

## **Signature Project Scheme in Central & Western District**

### **Purpose**

This paper reports the work of the Steering Committee on Signature Project Scheme (Steering Committee) of the Central and Western District Council (C&WDC) in the past year, and seeks Members' endorsement of the content and design of the signature project in Central & Western district (C&W).

### **Background**

2. On 21 March 2013, the C&WDC endorsed the proposal to undertake the Harbourfront Enhancement and Revitalisation (HEAR) at the Western Wholesale Food Market (WWFM) as the project for C&W under the Signature Project Scheme (SPS) to turn the waterfront site to a public open space. It also decided to set up a Steering Committee to make recommendations on the implementation of SPS.

3. The Steering Committee held four meetings in 2013-14 and 2014-15 to discuss in detail the content of the signature project, the design concept and layout, public engagement activities and publicity, etc. The Steering Committee makes the following recommendations to C&WDC in these areas.

### **The signature project HEAR**

4. The signature project, HEAR, concerns a site of approximately 5 200 sqm, including the strips of land, as a narrow promenade, fronting the northern shore of WWFM of 400 metres long and 6.5 metres wide, four idling piers at WWFM, and a parcel of land, as the entrance to the site, adjacent to the Western District Public Cargo Working Area to the west.

5. The project comprises two components, i.e. works and non-works, as follows –

- (a) **Works:** improvement to existing paving and pier structures; railings along the promenade; leisure/ fitness zones; landscaping/ greening; suitable fences or partition to separate the promenade from the operation of the WWFM; and provision of ancillary facilities (e.g. water and electricity supply, lighting, toilet);
- (b) **Non-works:** consists of (i) community involvement and publicity programme; and (ii) other administrative costs. The community involvement and publicity programme seeks to turn the WWFM promenade and the harbourfront in the vicinity into a popular and vibrant open space.

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 component to offer, or co-organise with non-profit-making organisations, a wide range of community involvement activities and publicity such as weekend market, bazaars, and other arts, cultural, leisure and recreational programmes. This will not only enhance the participation of the non-government sector, but also bring about more ideas, creativity and flexibility to the implementation of the signature project.

The scope and key elements of the HEAR are at [Annex I](#).

## **Work Progress**

6. Since rolling out the signature project, the Central & Western District Office (C&WDO) has achieved good progress in the implementation work. Two rounds of submissions to the Home Affairs Department, the Project Definition Statement and the Technical Feasibility Statement have all been completed. Meanwhile, C&WDO has secured the agreement of the Architectural Services Department (ArchSD) and the Leisure & Cultural Services Department (LCSD) to be the works agent and the management agent of the signature project respectively. ArchSD has accordingly prepared the concept design in February 2014 and the sketch & outline design in June 2014.

## **Public consultations**

7. The signature project is for the people and public engagement is of paramount importance. To this end, C&WDC and C&WDO implemented a number of public consultation and publicity initiatives on HEAR, as follows –

(a) **WWFM Flea Market cum Carnival:** In collaboration with the University of Hong Kong, we set up booth and display panels at the WWFM Flea Market cum Carnival held on 14-15 December 2013 to introduce the HEAR project and the “Western Harbourfront Conceptual Master Plan”<sup>1</sup>. Apart from distributing promotional materials such as leaflets and souvenirs, we also organized a drawing competition on-site. The 2013 Carnival attracted over 4 700 visitors over the two-day period.

(b) **Focus Groups:** During April and May 2014, C&WDO organized seven focus group sessions with some 60 members of the C&W community

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<sup>1</sup> 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 in the Western District including the Western Wholesale Food Market. 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.

The report makes suggestions in respect of WWFM harbourfront, including the provision of water jet gardens, water shows, etc., In this regard, we recommend C&WDC to consider making use of 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.

participating, including those from the Area Committees, Kaifong associations, elderly centres/ women's associations, youths, WWFM operators, partners interested in the revitalization of the harbourfront, and concern groups on the developments of C&W. The focus groups adopted the theme of "*Your Ideal Design of the Western District Harbourfront*", seeking to introduce the background of SPS, and the HEAR project's key features, constraints and design concept, while gauging participants' feedback on these.

