For information

Legislative Council
Development Panel

Tamar Development Project

PURPOSE

This paper reports on the latest development of the Tamar Development Project.

BACKGROUND

2. Against the recovery of Hong Kong's economy and improvement in the Government's financial position, the Government announced the relaunch of the Tamar development in October 2005. We subsequently held extensive discussions with the relevant Legislative Council (LegCo) Panel, Subcommittee and various deputations regarding the various aspects of the project. In June 2006, the Finance Committee approved the funding application for $ 5,168.9 million (money-of-the-day prices). The approved project scope covers the design and construction of a Central Government Complex (CGC), a LegCo Complex, an open space of not less than two hectares, two covered pedestrian footbridges and other ancillary facilities.

3. Formal tender for the design-and-build contract of the Tamar project was invited from the four prequalified tenderers[1] in September 2006. The tender period closed in mid-February 2007. In response to the keen public interest to participate more in the Tamar project, we organised a two-month public viewing exercise between March and May 2007 to give the public an opportunity to view and comment on the design and aesthetics aspects of the four tender designs. Conducting a public viewing exercise whilst tender assessment was underway was unprecedented for public works projects. An independent consultant (the Public Policy Research Institute of the Hong Kong Polytechnic University) was engaged to collate and analyse, in a fair and impartial manner, the public comments received during the exercise. The independent consultant submitted a report to the Special Selection Board[2] for the Tamar Development Project for its consideration in

---

[1] The four prequalified tenderers are – Gammon-Hip Hing Joint Venture; DHK-CRCC Tamar Joint Venture; Paul Y.- Shui On Joint Venture; and China State-Leighton-Yau Lee Joint Venture.

[2] The Special Selection Board for the Tamar Development Project is chaired by the Chief Secretary for Administration. Members are Mrs Rita Fan, Ms Miriam Lau, Professor David Lung, Mr Alan Lai and Mrs Rita Lau.

assessing the 'design and aesthetic' aspects of the tenders. A copy of the report is at ***Annex A***.

4. In July 2007, the Special Selection Board completed the marking of tenders in accordance with the assessment criteria specified in the tender document. Gammon-Hip Hing Joint Venture (G-HH JV)'s tender attained the highest overall score.

5. In accordance with the tender conditions, a non-binding Letter of Intent was issued to G-HH JV, so that it could proceed to obtain planning permission from the Town Planning Board (TPB) under the Town Planning Ordinance (Cap. 131). Planning permission was required as G-HH JV's tender design involved encroachment of buildings (part of the CGC and part of the LegCo Complex) upon the Open Space zone of the Tamar site. The TPB granted the necessary planning permission in October 2007.

LATEST DEVELOPMENT

6. Having considered all the relevant tender conditions, the Special Selection Board has made a final decision to award the contract to G-HH JV. A Letter of Acceptance was issued to G-HH JV on 9 January 2008. This Letter of Acceptance is legally binding and signifies the entry into a legal relationship of the Government with G-HH JV.

PROJECT DETAILS

Design objectives

7. G-HH JV's design centres around four concepts –

- "Door Always Open" to represent Hong Kong's image as a city always open and receptive to new ideas and representing diverse cultures;
- "Land Always Green" to represent the aspiration for injecting greenery into the urban Hong Kong;
- "Sky Will Be Blue" to represent the development's commitment to promoting a less polluted future; and
- "People Will Be Connected" to represent the enjoyment of

the public on the Tamar site and the surrounding waterfront through convenient pedestrian connections.

8. To realise these four concepts, G-HH JV's design has placed the two CGC blocks prominently to form an open gateway, as an "Open Door", with a green conduit, the "Green Carpet" underneath, connecting from Admiralty all the way to the deck over the proposed sunken P2 road, and extending into the future waterfront promenade. An overview of the development is at ***Annex B***.

9. To ensure the development will not adversely affect the air flow in the area, the design has taken on board the findings of the Air Ventilation Assessment in designing the forms and orientations of the buildings.

LegCo Complex

10. In G-HH JV's design, the LegCo Complex consists of a Low Block and a High Block. The Low Block is located at the eastern side of the Tamar site abutting Tim Mei Avenue. The High Block is behind the Low Block.

11. The Low Block embodies the LegCo Chamber and the Ante-Chamber. As stipulated in the tender document, the LegCo Chamber will be able to accommodate up to 120 Members. Conference rooms, press rooms and dining hall, etc. are also provided in the Low Block.

12. The High Block is primarily an office building housing the LegCo secretariat staff and the LegCo Members' offices. In accordance with the tender requirement, room has been made available to cater for future expansion as necessary.

13. Specific details of the two blocks are as follows –

LegCo Complex		**Low Block**	**High Block**
(a)	Building height	30.3 mPD	57.5 mPD
(b)	Number of storeys	4 + 1 storey of basement	10 + 1 storey of basement

The photomontage of the LegCo Complex is at ***Annex C***.

CGC

14. In G-HH JV's design, the CGC comprises a low-rise Low Block and a 27-storey Office Block. The Low Block is located at the western periphery of the Tamar site abutting Tim Wa Avenue. It will accommodate the Chief Executive's Office and the Executive Council Chamber and its Secretariat. The Office Block is located at the southern edge of the Tamar site abutting Harcourt Road, accommodating the offices of policy bureaux and other units that perform core policy-formulation functions.

15. Specific details of the two blocks are as follows –

	CGC	**Low Block**	**Office Block**
(a)	Building height	30.3 mPD	125.2 mPD
(b)	Number of storeys	4 + 1 storey of basement	27 + 2 storeys of basement

The photomontage of the CGC is at ***Annex D***. Separately, pedestrian/vehicular access routes of the LegCo Complex and CGC are at ***Annex E***.

Open Space

16. The open space proposed in G-HH JV's design is about 21,000 m^2 and is distinguished with a north-south layout. This north-south layout maximises accessibility of the public to the waterfront and helps create a vibrant harbour for public enjoyment. This green conduit ("the Green Carpet") also enhances visual permeability through the site and maintains good air ventilation in the area after the buildings are constructed.

17. To enhance the greenery of the open space and public enjoyment, various landscaping measures such as extensive lawn, tree plantations for shading and cooling effects, as well as water basins and curved pedestrian walkways will be included in the open space. Other features such as the Civic Piazza, Sculpture Court, Amphitheatre, LegCo Garden, Tamar Corner and Floating Platform will also provide venues for different types of activities for public enjoyment.

Green Features

18. The Tamar project is meant to be a green and sustainable project, a paragon of green government building which adopts various environmentally friendly measures and energy-efficient building services. For example, the design of the CGC Office Block as an "Open Door" with principal north-south orientation optimizes the harnessing of daylight and inter-block shading against sunlight for indoor spaces. The disposition of the buildings forms a major breezeway from the harbour to the inner city area. Energy and water saving devices like double-layer ventilated façade design, daylight sensor control, motion sensor control, service-on-demand escalator and water tap with infra-red sensor, etc will be installed. Green roofs and sky gardens will be provided on the buildings. The design has also included the use of photovoltaic (PV) panels for generating renewable energy with electricity grid connection to supplement electricity. Rainwater will be collected and directed to a holding tank for irrigation of some planting areas. Moreover, non-reflective, clear & tinted insulated glass unit with low emissivity coating and vertical planting will be adopted at the west façade of the buildings. In addition, the design has carefully assessed the lifecycles of building materials and systems and chosen appropriate materials and systems which are cost effective and can lower operating energy consumption, water consumption as well as maintenance and replacement costs, etc.

WAY FORWARD

19. The project will provide much-needed office space for the Government headquarters and LegCo as well as a landscaped amenity space for public enjoyment. A workforce of over 3 000 will be engaged at the peak of the project's construction period. With the issuance of Letter of Acceptance to G-HH JV, works will commence in February 2008. Target completion date is in 2011.

Chief Secretary for Administration's Office
Administration Wing
January 2008

Annex A

PUBLIC POLICY RESEARCH INSTITUTE
公共政策研究所

Independent Analysis and Reporting of the Public Viewing Exercise for the Tamar Development Project

Final Report

Public Policy Research Institute
The Hong Kong Polytechnic University

June 2007

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

Table of Contents

1. INTRODUCTION

In July 2006, the Hong Kong Special Administrative Region Government (the Government) commissioned the Public Policy Research Institute (PPRI) of The Hong Kong Polytechnic University (the University) to carry out a Consultancy on "Independent Analysis and Reporting of the Public Viewing Exercise for the Tamar Development Project". This Report presents the findings of this Public Viewing Exercise and includes: (1) a summary of the views expressed on the 14,091 Comment Cards and Written Submissions collected up to 27 May 2007, (2) a summary of the results of four Exit Polls conducted during the periods 1-8 April, 16-24 April, 1-9 May and 15-23 May 2007, and (3) a summary of the results of two Telephone Polls conducted during the periods 22 April to 1 May 2007 and 11 to 18 May 2007. With the consent of the four tenderers, views expressed at the Legislative Council Commission meeting held on 1 June 2007 are also included in the analysis.

1.1 BACKGROUND OF THE TAMAR DEVELOPMENT PROJECT

1.1.1 A Central Government Complex (CGC) and a Legislative Council (LegCo) Complex, together with at least two hectares of open space, are to be developed on the 4.2-hectare Tamar site in Central District, Hong Kong Island.

1.1.2 In April 2002, the Government announced a plan to develop Tamar as Hong Kong's prime civic core. The project obtained support from the LegCo Panel on Planning, Lands and Works and the Public Works Subcommittee in April and May 2003 respectively, but was shelved later that year in view of the impact of the SARS outbreak. With improvement in the economy and to public finances, the Government announced in October 2005 a re-launch of the Tamar Development Project.

1.1.3 The scope of the re-launched project covers the proposed CGC, LegCo Complex, open space and other ancillary facilities. In order to develop Tamar as Hong Kong's prime civic core, the design is required to project Hong Kong's position as a cosmopolitan city and Asia's world city. It should be responsive to the urban fabric of Central District as well as the natural context of the waterfront setting and the backdrop of Victoria Peak. The distinct identities of the CGC and LegCo Complex should be duly reflected, taking into account their respective constitutional roles. The project should also provide a long-term solution to the office-space shortage facing the Government Secretariat and LegCo. The project is envisaged to commence in 2007, for completion in 2010.

1.2 SELECTION PROCESS

A Special Selection Board, chaired by the Chief Secretary for Administration, Mr. Rafael Hui, will assess the tenders according to a number of criteria, including planning, sustainability, environmental, functional, technical, price, design and aesthetic aspects. Board Members include Mrs. Rita Fan, Ms. Miriam Lau, Professor David Lung, Mr. Alan Lai and Mrs Rita Lau.

1.3 THE PUBLIC VIEWING EXERCISE

1.3.1 In view of the uniqueness and significance of the Tamar project, the Government organised a Public Viewing Exercise during the tender evaluation stage to provide an opportunity for

the public to comment on the tender design proposals before final selection by the Special Selection Board. The Public Viewing Exercise is part of the tender exercise and the integrity and fairness of the tender process have to be safeguarded.

1.3.2 The Special Selection Board is the sole authority for assessing the tenders and deciding on the contract award. Public views were sought only on the design and aesthetic aspects of the tender design proposals.

1.3.3 The Public Viewing Exercise on the Tamar Development Project was launched in March 2007. The Government organised an exhibition (staged at two separate venues) on the four tenderers' design proposals for the Tamar Development Project. The first one was staged at a Hong Kong Island venue (Deck Level, High Block, Queensway Government Offices) from 28 March to 24 April 2007. The second one was staged at a Kowloon venue (Thematic Exhibition Gallery, Hong Kong Heritage Discovery Centre, Kowloon Park) from 28 April to 27 May 2007.

1.3.4 Comment Cards were distributed at the exhibition venues for visitors to complete and deposit into collection boxes before leaving. Alternatively, Comment Cards could be submitted online (via computers at the exhibition venues or via the internet), or by fax or post. Information on the four design proposals was also available on the Government Website, where members of the public could complete Comment Cards online after viewing. The public could also send in Written Submissions to the Government, where they would be processed by designated Government staff and delivered to PPRI for analysis.

1.4 OBJECTIVES OF THE CONSULTANCY

1.4.1 This Consultancy aims to analyse public opinion regarding the Tamar Development Project collected during the Public Viewing Exercise period (28 March to 27 May 2007) and to provide independent analyses and technical advice to the Government regarding such public opinion.

1.4.2 The Consultancy can be divided into two major parts: (see Figure 1)

Part 1: Quantitative Analysis of the views received during the Public Viewing Exercise period on the four Tamar Development Project design proposals; and

Part 2: Qualitative Analysis of the views received during the Public Viewing Exercise period on the four Tamar Development Project design proposals.

1.4.3 Under Part 1, The Consultancy Team analysed the views received from:

(a) responses to the close-ended questions in the Comment Cards; and
(b) responses to four Exit Polls and two Telephone Polls.

1.4.4 Under Part 2, The Consultancy Team assessed the views received from:

(a) responses to the open-ended questions on the Comment Cards; and
(b) other Written Submissions received by the Government.

1.5 THE CONSULTANCY TEAM

1.5.1 In July 2006, the Government invited proposals for consultancy services to conduct an independent analysis and reporting of the Public Viewing Exercise for the Tamar Development Project.

1.5.2 Following established tendering and selection procedures, the PPRI was appointed by the Government. The Consultancy Team was led by Professor Lee Ngok, Coordinator of PPRI, and Professor Peter Yuen, Professor of the Department of Management & Marketing. Other members included Professor Edwin Chan, Dr. Hanqin Qiu Zhang, Dr. Yuen Kwok Keung, Mr. Derek Gould, Mr. Steven Li, Ms. Joan Li, Ms. Edith Choy and Ms. Jessie Huang. (For the composition and organization structure of the PPRI consultancy team, see Appendix 1).

1.6 MODUS OPERANDI

1.6.1 The PPRI operates with total academic independence. On completing the Consultancy, the PPRI submitted its report directly to the Government.

1.6.2 All members of the PPRI declared that they had no conflict of interest in undertaking this Consultancy service. The analyses, findings, and interpretation of the findings contained in this Report are the views of the PPRI, and are not necessarily those of the University or the Government.

1.7 SCOPE OF SERVICES

Under this Consultancy, the PPRI was required to conduct an analysis of public views contained on Comment Cards collected during the Public Viewing Exercise, and all Written Submissions, letters, faxes and emails sent to the Government during the Public Viewing Exercise period as well as views expressed at the Legislative Council Commission meeting held on 1 June 2007.

1.8 SCHEMATIC REPRESENTATION OF THE CONSULTANCY

Figure 1 shows schematically the components and process of the Consultancy.

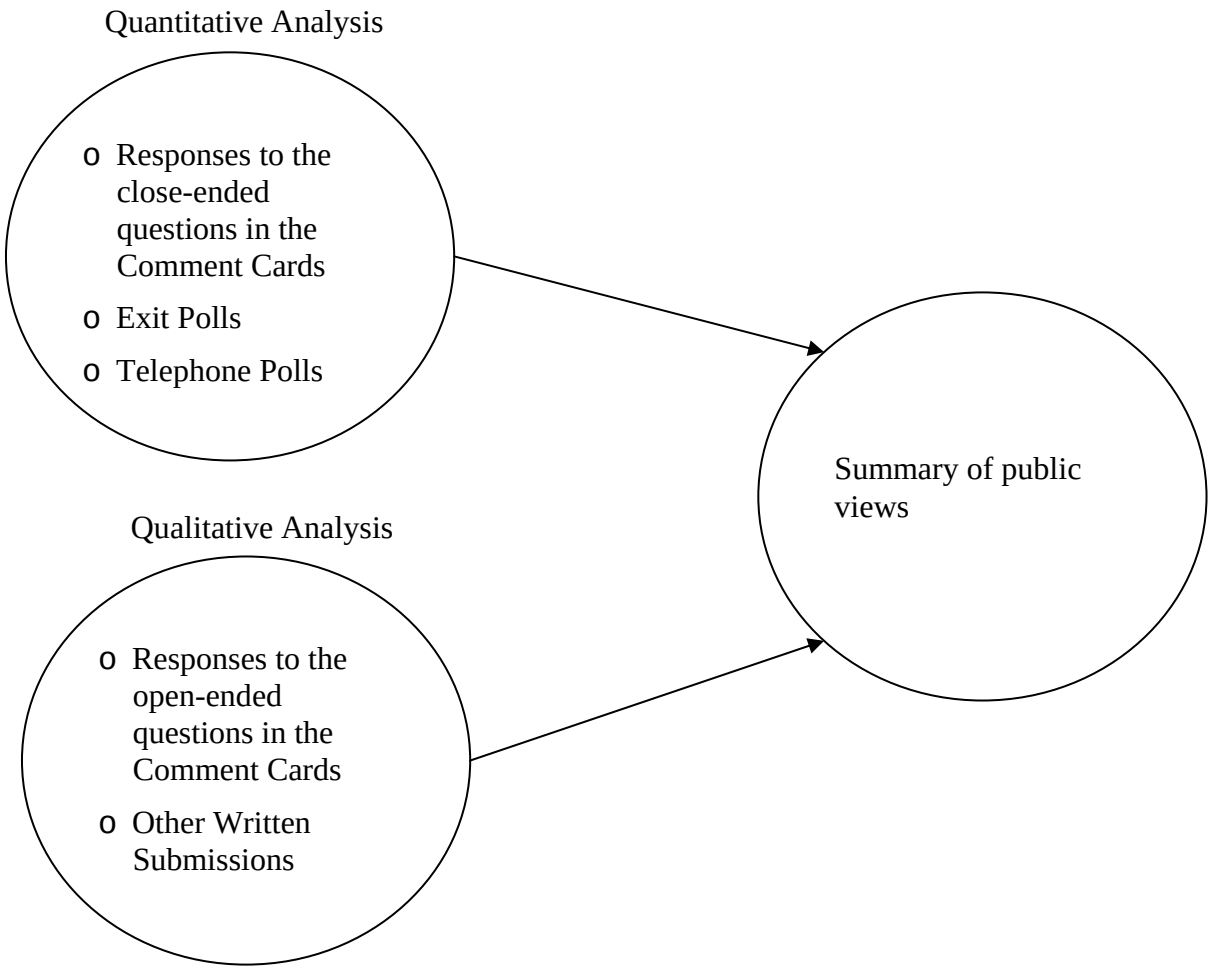


Figure 1: Schematic Representation of the Consultancy

2. QUANTITATIVE DATA ANALYSIS

This Chapter presents the methodology and results of three data collection exercises:

(a) responses to the close-ended questions in the Comment Cards;
(b) four Exit Polls; and
(c) two Telephone Polls.

2.1 COMMENT CARDS

The Government organised an exhibition (staged at two separate venues) on the four tenderers' design proposals for the Tamar Development Project. The first one was staged at a Hong Kong Island venue (Deck Level, High Block, Queensway Government Offices) from 28 March to 24 April 2007. The second one was staged at a Kowloon venue (Thematic Exhibition Gallery, Hong Kong Heritage Discovery Centre, Kowloon Park) from 28 April to 27 May 2007.

Comment Cards were distributed at these exhibition venues for visitors to complete and deposit into collection boxes before leaving. Alternatively, Comment Cards could be submitted online (via computers at the exhibition venues or via the internet), or by fax or post. Information on the four design proposals was also available on the Government's website, where members of the public could complete Comment Cards online after viewing.

The Comment Card contains seven close-ended questions inviting the public to grade the various aspects of the designs. There are two open-ended questions where the public can express their opinions on each individual design or give other opinions. A blank Comment Card is shown in Appendix 6.

Comment Cards from collection boxes at the exhibition venues, via the internet, by fax, and post were all counted, dated, and numbered by designated Government staff before delivery to PPRI.

2.1.1 Comment Cards Received

Comment Cards were collected during the Public Viewing Exercise period (28 March to 27 May 2007). A total of 14,055 valid Comment Cards was received by 27 May 2007 which was the end date of the Public Viewing Exercise period. Of these:

- 10,939 were from the exhibition venues,
- 3,011 were electronic versions via the internet,
- 89 were by fax, and
- 16 were by mail.

A total of 31,472 persons went to the Exhibitions. On average, 35% of the visitors filled out a Comment Card at the venue. There were 72,962 visits to the Government's Tamar Development Project webpage.

A weekly breakdown of Comment Cards received is shown below.

Date	Received at the venue	Received via internet	Received by fax	Received by mail	Total
1st week (28/03 – 03/04)	2,287	1,029	1	3	3,320
2nd week (04/04 – 10/04)	1,597	620	0	1	2,218
3rd week (11/04 – 17/04)	1,175	371	0	1	1,547
4th week (18/04 – 24/04)	1,127	314	0	0	1,441
5th week (25/04 – 01/05)	1,257	223	0	2	1,482
6th week (02/05 – 08/05)	1,041	112	1	1	1,155
7th week (09/05 – 15/05)	967	121	0	2	1,090
8th week (16/05 – 22/05)	577	120	0	4	701
9th week (23/05 – 27/05)	911	101	87	2	1,101
Total (28/03 – 27/05)	10,939	3,011	89	16	14,055

Each Comment Card included a section requesting the respondent to supply some demographic information. Around 90% of the respondents filled out this section wholly or in part.

2.1.2 Invalidated Comment Cards

Another 74,094 Comment Cards received via the internet were deemed invalid by the Consultancy Team and were excluded from the analysis. The following paragraphs describe the chain of events and the criteria associated with the invalidation process.

The Consultancy Team was alerted to a sudden and dramatic upsurge in the number of Comment Cards received through the internet in early May. It was discovered that a total of 72,893 returns (five of which from this same IP address are deemed valid because they do not satisfy the criteria for invalidating Comment Cards) was sent in from one IP address. These responses are all similar in favouring the design of one tenderer and the IP address in question was found to be allocated to one of the tenderers' joint venture associate companies. In response, the Government issued an advisory letter to all four tenderers reminding them of the strict provisions laid down in the tender document governing their activities during the tender period. Another letter was sent to the tenderer concerned to demand an explanation.

The tenderer concerned subsequently replied categorically confirming that the returns were sent without any authorisation from the joint venture company or its associate company and that it had not taken any action to prejudice or influence the public viewing exercise. It also stated that it had no wish to rely upon these Comment Cards in support of its tender. A report was made on the case to the Hong Kong Police Force, which immediately started an investigation.

Based on the criteria described below, the above-mentioned 72,888 Comment Cards (together with another 1,206 Comment Cards) have been invalidated and excluded from the analysis. A batch of Comment Cards is deemed invalid if they satisfied any four of the following five conditions:

1. IP Address: the batch bears the same IP address;
2. Date and Time: the batch is sent within one hour of each other on the same day;
3. Profile Data: the profile data are either identical or almost identical
4. Response to Close-ended Questions: the responses to the close-ended questions are identical or 90% similar; and
5. Response to Open-ended Questions: the responses to the open-ended questions are either identical or repeated in a fixed pattern.

A single Comment Card is also deemed invalid if the responses to the open-ended questions contained material of a commercial, promotional or obscene nature.

2.1.3 Methodology (Close-ended Questions)

Data collected from the close-ended questions on the Comment Cards were coded by a team of staff. The coded versions were then audited by a different team.

Summary statistics for the answers for each question for all respondents were computed and presented in tabular and graphic forms.

A summary is presented below. The full results and a demographic profile of the respondents from each data set are presented in Appendix 2.

2.1.4 Results

Mean scores for each design for each question

4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory

(a) Visual attractiveness

	Design A	**Design B**	**Design C**	**Design D**
Mean score[1]	2.96	2.07	2.31	3.10
Number of responses	12,798	12,265	12,268	13,062

(b) Symbol of Hong Kong as Asia's world city

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.85	2.01	2.34	3.13
Number of responses	12,555	12,086	12,111	12,932

(c) Image befitting the CGC and the LegCo Complex

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.87	2.21	2.33	2.94
Number of responses	12,483	12,001	12,052	12,810

(d) Impact on cityscape and waterfront environment

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.9313	2.40	2.38	2.9328
Number of responses	12,323	11,867	11,853	12,646

(e) Green features and environmental friendliness

	Design A	**Design B**	**Design C**	**Design D**
Mean score	3.02	2.67	2.58	2.81
Number of responses	12,302	11,913	11,855	12,558

[1] The score for each design given by respondents ranges from 4 to 1 (i.e. 4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory). The mean score for each design is computed by multiplying the score for each design by the number of respondents who give that score and divided by the total number of respondents.

(f) Public open space

	Design A	Design B	Design C	Design D
Mean score	3.00	2.62	2.53	2.98
Number of responses	12,258	11,870	11,799	12,593

(g) Connectivity of the Tamar site and surrounding areas

	Design A	Design B	Design C	Design D
Mean score	2.90	2.51	2.52	2.91
Number of responses	12,182	11,769	11,753	12,525

2.1.5 Summary of Results

The results from the Comment Cards indicate that:

- Design D ranks first on five themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, impact on cityscape and waterfront environment, and connectivity of the Tamar site and surrounding areas), and ranks second on two themes (green features and environmental friendliness, and public open space);
- Design A ranks first on two themes (green features and environmental friendliness, and public open space), and ranks second on the other five themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, impact on cityscape and waterfront environment, and connectivity of the Tamar site and surrounding areas);
- Design C ranks third on four themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, and connectivity of the Tamar site and surrounding areas); and ranks fourth on three themes (impact on cityscape and waterfront environment, green features and environmental friendliness, and public open space); and
- Design B ranks third on three themes (impact on cityscape and waterfront environment, green features and environmental friendliness, and public open space), and ranks fourth on four themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and Legislative Council Complex, and connectivity of the Tamar site and surrounding areas).

The overall rank order of the designs from all valid Comment Cards is: D, A, C, B, assuming equal weighting of the seven themes.

2.2 EXIT POLLS

2.2.1 Methodology

The Consultancy Team conducted face-to-face interviews with randomly-selected visitors at the exhibition venues. These Exit Polls are intended to verify the results obtained from the submitted Comment Cards, given that the method for collecting Comment Cards is vulnerable to manipulation.

Systematic Random Sampling was employed to select visitors leaving the venues after they had finished viewing the exhibitions.

Since it was considered excessive to ask Exit Poll respondents all seven of the questions on the Comment Card, the Consultancy Team constructed a short version of the questionnaire containing what it considered were the three key Comment Card questions (visual attractiveness, image befitting the CGC and LegCo Complex, and impact on cityscape and waterfront environment). The questionnaire was finalized before any Comment Card results were analysed.

Four Exit Polls were conducted during 1-8 April, 16-24 April, 1-9 May, and 15-23 May. A pilot poll was conducted on 31 March. The dates of the polls were not made public in advance. The interviewees were selected on a randomised basis according to a pre-determined rule. During the first poll, 1,255 visitors were successfully interviewed with a response rate of 57.9%. The second poll successfully interviewed 1,171 visitors, with a response rate of 86.6%. The third poll successfully interviewed 1,889 visitors, with a response rate of 68.5%. The fourth poll successfully interviewed 997 visitors, with a response rate of 67%.

The full results and a profile of the respondents are shown in Appendix 3.

2.2.2 Results

Mean score for each question

4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory

Visual attractiveness

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.85	2.15	2.35	3.00
Number of responses	5,284	5,264	5,264	5,281

Image befitting the CGC and the LegCo Complex

	Design A	Design B	Design C	Design D
Mean score	2.73	2.18	2.28	2.79
Number of responses	5,160	5,141	5,149	5,166

Impact on cityscape and waterfront environment

	Design A	Design B	Design C	Design D
Mean score	2.84	2.40	2.36	2.87
Number of responses	5,216	5,192	5,189	5,216

2.2.3 Summary of Results

The results of the Exit Polls indicate:

- Design D ranks first on three themes (visual attractiveness, image befitting the CGC and Legislative Council Complex, and impact on cityscape and waterfront environment).
- Design A ranks second on three themes (visual attractiveness, image befitting the CGC and Legislative Council Complex, and impact on cityscape and waterfront environment);
- Design C ranks third on two themes (visual attractiveness, and image befitting the CGC and Legislative Council Complex); and ranks fourth on one theme (impact on cityscape and waterfront environment); and
- Design B ranks third on one theme (impact on cityscape and waterfront environment) and ranks fourth on two themes (visual attractiveness, and image befitting the CGC and Legislative Council Complex).

The overall rank order of the designs from the four Exit Polls is: D, A, C, B, assuming equal weighting of the three themes.

2.3 TELEPHONE POLLS

An important component of this Consultancy is to collect views from Hong Kong residents on the Tamar Development Project through Telephone Polls.

The first Telephone Poll was conducted during the period 22 April - 1 May. The second Telephone Poll was conducted during the period 11-18 May. This section summarises the aggregated results of the close-ended questions from the two Telephone Polls. The results of each poll are shown in Appendix 4.

2.3.1 The objectives of the Telephone Polls are:

- To assess public awareness of the Tamar Development Project;
- To triangulate the results of the Comment Cards and Exit Polls; and

- To assess public opinion on important issues relating to the Tamar Development Project identified in the Qualitative Data but not covered in the Comment Cards.

Based on the above-mentioned objectives, the Questionnaire for the first and second Telephone Polls was developed by PPRI Consultants in consultation with the Government. A sample of the Questionnaire is shown in Appendix 8.

