

**Harbour-front Enhancement Committee (HEC)**

**Harbourfront Signage Scheme and  
Logo Design Competition**

**PURPOSE**

This paper seeks Members' views on our preliminary proposal to launch a Harbourfront Signage Scheme cum Logo Design Competition. Members are also invited to suggest pilot areas for implementing the Scheme.

**BACKGROUND**

2. Currently, harbourfront parks or promenades generally lack directional signage and are often only accessible via long or unmarked routes, making them difficult to find and get to. Although about 1,100 signage posts have already been erected throughout the territory under the Visitor Signage Improvement Scheme (VSIS) launched by the Tourism Commission (TC), only a few of them are related to tourist attractions near to the harbourfront, such as the Avenue of Stars.

**THE PROPOSAL**

3. To improve accessibility of the harbourfront, it is proposed that a dedicated, consistent, easy to read harbourfront signage system be implemented. For strategic locations where new harbourfront signage is needed, we will erect harbourfront signage poles. For existing VSIS signs relating to harbourfront attractions, minor improvement works will be carried out, say by adding a specially designed harbourfront logo.

### ***Pilot Areas***

4. The boundary of Victoria Harbour straddles nine districts<sup>1</sup> in Hong Kong. As a quick win and new attempt, we propose to launch the Harbourfront Signage Scheme in four or five pilot areas, so that we can refine the Scheme in light of its effectiveness and feedback from the public / tourists. If the response is satisfactory, the Scheme can be extended to the rest of the harbour districts in due course.

5. Some proposed criteria for selecting the pilot areas are set out as follows:

- harbourfront that is popular and frequently visited by local residents and/or tourists;
- harbourfront with tourist attractions, open space or promenade that are well developed;
- harbourfront enhancement projects being planned/constructed and will be completed by 2011/2012.

A number of proposed pilot areas are suggested at Annex. Members are invited to comment and suggest the pilot areas.

### ***Design Competition***

6. Victoria Harbour is the most precious public asset and an icon of Hong Kong. To promote public engagement and the sense of “owning” the Harbour among Hong Kong citizens, a design competition on a unique, dedicated and consistent visual identity (in the form of a logo) for Victoria Harbour will be conducted. The logo would help create a branding effect for the Harbour and uphold the core values and Government’s commitment to protect, preserve and beautify the harbourfront. The logo can be used not only in the harbourfront signage scheme, but also in other forms of promotional tools such as posters, banners, souvenirs, etc.

7. An Organising Committee (OC) will be formed for the design competition. The OC will consider and approve the scope of the

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<sup>1</sup> The nine districts are Central & Western, Wan Chai, Eastern, Kwun Tong, Kowloon City, Sham Shui Po, Yau Tsim Mong, Kwai Tsing and Tsuen Wan.

competition, target participants, submission requirements, assessment criteria, panel of judges and adjudication process, etc. Our plan is to invite Members of HEC, Legislative Council, District Councils, Hong Kong Tourism Board and/or professional bodies to participate in the Organising Committee or the panel of judges. To encourage participation by the younger generation, the competition can be divided into “Open Competition” (for both local and overseas entries) and “Student Competition” entries.

8. There will also be a range of publicity activities including advertisements, opening ceremony, award presentation ceremony and possibly exhibition of award designs to enhance public awareness about the launching of this new logo and branding campaign for the Harbour. As a complementary effort, on completion of the signage works and design of the harbourfront logo, consideration can be given to producing a web-link and publishing guide maps on harbourfront parks and promenades.

## **NEXT STEPS**

9. The Harbour Unit of Development Bureau will spearhead the project, with the support from Civil Engineering and Development Department (CEDD) as the implementation agent. Subject to Members’ support for this project, CEDD will proceed to engage a consultant and/or PR contractor for organizing the competition, conducting site inspections for the identification of signage locations, and working out detailed implementation plans taking into account pedestrian and public transportation routes, the needs of the visitors and safety considerations, etc.

10. As a quick-win initiative, we would like to commence work as early as possible. Our plan is to engage a consultant by end-2009, launch the design competition in the first Quarter of 2010, and commence work in the fourth Quarter of 2010. We estimate that works can be completed by the end of 2011.

**Development Bureau  
Civil Engineering and Development Department  
June 2009**

Annex Possible Pilot Areas for Harbourfront Signage Scheme

### Possible Pilot Areas for Harbourfront Signage Scheme

	District	Existing Facilities or Planned Projects	Anticipated Year of Completion
(1)	Western District	• Waterfront park at Sheung Wan Gala Point	2009
		• Sun Yat Sen Memorial Park and Swimming Pool Complex	2011
(2)	Central	• Promenade fronting Piers 1 to 9	Existing
		• Promenade/open space in front of the Central Government Complex at Tamar	2011
(3)	Quarry Bay	• Hoi Yu Street temporary waterfront promenade	2011
		• Quarry Bay Park Phase I	Existing
(4)	Sai Wan Ho	• Lei King Wan Waterfront	Existing
		• Aldrich Bay Park	2011
(5)	Lei Yue Mun	Lei Yue Mun waterfront enhancement project	2012
(6)	Kwun Tong	Kwun Tong waterfront promenade (Phase I) at Kwun Tong Public Cargo Working Area	2009
(7)	Hung Hom	Hung Hom waterfront promenade	2010
(8)	Tsim Sha Tsui	Tsim Sha Tsui promenade, including Avenue of Stars	Existing
(9)	Tai Kok Tsui	Tai Kok Tsui waterfront promenade	2012