- (c) **Residents' Forums:** During June and July 2014, C&WDO organized three residents' forums with 70 people participating. The forums introduced the background, features, constraints and the design concept and layout of the HEAR project and gauged public feedback on these.
- (d) **Questionnaire Survey:** After the first survey in February 2013, C&WDO conducted two more questionnaire surveys in December 2013 and July 2014 to collect opinions from the locals about the HEAR project and its design. For the survey in December 2013, a total of 374 people were interviewed and over 95% of them supported the HEAR project for C&W. For the survey in mid-2014, we received 328 completed questionnaires; over 90% of the respondents support/ are satisfied with the HEAR project and the overall sketch & outline design, while nearly or over 75% of the respondents support/ are satisfied with the individual layout design of and the facilities at the four piers.
- (e) **Publicity:** C&WDO prepares a range of promotional materials to widely publicise the signature project, including leaflets (in both Chinese and English), posters, display boards, decorations on the pillars of Central Footbridges, banners and souvenirs (pens and folders).
- (f) **Discussion with WWFM operators:** Concerning the width of the promenade covered by the signature project, representatives of C&WDC and C&WDO met with the WWFM Market Management Advisory Committee (MMAC) on 11 October 2013 and reached a consensus with the MMAC members to release a space of 6.5 metres wide at the carriageway along the seaside of WWFM (the width of which ranges from 12 to 15 metres) for the development of a waterfront promenade under the SPS. This satisfies the requirement of having a promenade of no less than 6 metres in width.
- (g) **Harbourfront Commission:** In June 2013, C&WDO briefed the Taskforce on Harbourfront Development on Hong Kong Island of the Harbourfront Commission about the signature project. The Taskforce was in unanimous support of the project.

## **Views of the Public**

8. The major views of the public gathered from the above-mentioned public engagement activities are as follows –

- (a) There is huge support to the development of a safe and vibrant harbourfront and the HEAR project for C&W;
- (b) There is wide recognition of and support to the principles of openness, shared use, diversity and no-frills underpinning the HEAR project.
- (c) There are expectations for the design of the promenade to focus on passive activities (e.g. strolling, sitting-out, Tai-chi playing, angling, enjoying sea view);
- (d) There are expectations for the design to include elderly fitness facilities, children’s play equipment, and ample benches and shelters;
- (e) The provision of a multi-purpose area at the pier is supported to facilitate organization of a wide range of activities in future;
- (f) The provision of an angling zone at the pier is supported;
- (g) There is support for preserving certain features of the WWFM and its piers in the design;
- (h) As regards the segregation between the promenade and the WWFM operation, the design of the partition/ fences should be strong, safe and green;
- (i) Quite a number of people are concerned about the appropriateness of the suggested inclusion of a cycling trail, jogging track or pet garden in the project given the limited space and site constraint.

## **Concept Design and the Sketch & Outline Design**

9. In preparing the design for the signature project, ArchSD has taken into account the views and suggestions made by the District Council, the Steering Committee, members of the public and the “Western Harbourfront Conceptual Master Plan”. In consideration of the site characteristics and the constraints pertaining to the project (in terms of physical environment and resources), we propose the design of the signature project to underline the principles of openness, shared uses, diversity and no-frills. The design should optimize the use of space at the four piers by zoning, and preserves certain features of the WWFM and the piers. These would bring the design largely in line with the key recommendations relating to WWFM in the “Western Harbourfront Conceptual Master Plan” which suggests the provision of recreational/ leisure zone and angling area at the piers. The design is at **Annex II**.

## **Cost Estimates**

10. Taking into account the latest forecast for construction prices, the cost estimates for the SPS project in C&W District stands at \$99.3 million, which is close to the ceiling of the reserved allocation of \$100 million. The budget is as follows –

- (a) **Works component:** about \$91.3 million (MOD prices), including construction costs, contingency and forecast price adjustment for construction works;
- (b) **Non-works component:** about \$8 million, including community involvement and publicity programme (\$3.6 million), and other administrative/ staff costs.

The estimates are at **Annex III**.

## **Way Forward**

11. With C&WDC's endorsement on the project's content and design, we will prepare in full steam the detailed drawings and the works estimates, and proceed to consult the Taskforce on Harbourfront Development on Hong Kong Island of the Harbourfront Commission in the third quarter of 2014. Our target is to submit the project's funding application to the LegCo Panel on Home Affairs, the Public Works Subcommittee and the Finance Committee from March to May 2015, with a view to starting the construction in December 2015 and hopefully opening up the site to the public around mid-July.