2.3.2 Sampling Methods, Sample and Response Rate

The survey covered Hong Kong land-based households having a residential telephone line. Random sampling of telephone numbers from the latest Residential Telephone Directory (English Version) published by PCCW was employed for sample selection.

Telephone interviewers dialed the numbers assigned automatically by the telephone interviewing computer program (WinCATI for Windows). At least six attempts were made for every selected number. A standardized protocol was applied to verify that the dialed telephone number was associated with a household, and that there was at least one household resident who was eligible for the survey, one member (aged 18 or over) sampled by the Kish grid method within each selected household was interviewed.

1,512 persons were interviewed successfully in the First Poll with a co-operation rate of 68.7%. 1,542 persons were interviewed successfully in the Second Poll with a co-operation rate of 76.4%. The margin of error was +/- 2.52% at 95% confidence level.

Details of the successful and unsuccessful interviews are shown below:

Category	**Frequency**	
	1st phone poll	**2nd phone poll**
Respondent cooperates （I）	1,512	1,542
Mid-way termination （P）	40	48
Refusal （R）	650	428
Non-Target (No eligible respondent or not sure with/without respondent age 18 or above)（NE）	788	917
Not available right now/appointment is made for interview on another date （NC）	1,005	1,129
Other non-interviewed telephone lines (including strange tone/no tone/ password required/non-residential line/fax/incorrect telephone number/no answer) （NI）	4,154	4,521
Total telephone number dialled	8,149	8,585

Applying Groves(1989)[2]'s Contact Rate and Co-operation Rate, the results are as follows:

	1st phone poll	**2nd phone poll**
Contact Rate	86.3%	85.3%
Co-operation Rate	68.7%	76.4%

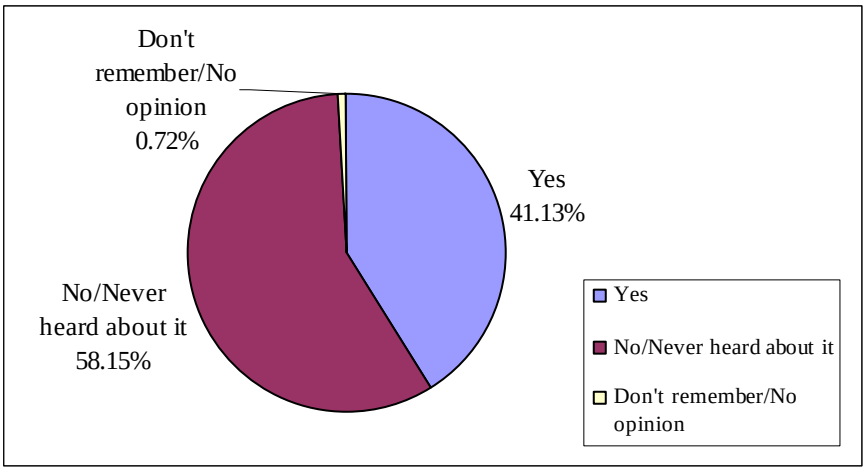
2.3.3 Results

The aggregated results of the two Telephone Polls are presented below. The results of each individual poll are shown in Appendix 4.

Knowledge about the "Design Proposals for the Tamar Development Project"

[v4] Do you know that the Government is holding a public exhibition of "Design Proposals for the Tamar Development Project"?

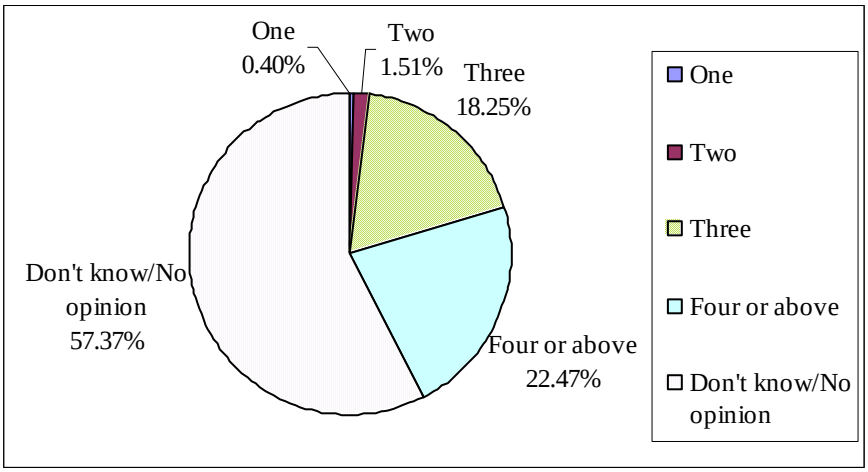
	Frequency	Percentage
Yes	1256	41.13
No/Never heard about it	1776	58.15
Don't remember/No opinion	22	0.72
Total	3054	100.00



[2] Groves, R. (1989). ***Survey Errors and Survey Costs***. John Wiley & Sons, pp.144-145.
Contact Rate = (I+P+R+NI)/(I+P+R+NI+NC),
Cooperation rate = I/(I+P+R).

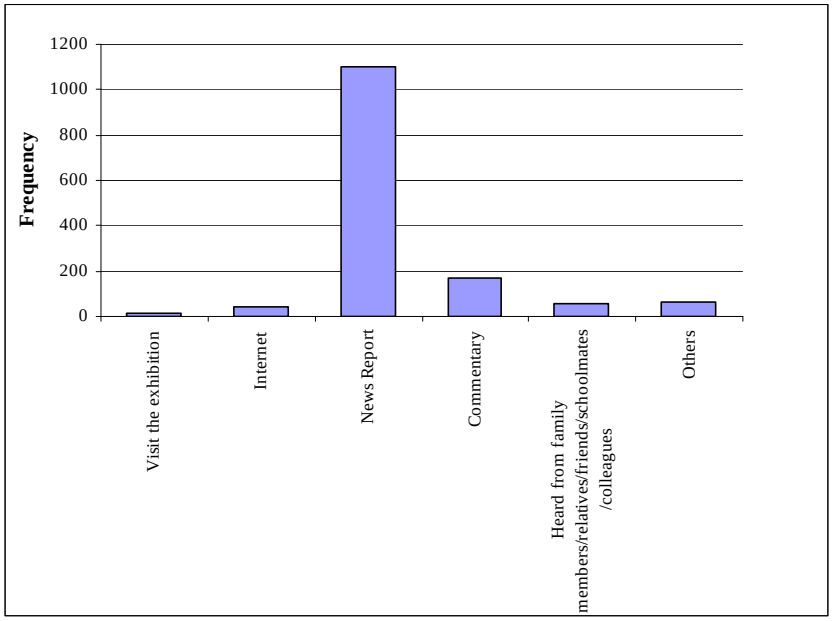
[v5] (If answered “yes” in v4) Do you know how many design proposals in total?

	Frequency	Percentage
One	5	0.40
Two	19	1.51
Three	229	18.25
Four or above	282	22.47
Don't know/No opinion	720	57.37
Total	1255	100.00
		99.92
Refuse to answer	1	0.08
Grand Total	1256	100.00



[v6] (If answered "yes" in v4) How do you know about the exhibition of "Design Proposals for the Tamar Development Project"? (Interviewers: Please do not read out the answers, respondent can choose more than one answer; please prompt: any other channel?)

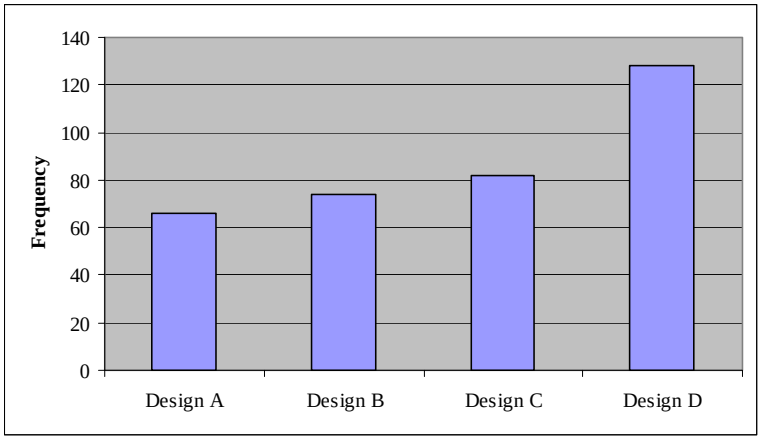
	Frequency	Percentage
Visit the exhibition	13	0.90
Internet	41	2.84
News Report	1100	76.18
Commentary	169	11.70
Heard from family members/relatives/friends/schoolmates/colleagues	59	4.09
Others	62	4.29
Total	1444	100.00
No. of Respondents	1233	98.17
Not sure/Don't remember	21	1.67
Refuse to answer	2	0.16
Grand Total	1256	100.00



Preferred Design

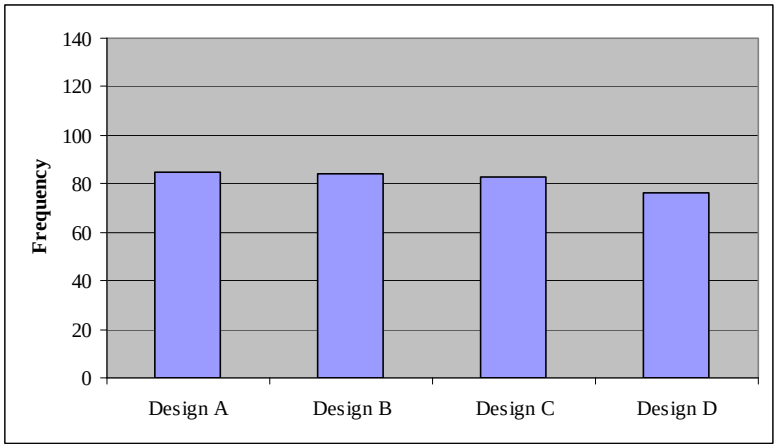
[v7] In terms of "visual attractiveness", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	66	18.86
Design B	74	21.14
Design C	82	23.43
Design D	128	36.57
Total	350	100.00
No. of respondents	316	25.16
Not sure/Don't remember	933	74.28
Refuse to answer	7	0.56
Grand Total	1256	100.00



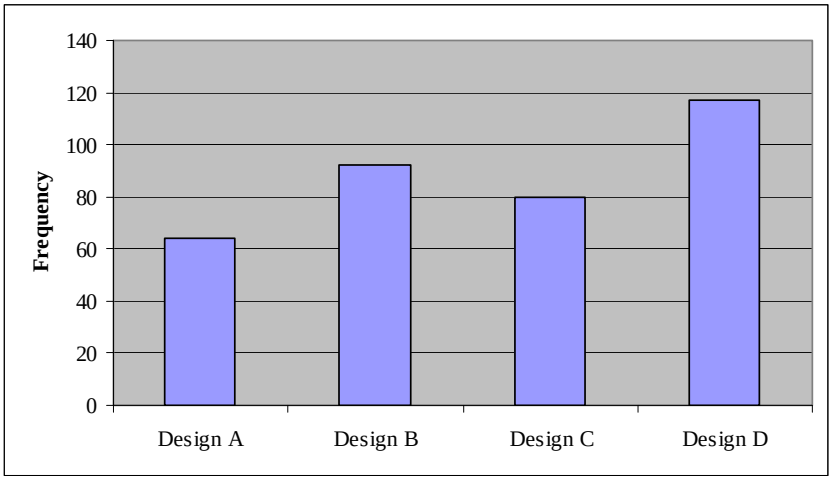
[v8] In terms of "image befitting the CGC and the Legislative Council Complex", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	85	25.91
Design B	84	25.61
Design C	83	25.30
Design D	76	23.17
Total	328	100.00
No. of respondents	304	24.20
Not sure/Don't remember	946	75.32
Refuse to answer	6	0.48
Grand Total	1256	100.00



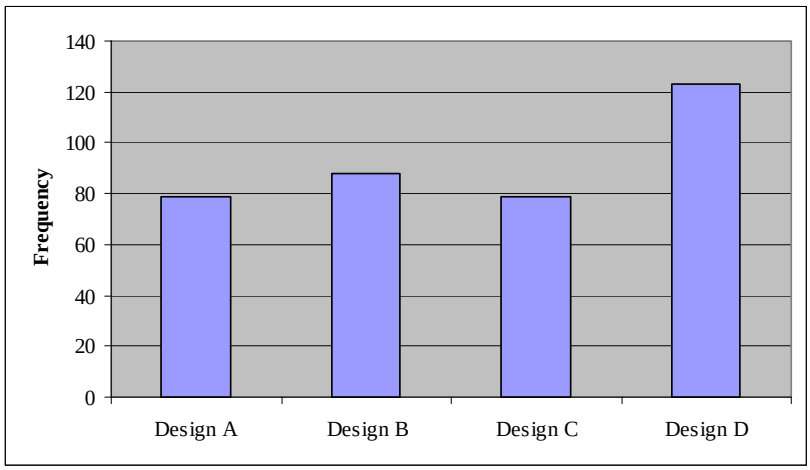
[v9] In terms of "impact on cityscape and waterfront environment", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	64	18.13
Design B	92	26.06
Design C	80	22.66
Design D	117	33.14
Total	353	100.00
No. of respondents	322	25.64
Not sure/Don't remember	926	73.73
Refuse to answer	8	0.64
Grand Total	1256	100.00



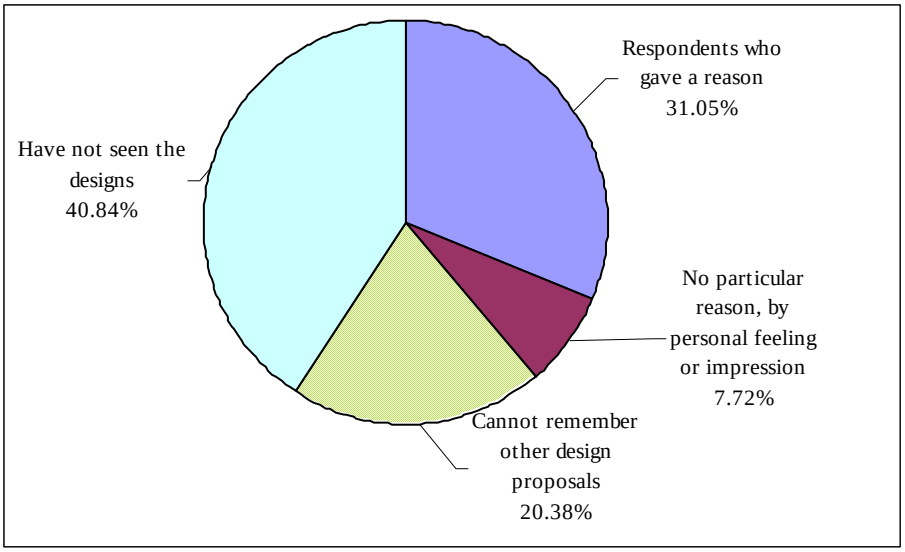
[v10] Overall speaking, which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	79	21.41
Design B	88	23.85
Design C	79	21.41
Design D	123	33.33
Total	369	100.00
No. of respondents	336	26.75
Not sure/Don't remember	915	72.85
Refuse to answer	5	0.40
Grand Total	1256	100.00



[v11] Would you please tell me the reason(s) why you select this/these design proposal(s)?

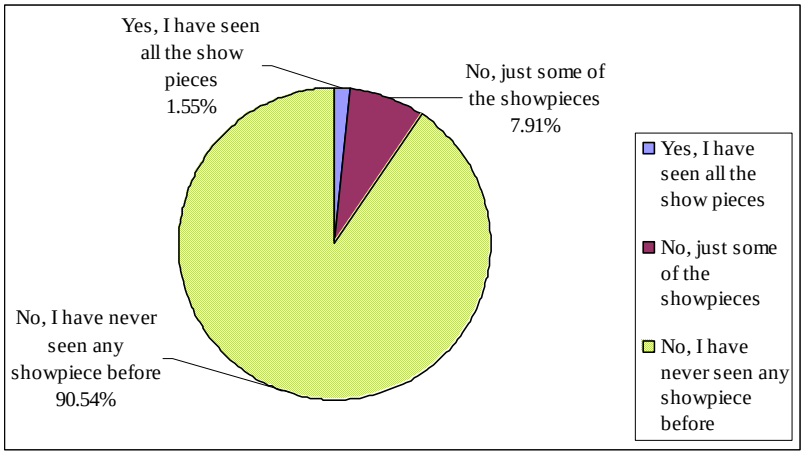
	Frequency	Percentage
Respondents who gave a reason	390	31.05
No particular reason, by personal feeling or impression	97	7.72
Cannot remember other design proposals	256	20.38
Have not seen the designs	513	40.84
Total	1256	100.00



Public Exhibition

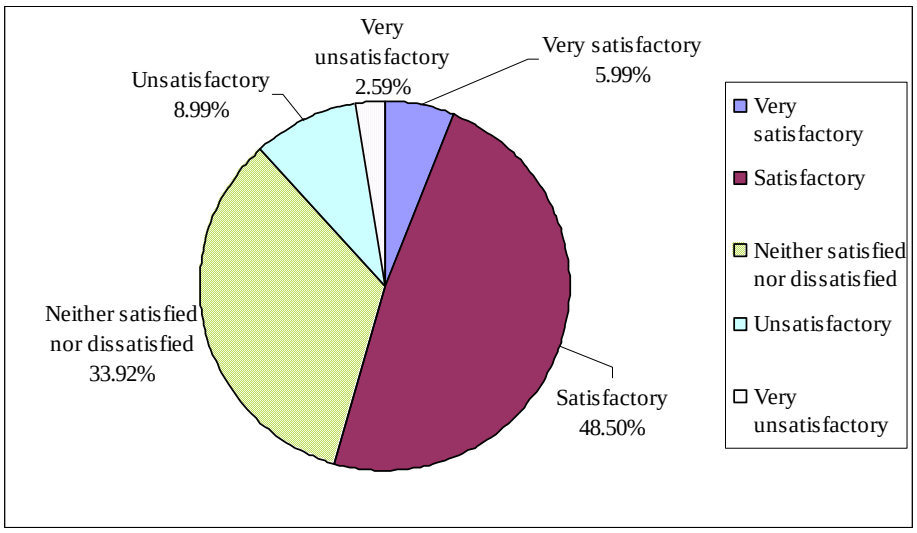
[v12] Have you seen all the showpieces in the public exhibition, including 18 exhibition boards, introductory videos, and design models?

	Frequency	Percentage
Yes, I have seen all the show pieces	19	1.55
No, just some of the showpieces	97	7.91
No, I have never seen any showpiece before	1110	90.54
Total	1226	100.00
		97.61
Not sure/Don't remember	28	2.23
Refuse to answer	2	0.16
Grand Total	1256	100.00



[v13] Are you satisfied or dissatisfied with the public exhibition of "Design Proposals for the Tamar Development Project"?

	Frequency	Percentage
Very satisfactory	44	5.99
Satisfactory	356	48.50
Neither satisfied nor dissatisfied	249	33.92
Unsatisfactory	66	8.99
Very unsatisfactory	19	2.59
Total	734	100.00
		58.44
Not sure/Don't remember	514	40.92
Refuse to answer	8	0.64
Grand Total	1256	100.00



The profile of the respondents is shown in Appendix 4.

2.3.4 Summary of Results from Telephone Polls

The result of the two Telephone Polls show:

- While about 40% of the respondents are aware of the Tamar Development Project, more than three quarters of them do not know the exact number of design proposals.

- The majority of those who know about the Project obtained their information from news reports (76%). Less than 2% have read all of the exhibition materials, and only around 8% have read part of them.

- Regarding "visual attractiveness" of the four designs, the ranking is: D, C, B, A

  Regarding "image befitting CGC and LegCo Complex", the ranking is: A, B, C, D

  Regarding "the impact on cityscape", the ranking is: D, B, C, A

  Regarding "the overall design", the ranking is: D, B, A / C[#]

- The majority are satisfied with the exhibition.

2.4 QUANTITATIVE DATA ANALYSIS SUMMARY

The overall ranking of the Proposals from the various data sets is shown in the following Table:

Comment Cards (responses to close-ended questions)	Exit Polls	Phone Polls
D, A, C, B	D, A, C, B	D, B, A / C[#]

The overall result of the Exit Polls corroborates those of the Comment Cards. When the results of the selected individual themes are examined, the results of the Exit Polls also corroborate all the three selected themes – visual attractiveness and image befitting the CGC and LegCo Complex and the impact on cityscape and waterfront environment theme.

The results from the Phone Polls do not exactly corroborate the overall ranking of the Design Proposals from the collected Comment Cards and Exit Polls. They do not corroborate the ranking of the designs on the selected themes either.

However, all three data collection exercises show that Design D leads in the three data sets (responses to the close-ended questions of the Comment Cards, Exit Polls and Phone Polls).

[#] Design A and Design C are tied in rank order.

3. QUALITATIVE DATA ANALYSIS

3.1 SOURCES OF QUALITATIVE DATA

The data came from the following sources:

- Open-ended questions on the Comment Cards (received at the exhibition venues, via internet, fax and by post); and
- Written Submissions (received via fax, email and by post).

A total of 14,055 Comment Cards (of which 6,084 contain written comments and 7,971 are without comments) was received as at 27 May 2007. These Comment Cards were collected from a number of sources: collection boxes at exhibition venues; electronic versions submitted via computers at the exhibition venues or via internet; and by fax and by mail. A total of 37 Written Submissions was also received. Five organizations (Central & Western District Board, Rehabilitation Alliance Hong Kong, Hong Kong Federation of Women, the Hong Kong Institute of Planners and the Legislative Council Commission) sent in Written Submissions.

The Legislative Council Commission held a meeting on 1 June 2007. The Government informed the four tenderers, and with their consent, views expressed at this meeting (1 June 2007) are also considered as a Written Submission.

3.2 ANALYTICAL FRAMEWORK FOR OPEN-ENDED QUESTIONS AND WRITTEN SUBMISSIONS

3.2.1 Development of the Analytical Framework

A Grounded Theory approach[3] is adopted for the analysis of Qualitative Data.

All Comment Cards and Written Submissions were screened by data entry staff. Written Submissions and Comment Cards with written comments were included for qualitative analysis, with comments being transcribed and coded into "text units" – a sentence or a group of sentences expressing a particular view. The transcripts were content analysed by two research staff separately in a double-blind manner. Based on the comments received, an analytical framework consisting of themes, categories, and sub-categories was developed (see Figure 3.1 and Figure 3.2). The framework was revised several times in order to reflect a comprehensive coverage of all the views expressed. A computer software, NUDIST (Non-numerical Unstructured Data Indexing Searching and Theorizing) was applied to organise and analyse data.

[3] A method of inquiry in which the observed data are allowed to influence the structure and process of the study.

Figure 3.1 :Analytical Framework

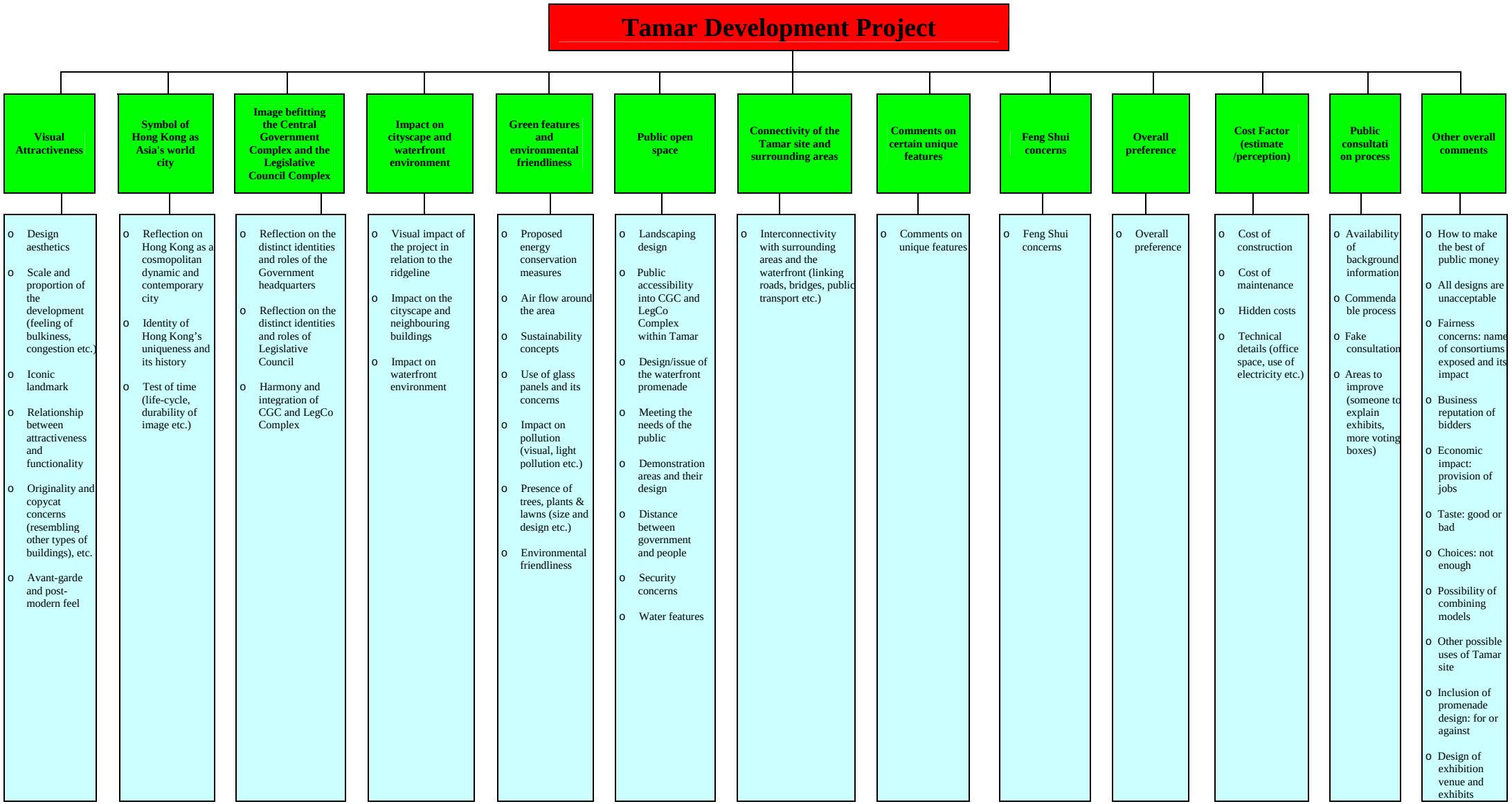


Figure 3.2: Analytical Framework on the Tamar Development Project

Themes, Categories, Sub-categories

1. Visual attractiveness

- 1.1 design aesthetics
- 1.2 scale and proportion of the development (feeling of bulkiness, congestion etc.)
- 1.3 iconic landmark
- 1.4 relationship between attractiveness and functionality
- 1.5 originality and copycat concerns (resembling other types of building)
- 1.6 avant-garde and post-modern feel
- 1.7 others

2. Symbol of Hong Kong as Asia's world city

- 2.1 reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city
- 2.2 identity of Hong Kong's uniqueness and its history
- 2.3 test of time (life-cycle, durability of image etc.)
- 2.4 others

3. Image befitting the Central Government Complex and the Legislative Council Complex

- 3.1 reflection on the distinct identities and roles of the Government headquarter
- 3.2 reflection on the distinct identities and roles of LegCo
- 3.3 harmony and integration of CGC and LegCo buildings
- 3.4 others

4. Impact on cityscape and waterfront environment

- 4.1 visual impact of the project in relation to the ridgeline
- 4.2 impact on the cityscape and neighbouring buildings
- 4.3 impact on waterfront environment
- 4.4 others

5. Green features and environmental friendliness

- 5.1 proposed energy conservation measures
- 5.2 air flow around the area
- 5.3 sustainability concepts
- 5.4 use of glass panels and its concerns
- 5.5 impact on pollution (visual, light pollution etc.)
- 5.6 presence of trees, plants, lawns: size and design
- 5.7 environmental friendliness
- 5.8 others

6. Public open space

- 6.1 landscaping design
- 6.2 public accessibility to CGC and LegCo buildings within Tamar
- 6.3 design/issue of the waterfront promenade
- 6.4 meeting the needs of the public
- 6.5 demonstration areas and their design
- 6.6 distance between Government and people
- 6.7 security concerns
- 6.8 water features
- 6.9 others

7. Connectivity of the Tamar site and surrounding areas

- 7.1 interconnectivity with surrounding areas and the waterfront (linking roads, bridges, public transport etc.)
- 7.2 others

8. Comments on certain unique features

- 8.1 comments on unique features
- 8.2 others

9. Feng Shui concerns

- 9.1 Feng Shui concerns
- 9.2 others

10. Overall preference

- 10.1 overall preference
- 10.2 others

11. Cost Factor (estimate/perception)

- 11.1 cost of construction
- 11.2 cost of maintenance
- 11.3 other hidden costs
- 11.4 other technical details (office space, use of electricity etc.)
- 11.5 others

12. Public consultation process

- 12.1 availability of background information
- 12.2 commendable process
- 12.3 fake consultation
- 12.4 areas to improve (someone to explain exhibits, more voting boxes, exhibition models not to scale etc.)
- 12.5 others

13. Other overall comments

- 13.1 how to make the best of public money
- 13.2 all designs are unacceptable
- 13.3 fairness concerns: name of consortiums exposed and its impact
- 13.4 business reputation of bidders
- 13.5 economic impact: provision of jobs
- 13.6 taste
  - 13.6.1 good
  - 13.6.2 bad
- 13.7 choices: not enough
- 13.8 possibility of combining models
- 13.9 other possible uses of Tamar site
- 13.10 inclusion of promenade design
  - 13.10.1 for
  - 13.10.2 against
- 13.11 design of exhibition venue and exhibits
- 13.12 others

3.2.2 Data Processing: Themes, Categories and Subcategories

All comments were initially categorized under the seven broad themes as described in the Comment Card: visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and the LegCo Complex, impact on cityscape and waterfront environment, green features and environmental friendliness, public open space, and connectivity of the Tamar site and surrounding areas. Three other themes were added to the Analytical Framework in light of the public responses to the four individual designs. These three themes are: comments on certain unique features, Feng Shui concerns, and overall preference. Categories and sub-categories under each of the themes were created based on the comments expressed by the respondents.

