to the Headquarters of the Home Affairs Department (HAD HQ) in May 2013. The submissions were approved by HAD HQ in July 2013. At the same time, the Architectural Services Department (ArchSD) has agreed to be the works agent of the project and commenced studies on the works component, including the preparation of the Technical Feasibility Statement (TFS) which forms part of the Second Round Submission. The TFS is expected to complete by end 2013/early 2014 and C&WDO will then submit the Second Round Submission to HAD HQ for approval.

4. In addition, C&WDO and ArchSD had taken a more detailed measurement of the project site and revised the site area. The revised area, at Annex 1, is approximately 5 000 sq. meters, which is slightly less than the original estimate of 5 580 sq. meters.

(2) Harbourfront Commission

5. Separately, C&WDO presented to the Task Force on Harbourfront Developments on Hong Kong Island of the Harbourfront Commission (Task Force) on 7 June 2013 the conceptual framework of the HEAR project. Members of the Task Force unanimously supported the project and hope that they would be consulted again once the conceptual design or layout design is available next year.

Next Steps

(1) Consultation on the width of promenade with market operators

6. The promenade area adjoining the northern part of the WWFM (i.e. the driveway along the harbour), currently managed by the Agriculture, Fisheries and Conservation Department (AFCD), is restricted for use by the

operators of the wholesale market. AFCD has earlier agreed in principle to release the subject area to C&WDC for promenade development under the SPS, subject to proper segregation between the public area and the market, taking into account the space requirement for meeting market operational needs.

7. According to the recommendations of the "Western Harbourfront Conceptual Master Plan Report"¹ and advice from ArchSD, the width of the future 400-meter long promenade should ideally be no less than 6 meters, so that the public can enjoy reasonable open space and comfortable access. According to the onsite measurements taken by C&WDO, the width of the existing area/ carriageway along the northern part of the wholesale market ranges from 11.6 to 15 meters. After deducting the width of the proposed promenade, the market operators would still be left with some 6 meters or more for driveway and loading/ unloading activities (see Annex 2). Subject to Members' agreement, we plan to consult the WWFM Market Management Advisory Committee (MMAC) to seek the market operators' views on the proposal. The MMAC meeting is tentatively scheduled for early October 2013.

(2) Western Wholesale Food Market Flea Market cum Carnival

8. C&WDC had organized the "Western Wholesale Food Market Flea Market cum Carnival" (WWFM Carnival) in early 2011 and late 2012 to promote the harbourfront, to revitalise the wholesale market area, and to drive district tourism. In view of the success of the event in the past two years which received overwhelming responses from the public, the Working Group will organize the WWFM Carnival again this year on 14 & 15 December 2013.

9. The WWFM Carnival 2013 would not only attract residents and tourists to the harbourfront area and enjoy shopping at the wholesale market, it would also enable the public to get a closer look at the proposed site of the HEAR project, and allow us to gauge their views and aspirations on the project. In this connection, we propose to set up a booth on SPS at the 2013 Carnival to introduce the latest development of the HEAR project, and to place presentation panels to exhibit the "Western Harbourfront Conceptual Master Plan". Apart from preparing promotional materials for the SPS and arranging a series of publicity activities, we intend to organise a drawing competition to

1 The "Western Harbourfront Conceptual Master Plan", commissioned by C&WDC and conducted by the Centre of Urban Studies and Urban Planning of the University of Hong Kong, covers the harbourfront areas along the Western Wholesale Food Market, Western District Public Cargo Working Area, and Kennedy Town bus terminus at Shing Sai Road. The report was completed in June 2013 and was presented at the meeting of C&W District Harbourfront Working Group (Working Group) on 31 July 2013. C&WDC will discuss this report at the coming meeting on 10 October 2013. The report made a number of proposals with a view to creating diverse open space along the harbourfront, for example, by turning the western harbourfront into the western gateway of the Victoria Harbour with green public spaces, landmarks, floating platforms, etc., so that a wide variety of activities could be staged to revitalise the waterfront area. Please refer to the C&WDC Paper No. 116/2013 for details.

invite the younger school kids to portray their dream picture of the western harbourfront. Furthermore, we plan to prepare questionnaires to collect views from the public on the future design of the WWFM waterfront. HAD HQ has set aside \$300,000 for each district for conducting preparatory stage – public engagement/ publicity activities of the SPS project. With the earlier recommendations from the Working Group, C&WDO has applied \$150,000 from HAD HQ to carry out the proposed first round of promotional activities for the SPS at the WWFM Carnival 2013.

(3) Second Round Submission

10. According to the SPS guideline, C&WDO is required to submit, after the completion of TFS, the Second Round Submission to HAD HQ, which covers the project design concept, feasibility, implementation arrangement and estimated expenses.