12. Separately, C&WDO will start preparatory work on the 2014-15 SPS promotion, including publicity during the Sheung Wan Promenade held in end-2014, and the WWFM Carnival to be held in January 2015. Promotional materials will also be prepared to publicise SPS project. Subject to LegCo's funding approval, we will discuss publicity campaign in greater detail with the Steering Committee with the use of the non-works funding under SPS.

## **Advice Sought**

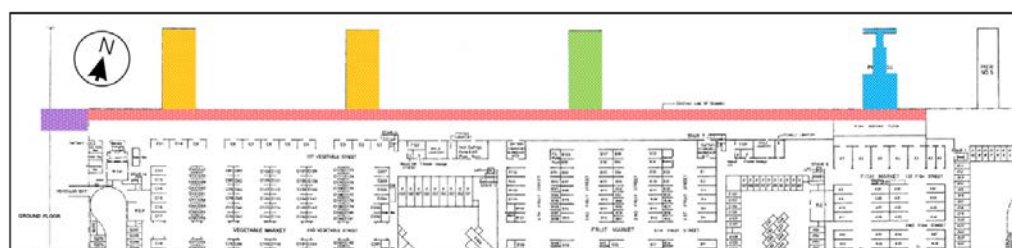
13. Members are invited to note the work progress and endorse the recommendations.

Central & Western District Office  
July 2014

**Signature Project in Central & Western District  
Harbourfront Enhancement And Revitalisation at the Western Wholesale Food Market**