There are also three themes which are not relevant to the ten themes above: cost factor, public consultation process, and other overall comments. Altogether there are 13 themes in the present Analytical Framework. A brief version of the Analytical Framework is illustrated in Figure 3.1 above, with all themes, categories and sub-categories shown in Figure 3.2.

Under the first 11 themes (i.e. visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and the LegCo Complex, impact on cityscape and waterfront environment, green features and environmental friendliness, public open space and connectivity of the Tamar site and surrounding areas, comments on certain unique features, Feng Shui concerns, overall preference, and estimate/perception of cost factor), categories were set up on the basis of whether the comments were "positive", "negative" or "others" relating to that category. "General" comments were often suggestions for improvement or some miscellaneous items. Figure 3.3 illustrates the data processing steps.

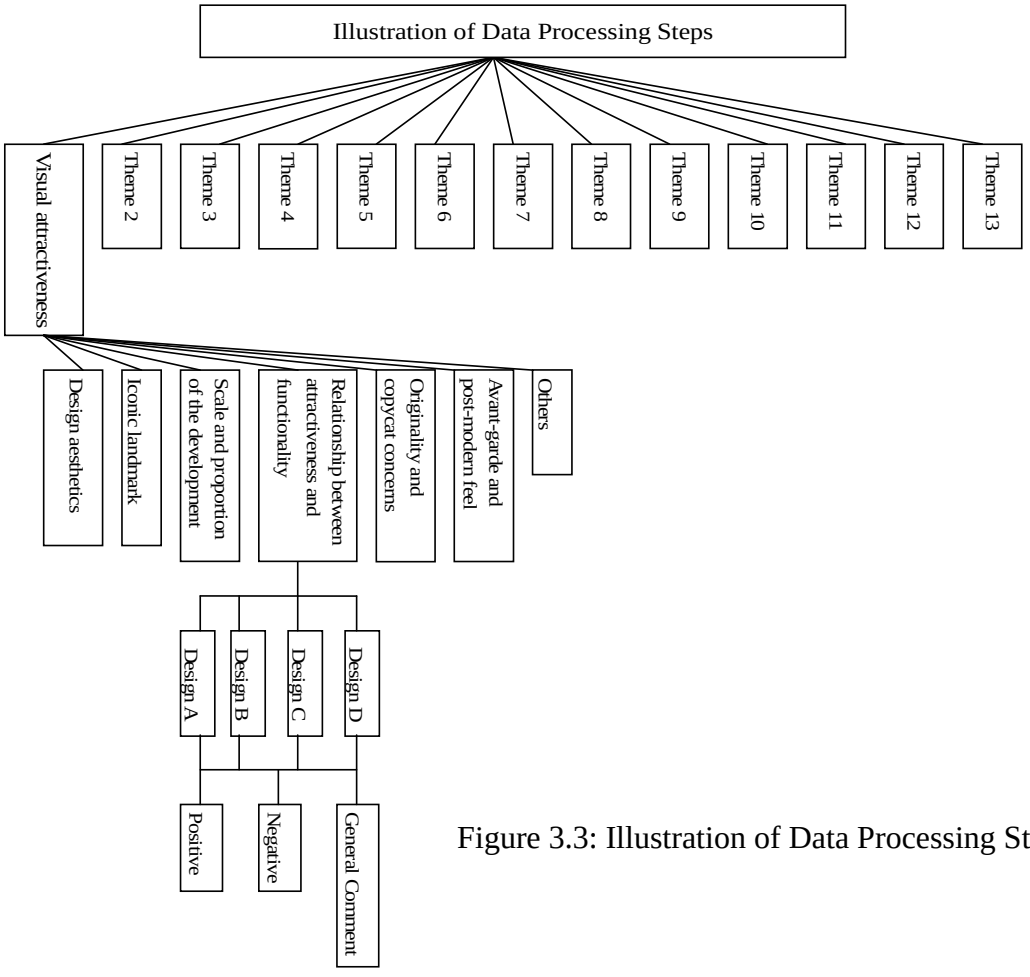


Figure 3.3: Illustration of Data Processing Steps

3.2.3 Frequency Counts

Figure 3.4 shows, in descending order, the number of comments (in text units) arranged by source for each of the themes in the Analytical Framework.

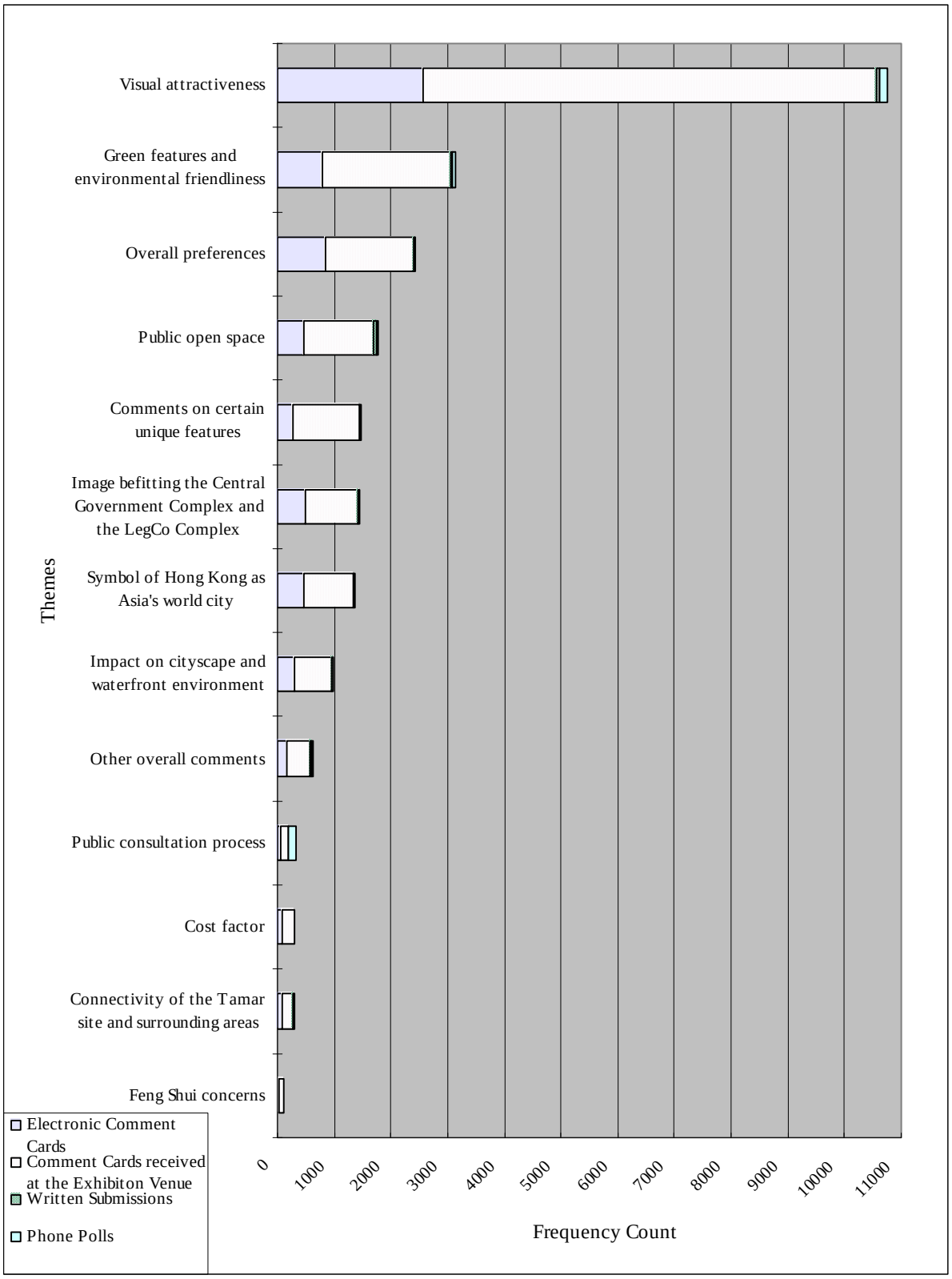


Figure 3.4: Distribution of Comments (arranged by themes) on Tamar Development Project Based on Frequency Counts (in text units)

Figure 3.5 shows, in descending order, the number of comments (in text units) of the top 15 categories in the Analytical Framework.

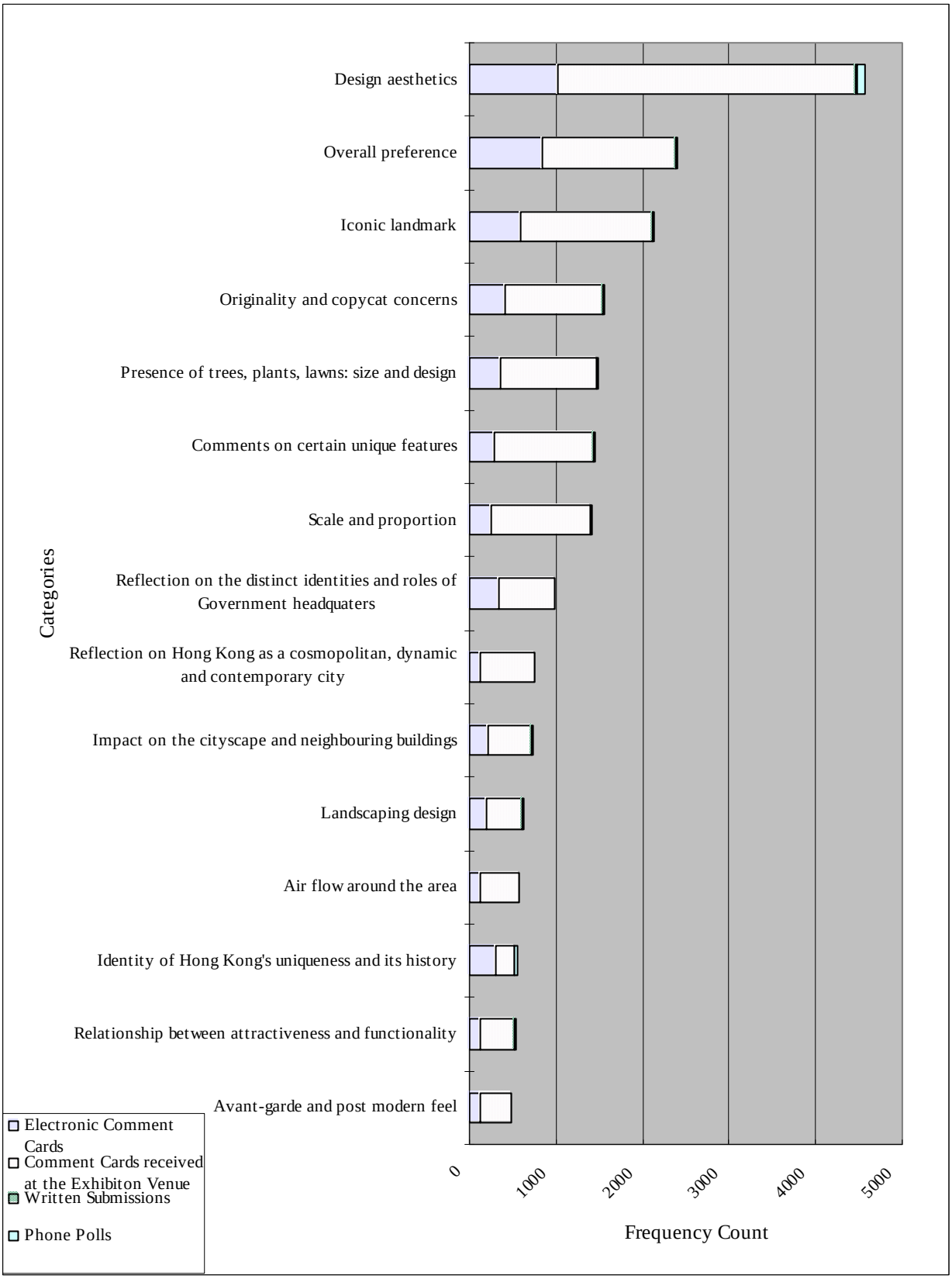


Figure 3.5: Distribution of Comments (top 15 categories) on Tamar Development Project Based on Frequency Counts (in text units)

3.3 DATA ANALYSIS ON WRITTEN SUBMISSIONS AND OPEN-ENDED QUESTIONS

For open-ended questions, a total of 25,037 text units contained in Written Submissions and Comment Cards was analysed.

Detailed frequency count tables of the views expressed by respondents under the 13 themes are presented in Appendix 5.

A summary of frequency counts on these themes and their salient points are given below:

3.3.1 Visual attractiveness

On “visual attractiveness”, a total of 10,756 comments (in text units) on the four designs was received. The three most frequently mentioned issues relate to “design aesthetics” (42.51%),”iconic landmark” (19.80%), and “originality and copy cat concerns” (14.48%). Comments on these three issues account for 76.79% of all the views expressed (Table 5.3 of Appendix 5).

On “design aesthetics” (4,572 text units):
Design A received most positive comments (793 text units or 17.34%). Characteristically, respondents described the design as graceful and possessing character. Design C received most negative comments (808 text units or 17.67%). Characteristically, respondents described the design as being too messy and abstract.

On “iconic landmark” (2,130 text units):
Design D received most positive comments (272 text units or 12.77%). Characteristically, respondents described the design as a masterpiece able to unify man and heaven. Design B received most negative comments (1,044 text units or 49.01%). Characteristically, respondents described the design as lacking in any iconic feel.

On “originality and copy cat concerns” (1,558 text units):
Design D received most positive comments (141 text units or 9.05%). Characteristically, respondents described the design as the most artistic, modern and integrated design. Design A received most negative comments (558 text units or 35.82%). Characteristically, respondents described the design as a copycat of Beijing’s CCTV building.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• the design is graceful and full of character • the style is most aerodynamic • the design is simple and iconic • it is most innovative and creative • it brings out the concept of an open Government • the notion of the portal is particularly good	• the design is messy and too abstract • it is out of place and not attractive • it is a castle in the air • it is just a copycat of Beijing's CCTV building or the Arche de la Defense in Paris • the grey colour looks too depressing, too dark and dim • the design is too boring and even hideous	• should add a pier outside the waterfront • the LegCo building should be made bigger • buildings should be smaller • land utilization can be improved
Design B	• the design is most human, attractive and approachable • it is most practical and natural • it is simple and unostentatious • it brings out the concept of open and transparent Government • the buildings look as firm as Donald Tsang	• the design is too plain and not outstanding • the design lacks any iconic feel • it is non-descript and lacking in character • it looks like a shopping mall, a go-down or just another office building • the profile is too low • it is too conservative and not artistic	• the flag-pole should be moved to the centre • outward design most simple but has least environmental impact • buildings can be made taller • can have more special design
Design C	• it is the most avant-garde design of all • the design is very creative and beautiful • it gives visual pleasantness and is very attractive at night • the design is most dynamic and representative of Hong Kong • it is most impressive and smooth • it brings out a great	• the slanting and triangulated form is absolutely unacceptable • it is too strange and horrible • the design produces a sense of instability, feeling like a disaster after an earthquake • it is like a museum, an industrial mega-structure, a super prison etc.	• the main gate of CGC should be facing the harbour • design looks good but may be better if facing the harbour • beautiful design but too tall • frontal perspective just common and special effects can only be seen sideways

	visual attractiveness	• the design is hideous: it looks like tombstones • it is too edgy and ostentatious	
Design D	• it is the most artistic, modern and integrated design • it combines both a modern and an oriental feel • it is a masterpiece which unifies man and heaven • the design is most iconic and outstanding • it looks safe and comfortable: it suits the Chinese style • it is most eye-catching and elegant	• it is a totally nonsense design with too many gimmicks • it is a bit too cheesy for anyone with a bit of cultural exposure and taste • the design is connected to the 1960s Susie Wong cliche or a Gweilo interpretation of HK • it is more like a casino • it has too much makeup: the beach is not necessary and the egg is not appealing • it is crass symbolism: just another Chinatown	• LegCo should have more window area • should delete the circular walkway • the two major blocks could be slightly reduced in size to allow more space between the two blocks • should add more greenery to harmonize the design

3.3.2 Symbol of Hong Kong as Asia's world city

On “symbol of Hong Kong as Asia's world city”, a total of 1,372 comments on the four designs was received. The three most frequently mentioned issues relate to “reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city” (54.37%), “identity of Hong Kong’s uniqueness and its history” (40.74%), and “test of time” (4.37%). Comments on these three issues account for 99.48% of all the views expressed (Table 5.4 of Appendix 5).

On “reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city” (746 text units):
Design D received most positive comments (410 text units or 54.96%). Characteristically, respondents described the design as the idyllic design especially for Hong Kong as an international city. Design D also received most negative comments (66 text units or 8.85%). Characteristically, respondents described the design as showing only a shallow understanding of Hong Kong’s culture.

On “identity of Hong Kong’s uniqueness and its history” (559 text units):
Design D received most positive comments (207 text units or 37.03%). Characteristically, respondents described the design as helpful to make Hong Kong famous and its people proud. Design A received most negative comments (81 text units or 14.49%).

Characteristically, respondents described the design as being outdated and unrepresentative of Hong Kong.

On "test of time" (60 text units):
Design A received most positive comments (8 text units or 13.33%). Characteristically, respondents described the design as being ageless and will be able to stand the test of time. Design C received most negative comments (11 text units or 18.33%). Characteristically, respondents described the design as not being able to face the test of time.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• the design brings out HK's leading role in Asia • it is certainly identifying HK as an international city • it brings out HK as an open and dynamic city • the design is simple and ageless: it is going to last forever • it has made good use of architectural language to make HK stand tall in Asia • its most aerodynamic design brings out the uniqueness of HK	• the design cannot show HK as an energetic Asian city • it does not have a HK feeling • the design is too rigid and lacking a local colour • the design is not going to be sustainable • the public may be at a loss as to what it is all about • the design is very boring: how can it bring out HK in the world?	• it can show HK character but is a bit old fashioned
Design B	• the design is simple and modern • it brings out the international status of HK • it is suitable for HK's image in Asia and the world • it symbolises the firmness of HK as an international financial centre • its human friendly design enhances HK's international character • its practicality helps to	• it does not have its own style and lacks HK characteristics • the design is not at all symbolic of metropolitan HK • the buildings disappear into the forest of nearby buildings • the design is not a good image for HK • it looks like a factory: it will be a laughing stock to the rest of the world • it lacks character and cannot measure up to	• better if more designs are added to the buildings

	stand the test of time	international standards	
Design C	• the design has the most international character • it is full of modern and contemporary feel • it works towards representing a strong modern city image of HK • it puts HK on the map of the world • its "star war" design is most international in character • its dynamic design matches the dynamism of HK	• the design is not compatible with HK's image as an international financial centre • HK will be a joke of the world if this design is accepted • it is just a show-off piece • too fancy design does not suit the taste of HK • it is just wrong to equate ugliness with beauty • it is just a super-prison and will make HK a laughing stock in the world	• the design is very creative but the concept seems a bit outdated now
Design D	• the design certainly can enhance HK identity and history • it boldly shows the Hong Kong spirit • the idyllic design specially for HK as an international city • the design will make HK famous and the people will be proud of it • its ground-breaking design will enhance HK's importance in the world • its modernity plus oriental feel symbolises the uniqueness of HK	• the design only shows a shallow understanding of Chinese / HK culture • the design represents something totally outdated • the sail boat concept bears no link to modern HK • it cannot face the test of time • it connects more to the Susie Wong cliche of the 1960s • it is a misleading and Gweilo interpretation of HK	• it is full of Chinese cultural style • More lights could be installed

3.3.3 Image befitting the Central Government Complex and the LegCo Complex

On "image befitting the CGC and the LegCo Complex", a total of 1,442 comments on the four designs was received. The three most frequently-mentioned issues relate to "reflection on the distinct identities and roles of Government headquarters" (68.93%), "reflection on

the distinct identities and roles of LegCo" (17.20%), and "harmony and integration of CGC and LegCo buildings" (13.25%). Comments on the three issues account for 99.38% of all the views expressed (Table 5.5 of Appendix 5).

On "reflection on the distinct identities and roles of Government headquarters" (994 text units):
Design A received most positive comments (127 text units or 12.78%). Characteristically, respondents described the design as being the most solemn of all the designs. Design C received most negative comments (234 text units or 23.54%). Characteristically, respondents described the design's triangulated form as not suitable for a modern and open Government.

On "reflection on the distinct identities and roles of LegCo" (248 text units):
Design A received most positive comments (31 text units or 12.50%). Characteristically, respondents described the design as being able to represent the prestige of the LegCo. Design D received most negative comments (43 text units or 17.34%). Characteristically, respondents described the design as a jazzy one but the Civil Service was not part of the entertainment industry.

On "harmony and integration of CGC and LegCo buildings" (191 text units):
Design A received most positive comments (34 text units or 17.80%). Characteristically, respondents described the design as being able to enhance the prestige of both the LegCo and the CGC. Design D received most negative comments (34 text units or 17.80%). Characteristically, respondents described the design as blatant and that literal symbolism was not suitable for a Government Complex.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• the design has established the concept of a good and open Government • it can represent and enhance the prestige of Government and LegCo • it shows the Government is firmly in control, but yet open and transparent • this is the most solemn design among the four • its solemnity will enhance the prestige of the Government • it will help maintain stability in HK and	• it lacks a proper balance and, is not suitable for Government's image • the design gives a feeling of instability • LegCo design evokes a feeling of coldness • the Chief Executive's office too small and evokes a feeling of imbalance • it will bring political discord to HK • such design is not suitable for Government buildings	• better if the "gate" is designed in a more symmetric way • LegCo building should be made bigger and grander

	harmonious relations between Government and LegCo		
Design B	• though comparatively conservative, its design is not flamboyant and befits the image of the Government • the design gives a clear identity to LegCo and CGC, symbolizing social stability • it looks more like a place for work than a show-off place for the happy few • its functional design will meet Government operation and delivers a sense of strength and practicality • its design is most in keeping with Government buildings • its practicality matters most to Government and LegCo	• the design is just too common: not proper for the Government • it cannot show the political importance of CGC or the solemn status of LegCo • it gives an impression of commercial buildings rather than Government premises • it is just like a replica of the City Hall or the Arts Centre • its conservative character will not help HK's political modernization • its design is just not commendable for Government buildings	• the design enhances people's awareness of public affairs
Design C	• the design symbolises strong governance • a great symbol for HK and its Government's authority • carries an air of austerity and authority • a bold attempt with an iconic design: good for strong governance • HK needs more inventiveness in politics and architecture: this design serves this purpose	• it looks like a commercial building more than a Government headquarters • there is no separate identity for LegCo and CGC • Government buildings should not be slanting, symbolizing that the Government is "irregular" • triangulated form is not related to the open concept of a modern Government • Government buildings should not be too	• the moat has Chinese characteristics

		weird: it is just not suitable • it is a total mismatch for Government and LegCo buildings	
Design D	• Government/LegCo in the same boat design: good • the design brings out openness of Government and LegCo • the design produces a good first impression: Government building feel • it shows a harmonious relationship between the public and Government • its man-heaven unity design will help stabilize politics in HK • it has a monumental character suitable for Government buildings	• the LegCo building is not matching other buildings • CE's office on top floor implies superiority over people • the design is jazzy but the Civil Service is not part of the entertainment industry • the blatant and literal symbolism is not suitable for a Government complex • it is totally unrelated to Government function • it has just too many gimmicks: just like what the Government is doing now	• it is OK to have the sail boat concept • LegCo building should be made more transparent

3.3.4 Impact on cityscape and waterfront environment

On "impact on cityscape and waterfront environment", a total of 981 comments on the four designs was received. The three most frequently-mentioned issues relate to "impact on the cityscape and neighbouring buildings" (75.03%), "impact on waterfront environment" (17.94%), and "visual impact of the project in relation to the ridgeline" (6.32%). Comments on these three issues account for 99.29% of all the views expressed (Table 5.6 of Appendix 5).

On "impact on the cityscape and neighbouring buildings" (736 text units):
Design A received most positive comments (106 text units or 14.40%). Characteristically, respondents described the design as blending well with the cityscape. Design D received most negative comments (209 text units or 28.40%). Characteristically, respondents described the design as not matching the surroundings.

On "impact on waterfront environment" (176 text units):
Design D received most positive comments (29 text units each or 16.48%). Characteristically, respondents described it as having good consideration for the harbour view. Design D also received most negative comments (44 text units or 25.00%).

Characteristically, respondents described the design as blocking the view of Victoria Harbour.

On "visual impact of the project in relation to the ridgeline" (62 text units):
Design B received most positive comments (9 text units or 14.52%). Characteristically, respondents described the design's relatively low buildings to be least disruptive to the ridgeline. Design C received most negative comments (8 text units or 12.90%). Characteristically, respondents described the design as intriguing and not fitting Hong Kong's skyline.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• it blends very well with the waterfront environment • it will bring harmony to the region • it is most suitable for the cityscape • its open design adds delight to the whole Admiralty-Central district	• the promenade design is poor • the tall buildings will disturb the skyline • it will block the view of other buildings • it is an out-of-place style	• more leisure ground should be added in the middle
Design B	• it fits well without making other buildings look basic • an unostentatious design which fits well with the surroundings • low buildings: least disruptive to the ridgeline • it has an environmental feeling which is good to the whole Admiralty district	• the buildings block the harbour view • its overall impact to the district will be negative • its buildings are jammed together and will bring a disunity to the rest of the district • overall impression: ugliness and no good to Admiralty	• not clear how heaven-earth-people concept blend together
Design C	• the design cares about the ridgeline of Taipingshan and the Victoria harbour • it preserves their view of the harbour for the buildings behind Tamar • the building seems unique and would add	• the buildings are too bulky and the harbour view is often blocked • there is little integration with the surroundings • the design is intriguing and does not fit HK's skyline • a "screening wall"	• the orientation of the buildings can be improved

	on to HK skyline • overall design matches well with the harbour front of HK island	building: blocks the cityscape	
Design D	• the design is great for HK's skyline • there is good consideration for the ridgeline and harbour view • it is fitting well with surrounding buildings • visitors will enjoy the Tamar project from across the harbour • its man-heaven unity design brings harmony to the waterfront • the design is holistic and good for the whole Admiralty-Central district	• the building complex does not match the surroundings or there is not much thought about it • it certainly blocks the views from Gloucester Road • weak consideration of the ridgeline matter • the skybridge is blocking the harbour view • it is too congested and will not be good for Admiralty • it is a totally nonsense design for the harbour front	• don't want the waterfront to be "privatized" by marine clubs

3.3.5 Green features and environmental friendliness

On "green features and environmental friendliness", a total of 3,126 comments on the four designs was received. The three most frequently-mentioned issues relate to "presence of trees, plants and lawns (size and design etc.)" (47.82%), "air flow around the area" (18.46%), and "environmental friendliness" (13.92%). Comments on the three issues account for 80.20% of all the views expressed (Table 5.7 of Appendix 5).

On "presence of trees, plants and lawns" (1,495 text units):
Design B received most positive comments (244 text units or 16.32%). Characteristically, respondents described the design as the most environmentally-friendly design which has integrated solar panels, renewable energy garden, sky gardens and green gardens on the roof. Design B also received most negative comments (185 text units or 12.37%). Characteristically, respondents described the design's buildings and greenery as having no sense of integration.

On "air flow around the area" (577 text units):
Design A received most positive comments (158 text units or 27.38%). Characteristically, respondents described the design as able to produce a good ventilation system for the area. Design D received most negative comments (204 text units or 35.36%). Characteristically, respondents described the design as failing to take into account of the natural flow of fresh air to the inner areas of Admiralty.