11. The “Western Harbourfront Conceptual Master Plan” not only provides us with the blueprint for the future development of C&W District harbourfront, it also gives us inspirations when planning for the SPS project. Indeed, many of the recommendations from the report dovetail with the current scope of the HEAR project, including the provision of recreational/ leisure zones on the piers, areas for fishing and various greening works. Making reference to the previous discussions at C&WDC and the Steering Committee on the harbourfront development, we propose that the design concept of the HEAR project should include elements such as openness, shared use, diversity and no-frills. We also hope that the project can highlight the salient features of C&W harbourfront and the wholesale market, and leave room for the overall development of the western harbourfront in future.

12. Regarding the non-works component of the project, we propose to follow the modus operandi of the existing C&WDC Community Involvement programme, and make use of the reserved SPS funding for non-works components to offer a range of diverse and distinctive community involvement activities and publicity to achieve the vision outlined in the “Western Harbourfront Conceptual Master Plan”. These activities may include weekend market, bazaars, guided thematic tours along the harbourfront, and collaboration with NPOs to run the community activities. This will not only enhance the participation of non-government organizations, but also bring about more ideas, creativity and flexibility to the implementation of the signature project.

13. With regards to certain proposals in the report such as the provision of water jet gardens, water shows, etc., C&WDC may utilise the SPS funding for community involvement programme in future to invite the business community or other interested and competent organizations to submit proposals for providing and operating these waterfront facilities, so that we can tap their

expertise to bring vitality and uniqueness to the WWFM harbourfront.

14. Subject to the advice of the Steering Committee, we plan to earmark 80% of the SPS provisions (i.e. \$80 million) for the works component, another \$15 million (i.e. 15%) for the future community involvement activities (about \$7.2 million), publicity (about \$1.8 million) and other administrative/ staff costs (about \$6 million). The remaining 5% will be reserved for contingency.

Way Forward

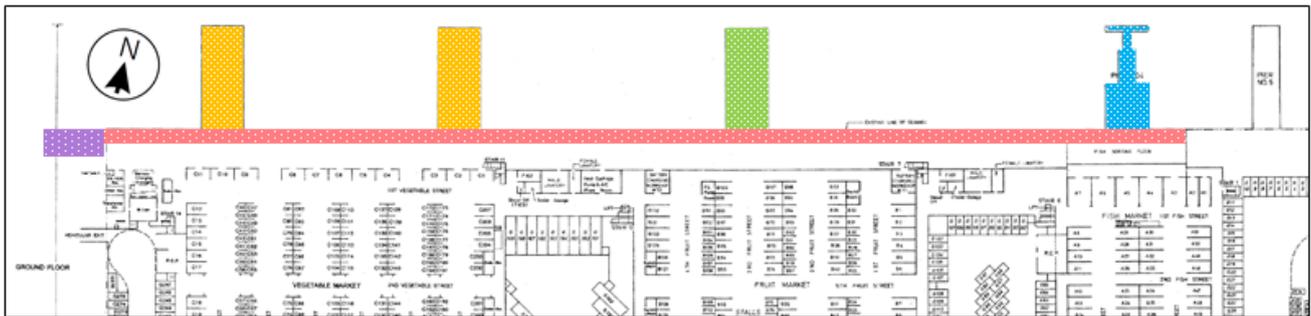
15. Assuming good progress in preparing the Second Round Submission and engaging the WWFM operators, we expect that a large part of 2014 will be devoted to developing the layout and detailed design of the HEAR project, including the preparation of sketches/ layout designs for public consultation. If things go well, we hope to finalise the designs by the end of 2014, with a view to seeking funding approval of the HEAR project by the Legislative Council in 2015.

Advice Sought

16. Members are invited to note the progress set out in this paper and to offer views in respect of paragraphs 6 to 15.

**Central & Western District Office
September 2013**

**C&W District SPS Project
Site Area**



Legend	Item	Original Est. Site Area	Revised Site Area
	Pier 1&2	approx. 16m x 40m each, 1 280 sqm in total	approx. 16m x 40m each, 1 280 sqm in total
	Pier 3	approx. 15.5m x 40m = 620 sqm	approx. 15.5m x 40m = 620 sqm
	Pier 4	approx. 460 sqm	approx. 460 sqm
	Promenade	approx. 500m x 6m = 3 000 sqm	approx. 403m x 6m = 2 420 sqm
	PCWA exit area	approx. 220 sqm	approx. 220 sqm
	Total:	approx. 5 580 sqm	approx. 5 000 sqm

**C&W District SPS Project
Proposed width of promenade**