**Project Scope**

**(1) Works Area**

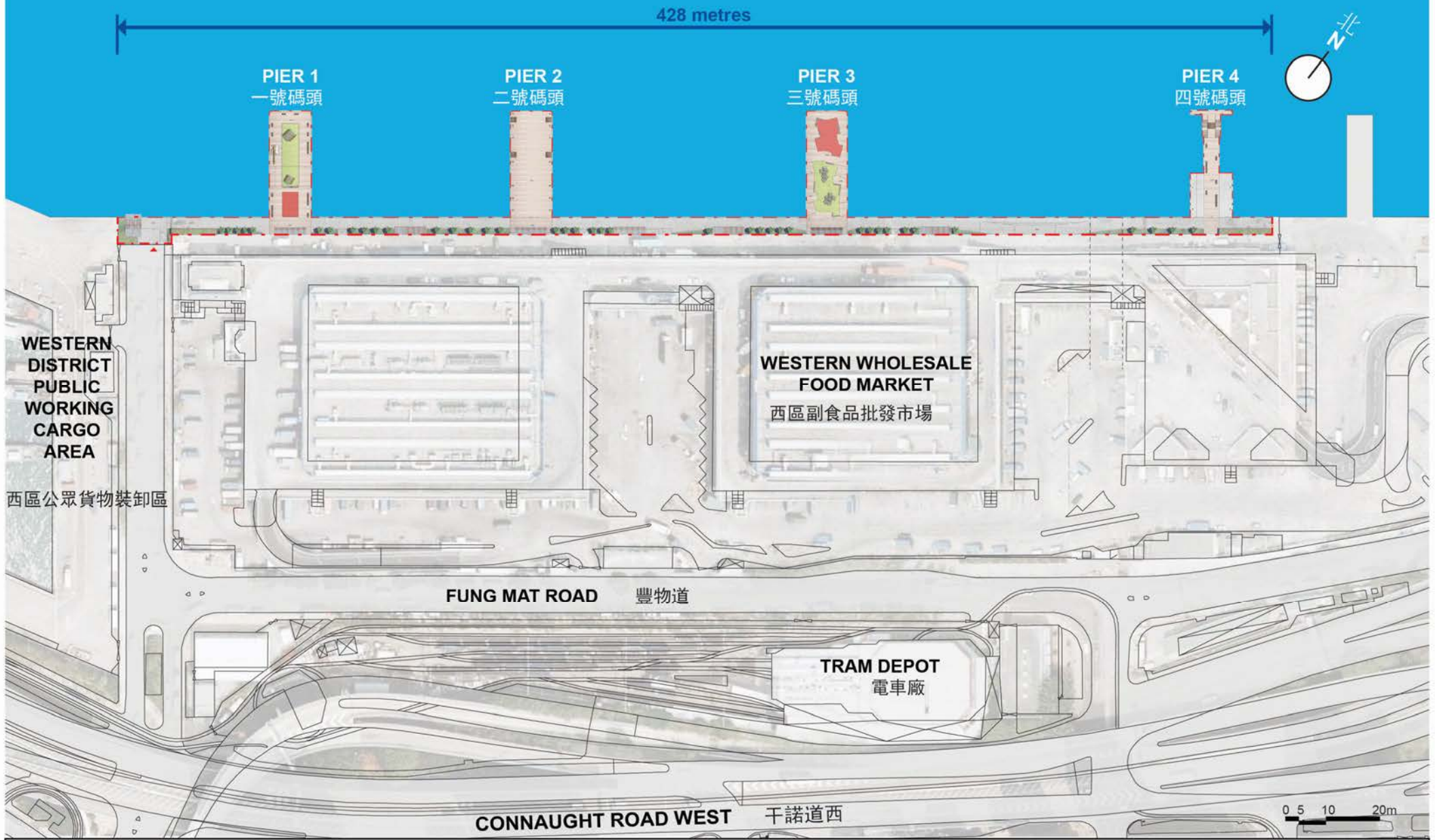


Legend	Item	Estimated Site Area
	Pier 1&2	approx. 16m x 40m each, 1 280 sqm in total
	Pier 3	approx. 15.5m x 40m = 620 sqm
	Pier 4	approx. 460 sqm
	Promenade	approx. 403m x 6.5m = 2 620 sqm
	PCWA exit area	approx. 220 sqm
	<b>Total:</b>	<b>approx. 5 200 sqm</b>

Works cover: improvement to existing paving and pier structures; railings along the promenade; leisure/ fitness zones; landscaping/ greening; suitable fences or partition to separate the promenade from the operation of the WWFM; and provision of ancillary facilities (e.g. water and electricity supply, lighting, toilet).

**(2) Non-works Component (Community Involvement and Publicity Programme)**

Year	Major contents of the programme	Budget
2015-16	Design competition WWFM Carnival / Opening ceremony for construction works of the SPS Project	\$500,000
2016-17	Wall-painting at WWFM 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 costs for community involvement and publicity</b>	<b>\$3.6 million</b>



**SCHEMATIC SITE PLAN**

初步設計總平面圖

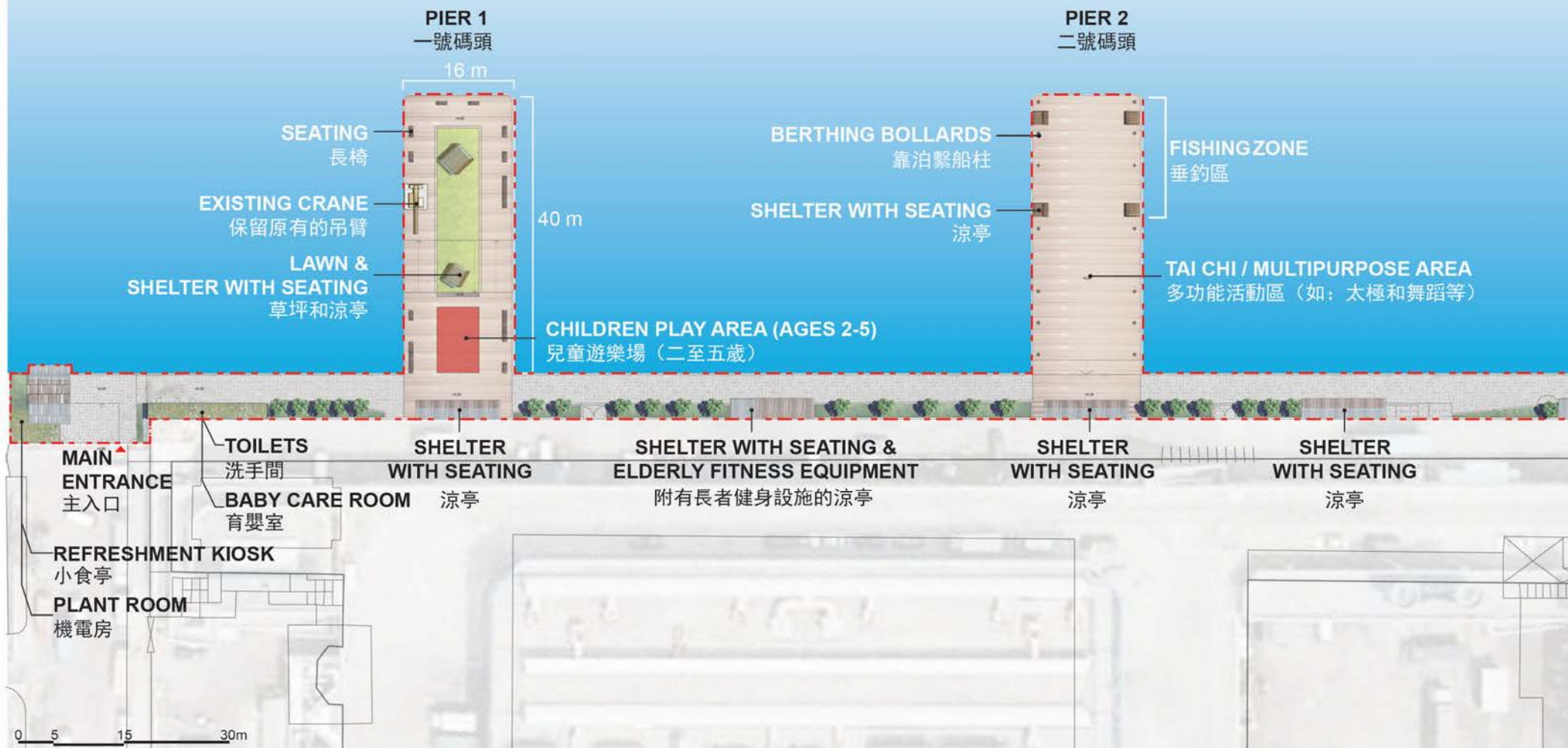
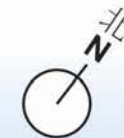
**HARBOURFRONT ENHANCEMENT AND REVITALIZATION**