On “environmental friendliness” (435 text units):
Design A received most positive comments (103 text units or 23.68%). Characteristically, respondents described the design as one which gives people a comfortable and environmental feeling. Design D received most negative comments (34 text units or 7.82%). Characteristically, respondents thought the design lacked consideration for environmental issues, such as using too much reflective glass.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• the design shows good energy-saving measures like the use of natural lighting and the different orientation of buildings • the green lane under the Gateway gives comfort to people • it produces an open, pleasant-looking image and the design is good for air flow • the rain collection system helps in gathering water for watering plants and flushing • it gives an environmental feeling • people will be most comfortable in the green design	• “T” block would not have air flow effectively through it from the front side • the use of reflecting glass will heat up Tamar site • pollution is greater for this design • the lawn design is impractical: it will end up as a waste land because of the heavy pedestrian flow • the “hole” brings dangerous onshore wind during typhoon season • not human-friendly in summer time	• green platform should be shaded • space for public enjoyment should be more prominent • should add more sunlight panels on the rooftop • should have more trees
Design B	• the design is most environmental, humane and approachable • it is easier to build and it provides good air circulation • the design includes more environmental features and greenery in open space and promenade • gives a bit of natural feeling in the urban	• the glass structure will push up the electricity bill • the buildings and the greenery have no sense of integration • LegCo gets too much sunlight causing rapid ageing of materials inside • there are too many trees which will block the valuable harbour	• very environmental but the buildings are too short

	area providing comfort to people • its low-key profile is a delight to the environment • it is environmental because it is cheaper to build and to maintain	view • it has wasted a lot of office space making it less environmental • excessive use of glazing is worrying	
Design C	• it is the most environmentally friendly design which has incorporated solar panels, renewable energy garden, sky gardens and green gardens on the roof • the design makes use of lots of natural light • the massive green open space and good air ventilation are welcomed • the green areas appear more natural in character and more user friendly • people will appreciate its environmental considerations	• the building blocks the west-east air flow and view • the edgy structures would use up a lot of energy for lighting, maintenance and air conditioning • extensive use of glass wall makes it difficult to save energy • there are not enough efforts made on greening the site • it is too bulky and will be an environmental disaster • the edgy structures will not be environmentally friendly	• best design but the orientation should be reconsidered • very environmental but the external appearance is not appealing
Design D	• the design makes good use of renewable energy to generate electricity for some of the buildings • the design fulfils the requirement for saving energy • there are tons of green space in this design • the design brings comfort to people using and visiting it • its man-heaven unity concept has the best environmental	• its west facing orientation is not environmental : it is going to use up more electricity • it shows a lack of consideration for environmental issues, such as using too much reflective glass • it fails totally to take into account the natural flow of fresh air to the inner areas of Admiralty • the very tacky and inefficient main	• the distance between the main blocks should be extended to reduce “wall screen” effect

	consideration • it has the least impact on pollution	building will require more energy • people will feel pressurized in this design	

3.3.6 Public open space

For "public open space", a total of 1,785 comments on the four designs was received. The three most frequently-mentioned issues relate to "landscaping design" (35.41%), "meeting the needs of the public" (25.10%), and "design/issues of the waterfront promenade" (15.07%). Comments on these three issues account for 75.58% of all the views expressed (Table 5.8 of Appendix 5).

On "landscaping design" (632 text units):
Design B received most positive comments (101 text units or 15.98%). Characteristically, respondents described the design as the best landscape: lots of trees and greenery bringing freshness to the waterfront. Design A received most negative comments (64 text units or 10.13%). Characteristically, respondents described the landscaping design as perhaps a bit too domineering.

On "meeting the needs of the public" (448 text units):
Design A received most positive comments (68 text units or 15.18%). Characteristically, respondents described the design as being able to give people a proper park for outdoor activities. Designs A and D received most negative comments (29 text units or 6.47% each). Characteristically, respondents described design A as not having a feeling of proper open space for the benefit of the people. Respondents described design D as lacking a demonstration and gathering area.

On "design/issues of the waterfront promenade" (269 text units):
Design D received most positive comments (71 text units or 26.39%). Characteristically, respondents described the design's promenade as highly commendable. Design D also received most negative comments (37 text units or 13.75%). Characteristically, respondents described the design of the waterfront promenade as too arbitrary.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• it reserves a large enough landscape area for the public • it is great idea to integrate the public and Government by sharing the open space • the design provides well-planned open	• the design will pose security problems • it is perhaps a bit too domineering for the outside space and makes too much impact on the skyline • the lawn area is too big • there is no feeling of	• best feeling of openness, but a bit wasteful of space • the joining lanes should be made wider • more harbour view cafes should be added • should provide more seats and resting places

	space • this is going to be an attractive space to invite people to visit and linger, a good sense of public gathering space • its open design provides more open space for the public • the public will enjoy going to Tamar	proper open space for the benefit of the people • its grey colour will drive away people • its bombastic design is not human-friendly	for public
Design B	• the open space design is the best among all the designs • the design has the best landscape: lots of trees and greenery, brings freshness to the waterfront • it produces simple and harmonious co-existence with the surroundings • it gives people a proper park to enjoy outdoor activities in the heart of HK • it is the most human-friendly design for the people	• there is no real civic space at all • public may get lost with so many trees around • the public park area looks really too simple and sterile • the idea of creating an oasis is good but it is not realistic enough • its unattractive design will drive away people • it has no demonstration area	• should add a hanging garden • should bring Queen's Pier to the promenade • should add a public square • better if the demonstration area is made bigger
Design C	• it is most accessible to the public • setting buildings to one side and creating a large open space is clever and smart • the open area and landscaping design are good • gardens and promenade have good greenery images • its creative design allows the people to gather here	• the design gives a feeling of crowdedness and congestion • the open leisure grounds are too small • too much landscape area and too many buildings combined together intensively • the greenery does not look very user-friendly • its edginess will drive away people	• excellent design, but more open space preferred

	• it brings people closer to the Government		
Design D	• the promenade design is very good • it has massive open space • the idea of opening up some of the internal space to the public is excellent • enough consideration for public use of this site • its man-heaven unity design allows enough public open space for people • the design best meets the needs of the people	• the design is too tight and it should have provided more public space • it is lacking in coherence between buildings and landscaping • the design of waterfront promenade is too arbitrary • there is a lack of demonstration and gathering area • it is too crammed: how does it meet the needs of the people? • overall, it is too congested for people to gather	• should improve the design of the garden • should add more leisure grounds • should add a big performance ground

3.3.7 Connectivity of the Tamar site and surrounding areas

For "connectivity of the Tamar site and surrounding areas", a total of 295 comments on the four designs was received. The three most frequently-mentioned issues relate to "positive comments" (38.44%), "negative comments" (31.63%), and "other comments" (29.93%). Comments on the three issues account for 99.66% of all the views expressed (Table 5.9 of Appendix 5).

On "connectivity of the Tamar site and surrounding areas" (294 text units):
Design A received most positive comments (67 text units or 22.79%). Characteristically, respondents described the design as having a good linkage with Admiralty. Design D received most negative comments (36 text units or 12.24%). Characteristically, respondents described the design as blocking access to the waterfront.

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• it gives direct access from Admiralty to the waterfront • it conveys a connection right through the site to the harbour which none	• have not considered linkage and public transport to facilitate people	• linking paths should not just pass through the central areas

	of the other designs can do • the design gives the best use of the site to allow vista from Gloucester Road • the design has good linkage with Admiralty		
Design B	• good linkage with Admiralty	• the roads circling the building will block the pedestrian flow from MTR to Tamar • the disposition seems to block people from approaching the waterfront • buildings lumped together are blocking access between Admiralty and waterfront	• should consider more on this matter
Design C	• reduces the distance between waterfront and Admiralty	• the buildings are unwelcoming in terms of accessibility • the design does not connect Tamar to the surrounding area	• should link up with MTR
Design D	• the design provides good connectivity • it is a good idea to have a promenade linking with the Wanchai HK Exhibition Centre • there is good linkage to the surrounding areas	• the linkages are not accessible • the design blocks access to the waterfront • needs more details on the connectivity to the surrounding areas	• better to have a covered pathway to provide a pedestrian/cycle link between Wanchai and Central

3.3.8 Comments on certain unique features

For comments on certain unique features in the four designs, a total of 1,463 comments was received. The three most frequently-mentioned issues relate to “negative comments” (51.89%), “positive comments” (28.66%), and “other comments” (19.45%). Comments on these three issues account for 99.45% of all the views expressed (Table 5.10 of Appendix 5).

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• the archway is very interesting • the concept of the gateway is very suitable • the huge gate is very monumental	• the Chief Executive office is like a container • the image of the gate is a bit oppressive and too serious • the "door" is too weak • the archway is like a "7" which is no good according to Chinese tradition • the empty hole lets away money	• improvements can be made to this design
Design B	• simplicity is a virtue • its functionality is most commendable • its low-key profile symbolises "small Government" • the civil servants working there will appreciate this design	• the design is too common with no special features	• should improve on the colour of the buildings
Design C	• avant-garde is its trademark • the star wars design is most commendable for HK to move forward	• slanting design is totally unacceptable • the orientation of buildings is most disastrous	• it would be better if the height is reduced
Design D	• the sky-bridge concept is excellent • the sail concept is very inspirational • the "pearl" design is very appealing • the yacht and pearl combination is very popular among the Chinese • the unique Feng Shui consideration is the trademark of this	• the screen design is very bad and the sail concept is outdated • the man-made beach is totally of no use • the egg concept is not appealing: people don't know the purpose of the egg • should not have the fish pond in the centre of public area • the sail does not	• the size of the pearl should be reconsidered

	design • its man-heaven unity design is most commendable	represent HK • the artificial beach is too expensive to build and maintain • too much care about Feng Shui is outdated • junk means junk	

3.3.9 Feng Shui concerns

For comments on "Feng Shui concerns", a total of 116 comments on the four designs was received. The three most frequently-mentioned issues relate to "negative comments" (62.93%), "positive comments" (20.69%), and "other comments" (16.38%). Comments on these three issues account for all of the views expressed (Table 5.11 of Appendix 5).

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• it is unique and Feng Shui friendly	• it is poor Feng Shui: it will be a burden to taxpayer • the design is like "7" which is no good according to Chinese tradition • a lot of people will complain about bad Feng Shui because good wind and water will escape through the "big hole" into the harbour • poor Feng Shui: it might lead to over-budget and safety issue	• its Feng Shui consideration can be further improved
Design B	• using Feng Shui in the building is very appealing to HK people • the Feng Shui concept is good as it can really contribute to HK's prosperity	• don't like the Feng Shui concept: creates a feeling of superstition • Feng Shui gives people the idea of old and unrealistic thinking	• can improve its Feng Shui if certain features are added
Design C	• its post-modern design is Feng Shui friendly	• the designer has not consider the Feng Shui theory that "everyone	• its edginess can be improved

		should stand straight and stick on the floor properly" • like a brick on the waterfront: blocking Feng Shui • like tombstones: bad in terms of Feng Shui	
Design D	• good Feng Shui consideration • its Feng Shui design makes people safe and comfortable • it is most in line with Chinese Feng Shui • its man-heaven unity concept is most suited to Feng Shui	• what a stupid idea, how can you make it look like a JUNK! • the idea of the junk is outdated • it is a fail mark in terms of Feng Shui • it is overcrowded: bad for Feng Shui	• it will be better if Design A and Design D are combined

3.3.10 Overall preference

Respondents gave their overall preference to individual designs and a total of 2,424 comments was received. The three most frequently-mentioned issues relate to, "positive comments" (70.74%), "negative comments" (21.18%) and "other comments" (8.07%). Comments on these three issues account for 99.13% of all the views expressed (Table 5.12 of Appendix 5).

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• design A is an excellent product • design A is the clear winner • design A is by far the most impressive	• it is completely unsatisfactory • if design A is chosen, HK will be notorious for illegal copying of designs	• the design can be improved
Design B	• overall performance: design B is the best • design B has simple forms, neat layout and beautiful open space landscaping	• it is the worst of all • the design is very boring	• the design can be improved
Design C	• design C is the most outstanding design of	• this is the worst design among all	• the edginess should be moderated

	the four	• there is no justification for such kind of buildings	
Design D	• the best of the best • only design D is my choice • everything matches in harmony	• it is associated with poor quality • it is the worst design of the lot	• the design should be improved further

3.3.11 Cost factor (estimate/perception)

Respondents gave their own estimate or perception on the cost factor for individual designs and a total of 301 comments was received. The three most frequently-mentioned issues relate to "cost of construction" (46.51%), "other technical matters" (37.54%), and "cost of maintenance" (14.95%). Comments on the three issues account for 99.00% of all the views expressed (Table 5.13 of Appendix 5).

A summary of the salient points for each of the four designs is presented below:

	Positive Comments	Negative Comments	Other Comments
Design A	• it is the cost-effective design	• the construction cost will be very high • future maintenance cost will be very expensive • it is a waste of space	• the lawn is good but what about the maintenance cost? • builder should ensure the roof and upper floors are stable enough
Design B	• it is more competitive in construction cost • it is cheaper to build and maintain • the design has its advantages: low cost, short construction period, good engineering idea	• the electricity bill will be very high	• costs should be made known to the public
Design C	• its environmental design will reduce maintenance costs	• its cost effectiveness is in doubt • it looks like a very expensive and inefficient building	• should consider the electricity level to see if meets environmental requirements
Design D	• it is a cost-effective design	• it is very expensive and inefficient • its investment costs a	• the concept is good but don't know if works or not

		massive amount • most pricey one to build and maintain	

3.3.12 Public consultation process

Respondents gave their own views on the Tamar public consultation process and a total of 341 comments was received. The three most frequently mentioned issues relate to "areas to improve" (53.08%), "availability of background information" (31.38%), and "commendable process" (9.68%). Comments on the three issues account for 94.14% of all the views expressed (Table 5.14 of Appendix 5).

A summary of the salient points is presented below:

- there should be more disclosure of information
- the demonstration area should be expanded
- why is the exhibition venue so hidden away?
- there are more security staff than visitors
- the exhibition site not accessible enough
- need to have someone to explain
- Comment Card does not have enough space for writing comments
- it is a brave approach to listen to public opinion
- good opportunity to allow us to fulfil our dreams
- it is more a public relations tactic

3.3.13 Other overall comments

Respondents gave their own views on other issues as they saw fit and a total of 635 comments was received. The three most frequently-mentioned issues relate to "others" (25.67%), "possibility of combining models" (24.09%), and "all designs are unacceptable" (11.97%). Comments on the three issues account for 61.73% of all the views expressed (Table 5.15 of Appendix 5).

A summary of the salient points is presented below:

- should consider the difficulty of actually building such designs
- a blue sky is what we should get
- should encourage citizen participation
- should consider light pollution
- should consider colour of the buildings
- there should be no excessive grandeur
- should consider space for future development
- the project is wasting public assets
- should not have a fish pond exclusively for the Chief Executive
- more voting boxes needed
- should consider the bidders' "business reputation"
- no need to have more tall buildings
- models not to scale
- there should be other choices to consider

- promenade should be included in the Tamar design
- all designs have too much commercial feel
- lacking a public square
- public buildings should not be ostentatious
- moat (water feature): wrong
- should not waste public money
- the project is a symbol of extravagance
- possibility of combining different design models?
- Tamar site should be used for a library with a grand harbour view
- should provide more data: cost and life cycle analysis
- all designs should provide zero carbon emission
- should cancel the project
- the designs are all rubbish
- the inclusion of promenade in design models: misleading
- don't waste the sea view like the Cultural Centre
- no more buildings at this site
- should not only go for the lowest bid
- display box lighting should be adjusted
- should reserve the land for sale
- exhibition is quite good
- Government buildings should be low-key
- should use local architects
- "small" Government using expensive land
- should have a big tent outside LegCo for people to listen to debates
- should have enough facilities and assistance to the disabled
- promenade should have a bicycle lane
- there should be a more classic style designs to choose
- should exhibit a more civic character
- should use traditional Chinese-style building design
- don't pay too much attention to citizens' questionnaire
- should be relocated to Western Kowloon site
- none of the designs show public parking space
- future CGC should not be barricaded like the present one
- should be built as quickly as possible
- this selection process will form no part in the tendering selection process
- should welcome participation of amateur designers
- should have a public square for flag raising
- should consider keeping the pandas here
- we don't need new icon for this city
- don't demolish the current LegCo
- public green space will not be enjoyed by HK citizens but, filled by overseas helpers
- why no open competition
- site boundary is not defined
- should add jogging lane
- all the designs are too proud
- traffic and pedestrian linking networks are inadequate
- Donald Tsang is not interested in public opinion anyway

- should not care about money: should attain perfection
- should have fishing spot and dogs' garden
- should have more facilities for children
- if design D wins, it goes to show how important it is for a contractor to have the backing of the PRC Government
- has any technical assessment been carried out?
- having a festival market or retail space at the waterfront is not a good idea
- the best design is to leave our harbour intact without reclamation
- the use of symbolised physical form to "represent" HK in this project is very dangerous
- never let the developers ruin our ridgeline like IFC has
- need a low-profile but smart Government
- don't put Government offices in Tamar but make it build a public entertainment stadium or coliseum
- should learn from Sydney's example to get social coherence and interaction with community
- should visit Esplanade Redevelopment plan at Cairns
- don't try to design an architecture out of Feng Shui: there is a reason why Chinese do not have a world class architect
- what makes HK unique is "east meets west": none of the designs portrays it
- should have some chairs so that TV viewers may feel more comfortable
- if possible, let world famous architects help in finalizing the selected design
- should keep the buildings low
- independent accessibility consultant should be engaged on the project
- all unacceptable because they don't have a Chinese flavour
- there should be no high rise on Tamar site
- CGC should not be on waterfront
- introduction of more water features can soften the environment
- should speed up construction lest problems arise
- can't comment because interior design details not known
- should take care of interior design regarding computer trunk line, flood control, crowd control lest CGC functions be paralyzed
- design of external wall of building: to avoid further renovation work in future and only carry out repair work if required
- various facilities inside building suggested
- should add a parade ground
- a red-light district should be established near Government headquarters
- all rooftops should have total greenery cover
- hope Government studies public opinion carefully
- why not build it in New Territories
- interior design should add more colonial colour
- super-luxurious club for Government
- contractors will have a fat share of profit
- the Comment Card is too long
- only wants to show authoritativeness
- soulless
- no need to have more buildings on waterfront
- should combine the advantages of A and D

- have not considered impact of the PLA pier
- should establish more smoking areas
- design and build is not the right procurement method
- life-cycle costing not shown
- comment collection not transparent
- inclusion of waterfront promenade is misleading
- relationship with surrounding buildings not shown
- learn from the mistakes of the HK Central Library
- adopt UV resistant material on all roofs
- some designs are hideous
- should add a justice icon there
- buildings should have an air of respectability and dignity
- should consider the building complex as the capital of HK
- symbolic value and memorial space
- Tamar site is not a park and necessary security consideration needed
- should not let security guards disturb people's viewing of the models
- all designs are too lavish
- should build the Government headquarters in Western district
- where is the helipad?
- decision should be made by popular vote
- as architects, we should look at ideas and concepts, rather than technical factors
- the schemes look like student designs
- our Government should have no identity in terms of architectural form
- signpost leading to exhibition venue inadequate
- will there be a viewing gallery?
- can more windows be opened?
- reduction of peak demand of electrical load
- can changes be made to the design before and after the award of contract?
- barrier free access for the handicapped
- how far would LegCo members' view be taken into consideration?
- tender prices are confidential information
- there is a misconception that area for public to express views be regarded as a demonstration zone
- LegCo library should be made accessible to public use
- multi-purpose function hall should be open to public use
- building and electrical materials are above normal standard and cost more
- there should be wireless-fidelity facilities
- dining facilities in future LegCo precincts
- there should be new arrangements for public touring new LegCo
- special attention should be given to ergonomics in designing and purchasing chairs used in LegCo
- too many lifts
- it is a regret that the Administration refuses to attend Legislative Council Commission meeting
- a working group should be set up to facilitate the exchange of views with Government in the course of implementing the project
- size of open space for public enjoyment

- height of concerned buildings
- energy-saving measures (design, building materials, natural ventilation etc.)
- amount of electricity to be used
- environmental friendly measures (green rooftops, waste sorting and recycling measures etc.)
- water-saving measures (waste water recycling, storm-water collection etc.)
- ventilation impact assessment
- noise impact assessment
- guided tours in public buildings (public gallery, information gallery etc.)
- visibility across the harbour
- closed-circuit television and design of restricted areas
- water features
- possibility of altering design proposals

3.4 QUALITATIVE DATA ANALYSIS SUMMARY

Based on the grounded theory and supported by the NUDIST software, PPRI created an analytical framework comprising themes, categories and sub-categories to organise the raw data. Assessments and evaluations of all the Qualitative Data were conducted. The 13 themes are summarised in descending order in terms of public attention (i.e. comments in text units) and they are:

1. Visual Attractiveness (10,756 text units).

2. Green Features and Environmental Friendliness (3,126 text units).

3. Overall Preference (2,424 text units).

4. Public Open Space (1,785 text units).

5. Comments on Certain Unique Features (1,463 text units).

6. Image Befitting the CGC and the LegCo Complex (1,442 text units).

7. Symbol of Hong Kong as Asia's World City (1,372 text units).

8. Impact on Cityscape and Waterfront Environment (981 text units).

9. Other Overall Comments (635 text units).

10. Public Consultation Process (341 text units).

11. Cost Factor (Estimate/Perception) (301 text units).

12. Connectivity of the Tamar Site and Surrounding Areas. (295 text units).

13. Feng Shui Concerns (116 text units).

Within the above 13 most concerned themes/issues, the general public also gave their positive and negative views on the four designs except for two themes ("public consultation process" and "other overall comments") which were not related to public assessment of the four designs (see Table 5.2 in Appendix 5). The ranking of the positive and negative comments of the remaining 11 themes is tabulated in Tables 3.1 and 3.2.

For Visual Attractiveness, Design A is the most preferred design with 13.56% of the positive comments, followed by Design D (11.51%), Design C (5.37%), and Design B (3.17%). Design B is the least preferred design with 20.94% of the negative comments followed by Design C (15.94%), Design A (11.78%), and Design D (10.69%).

For Green Features and Environmental Friendliness, Design A is the most preferred design and received 17.88% of the positive comments, followed by Design B (12.48%), Design C (8.48%), and Design D (4.64%). Design D is the least preferred design with 14.04% of the negative comments followed by Design B (10.01%), Design C (6.14%), and Design A (6.05%).

For Overall Preference, Design D is the most preferred design and received 28.75% of the positive comments, followed by design A (24.22%), Design C (9.41%), and Design B (7.51%). Design B is the least preferred design with 7.14% of the negative comments followed by Design C (6.56%), Design D (4.00%), and Design A (3.26%).

For Public Open Space, Design D is the most preferred design and received 13.56% of the positive comments, followed by Design B (10.76%), Design A (9.58%) and Design C (3.81%). Design D is the least preferred design with 8.91% of the negative comments followed by Design A (8.40%), Design B (6.50%), and Design C (5.04%).

For Comments on Certain Unique Features, Design D is the most preferred design and received 15.38% of the positive comments, followed by Design A (6.90%), Design C (4.44%), and Design B (1.71%). Design D is the least preferred design with 23.17% of the negative comments followed by Design C (15.86%), Design A (8.48%), and Design B (3.42%).

For Image Befitting the Central Government Complex and the LegCo Complex, Design A is the most preferred design and received 13.31% of the positive comments, followed by Design B (8.04%), Design D (4.99%), and Design C (3.19%). Design C is the least preferred design with 20.18% of the negative comments followed by Design D (15.81%), Design B (14.36%), and Design A (11.23%).

For Symbol of Hong Kong as Asia's World City, Design D is the most preferred design and received 45.34% of the positive comments, followed by Design A (10.35%), Design C (4.66%), and Design B (1.90%). Design B is the least preferred design with 9.55% of the negative comments followed by Design A (7.94%), Design D (7.87%), and Design C (6.41%).

For Impact on Cityscape and Waterfront Environment, Design A is the most preferred design with 12.44% of the positive comments, followed by Design D (9.38%), Design B (8.56%), and Design C (6.12%). Design D is the least preferred design with 26.50% of the negative comments followed by Design C (15.80%), Design A (9.89%), and Design B (3.36%).

For Cost Factor (Estimate/Perception), Design B received the most positive comments among the four designs (6.64%) and followed by Design A (1.33%), Design C (1.33%), and Design D (1.33%). Design A is the least preferred design with 21.59% of the negative comments followed by Design D (13.62%), Design C (10.63%), and Design B (4.65%).

For Connectivity of the Tamar Site and Surrounding Areas, Design A is the most preferred design and received 22.71% of the positive comments, followed by Design D (7.12%), Design C (4.41%), and Design B (3.73%). Design D is the least preferred design with 12.20% of the negative comments followed by Design B (6.10%), Design C (5.76%), and Design A (5.42%).

For Feng Shui Concerns, Design B is the most preferred design with 9.48% of the positive comments, followed by Design D (6.90%), Design A (2.59%), and Design C (1.72%). Design A is the least preferred design with 32.76% of the negative comments followed by Design C (12.93%), Design B (8.62%), and Design D (7.76%).

Table 3.1: Number of Positive Comments on Individual Designs by Themes

	Themes	**Positive Comments on Individual Designs**				**General Comments**	**Total**
1	Visual attractiveness	**A** (1458)	**D** (1238)	**C** (578)	**B** (341)	**G** (18)	3633
2	Overall preference	**D** (697)	**A** (587)	**C** (228)	**B** (182)	**G** (6)	1700
3	Green features and environmental friendliness	**A** (559)	**B** (390)	**C** (265)	**D** (145)	**G** (17)	1376
4	Symbol of HK as Asia's world city	**D** (622)	**A** (142)	**C** (64)	**B** (26)	**G** (11)	865
5	Public open space	**D** (242)	**B** (192)	**A** (171)	**C** (68)	**G** (16)	689
6	Image befitting the Central Government Complex and the LegCo Complex	**A** (192)	**B** (116)	**D** (72)	**C** (46)	**G** (5)	431
7	Comments on certain unique features	**D** (225)	**A** (101)	**C** (65)	**B** (25)	**G** (1)	417
8	Impact on cityscape and waterfront environment	**A** (122)	**D** (92)	**B** (84)	**C** (60)	**G** (2)	360
9	Connectivity of the Tamar site and surrounding areas	**A** (67)	**D** (21)	**C** (13)	**B** (11)	**G** (1)	113
10	Cost factor	**B** (20)	**A** (4)	**C** (4)	**D** (4)	**G** (3)	35
11	Feng Shui concerns	**B** (11)	**D** (8)	**A** (3)	**C** (2)	**G** (0)	24

Based on the above data, it can be concluded that Design A leads in the respondents' positive comments (3404), followed by Design D (3366), Design B (1398) and Design C (1393). Among the 11 themes of most concern to the general public, Design A received most positive comments on five themes, followed by Design D (4 out of 11), Design B (2 out of 11) and Design C (0 out of 11). The table above provides the distribution of the four designs by positive comments.

Table 3.2: Number of Negative Comments on Individual Designs by Themes

	Themes	Negative Comments on Individual Designs				General Comments	Total
1	Visual attractiveness	**B** (2252)	**C** (1714)	**A** (1267)	**D** (1150)	**G** (40)	6423
2	Green features and environmental friendliness	**D** (439)	**B** (313)	**C** (192)	**A** (189)	**G** (51)	1184
3	Image befitting the Central Government Complex and the LegCo Complex	**C** (291)	**D** (228)	**B** (207)	**A** (162)	**G** (19)	907
4	Comments on certain unique features	**D** (339)	**C** (232)	**A** (124)	**B** (50)	**G** (10)	755
5	Public open space	**D** (159)	**A** (150)	**B** (116)	**C** (90)	**G** (34)	549
6	Impact on cityscape and waterfront environment	**D** (260)	**C** (155)	**A** (97)	**B** (33)	**G** (2)	547
7	Overall preference	**B** (173)	**C** (159)	**D** (97)	**A** (79)	**G** (1)	509
8	Symbol of HK as Asia's world city	**B** (131)	**A** (109)	**D** (108)	**C** (88)	**G** (15)	451
9	Cost factor	**A** (65)	**D** (41)	**C** (32)	**B** (14)	**G** (5)	157
10	Connectivity of the Tamar site and surrounding areas	**D** (36)	**B** (18)	**C** (17)	**A** (16)	**G** (6)	93
11	Feng Shui concerns	**A** (38)	**C** (15)	**B** (10)	**D** (9)	**G** (1)	73

Based also on the above data, it can be concluded that Design B leads in the respondents' negative comments (3317), followed by Design C (2985), Design D (2866) and Design A (2296). Among the themes of most concern to the general public, Design D received most negative comments on five themes, followed by Design B (3 out of 11), Design A (2 out of 11) and Design C (1 out of 11). The table above provides the ranking of the four designs by negative comments.

4. ANALYSIS OF THE KEY POINTS

This Chapter integrates the findings from the previous Chapters. Some methodological considerations are also discussed.

4.1 METHODOLOGICAL CONSIDERATIONS

This Consultancy seeks to assess, summarise, and compare the views obtained from (1) responses to close-ended questions of the Comment Cards, (2) Exit Polls, (3) Telephone Polls, (4) written comments from Comment Cards, and (5) Written Submissions. This Chapter first describes how the results from different data sets are to be viewed. The issue of the weighting of the different types of data is also discussed.

4.1.1 Weighting of Data

Generally speaking, since data from Telephone Polls (1) reflect the opinion of the general public, (2) are collected in an unbiased manner, and (3) can be demonstrated to be statistically reliable and valid, it is often argued that greater weight should be assigned to them. Moreover, from a public policy perspective, opinions of the general public deserve the utmost attention. On the other hand, members of the public are passive respondents and often not well informed about the issues involved. In this particular instance, more than three quarters of the Telephone Poll respondents did not know the exact number of design proposals being considered, and less than 2% had studied all of the relevant materials. Hence, their opinions must also be viewed in this light. Furthermore, there are serious limitations as to what can be asked in a telephone interview.

