

**Harbour Front Enhancement Committee (HEC)  
Task Group on Urban Design Study  
for the New Central Harbourfront**

**Study Progress and Work Plan for Stage 2 Public Engagement**

**Purpose**

1. This paper briefs Members on the latest progress of the “Urban Design Study for the New Central Harbourfront” (the Study) commissioned by the Planning Department (PlanD) and the proposed work plan for the Stage 2 Public Engagement for the Study.

**Background and Study Progress**

2. In response to the request of the Town Planning Board (TPB), PlanD commissioned Aedas Ltd. (the study consultant) to undertake the Study in late March 2007. The Study aims to refine the existing urban design framework and to prepare planning/design briefs for the key sites in the new Central harbourfront. On 18.4.2007, the HEC Sub-committee on Harbour Plan Review was briefed on the commencement and scope of the Study. On 10.5.2007, the Sub-committee was briefed on the public engagement strategy and programme as well as the launch of the Stage 1 Public Engagement for the Study. On 17.10.2007, HEC agreed to set up this Task Group to provide inputs to the Study.

3. A two-stage public engagement for the Study has been planned and CityU Professional Services Ltd. (CPS) has been commissioned as the public engagement consultant of the Study to carry out the public engagement activities. Community inputs are integrated in the Study through an open, transparent and collaborative public engagement process. The Stage 1 Public Engagement was launched on 3.5.2007 and officially ended on 30.6.2007. The focus of the Stage 1 Public Engagement was to collect public views and suggestions on three aspects, viz.

(a) urban design objectives/issues for the study area and sustainable design assessment framework; (b) major urban design considerations for the key sites in the study area; (c) and possible locations and design ideas for reconstructing the old Star Ferry Clock Tower and reassembling Queen's Pier. Public views and suggestions collected during this period as well as those received up to September 2007 are being compiled and analyzed. A report on the Stage 1 Public Engagement would be made available to the public for information.

4. In brief, the opinions collected in the Stage 1 Public Engagement were diverse. Comparatively speaking, the opinions on the urban design objectives/issues, sustainable design criteria, and the major urban design considerations for the key development sites were less controversial, and differences in opinions were mainly on the priority order of various criteria and considerations. On the other hand, there were diverse public views on the arrangements for reassembling Queen's Pier and reconstructing the old Star Ferry Clock Tower. For both, some preferred locating them at their original locations, while some suggested other locations away from Central or no reassembling or reconstruction at all. There was also support for reassembling Queen's Pier at a waterfront location and with the marine function revived, and for locating the reconstructed Star Ferry Clock Tower at the new Central waterfront to create a visual linkage between the harbour and the city.

5. Taking into account the findings of the Stage 1 Public Engagement, the existing urban design framework for the new Central harbourfront is being refined and the design concepts for the key sites examined.

6. In refining the existing urban design framework for the new Central harbourfront and preparing master layout plan and design concepts for the study area, the study consultant will take into consideration the public aspirations and views collected in the Stage 1 Public Engagement. The design merits of the submissions in the International Urban Planning and Design Competition organized by Designing Hong Kong for the new Central harbourfront would also be taken into account.

## **Work Plan for Stage 2 Public Engagement**

7. The Stage 2 Public Engagement is planned to commence in March 2008. It will focus on seeking public views on the refined urban design framework for the new Central harbourfront, the design concepts for the key sites as well as the design

options at different locations for reconstructing the old Star Ferry Clock Tower and reassembling Queen's Pier to be put forward by the study consultants.

8. An extensive public engagement programme is proposed for the Stage 2 Public Engagement. The key events/activities proposed include the following:

- (a) Public Exhibition;
- (b) Roving Exhibitions;
- (c) Focus Group Workshop; and
- (d) Community Engagement Forums.

9. A Consultation Digest and a video highlighting the key study proposals for the Stage 2 Public Engagement will be prepared. Public views will be gauged and collected through different channels in a systematic and representative manner, including the use of comment cards, online questionnaires, face-to-face interviews, and telephone interviews. The study website will be updated to facilitate promulgation of the study materials and proposals as well as relevant publicity and consultation materials. It will also serve as a platform for publicizing the public engagement events and for receiving community feedback on the study proposals.

#### Public Exhibition

10. A large-scale public exhibition to be staged for one month each at two venues is proposed to facilitate the public to have better understanding and visual appreciation of the design proposals. Physical models, illustrative materials including display panels, and a video would be shown during the public exhibition. Computer models incorporating interactive devices would also be installed at the exhibition venues to arouse public interest and facilitate visual appreciation on the design concepts for different key sites and the design options of the reassembled Queen's Pier and reconstructed the old Star Ferry Clock Tower in different locations.

#### Roving Exhibitions

11. To promote greater public awareness of the study proposals, roving exhibitions would be organized for the Stage 2 Public Engagement on Hong Kong Island and in Kowloon. The possible venues include MTR stations and shopping malls. Each roving exhibition will last for about five days during the period of the Stage 2 Public Engagement.

### Focus Group Workshop

12. To facilitate explanation and more focused discussion on the relevant issues and design options proposed in the Study, a Focus Group Workshop is scheduled at the beginning of the Stage 2 Public Engagement for participation of the relevant professional institutions and academic institutions. Presentation and group discussions with assistance of facilitators will be organized.

### Community Engagement Forums

13. A Community Engagement Forum (CEF 1) involving the general public, relevant stakeholders, concern groups and advisory bodies would be organized following the focus group workshop to explain the study proposals and to facilitate an exchange of community views. Members of the TPB and this Task Group would be invited and engaged as collaborators in convening the forum. Presentations and group discussions with the assistance of facilitators will be organized.

14. Another CEF (CEF 2) is proposed to be organized towards the end of the Stage 2 Public Engagement to consolidate the public feedback received so far with an aim to building consensus before finalizing the proposals at the next stage of the Study.

### Opinion Survey

15. A public opinion collection exercise to be undertaken by an independent consultant will be commissioned to undertake opinion polls including face-to-face interviews at the exhibition venues to collect public views on the proposed design concepts and options put forward in the Study. Comment cards will also be distributed at the exhibition venues. There will also be online questionnaires and telephone interviews to widely canvass the public views on the study proposals.

### Consultation with Relevant Advisory Bodies

16. In parallel with the above public engagement events/activities, consultation sessions and briefings will be made to the TPB, HEC Task Group on the Study, Legislative Council, District Councils, professional institutes and other relevant advisory bodies.

## Publicity

17. In addition to the PlanD's website, posters and various forms of advertising channels such as infopanel on MTR trains and newspaper advertisements will be used to help publicize the key public engagement activities.

## **Advice Sought**

18. Members are invited to note the study progress and to provide comments and suggestions on the proposed work plan for the Stage 2 Public Engagement.

**Planning Department**  
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