**AT THE WESTERN WHOLESALE FOOD MARKET**

美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-01

JUN 2014

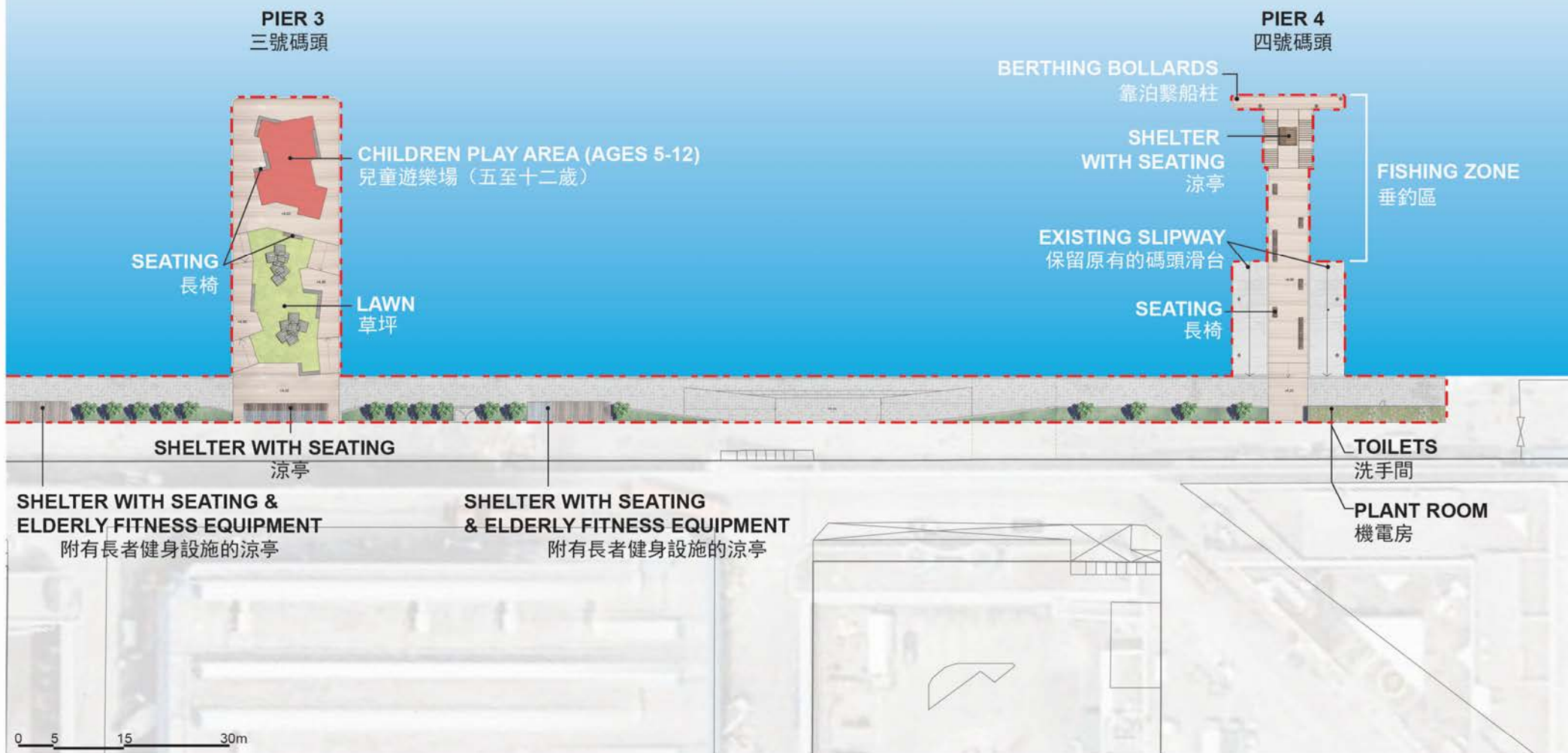
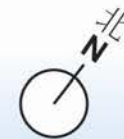