The opinions of interested citizens, who took the time and effort to gain an understanding of the issues and took the trouble to proactively submit their views, deserve special attention. The data from Comment Cards and Written Submissions capture the opinions of this group. The collection process, however, is susceptible to manipulation. Returns of this nature can easily be orchestrated or even created by interested parties. Furthermore, statistical reliability or validity cannot be demonstrated from data collected through such a process.

Exit Polls selected over 5,000 respondents on a randomised basis, and all of the respondents had the benefit of having seen the exhibition materials immediately before answering the questions. The time and date of the Exit Polls were not announced in advance, and hence, it would be difficult for interested parties to manipulate the exercise. It is, therefore, reasonable to give greater weighting to the Exit Poll data.

For the Telephone Poll respondents, the effective sample size for the questions regarding the Designs ranges from 328 to 369 and the remainder (over 2,600) gave “not sure/don’t remember” answer to those questions. The passage of time and the fact that the majority of the respondents gained knowledge about the project from the media only might also have affected the reliability of the responses of those who answered the question.

4.1.2 Profile of the Respondents

The profile of the respondents should be taken into consideration when interpreting the results. The selected characteristics of the respondents from the different data sets are shown below:

Table 4.1: Characteristics of Respondents from Various Data Sets:

Data Source/ Respondent Characteristics	Comment Cards	Exit Polls	Phone Polls
Male Gender	61%	60%	40%
Age > 61	6%	15%	21%
HK Island Residence	35%	29%	19%
Kowloon	30%	34%	33%
NT / Islands	34%	34%	48%

The profile of the respondents is somewhat similar for the Comment Cards and Exit Polls – there are more male than female; the majority are of working age, and about one-third reside on Hong Kong Island. Compared to the Comment Card and Exit Poll respondents, the Phone Polls have more female respondents, with fewer residing on Hong Kong Island. The two groups of respondents are not quite the same. Generally speaking, the Comment Card and Exit Poll respondents comprise mainly working persons, and persons interested in the project. The Telephone Poll respondents are randomly selected from households with a fixed line telephone, and their views reflect those of the general population.

4.1.3 Highlights

This Chapter highlights views with the following characteristics:

- High frequency count/high percentage/high mean score from Exit Poll and Telephone Poll responses;
- High frequency count/high percentage/high mean score from responses from close-ended questions on Comment Cards; and
- High frequency count and high percentage in terms of number of text units from Qualitative Data from Comment Cards and Written Submissions.

It must be pointed out that, unlike the Exit Polls and Telephone Polls in which subjects were selected in a randomised manner, frequency counts and percentages from Comment Cards and Written Submissions must be interpreted with great caution, as no statistical inferences can be made with this data. A high percentage of opinion in favour of or against a certain design from these sources does not necessarily suggest that a similar high percentage exists in the general population. To claim that a similar percentage exists in the general population on the basis of this data would normally require the convergence of at least one other set of such data.

This Study seeks to triangulate the findings using different sources of data wherever possible.

4.2 ISSUES OF GREATEST CONCERN

The distribution of comments from the Qualitative Data indicates different levels of concern shown by the public on relevant issues. It would be reasonable to attach higher weighting to issues of the greatest concern to the public.

Qualitative Analysis of text data indicates that the "Visual Attractiveness" theme is of the greatest concern, with a total of over 10,000 text units of comments, followed by the "Green Features and Environmental Friendliness" theme with over 3,000 text units of comments. In contrast, the "Connectivity of the Tamar Site to Surrounding Areas" theme received only around 300 text units of comments. The rest of the four themes received between roughly 1,000 to 2,000 text units of comments. It would be reasonable to give a higher weighting to the "Visual Attractiveness" theme, and, to a lesser extent, the "Green Features and Environmental Friendliness" theme.

Even though the Comment Card does not contain any question on the overall rating of the designs, there were more than 2,000 text units of comments regarding respondents' overall preference, making this theme rank third in terms of frequency count of comments.

Categories (under the various themes) receiving over 400 comments in text units include:

- Design aesthetics (4,572 text units)
- Overall preference (2,403 text units)
- Iconic landmark (2,130 text units)
- Originality and "copycat" concerns (1,558 text units)
- Presence of trees, plants, lawns: size and design (1,495 text units)
- Comments on certain unique features (1,455 text units)
- Scale and proportion (1,423 text units)
- Reflection on the distinct identities and roles of Government headquarters (994 text units)
- Reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city (746 text units)
- Impact on the cityscape and neighbouring buildings (736 text units)
- Landscaping design (632 text units)
- Air flow around the area (577 text units)
- Identity of Hong Kong's uniqueness and its history (559 text units)
- Relationship between attractiveness and functionality (543 text units)
- Avant-garde and post-modern feel (492 text units)
- Meeting the needs of the public (448 text units)
- Environmental friendliness (435 text units)

4.3 THE FOUR DESIGNS

On the basis of the Quantitative Data Analysis, Design D leads in three data sets (responses to close-ended questions of Comment Cards, Exit Polls, and Telephone Polls). Designs D and A appear to be more popular than Designs C and B on almost all of the selected attributes. (See Table 4.2).

The overall rank order of the designs from the collected Comment Cards (responses to close-ended questions) is: D, A, C, B. This rank order is corroborated by the Exit Polls (D, A, C, B). The overall rank order of the designs from the Telephone Polls is: D, B, A / C.

Table 4.2: Mean Score Results of the Exit Polls

Design	Mean score for question a	Mean score for question c	Mean score for question d	Total mean score	Grand mean score
A	2.85	2.73	2.84	8.42	2.81
B	2.15	2.18	2.40	6.73	2.24
C	2.35	2.28	2.36	6.99	2.33
D	3.00	2.79	2.87	8.66	2.89

In terms of Exit Poll results, the total mean scores of Designs A, B, C, D are respectively 8.42, 6.73, 6.99 and 8.66. Design D is ahead of Design A by 1.41%. If more weight is given to the Exit Polls because of the reasons mentioned in 4.1.1, Design D is the preferred scheme. If “Visual Attractiveness” is given more weight in the results of the collected Comment Cards, the Exit Polls and the Telephone Polls due to the intensity of public views, Design D is still preferred.

It should be pointed out that the total mean score from the Comment Cards for Design A is 20.53 and for Design D is 20.80, and that the difference is 0.27, which is less than one percentage point. The lead of Design D over Design A should therefore be considered marginal. (See Table 4.3).

Table 4.3: Mean Score of Each Design for Each Question (Comment Card Data Set)

Design	Mean score for question a	Mean score for question b	Mean score for question c	Mean score for question d	Mean score for question e	Mean score for question f	Mean score for question g	Total mean score	Grand mean score
A	2.96	2.85	2.87	2.93	3.02	3.00	2.90	20.53	2.93
B	2.07	2.01	2.21	2.40	2.67	2.62	2.51	16.49	2.36
C	2.31	2.34	2.33	2.38	2.58	2.53	2.52	16.99	2.43
D	3.10	3.13	2.94	2.93	2.81	2.98	2.91	20.80	2.97

When Qualitative Data is taken into consideration, the preferred scheme is not so straight-forward. Design A and Design D received respectively 3,404 and 3,366 positive comments. The difference is 38 comments or less than 1%. Hence Design A is marginally ahead of Design D in terms of positive comments. Design D and Design A received respectively 2,866 and 2,296 negative comments. The difference is 570 comments. Design D is 11% ahead of Design A in terms of negative comments.

From the Qualitative Data, when both positive and negative comments are taken into consideration, Design A appears to be preferred over Design D (see Table 4.4).

Table 4.4: Positive and Negative Comment Counts for the Four Designs

Design	A	B	C	D
Positive Comment Counts	3,404	1,398	1,393	3,366
Negative Comment Counts	2,296	3,317	2,985	2,866

While the results of the Quantitative and Qualitative Data Analyses do not converge, Design D is ahead of Design A on the first three of the five data sets (responses to close-ended questions of Comment Cards, Exit Polls, Telephone Polls, Positive Written Comments, and Negative Written Comments).

4.4 HIGH LEVEL OF PUBLIC INTEREST

The interest level of the public on the project is high, judging from the number of visitors to the exhibition, to the website, the number of Comment Cards received, and the results of the Telephone Polls. This Consultancy shows that the two greatest concerns the public has regarding the design proposals relate to “Visual Attractiveness” and “Green Features and Environmental Friendliness”, and many are keen to provide their opinions on which design is most preferred. The majority are satisfied with the Exhibition of the Design Proposals.

5. SUMMARY AND CONCLUSIONS

5.1 SUMMARY OF FINDINGS

5.1.1 This Consultancy shows that the interest level of the public on the project is high, judging from the number of visitors to the exhibition, to the website, the number of Comment Cards received, and the results of the Telephone Polls.

5.1.2 The greatest concern the public has regarding the design proposals relate to "Visual Attractiveness" and "Green Features and Environmental Friendliness", and many are keen to provide their opinions on which design is preferred.

5.1.3 On the basis of the Quantitative Data Analysis, Design D leads in all three data sets (responses to close-ended questions of Comment Cards, Exit Polls, and Telephone Polls). Designs D and A appear to be more popular than Designs C and B on almost all of the selected attributes.

5.1.4 The overall rank order of the designs from the collected Comment Cards (responses to close-ended questions) is: D, A, C, B. This rank order is corroborated by the Exit Polls (D, A, C, B). The overall rank order of the designs from the Telephone Polls is: D, B, A / C.

5.1.5 In terms of Exit Poll results, the total mean scores of Designs A, B, C, D are respectively 8.42, 6.73, 6.99 and 8.66. Design D is ahead of Design A by 1.41%. If more weight is given to the Exit Polls because of the reasons mentioned in 4.1.1, Design D is the preferred scheme. If "Visual Attractiveness" is given more weight in the results of the collected Comment Cards, the Exit Polls and the Telephone Polls due to the intensity of public views, Design D is still preferred. However, the lead of Design D over Design A is marginal.

5.1.6 It should be pointed out that the total mean score from the Comment Cards for Design A is 20.53 and for Design D is 20.80, and that the difference is 0.27, which is less than one percentage point. The lead of Design D over Design A should therefore be considered marginal.

5.1.7 When Qualitative Data are taken into consideration, the preferred scheme is not so straight-forward. Design A and Design D received respectively 3,404 and 3,366 positive comments. The difference is 38 comments or less than 1%. Hence Design A is marginally ahead of Design D in terms of positive comments. Design D and Design A received respectively 2,866 and 2,296 negative comments. The difference is 570 comments. Design D is 11% ahead of Design A in terms of negative comments.

5.1.8 From the Qualitative Data, when both positive and negative comments are taken into consideration, Design A appears to be preferred over Design D.

5.1.9 While the results of the Quantitative and Qualitative Data Analyses do not converge, Design D is ahead of Design A on the first three of the five data sets (responses to close-ended questions of Comment Cards, Exit Polls, Telephone Polls, Positive Written Comments, and Negative Written Comments).

5.2 CONCLUSION

5.2.1 The following Table summarises the results of the various data sets.

Comment Cards (responses to close-end questions)	Exit Polls	Phone Polls	Positive Written Comment Counts	Negative Written Comment Counts*
D, A, C, B	D, A, C, B	D, B, A / C[#]	A, D, B, C	B, C, D, A

*The number of negative comment counts is arranged in a descending order.
[#] Design A and Design C are tied in rank order.

Taking into account the various sources of Quantitative and Qualitative Data, their limitations, and the greater weighting which can arguably be given to Exit Polls, it can be concluded that Design D is narrowly ahead of Design A, with Design B and Design C lagging behind by a substantial margin.

APPENDICES

Appendix 1
Composition and Organisation Structure of the Consultancy Team

Composition and Organisation Structure of the Consultancy Team

The Consultancy Team

Professor Lee Ngok (Leader): Co-ordinator, PPRI.
Professor Peter P.M. Yuen: Principal Investigator of Heath and Welfare, PPRI and Professor in Management.
Professor Edwin H.W. Chan: Professor in Building and Real Estate.
Dr. Hanqin Zhang: Associate Professor in Hotel and Tourism Management.
Dr. Kwok Keung Yuen: Project Fellow, PPRI.
Mr. Derek Gould: Honorary Fellow, PPRI
Mr. Steven H.T. Li: Project Fellow, CAST.
Miss Joan W.L. Li: Assistant Officer, PPRI.
Miss Edith S.Y. Choy: Assistant Officer, PPRI.
Miss Jessie Huang: Research Assistant, Department of Management and Marketing

Organisational Structure of Consultancy Team

Professor Lee Ngok co-ordinates the work of the Quantitative and Qualitative Teams and ensures the smooth running of the Consultancy.

Professor Peter Yuen heads the Quantitative Team and is responsible for overseeing data collection and data analysis.

Professor Edwin Chan provides expertise advice on technical matters regarding building and development issues, and on design of the Comment Card, Information Leaflet, and Analytical Framework for Qualitative Data analysis. He is not involved in data analysis and data interpretation.

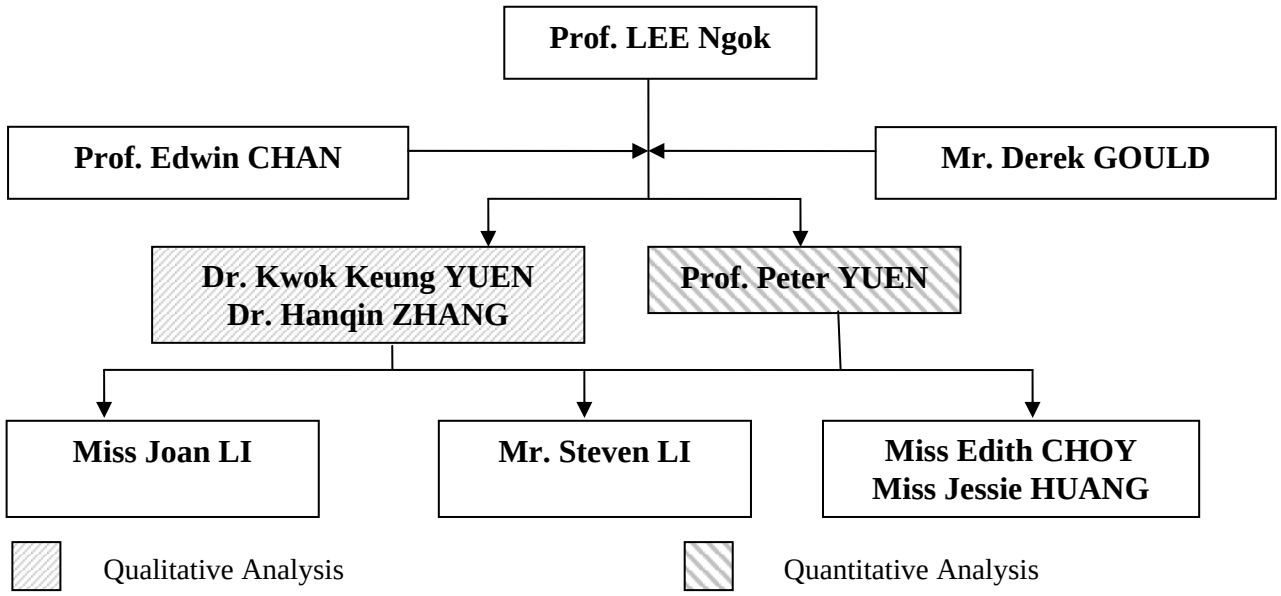
Dr. Hanqin Zhang and Dr. Kwok Keung Yuen head the Qualitative Team and are responsible for overseeing qualitative analysis.

Mr. Derek Gould is responsible for editing this Report and for ensuring stylistic consistency.

Mr. Steven Li supervises and organises the Exit Polls and telephone polls

Miss Joan Li, Miss Edith Choy and Miss Jessie Huang are responsible for overseeing data entry, coding Qualitative Data by using NUDIST and assist Professor Lee in co-ordinating the work of the two Teams.

The Organisational Structure of the Consultancy Team is shown below:

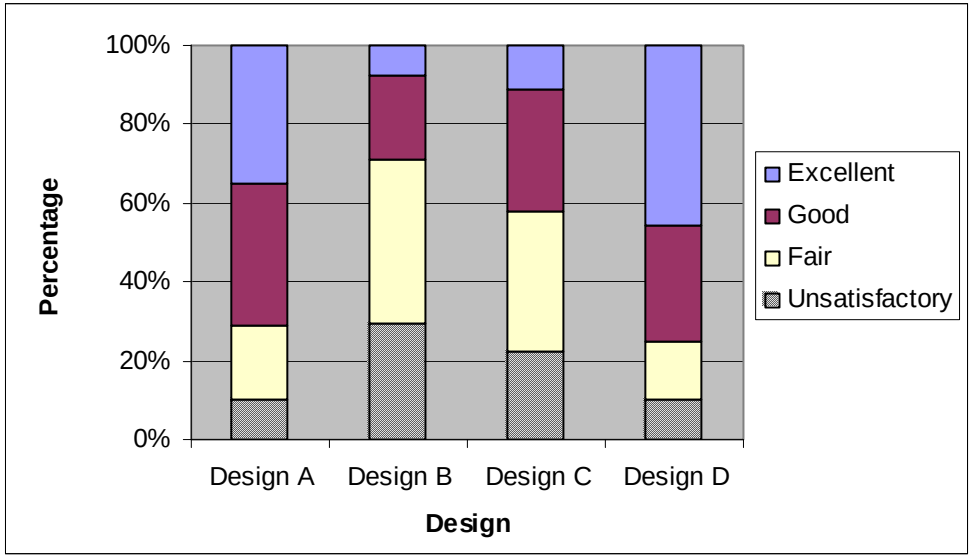


Appendix 2

Quantitative Results of the Comment Cards

Table 2.1.1 (a) Visual attractiveness (N* = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	4467	34.90%	4629	36.17%	2423	18.93%	1279	9.99%	12798	100.00%	1257	8.94%
B	907	7.40%	2647	21.58%	5087	41.48%	3624	29.55%	12265	100.00%	1790	12.74%
C	1379	11.24%	3795	30.93%	4352	35.47%	2742	22.35%	12268	100.00%	1787	12.71%
D	5938	45.46%	3858	29.54%	1940	14.85%	1326	10.15%	13062	100.00%	993	7.07%



* "N" means "number of responses".

Table 2.1.2 (b) Symbol of Hong Kong as Asia's world city (N = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	3833	30.53%	4437	35.34%	2821	22.47%	1464	11.66%	12555	100.00%	1500	10.67%
B	781	6.46%	2497	20.66%	4878	40.36%	3930	32.52%	12086	100.00%	1969	14.01%
C	1524	12.58%	3719	30.71%	4209	34.75%	2659	21.96%	12111	100.00%	1944	13.83%
D	6041	46.71%	3750	29.00%	1872	14.48%	1269	9.81%	12932	100.00%	1123	7.99%

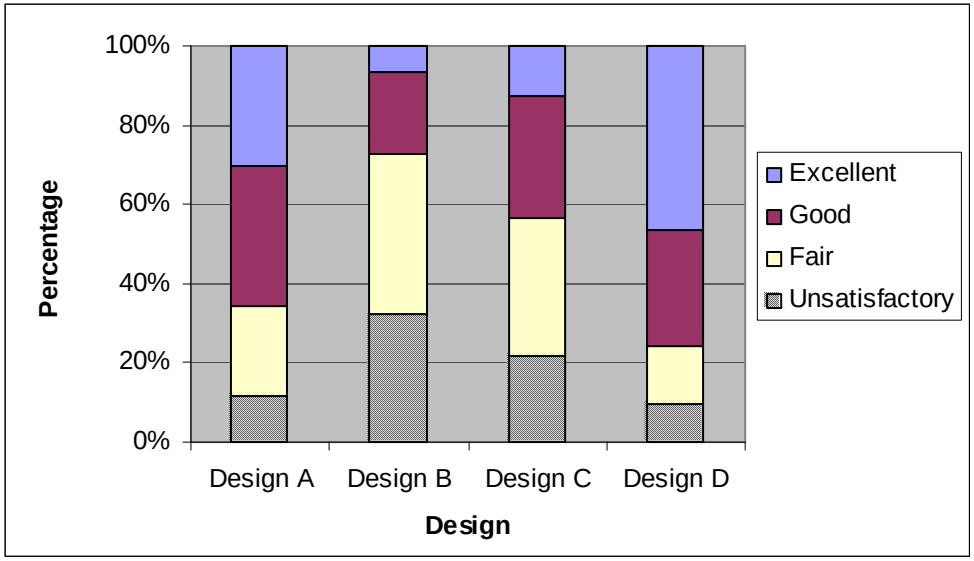


Table 2.1.3 (c) Image befitting the Central Government Complex and the Legislative Council Complex (N = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	3801	30.45%	4633	37.11%	2716	21.76%	1333	10.68%	12,483	100.00%	1572	11.18%
B	1169	9.74%	3203	26.69%	4614	38.45%	3015	25.12%	12001	100.00%	2054	14.61%
C	1399	11.61%	3756	31.16%	4297	35.65%	2600	21.57%	12052	100.00%	2003	14.25%
D	4687	36.59%	4192	32.72%	2464	19.23%	1467	11.45%	12810	100.00%	1245	8.86%

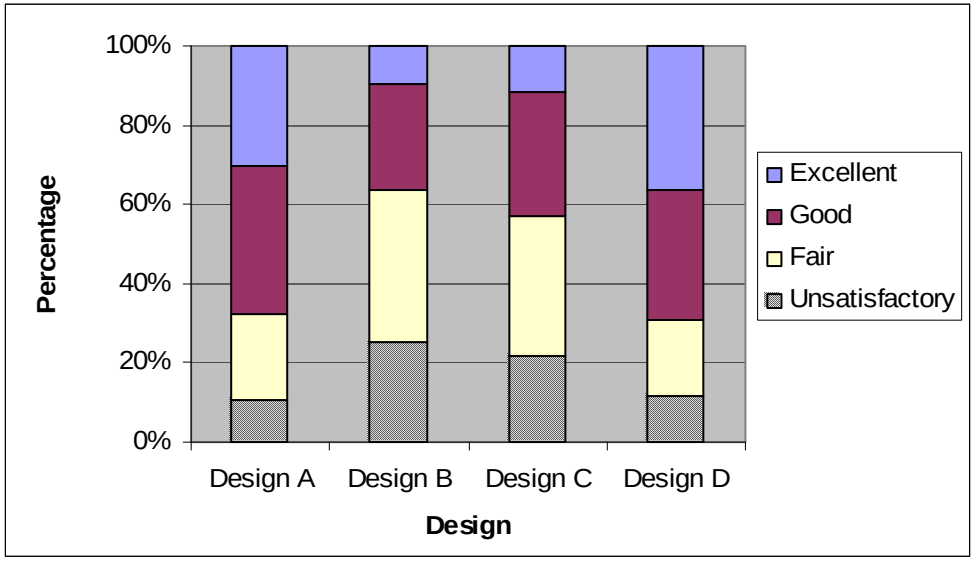


Table 2.1.4 (d) Impact on cityscape and waterfront environment (N = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	4058	32.93%	4587	37.22%	2451	19.89%	1227	9.96%	12323	100.00%	1732	12.32%
B	1516	12.77%	3905	32.91%	4288	36.13%	2158	18.18%	11867	100.00%	2188	15.57%
C	1425	12.02%	3962	33.43%	4102	34.61%	2364	19.94%	11853	100.00%	2202	15.67%
D	4775	37.76%	3913	30.94%	2291	18.12%	1667	13.18%	12646	100.00%	1409	10.02%

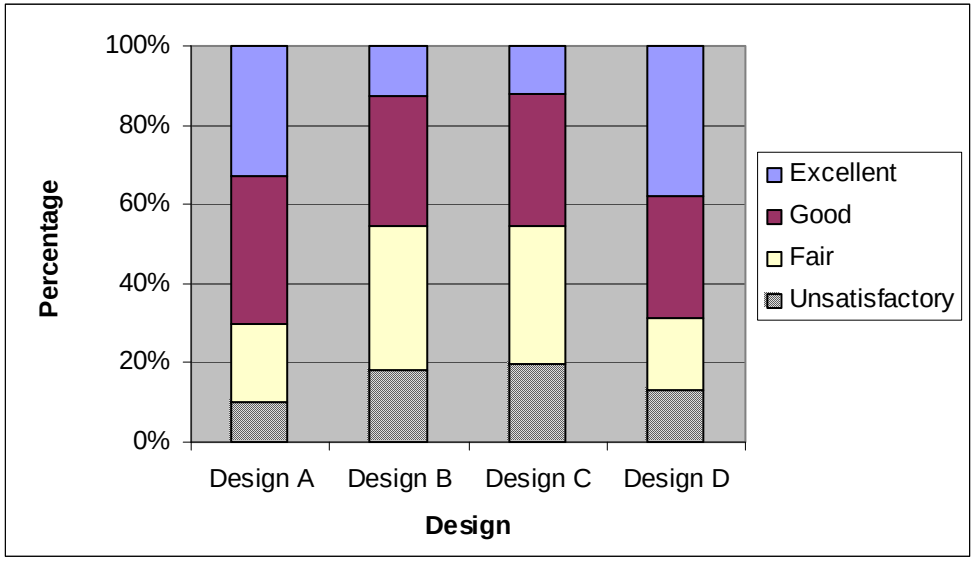


Table 2.1.5 (e) Green features and environmental friendliness (N = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	4309	35.03%	4855	39.47%	2257	18.35%	881	7.16%	12302	100.00%	1753	12.47%
B	2379	19.97%	4616	38.75%	3467	29.10%	1451	12.18%	11913	100.00%	2142	15.24%
C	1911	16.12%	4637	39.11%	3694	31.16%	1613	13.61%	11855	100.00%	2200	15.65%
D	3623	28.85%	4478	35.66%	2879	22.93%	1578	12.57%	12558	100.00%	1497	10.65%

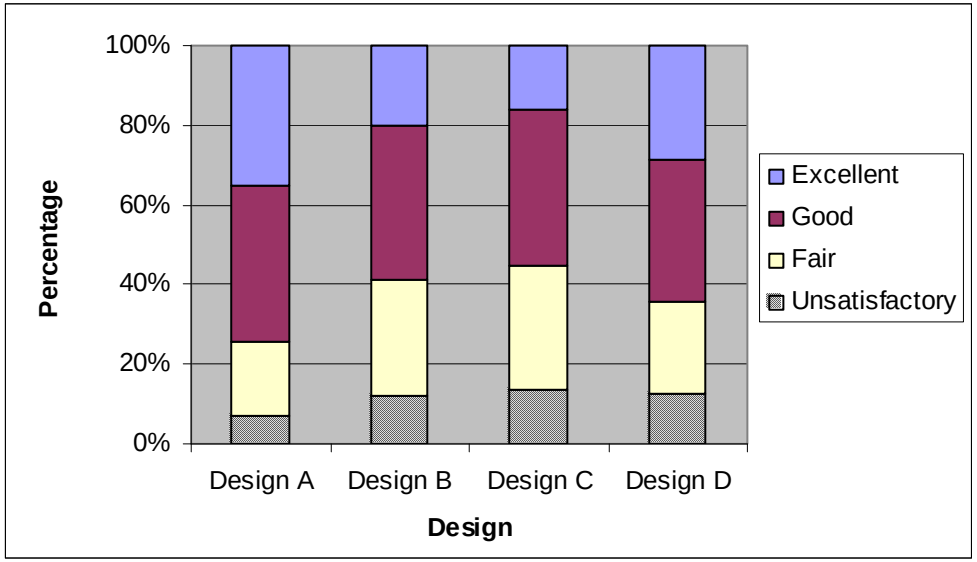


Table 2.1.6 (f) Public open space (N = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	4115	33.57%	4912	40.07%	2310	18.84%	921	7.51%	12258	100.00%	1797	12.79%
B	1973	16.62%	4878	41.10%	3562	30.01%	1457	12.27%	11870	100.00%	2185	15.55%
C	1525	12.92%	4809	40.76%	3907	33.11%	1558	13.20%	11799	100.00%	2256	16.05%
D	4644	36.88%	4307	34.20%	2386	18.95%	1256	9.97%	12593	100.00%	1462	10.40%

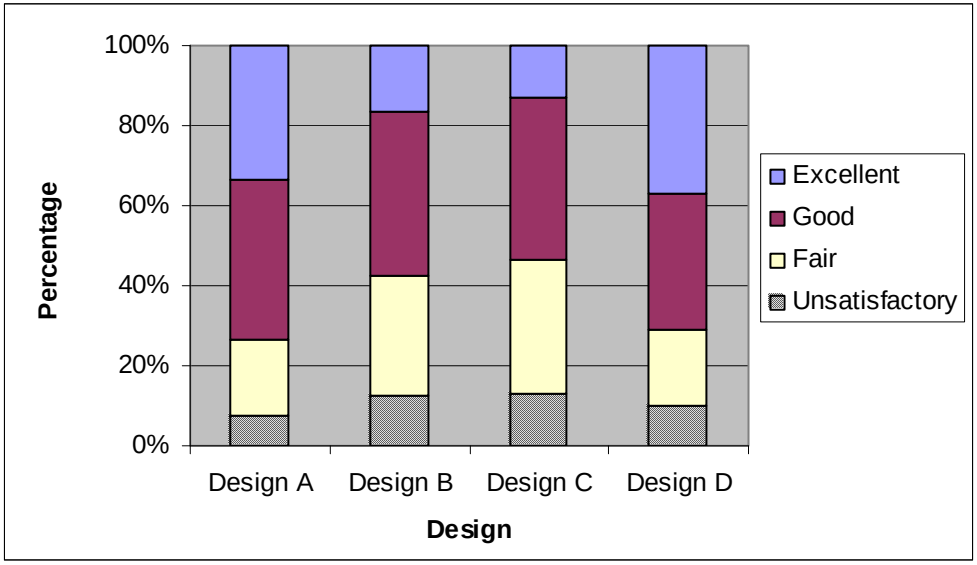


Table 2.1.7 (g) Connectivity of the Tamar site and surrounding areas (N = 14055)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Missing / Invalid	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	3191	26.19%	5449	44.73%	2665	21.88%	877	7.20%	12182	100.00%	1873	13.33%
B	1202	10.21%	5012	42.59%	4086	34.72%	1469	12.48%	11769	100.00%	2286	16.26%
C	1287	10.95%	5004	42.58%	3972	33.80%	1490	12.68%	11753	100.00%	2302	16.38%
D	3827	30.55%	4923	39.31%	2591	20.69%	1184	9.45%	12525	100.00%	1530	10.89%

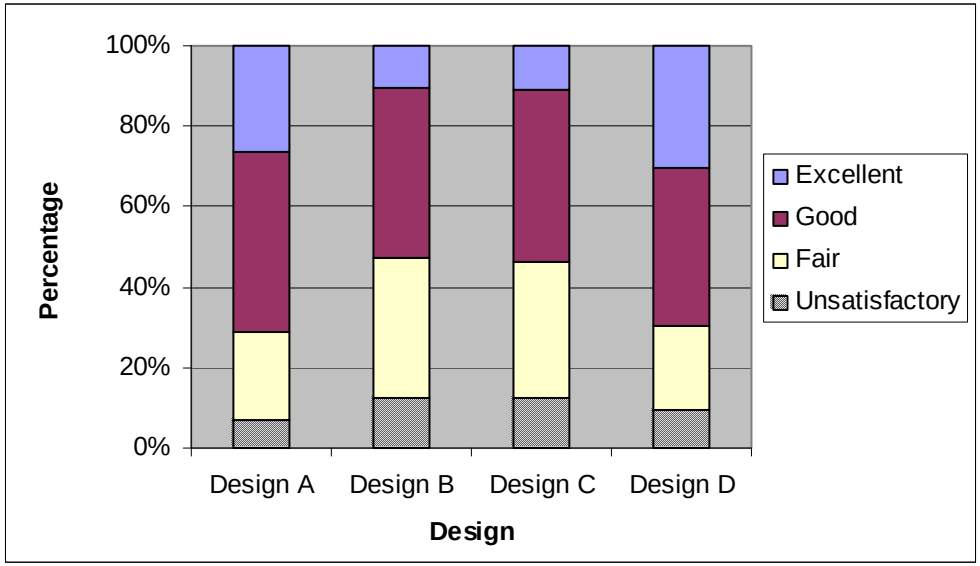
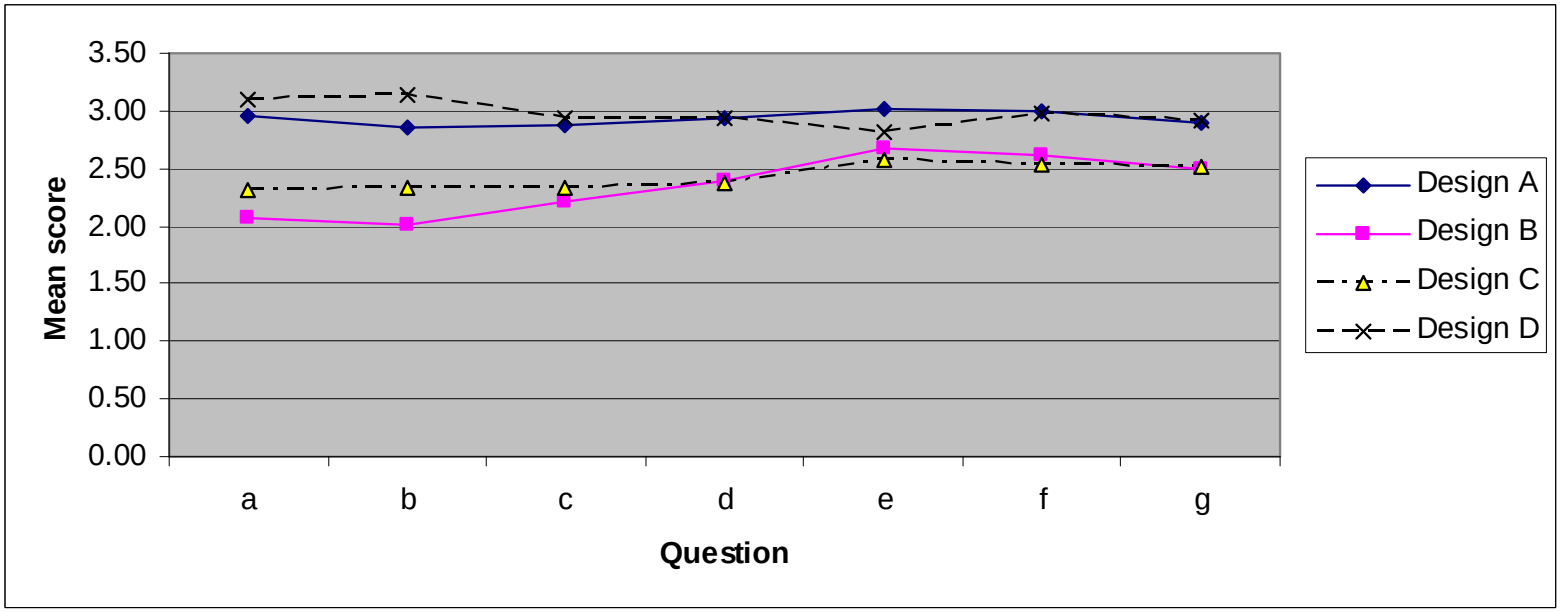


Table 2.1.8 Mean scores for each design for each question.

Design \ Question	a	b	c	d	e	f	g
A	2.96	2.85	2.87	2.93	3.02	3.00	2.90
B	2.07	2.01	2.21	2.40	2.67	2.62	2.51
C	2.31	2.34	2.33	2.38	2.58	2.53	2.52
D	3.10	3.13	2.94	2.93	2.81	2.98	2.91



Profile of Respondents

Table 2.1.9 Age

	Frequency	Percentage (%)	
Under 18	1705	12.65	
18 – 30	3628	26.93	
31 – 45	4447	33.00	
46 – 60	2897	21.50	
61 and over	797	5.92	
Total	13474	100.00	
			95.87
Missing/invalid answer	581		4.13
Grand Total	14055		100.00

Table 2.1.10 Gender

	Frequency	Percentage (%)	
Male	7568	61.44	
Female	4750	38.56	
Total	12318	100.00	
			87.64
Missing/invalid answer	1737		12.36
Grand Total	14055		100.00

Table 2.1.11 Area of Residence

	Frequency	Percentage (%)	
HK Island	4442	35.06	
KLN	3856	30.44	
NT and Islands	4346	34.30	
Non-local residence	25	0.20	
Total	12669	100.00	
			90.14
Missing/invalid answer	1386		9.86
Grand Total	14055		100.00

Appendix 3

Exit Poll Results

First Exit Poll

Table 3.1.1 Visual attractiveness (N = 1255)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	404	32.27%	540	43.13%	258	20.61%	50	3.99%	1252	100.00%	3	0.24%	0	0.00%
B	44	3.54%	291	23.43%	601	48.39%	306	24.64%	1242	100.00%	13	1.04%	0	0.00%
C	108	8.68%	373	29.98%	510	41.00%	253	20.34%	1244	100.00%	10	0.80%	1	0.08%
D	425	34.03%	452	36.19%	250	20.02%	122	9.77%	1249	100.00%	5	0.40%	1	0.08%

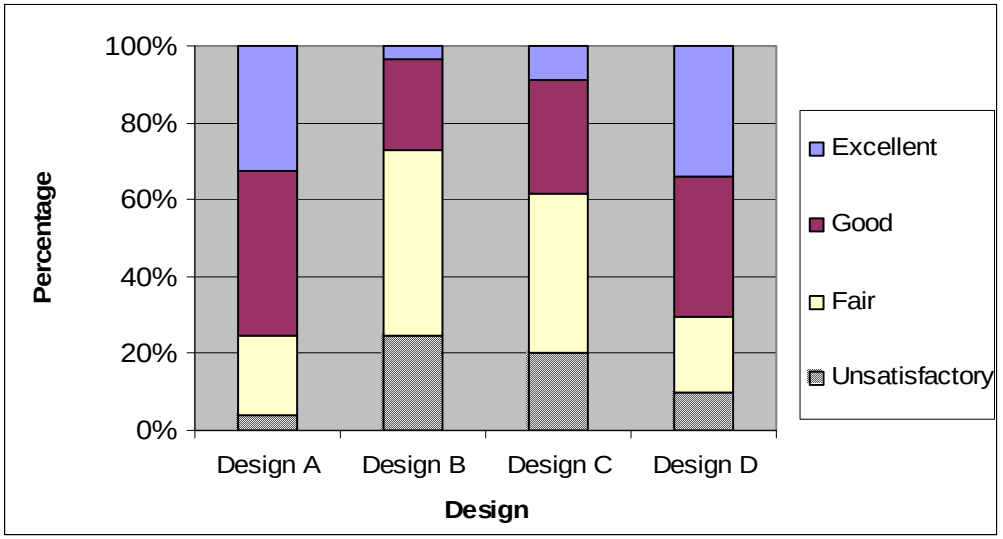


Table 3.1.2 Image befitting the Central Government Complex and the Legislative Council Complex (N = 1255)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	315	25.65%	529	43.08%	317	25.81%	67	5.46%	1228	100.00%	27	2.15%	0	0.00%
B	65	5.33%	325	26.64%	546	44.75%	284	23.28%	1220	100.00%	35	2.79%	0	0.00%
C	101	8.24%	357	29.14%	492	40.16%	275	22.45%	1225	100.00%	30	2.39%	0	0.00%
D	300	24.37%	467	37.94%	317	25.75%	147	11.94%	1231	100.00%	24	1.91%	0	0.00%

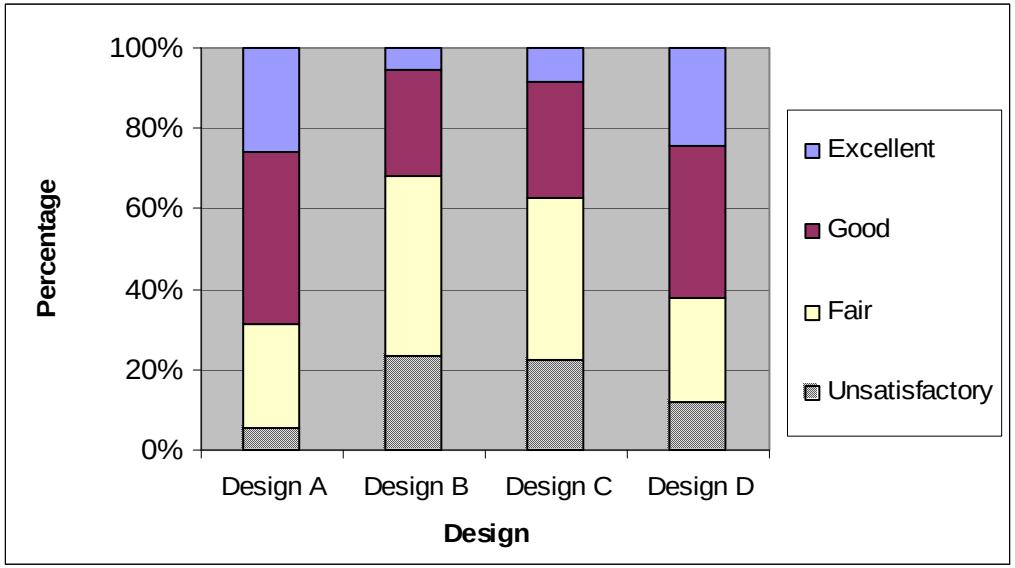
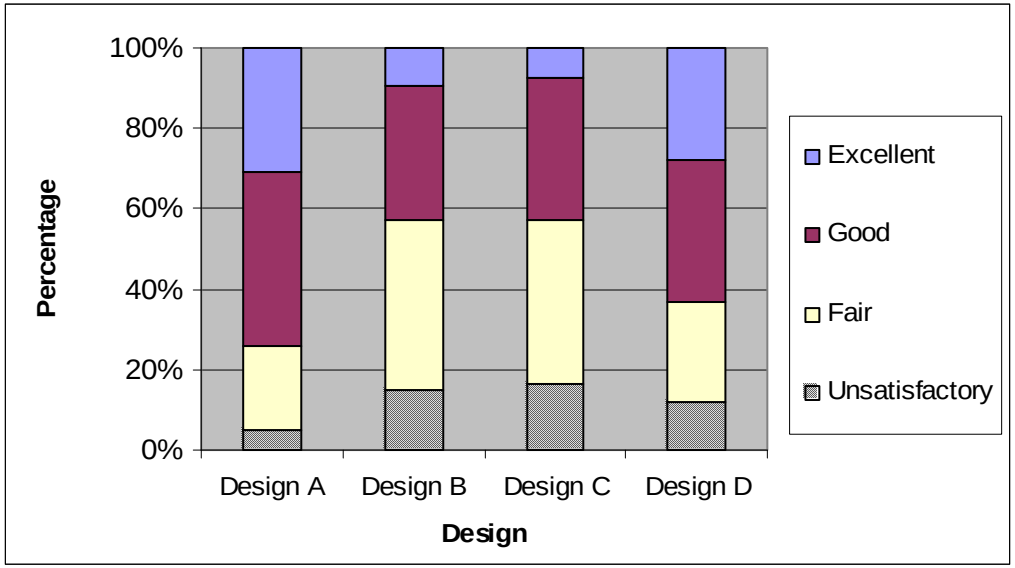


Table 3.1.3 Impact on cityscape and waterfront environment (N = 1255)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	381	30.80%	534	43.17%	263	21.26%	59	4.77%	1237	100.00%	18	1.43%	0	0.00%
B	116	9.43%	413	33.58%	519	42.20%	182	14.80%	1230	100.00%	25	1.99%	0	0.00%
C	93	7.57%	432	35.15%	501	40.76%	203	16.52%	1229	100.00%	26	2.07%	0	0.00%
D	344	27.85%	434	35.14%	311	25.18%	146	11.82%	1235	100.00%	20	1.59%	0	0.00%



Profile of Respondents

Table 3.1.4 Age

	Frequency	Percentage (%)	
Under 18	151	12.08	
18 – 30	196	15.68	
31 – 45	436	34.88	
46 – 60	341	27.28	
61 and over	126	10.08	
Total	1250	100.00	
			99.60
Refuse to Answer	5		4.00
Grand Total	1255		100.00

Table 3.1.5 Gender

	Frequency	Percentage (%)
Male	764	60.88
Female	491	39.12
Total	1255	100.00

Table 3.1.6 Area of residence

	Frequency	Percentage (%)	
HK Island	593	47.40	
KLN	303	24.22	
NT and Islands	344	27.50	
Non-local residence	11	0.88	
Total	1251	100.00	
			99.68
Refuse to answer	4		0.32
Grand Total	1255		100.00

Second Exit Poll

Table 3.2.1 Visual attractiveness (N = 1171)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	315	27.06%	540	46.39%	236	20.27%	73	6.27%	1164	100.00%	7	0.60%	0	0.00%
B	43	3.71%	257	22.19%	591	51.04%	267	23.06%	1158	100.00%	13	1.11%	0	0.00%
C	91	7.86%	405	34.97%	424	36.61%	238	20.55%	1158	100.00%	12	1.02%	1	0.09%
D	399	34.28%	432	37.11%	226	19.42%	107	9.19%	1164	100.00%	6	0.51%	1	0.09%

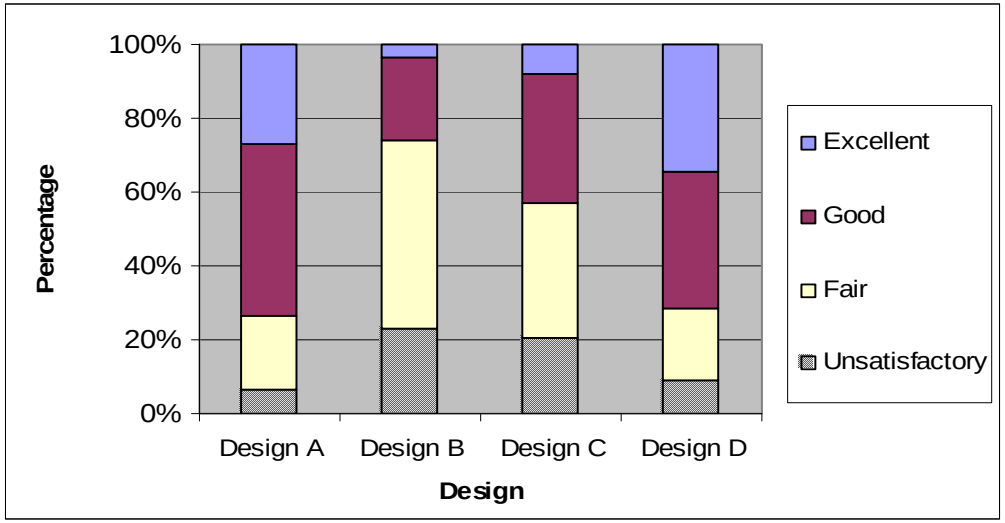


Table 3.2.2 Image befitting the Central Government Complex and the Legislative Council Complex (N = 1171)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	278	24.32%	487	42.61%	268	23.45%	110	9.62%	1143	100.00%	25	2.13%	3	0.26%
B	51	4.49%	263	23.15%	563	49.56%	259	22.80%	1136	100.00%	32	2.73%	3	0.26%
C	77	6.78%	325	28.61%	472	41.55%	262	23.06%	1136	100.00%	32	2.73%	3	0.26%
D	259	22.64%	470	41.08%	298	26.05%	117	10.23%	1144	100.00%	24	2.05%	3	0.26%

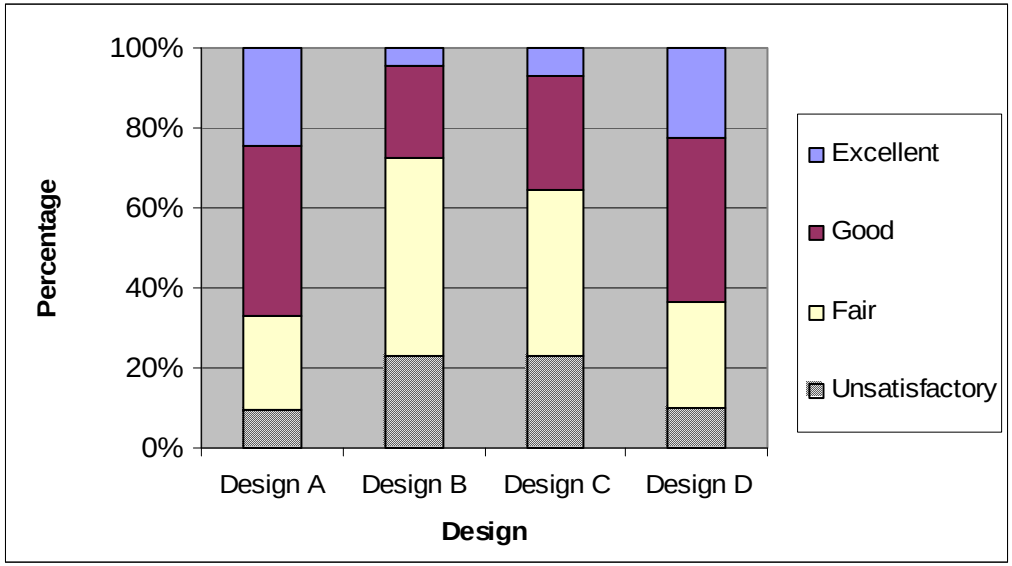
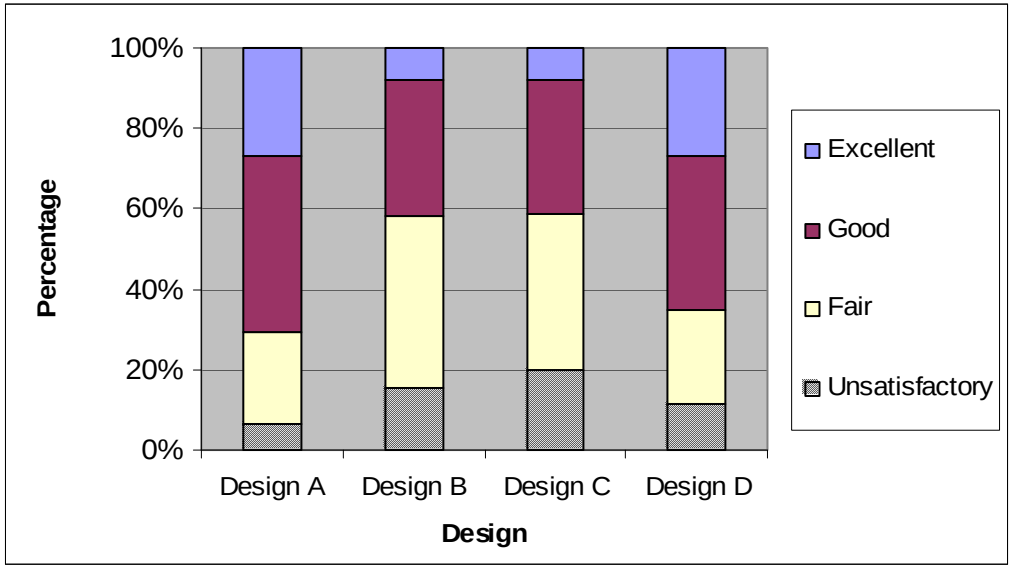


Table 3.2.3 Impact on cityscape and waterfront environment (N = 1171)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	306	26.66%	506	44.08%	262	22.82%	74	6.45%	1148	100.00%	18	1.54%	5	0.43%
B	93	8.16%	384	33.68%	485	42.54%	178	15.61%	1140	100.00%	25	2.13%	6	0.51%
C	92	8.07%	381	33.42%	438	38.42%	229	20.09%	1140	100.00%	27	2.31%	4	0.34%
D	308	26.78%	441	38.35%	270	23.48%	131	11.39%	1150	100.00%	18	1.54%	3	0.26%



Profile of Respondents

Table 3.2.4 Age

	Frequency	Percentage (%)	
Under 18	67	5.78	
18 – 30	221	19.07	
31 – 45	417	35.98	
46 – 60	351	30.28	
61 and over	103	8.89	
Total	1159	100.00	
			98.98
Refuse to Answer	12		1.02
Grand Total	1171		100.00

Table 3.2.5 Gender

	Frequency	Percentage (%)	
Male	754	64.50	
Female	415	35.50	
Total	1169	100.00	
			99.83
Refuse to Answer	2		0.17
Grand Total	1171		100.00

Table 3.2.6 Area of residence

	Frequency	Percentage (%)	
HK Island	490	42.02	
KLN	294	25.21	
NT and Islands	360	30.87	
Non-local residence	22	1.89	
Total	1166	100.00	
			99.57
Refuse to answer	5		0.43
Grand Total	1171		100.00

Third Exit Poll

Table 3.3.1 Visual attractiveness (N = 1889)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	384	20.41%	786	41.79%	519	27.59%	192	10.21%	1881	100.00%	8	0.42%	0	0.00%
B	120	6.39%	465	24.76%	919	48.94%	374	19.91%	1878	100.00%	11	0.58%	0	0.00%
C	215	11.46%	626	33.37%	656	34.97%	379	20.20%	1876	100.00%	12	0.64%	1	0.05%
D	721	38.33%	641	34.08%	359	19.09%	160	8.51%	1881	100.00%	8	0.42%	0	0.00%

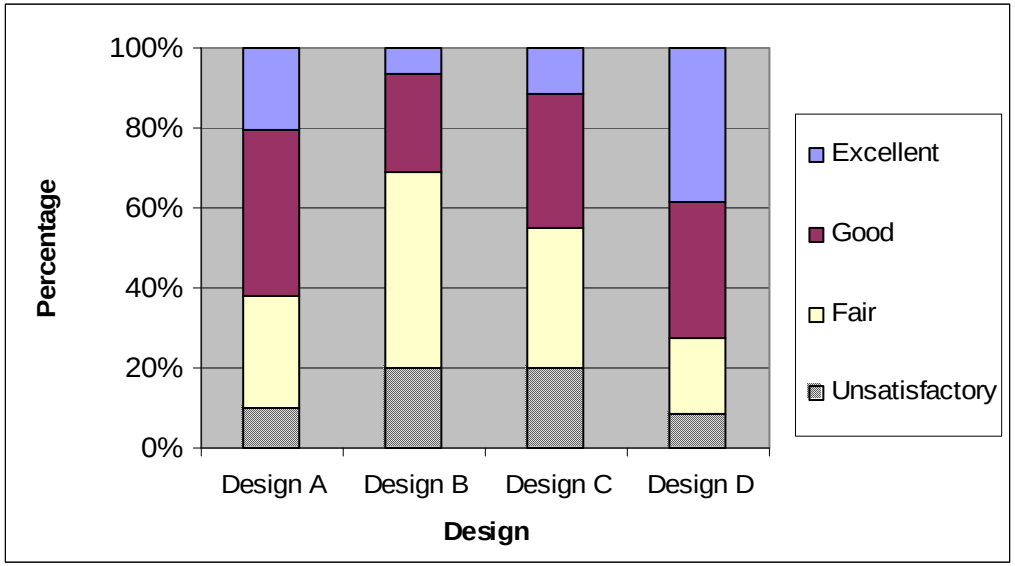


Table 3.3.2 Image befitting the Central Government Complex and the Legislative Council Complex (N = 1889)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	359	19.61%	675	36.87%	529	28.89%	268	14.64%	1831	100.00%	57	3.02%	1	0.05%
B	122	6.67%	493	26.94%	834	45.57%	381	20.82%	1830	100.00%	59	3.12%	0	0.00%
C	206	11.25%	542	29.60%	671	36.65%	412	22.50%	1831	100.00%	58	3.07%	0	0.00%
D	516	28.15%	657	35.84%	442	24.11%	218	11.89%	1833	100.00%	56	2.96%	0	0.00%

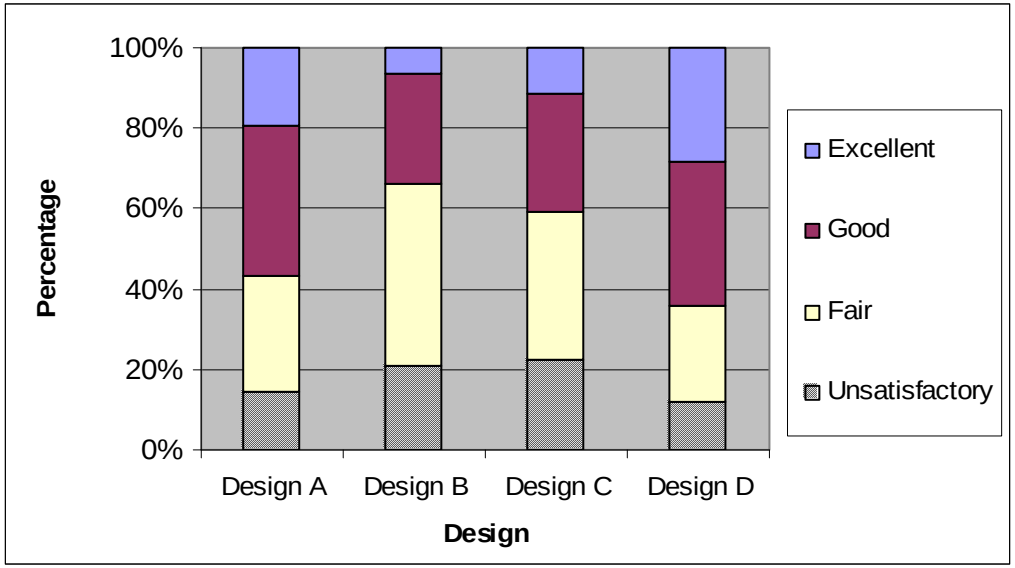
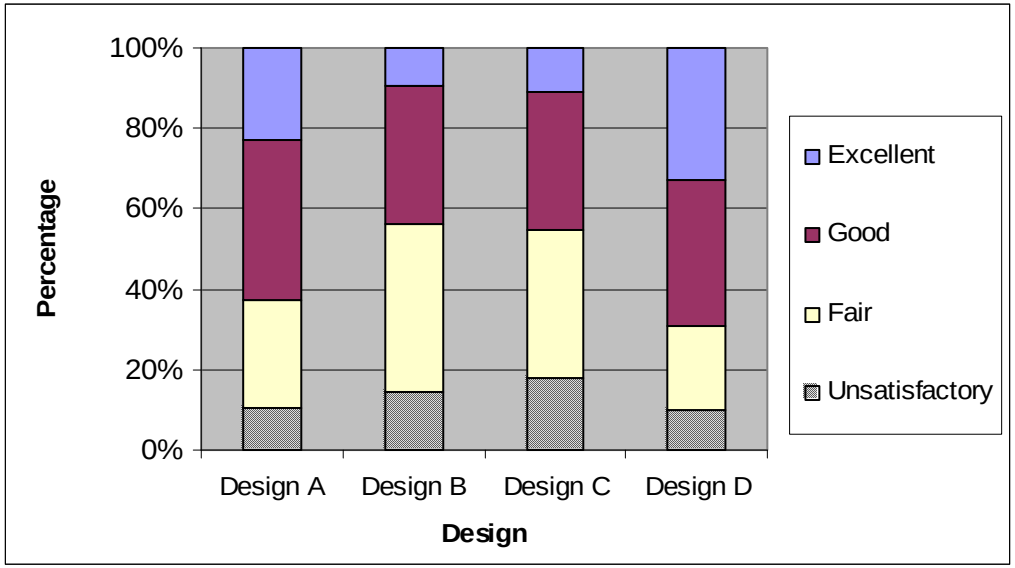