SCHEMATIC LAYOUT PLAN (PART 1)  
初步設計平面圖 (第一部份)

SK-DC-02  
JUN 2014

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段





**SCHEMATIC LAYOUT PLAN (PART 2)**  
初步設計平面圖 (第二部份)

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-03  
JUN 2014



*MAIN ENTRANCE OF PROMENADE*  
海濱長廊的主入口

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-10  
JUN 2014



*VIEW FROM ENTRANCE TOWARDS REFRESHMENT KIOSK*  
從入口觀望小食亭

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-11  
JUN 2014



*CHILDREN PLAY AREA, LAWN, AND EXISTING CRANE AT PIER NO.1*  
位於一號碼頭的原有吊臂, 草坪及兒童遊樂場

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-12  
JUN 2014



MULTIPURPOSE AREA AT PIER NO. 2  
位於二號碼頭的多功能活動區

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-13  
JUN 2014



*SHELTER WITH SEATING & ELDERLY FITNESS EQUIPMENT ALONG THE PROMENADE*

沿海濱設有涼亭、長椅及長者健身設施

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION**

**AT THE WESTERN WHOLESALE FOOD MARKET**

美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-14  
JUN 2014



*CHILDREN PLAY AREA & FEATURE SEATING WITH LAWN AT PIER NO. 3*

位於三號碼頭的兒童遊樂場及特色閑坐草坪

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION**

**AT THE WESTERN WHOLESALE FOOD MARKET**

美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-15  
JUN 2014



*STEPPED SEATING ALONG PROMENADE & VIEW TOWARDS PIER 4*  
沿海濱長廊的階級式坐椅及遠眺四號碼頭

**HARBOURFRONT ENHANCEMENT AND REVITALIZATION  
AT THE WESTERN WHOLESALE FOOD MARKET**  
美化及活化位於西區副食品批發市場附近的海濱地段

SK-DC-16  
JUN 2014



**Cost Estimates of the  
Signature Project in Central & Western District (3/2014)**

	<b><u>Cost Estimates (in million \$)</u></b>
<b>(A)</b> Works Component	
Works (including contingencies <sup>2</sup> )	75.3
<b>(A1)</b> costs in money of the day	<b>91.3</b>
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<b>(B)</b> Non-works Component	<b>8.0</b>
• Community Involvement/ Publicity	3.6
• Other administrative/ staff costs <sup>3</sup>	4.4
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<b>Total estimates: (A1 + B)</b>	<b>99.3 million</b>

<sup>2</sup> Some 15% of the total works costs are for works contingencies and project contingencies.

<sup>3</sup> The administrative/ staff costs are mainly for recruiting non-civil service staff by C&W District Office for five financial years starting from the time of approval by the Legislative Council, to support implementation of the signature project.