Table 3.3.3 Impact on cityscape and waterfront environment (N = 1889)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	427	22.98%	740	39.83%	495	26.64%	196	10.55%	1858	100.00%	29	1.54%	2	0.11%
B	172	9.29%	642	34.68%	767	41.44%	270	14.59%	1851	100.00%	34	1.80%	4	0.21%
C	198	10.72%	639	34.60%	681	36.87%	329	17.81%	1847	100.00%	40	2.12%	2	0.11%
D	606	32.69%	679	36.62%	389	20.98%	180	9.71%	1854	100.00%	31	1.64%	4	0.21%



Profile of Respondents

Table 3.3.4 Age

	Frequency	Percentage (%)	
Under 18	196	10.43	
18 – 30	308	16.39	
31 – 45	500	26.61	
46 – 60	538	28.63	
61 and over	337	17.94	
Total	1879	100.00	
			99.47
Refuse to Answer	10		0.53
Grand Total	1889		100.00

Table 3.3.5 Gender

	Frequency	Percentage (%)	
Male	1112	58.93	
Female	775	41.07	
Total	1887	100.00	
			99.89
Refuse to Answer	2		0.11
Grand Total	1889		100.00

Table 3.3.6 Area of residence

	Frequency	Percentage (%)	
HK Island	273	15.14	
KLN	809	44.87	
NT and Islands	687	38.10	
Non-local residence	34	1.89	
Total	1803	100.00	
			95.45
Refuse to answer	86		4.55
Grand Total	1889		100.00

Fourth Exit Poll

Table 3.4.1 Visual attractiveness (N = 997)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	211	21.38%	400	40.53%	264	26.75%	112	11.35%	987	100.00%	10	1.00%	0	0.00%
B	102	10.34%	298	30.22%	419	42.49%	167	16.94%	986	100.00%	11	1.10%	0	0.00%
C	125	12.68%	368	37.32%	342	34.69%	151	15.31%	986	100.00%	11	1.10%	0	0.00%
D	400	40.53%	347	35.16%	163	16.51%	77	7.80%	987	100.00%	10	1.00%	0	0.00%

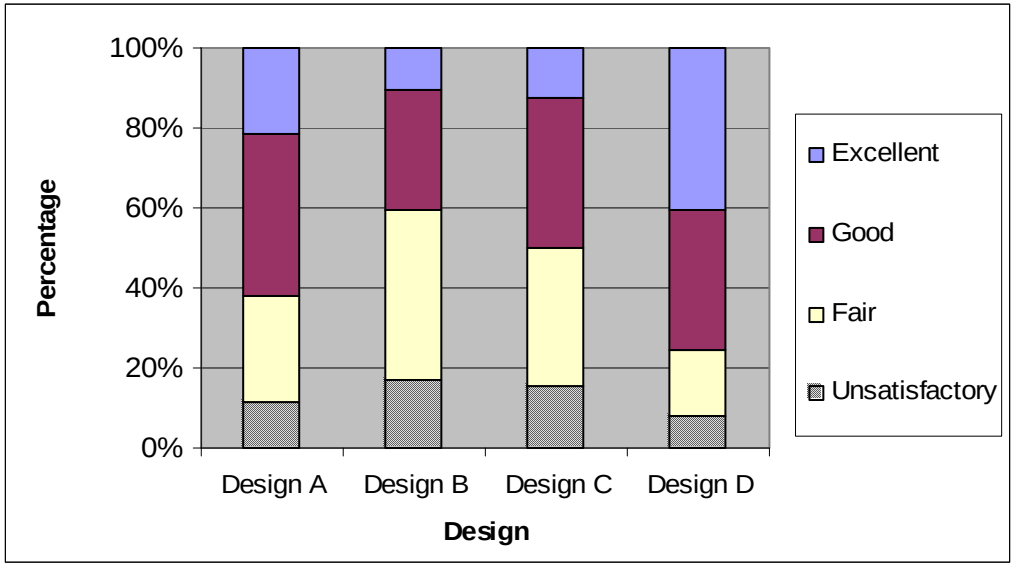


Table 3.4.2 Image befitting the Central Government Complex and the Legislative Council Complex (N = 997)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	191	19.94%	357	37.27%	279	29.12%	131	13.67%	958	100.00%	38	3.81%	1	0.10%
B	99	10.37%	268	28.06%	418	43.77%	170	17.80%	955	100.00%	41	4.11%	1	0.10%
C	122	12.75%	319	33.33%	341	35.63%	175	18.29%	957	100.00%	39	3.91%	1	0.10%
D	275	28.71%	374	39.04%	211	22.03%	98	10.23%	958	100.00%	38	3.81%	1	0.10%

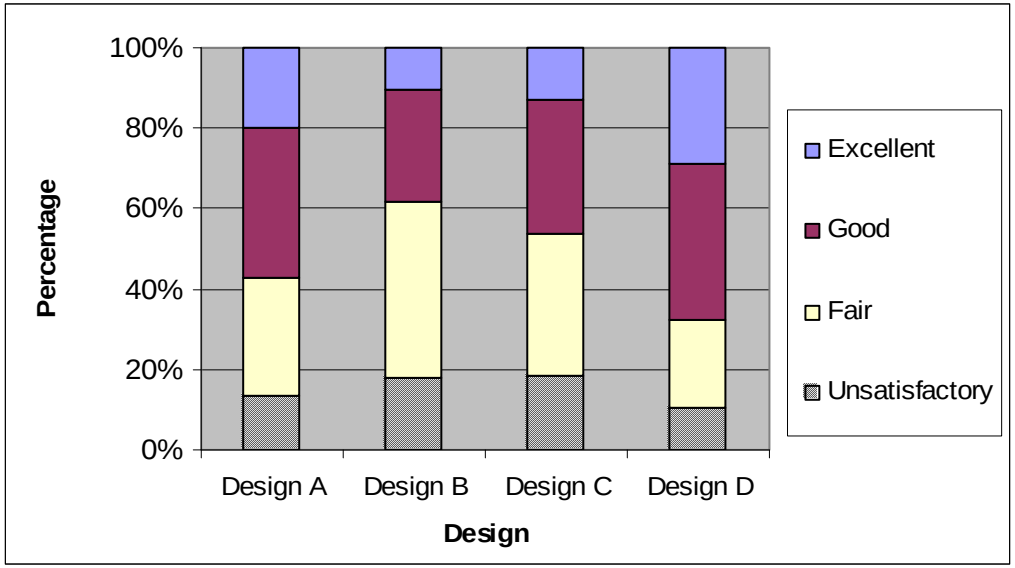
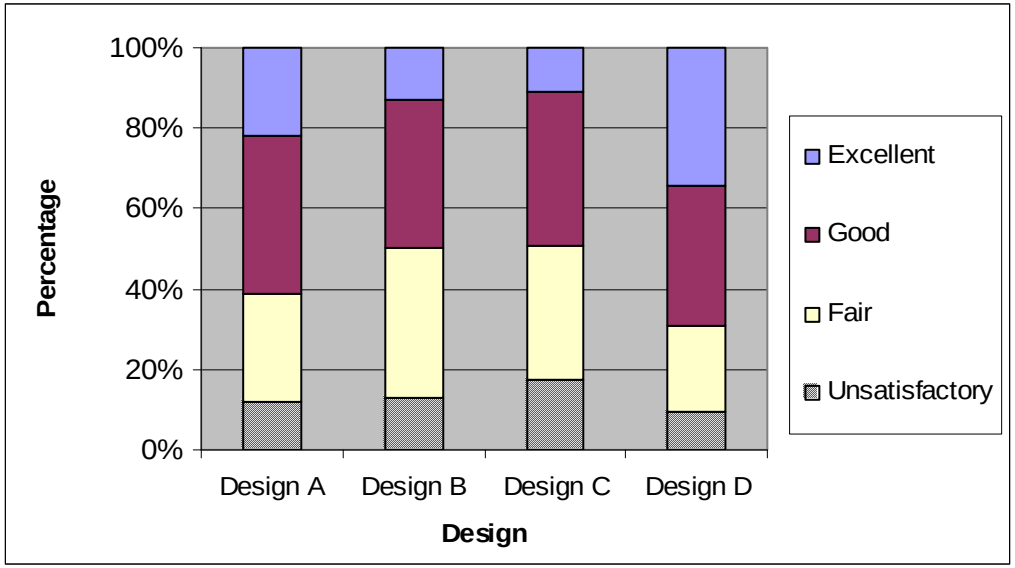


Table 3.4.3 Impact on cityscape and waterfront environment (N = 997)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	213	21.89%	380	39.05%	264	27.13%	116	11.92%	973	100.00%	23	2.31%	1	0.10%
B	127	13.08%	356	36.66%	362	37.28%	126	12.98%	971	100.00%	25	2.51%	1	0.10%
C	105	10.79%	374	38.44%	326	33.50%	168	17.27%	973	100.00%	23	2.31%	1	0.10%
D	333	34.08%	344	35.21%	208	21.29%	92	9.42%	977	100.00%	19	1.91%	1	0.10%



Profile of Respondents

Table 3.4.4 Age

	Frequency	Percentage (%)	
Under 18	90	9.03	
18 – 30	181	18.15	
31 – 45	221	22.17	
46 – 60	267	26.78	
61 and over	238	23.87	
Total	997	100.00	
			100.00
Refuse to Answer	0		0.00
Grand Total	997		100.00

Table 3.4.5 Gender

	Frequency	Percentage (%)	
Male	537	53.97	
Female	458	46.03	
Total	995	100.00	
			99.80
Refuse to Answer	2		0.20
Grand Total	997		100.00

Table 3.4.6 Area of residence

	Frequency	Percentage (%)	
HK Island	145	14.62	
KLN	376	37.90	
NT and Islands	387	39.01	
Non-local residence	84	8.47	
Total	992	100.00	
			99.50
Refuse to answer	5		0.50
Grand Total	997		100.00

Combination of Results of the Four Exit Polls

Table 3.5.1 Visual attractiveness (N = 5312)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	1314	24.87%	2266	42.88%	1277	24.17%	427	8.08%	5284	100.00%	28	0.53%	0	0.00%
B	309	5.87%	1311	24.91%	2530	48.06%	1114	21.16%	5264	100.00%	48	0.90%	0	0.00%
C	539	10.24%	1772	33.66%	1932	36.70%	1021	19.40%	5264	100.00%	45	0.85%	3	0.06%
D	1945	36.83%	1872	35.45%	998	18.90%	466	8.82%	5281	100.00%	29	0.55%	2	0.04%

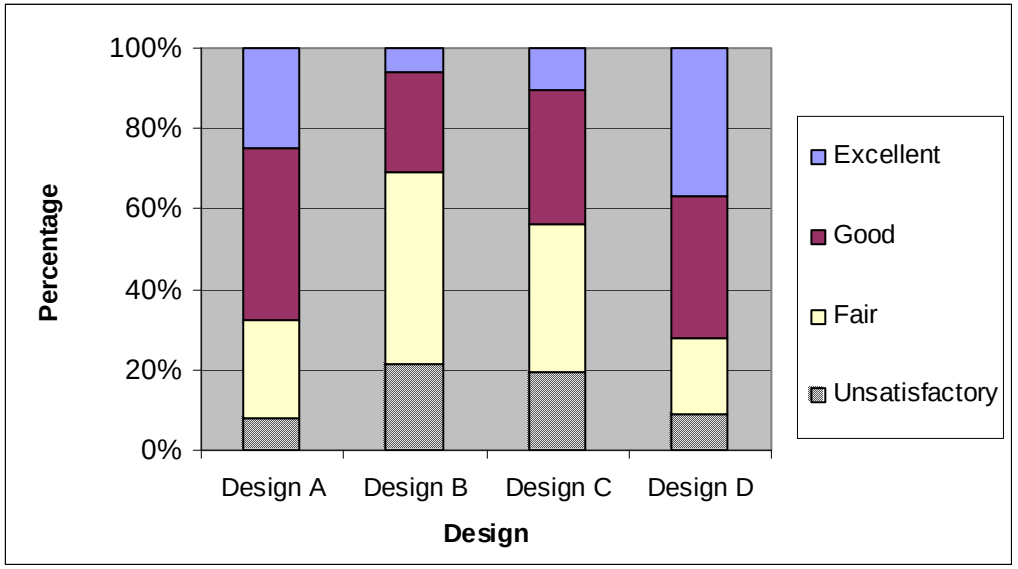


Table 3.5.2 Image befitting the Central Government Complex and the Legislative Council Complex (N = 5312)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	1143	22.15%	2048	39.69%	1393	27.00%	576	11.16%	5160	100.00%	147	2.77%	5	0.09%
B	337	6.56%	1349	26.24%	2361	45.92%	1094	21.28%	5141	100.00%	167	3.14%	4	0.08%
C	506	9.83%	1543	29.97%	1976	38.38%	1124	21.83%	5149	100.00%	159	2.99%	4	0.08%
D	1350	26.13%	1968	38.10%	1268	24.55%	580	11.23%	5166	100.00%	142	2.67%	4	0.08%

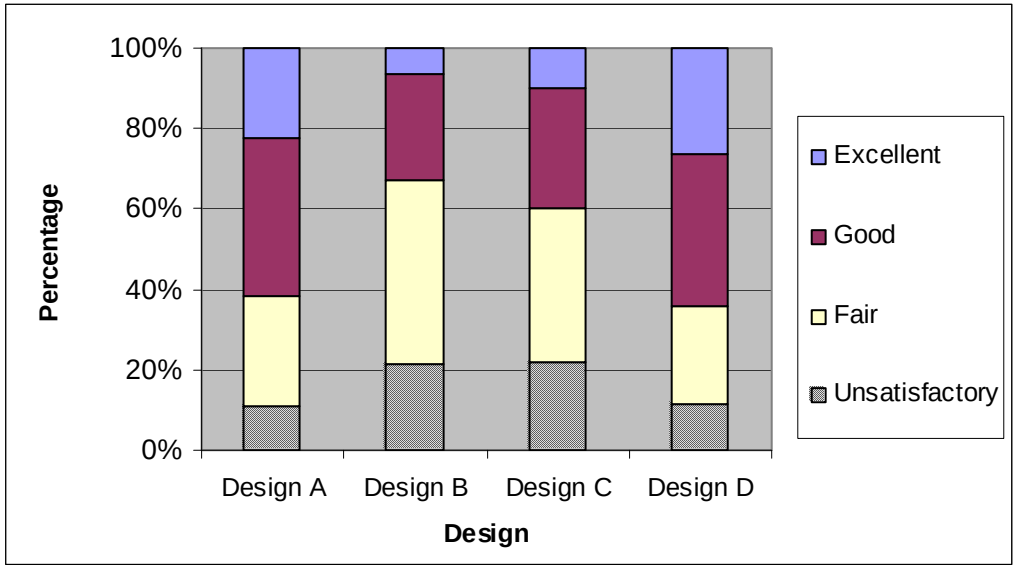
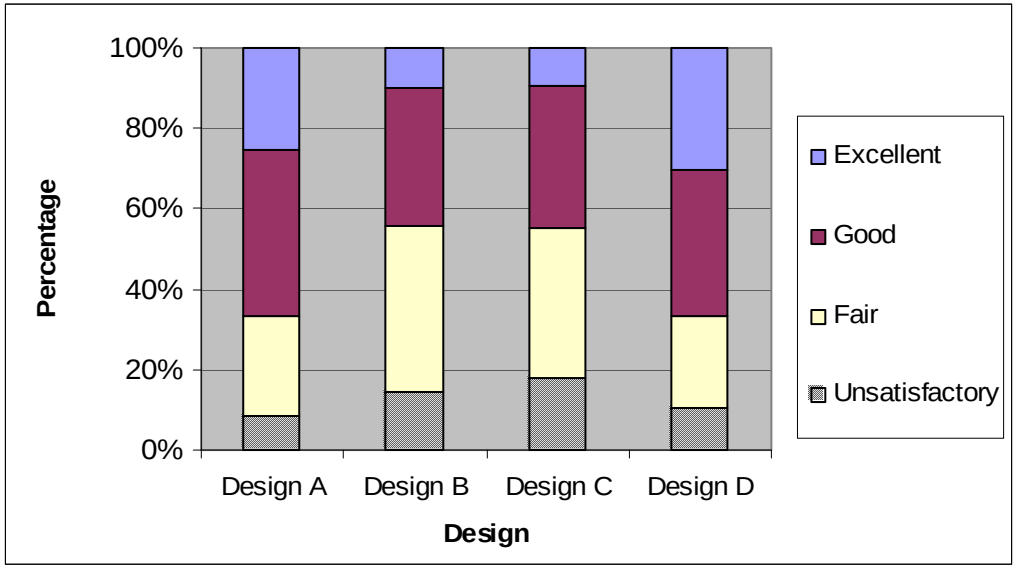


Table 3.5.3 Impact on cityscape and waterfront environment (N = 5312)

Design	Excellent		Good		Fair		Unsatisfactory		Total		Not Sure		Refuse to Answer	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
A	1327	25.44%	2160	41.41%	1284	24.62%	445	8.53%	5216	100.00%	88	1.66%	8	0.15%
B	508	9.78%	1795	34.57%	2133	41.08%	756	14.56%	5192	100.00%	109	2.05%	11	0.21%
C	488	9.40%	1826	35.19%	1946	37.50%	929	17.90%	5189	100.00%	116	2.18%	7	0.13%
D	1591	30.50%	1898	36.39%	1178	22.58%	549	10.53%	5216	100.00%	88	1.66%	8	0.15%



Profile of Respondents

Table 3.5.4 Age

	Frequency	Percentage (%)	
Under 18	504	9.54	
18 – 30	906	17.14	
31 – 45	1574	29.78	
46 – 60	1497	28.33	
61 and over	804	15.21	
Total	5285	100.00	
			99.49
Refuse to Answer	27		0.51
Grand Total	5312		100.00

Table 3.5.5 Gender

	Frequency	Percentage (%)	
Male	3167	59.69	
Female	2139	40.31	
Total	5306	100.00	
			99.89
Refuse to Answer	6		0.11
Grand Total	5312		100.00

Table 3.5.6 Area of residence

	Frequency	Percentage (%)	
HK Island	1501	28.80	
KLN	1782	34.19	
NT and Islands	1778	34.11	
Non-local residence	151	2.90	
Total	5212	100.00	
			98.12
Refuse to answer	100		1.88
Grand Total	5312		100.00

Appendix 4

Telephone Poll Results

First Telephone Poll

Knowledge about the "Design Proposals for the Tamar Development Project"

Table 4.1.1 [v4] Do you know that the Government is holding a public exhibition of "Design Proposals for the Tamar Development Project"?

	Frequency	Percentage
Yes	616	40.74
No/Never heard about it	888	58.73
Don't remember/No opinion	8	0.53
Total	1512	100.00

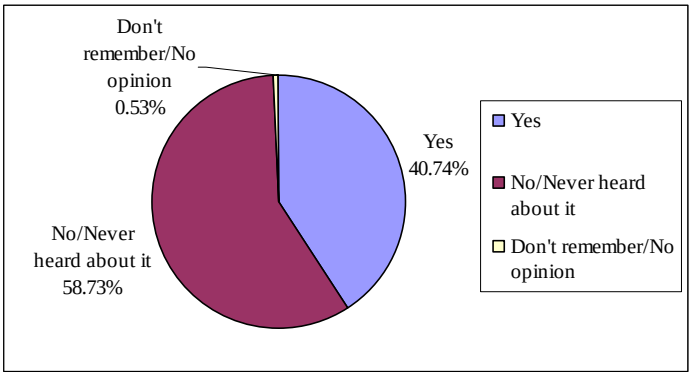


Table 4.1.2 [v5] (If answered "yes" in v4) Do you know how many design proposals in total?

	Frequency	Percentage
One	2	0.33
Two	7	1.14
Three	118	19.19
Four or above	160	26.02
Don't know/No opinion	328	53.33
Total	615	100.00
		99.84
Refuse to answer	1	0.16
Grand Total	616	100.00

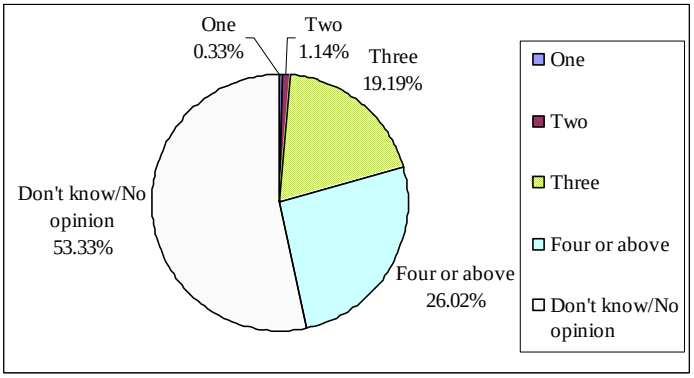
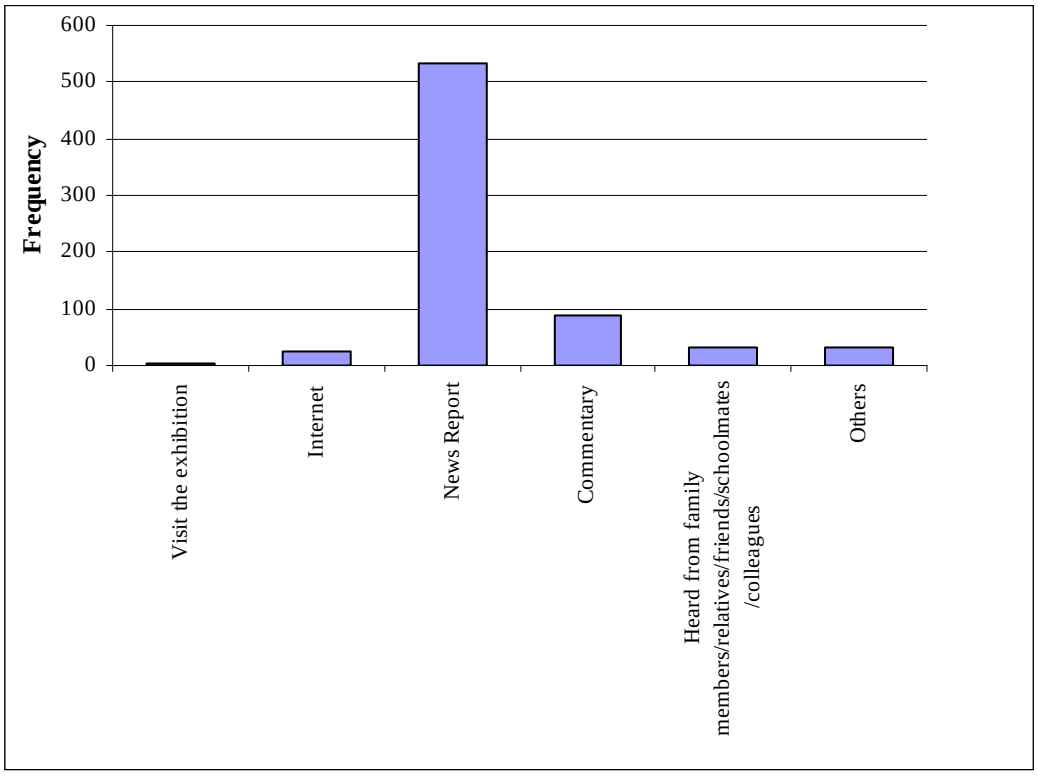


Table 4.1.3 [v6] (If answered “yes” in v4) How do you know about the exhibition of “Design Proposals for the Tamar Development Project”? (Interviewers: Please do not read out the answers, respondent can choose more than one answer; please prompt: any other channel?)

	Frequency	Percentage
Visit the exhibition	5	0.70
Internet	24	3.35
News Report	534	74.58
Commentary	87	12.15
Heard from family members/relatives/friends/schoolmates/colleagues	33	4.61
Others	33	4.61
Total	716	100.00
No. of Respondents	604	98.05
Not sure/Don’t remember	10	1.62
Refuse to answer	2	0.32
Grand Total	616	100.00



Preferred Design

Table 4.1.4 [v7] In terms of "visual attractiveness", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	36	22.22
Design B	35	21.60
Design C	29	17.90
Design D	62	38.27
Total	162	100.00
No. of respondents	138	22.40
Not sure/Don't remember	477	77.44
Refuse to answer	1	0.16
Grand Total	616	100.00

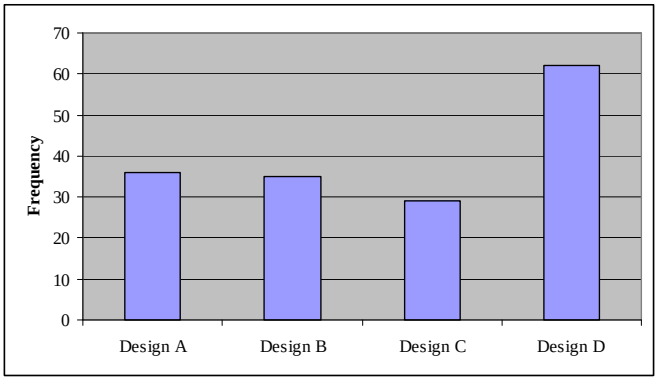


Table 4.1.5 [v8] In terms of "image befitting the Central Government Complex and the Legislative Council Complex", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	48	36.36
Design B	32	24.24
Design C	22	16.67
Design D	30	22.73
Total	132	100.00
No. of respondents	121	19.64
Not sure/Don't remember	493	80.03
Refuse to answer	2	0.32
Grand Total	616	100.00

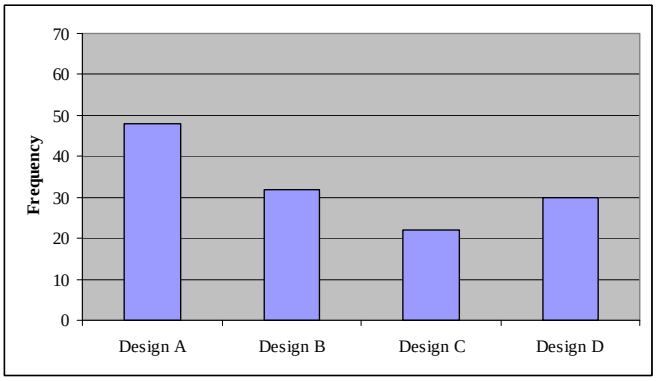


Table 4.1.6 [v9] In terms of "impact on cityscape and waterfront environment", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	36	22.78
Design B	42	26.58
Design C	24	15.19
Design D	56	35.44
Total	158	100.00
No. of respondents	137	22.24
Not sure/Don't remember	477	77.44
Refuse to answer	2	0.32
Grand Total	616	100.00

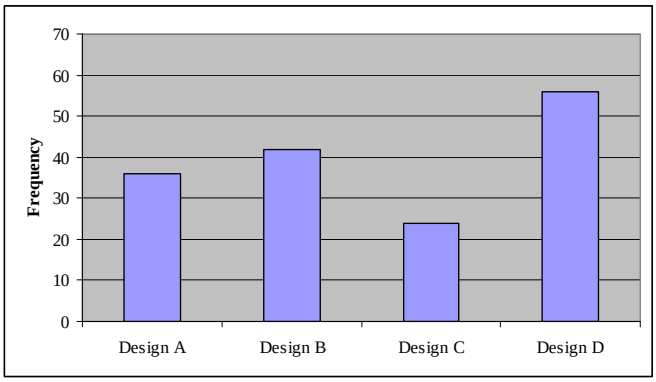


Table 4.1.7 [v10] Overall speaking, which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	56	29.32
Design B	38	19.90
Design C	36	18.85
Design D	61	31.94
Total	191	100.00
No. of respondents	168	27.27
Not sure/Don't remember	447	72.56
Refuse to answer	1	0.16
Grand Total	616	100.00

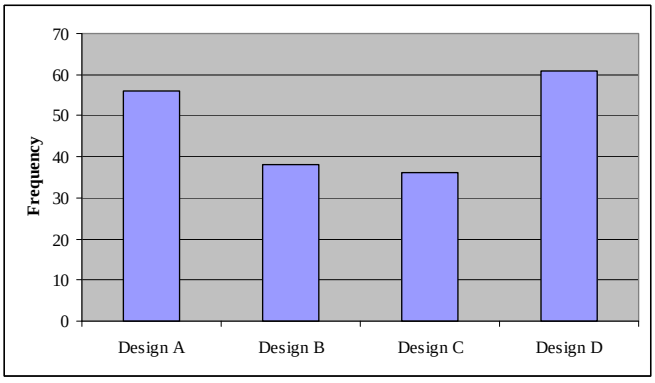
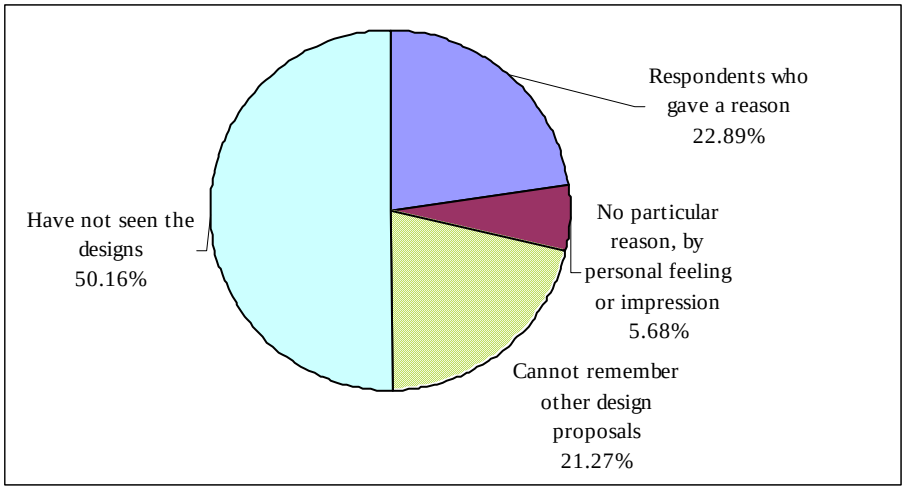


Table 4.1.8 [v11] Would you please tell me the reason(s) why you select this/these design proposal(s)?

	Frequency	Percentage
Respondents who gave a reason	141	22.89
No particular reason, by personal feeling or impression	35	5.68
Cannot remember other design proposals	131	21.27
Have not seen the designs	309	50.16
Total	616	100.00



Public Exhibition

Table 4.1.9 [v12] Have you seen all the showpieces in the public exhibition, including 18 exhibition boards, introductory videos, and design models?

	Frequency	Percentage
Yes, I have seen all the show pieces	10	1.66
No, just some of the showpieces	44	7.31
No, I have never seen any showpiece before	548	91.03
Total	602	100.00
		97.73
Not sure/Don't remember	14	2.27
Refuse to answer	0	0.00
Grand Total	616	100.00

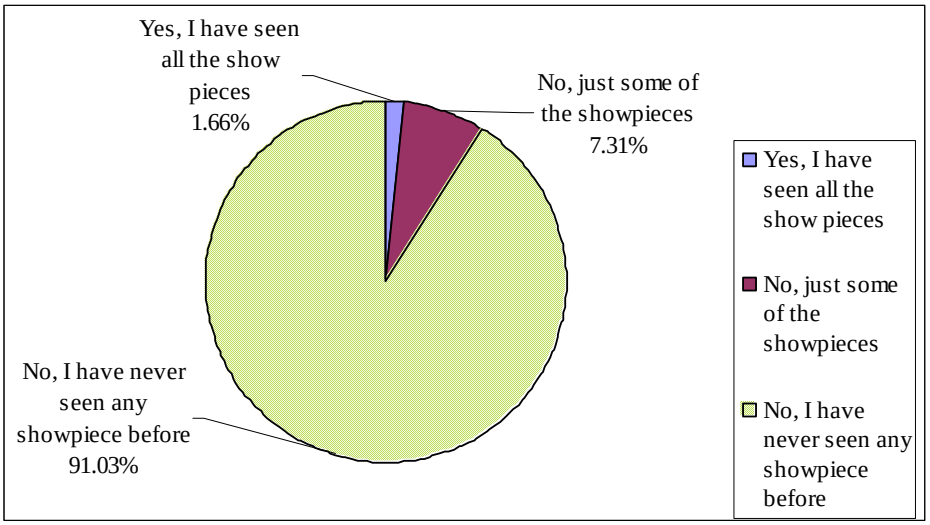
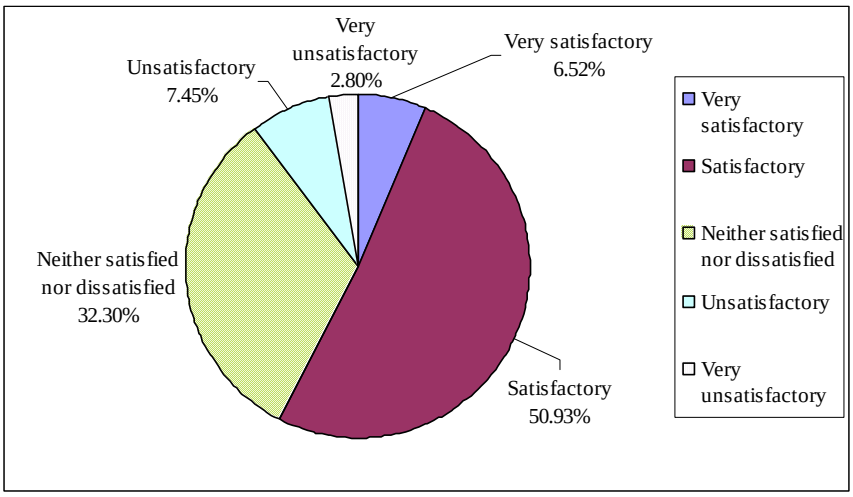


Table 4.1.10 [v13] Are you satisfied or dissatisfied with the public exhibition of "Design Proposals for the Tamar Development Project"?

	Frequency	Percentage
Very satisfactory	21	6.52
Satisfactory	164	50.93
Neither satisfied nor dissatisfied	104	32.30
Unsatisfactory	24	7.45
Very unsatisfactory	9	2.80
Total	322	100.00
		52.27
Not sure/Don't remember	290	47.08
Refuse to answer	4	0.65
Grand Total	616	100.00



Profile of Respondents

Including all respondents (n=1512)

Table 4.1.11 [v15] Gender of the respondent

	Frequency	Percentage
Male	644	42.59
Female	868	57.41
Total	1512	100.00
		100.00
Refuse to answer	0	0.00
Grand Total	1512	100.00

Table 4.1.12 [v16] What is your age?

	Frequency	Percentage
18-30	345	22.95
31-45	438	29.14
46-60	423	28.14
61 or above	297	19.76
Total	1503	100.00
		99.40
Refuse to answer	9	0.60
Grand Total	1512	100.00

Table 4.1.13 [v17] In which area are you living?

	Frequency	Percentage
Hong Kong Island	291	19.39
Kowloon	504	33.58
NT and Islands	701	46.70
Non-local resident	5	0.33
Total	1501	100.00
		99.27
Refuse to answer	11	0.73
Grand Total	1512	100.00

Table 4.1.14 [v18] Are you currently working or non-working?

	Frequency	Percentage
Yes	753	49.80
No	759	50.20
Total	1512	100.00
		100.00
Refuse to answer	0	0.00
Grand Total	1512	100.00

Including respondents who are not working. (n=759)

Table 4.1.15 [v19] Are you a…?

	Frequency	Percentage
Student	140	18.49
Housekeeper	252	33.29
Retired	300	39.63
Unemployed	61	8.06
Others	4	0.53
Total	757	100.00
		99.74
Refuse to answer	2	0.26
Grand Total	759	100.00

Including respondents who are working. (n=753)

Table 4.1.16 [v20] What is your current position?

	Frequency	Percentage
Managers and Administrators	103	14.19
Professionals	93	12.81
Associate Professionals	87	11.98
Clerks	171	23.55
Service and Shop Sales Workers	121	16.67
Craft and Related Workers	53	7.30
Plant and Machine Operators and Assemblers	36	4.96
Elementary Occupations	62	8.54
Total	726	100.00
		96.41
Refuse to answer	27	3.59
Grand Total	753	100.00

Appendix 4

Second Telephone Poll

Knowledge about the "Design Proposals for the Tamar Development Project"

Table 4.2.1 [v4] Do you know that the Government is holding a public exhibition of "Design Proposals for the Tamar Development Project"?

	Frequency	Percentage
Yes	640	41.50
No/Never heard about it	888	57.59
Don't remember/No opinion	14	0.91
Total	1542	100.00

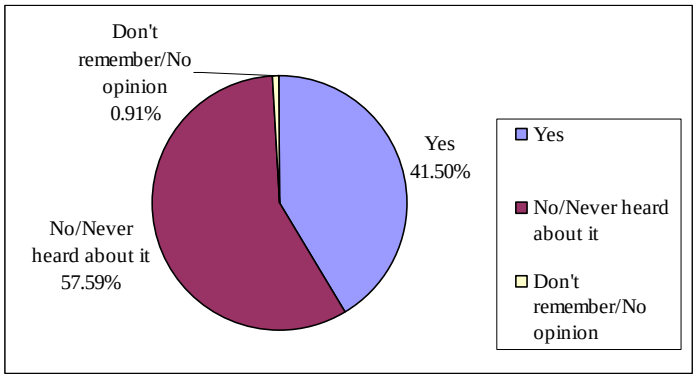


Table 4.2.2 [v5] (If answered "yes" in v4) Do you know how many design proposals in total?

	Frequency	Percentage
One	3	0.47
Two	12	1.88
Three	111	17.34
Four	111	17.34
Five or above	11	1.72
Don't know/No opinion	392	61.25
Total	640	100.00
		100.00
Refuse to answer	0	0.00
Grand Total	640	100.00

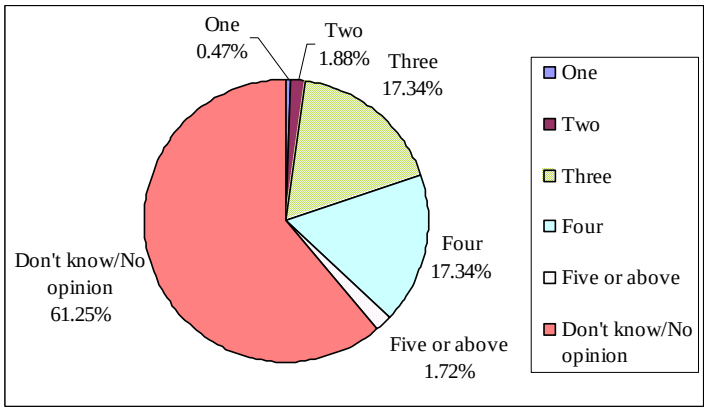
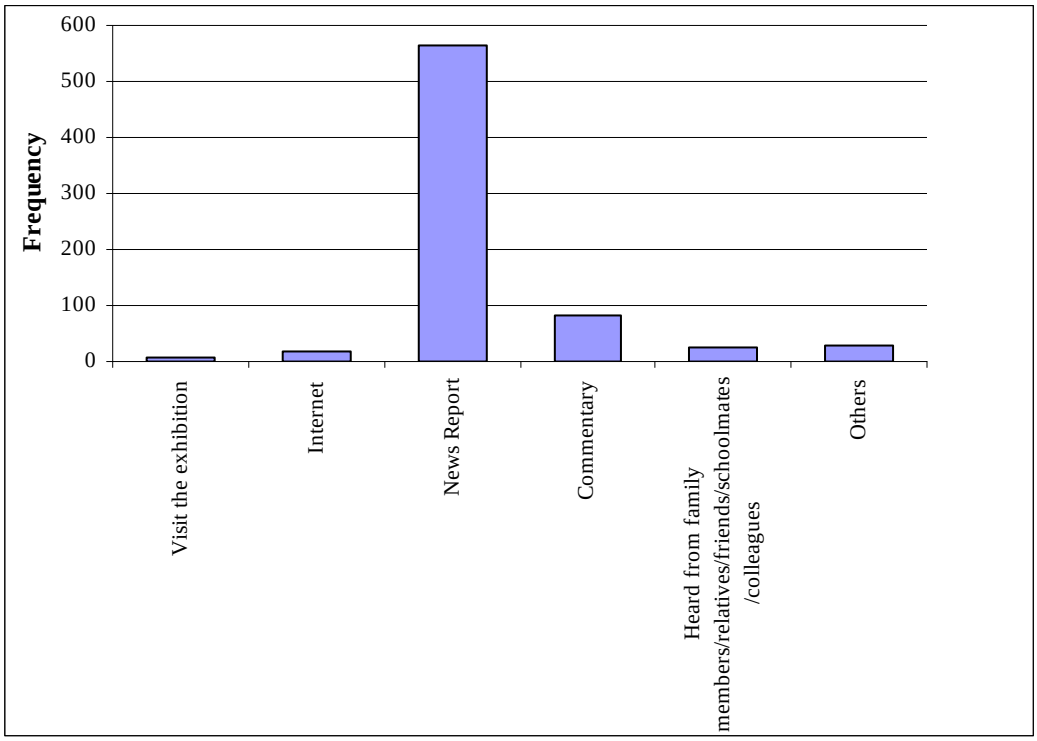


Table 4.2.3 [v6] (If answered “yes” in v4) How do you know about the exhibition of “Design Proposals for the Tamar Development Project”? (Interviewers: Please do not read out the answers, respondent can choose more than one answer; please prompt: any other channel?)

	Frequency	Percentage
Visit the exhibition	8	1.10
Internet	17	2.34
News Report	566	77.75
Commentary	82	11.26
Heard from family members/relatives/friends/schoolmates/colleagues	26	3.57
Others	29	3.98
Total	728	100.00
No. of Respondents	629	98.28
Not sure/Don’t remember	11	1.72
Refuse to answer	0	0.00
Grand Total	640	100.00



Preferred Design

Table 4.2.4 [v7] In terms of "visual attractiveness", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	30	15.96
Design B	39	20.74
Design C	53	28.19
Design D	66	35.11
Total	188	100.00
No. of respondents	178	27.81
Not sure/Don't remember	456	71.25
Refuse to answer	6	0.94
Grand Total	640	100.00

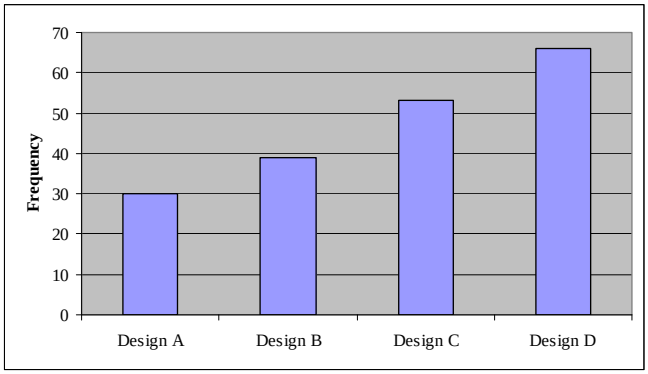


Table 4.2.5 [v8] In terms of "image befitting the Central Government Complex and the Legislative Council Complex", which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	37	18.88
Design B	52	26.53
Design C	61	31.12
Design D	46	23.47
Total	196	100.00
No. of respondents	183	28.59
Not sure/Don't remember	453	70.78
Refuse to answer	4	0.63
Grand Total	640	100.00

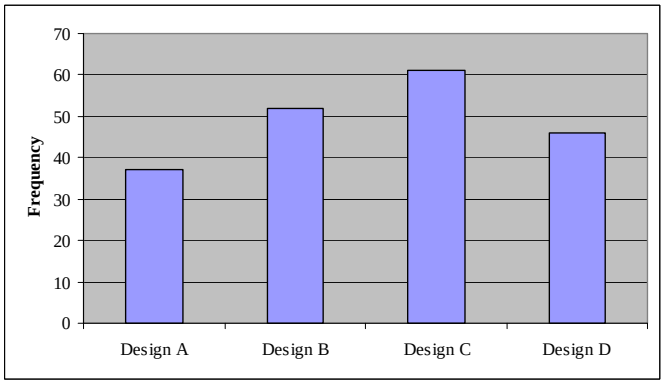


Table 4.2.6 [v9] In terms of “impact on cityscape and waterfront environment”, which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	28	14.36
Design B	50	25.64
Design C	56	28.72
Design D	61	31.28
Total	195	100.00
No. of respondents	185	28.91
Not sure/Don’t remember	449	70.16
Refuse to answer	6	0.94
Grand Total	640	100.00

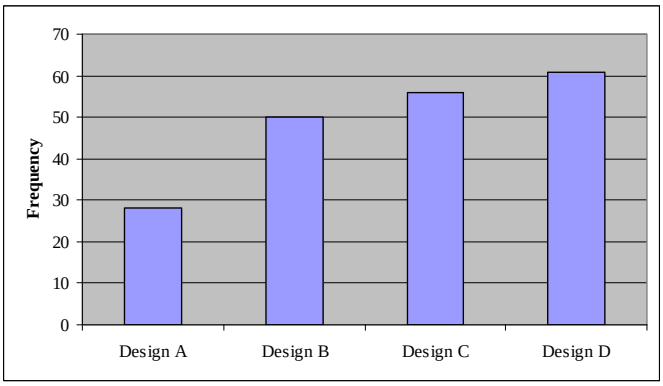


Table 4.2.7 [v10] Overall speaking, which design(s) do you think is/are comparatively better in the four design proposals? (Interviewers: respondent can choose more than one answer; please prompt: any other design?)

	Frequency	Percentage
Design A	23	12.92
Design B	50	28.09
Design C	43	24.16
Design D	62	34.83
Total	178	100.00
No. of respondents	168	26.25
Not sure/Don’t remember	468	73.13
Refuse to answer	4	0.63
Grand Total	640	100.00

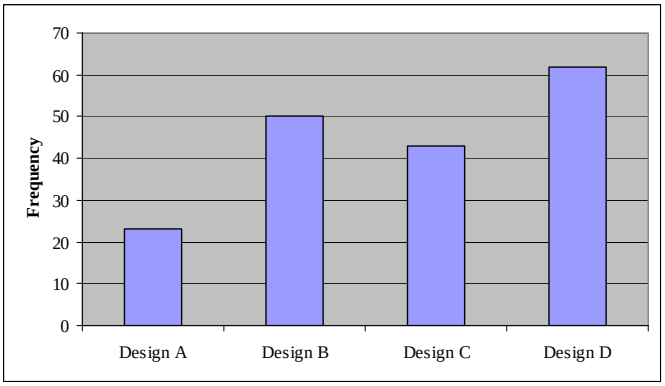
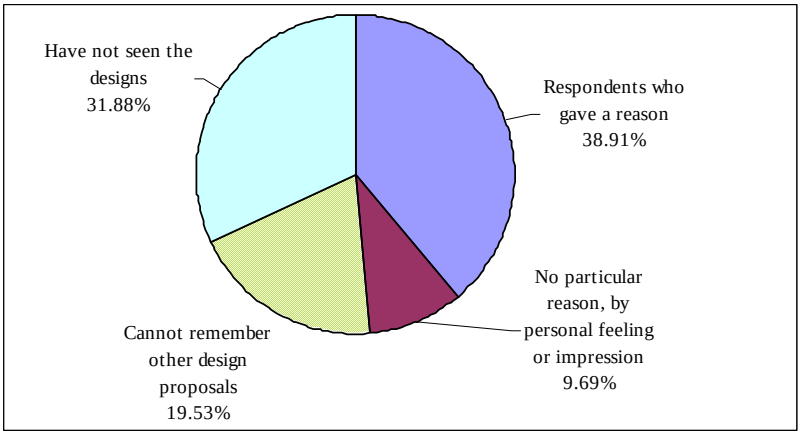


Table 4.2.8 [v11] Would you please tell me the reason(s) why you select this/these design proposal(s)?

	Frequency	Percentage
Respondents who gave a reason	249	38.91
No particular reason, by personal feeling or impression	62	9.69
Cannot remember other design proposals	125	19.53
Have not seen the designs	204	31.88
Total	640	100.00



Public Exhibition

Table 4.2.9 [v12] Have you seen all the showpieces in the public exhibition, including 18 exhibition boards, introductory videos, and design models?

	Frequency	Percentage
Yes, I have seen all the show pieces	9	1.44
No, just some of the showpieces	53	8.49
No, I have never seen any showpiece before	562	90.06
Total	624	100.00
		97.50
Not sure/Don't remember	14	2.19
Refuse to answer	2	0.31
Grand Total	640	100.00

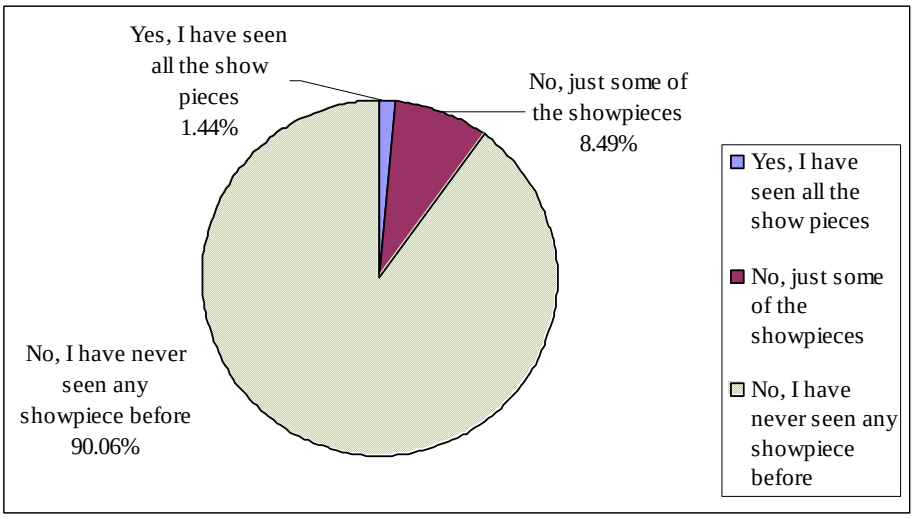
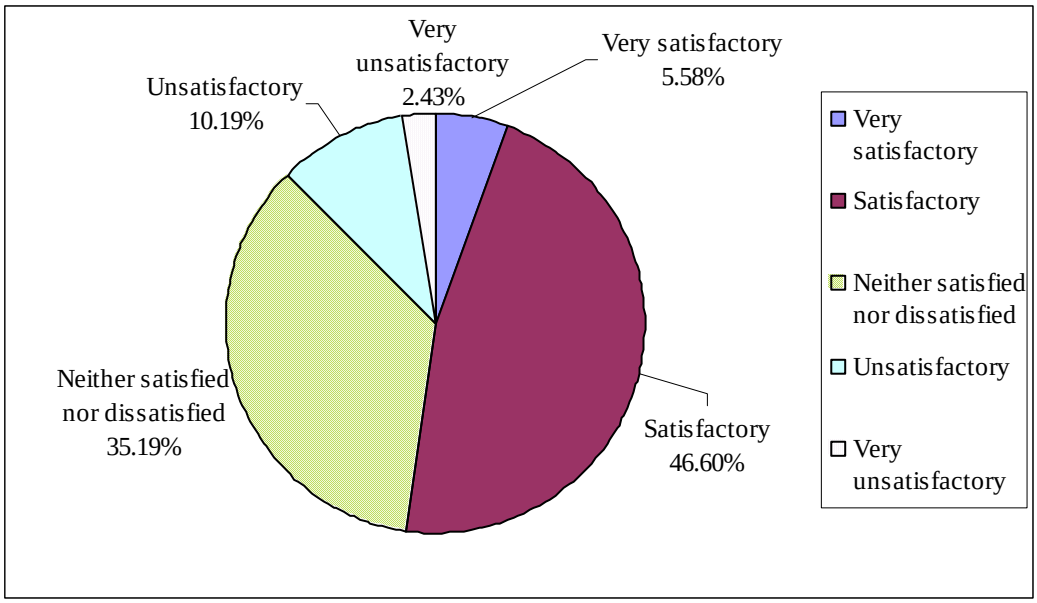


Table 4.2.10 [v13] Are you satisfied or dissatisfied with the public exhibition of “Design Proposals for the Tamar Development Project”?

	Frequency	Percentage
Very satisfactory	23	5.58
Satisfactory	192	46.60
Neither satisfied nor dissatisfied	145	35.19
Unsatisfactory	42	10.19
Very unsatisfactory	10	2.43
Total	412	100.00
		64.38
Not sure/Don’t remember	224	35.00
Refuse to answer	4	0.63
Grand Total	640	100.00



Profile of Respondents

Including all respondents (n=1542)

Table 4.2.11 [v15] Gender of the respondent

	Frequency	Percentage
Male	590	38.26
Female	952	61.74
Total	1542	100.00
		100.00
Refuse to answer	0	0.00
Grand Total	1542	100.00

Table 4.2.12 [v16] What is your age?

	Frequency	Percentage
18-30	365	23.92
31-45	394	25.82
46-60	441	28.90
61 or above	326	21.36
Total	1526	100.00
		98.96
Refuse to answer	16	1.04
Grand Total	1542	100.00

Table 4.2.13 [v17] In which area are you living?

	Frequency	Percentage
Hong Kong Island	287	18.71
Kowloon	496	32.33
NT and Islands	747	48.70
Non-local resident	4	0.26
Total	1534	100.00
		99.48
Refuse to answer	8	0.52
Grand Total	1542	100.00

Table 4.2.14 [v18] Are you currently working or non-working?

	Frequency	Percentage
Yes	649	42.09
No	893	57.91
Total	1542	100.00
		100.00
Refuse to answer	0	0.00
Grand Total	1542	100.00

Including respondents who are not working (n=893)

Table 4.2.15 [v19] Are you a…?

	Frequency	Percentage
Student	139	15.60
Housekeeper	362	40.63
Retired	319	35.80
Unemployed	69	7.74
Others	2	0.22
Total	891	100.00
		99.78
Refuse to answer	2	0.22
Grand Total	893	100.00

Including respondents who are working (n=649)

Table 4.2.16 [v20] What is your current position?

	Frequency	Percentage
Managers and Administrators	91	14.75
Professionals	69	11.18
Associate Professionals	72	11.67
Clerks	158	25.61
Service and Shop Sales Workers	98	15.88
Agriculture, Animal Husbandry and Forestry Workers and Fishermen	1	0.16
Craft and Realted Workers	56	9.08
Plant and Machine Operators and Assemblers	21	3.40
Elementary Occupations	51	8.27
Total	617	100.00
		95.07
Refuse to answer	32	4.93
Grand Total	649	100.00

Appendix 5

Frequency Counts of Comments from Comment Cards & Written Submissions

Table 5.1: Frequency Count of Qualitative Data

	E-Comment Cards	Comment Cards received at the Exhibition Venue	Written Submissions	Phone Polls	Total
Visual attractiveness	2559	8005	45	147	10756
Green features and environmental friendliness	796	2253	30	47	3126
Overall preferences	844	1559	18	3	2424
Public open space	475	1230	44	36	1785
Comments on certain unique features	285	1162	6	10	1463
Image befitting the Central Government Complex and the Legislative Council Complex	485	942	10	5	1442
Symbol of Hong Kong as Asia's world city	452	879	5	36	1372
Impact on cityscape and waterfront environment	307	649	13	12	981
Other overall comments	151	435	18	31	635
Public consultation process	42	142	10	147	341
Cost factor	94	198	7	2	301
Connectivity of the Tamar site and surrounding areas	79	207	8	1	295
Feng Shui concerns	28	86	1	1	116

Table 5.2 Four Designs Ranking by Comments

	All Comment Cards													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1. Visual attractiveness													10756	100.00%
positive	1458	13.56%	341	3.17%	578	5.37%	1238	11.51%	18	0.17%	3633	33.78%		
negative	1267	11.78%	2252	20.94%	1714	15.94%	1150	10.69%	40	0.37%	6423	59.72%		
other comment	153	1.42%	139	1.29%	136	1.26%	106	0.99%	128	1.19%	662	6.15%		
Others											38	0.35%		
2. Green features and environmental friendliness													3126	100.00%
positive	559	17.88%	390	12.48%	265	8.48%	145	4.64%	17	0.54%	1376	44.02%		
negative	189	6.05%	313	10.01%	192	6.14%	439	14.04%	51	1.63%	1184	37.88%		
other comment	110	3.52%	52	1.66%	49	1.57%	102	3.26%	243	7.77%	556	17.79%		
Others											10	0.32%		
3. Overall preference													2424	100.00%
positive	587	24.22%	182	7.51%	228	9.41%	697	28.75%	6	0.25%	1700	70.13%		
negative	79	3.26%	173	7.14%	159	6.56%	97	4.00%	1	0.04%	509	21.00%		
other comment	40	1.65%	56	2.31%	59	2.43%	35	1.44%	4	0.17%	194	8.00%		
Others											21	0.87%		
4. Public open space													1785	100.00%
positive	171	9.58%	192	10.76%	68	3.81%	242	13.56%	16	0.90%	689	38.60%		
negative	150	8.40%	116	6.50%	90	5.04%	159	8.91%	34	1.90%	549	30.76%		
other comment	91	5.10%	34	1.90%	33	1.85%	63	3.53%	247	13.84%	468	26.22%		
Others											79	4.43%		
5. Comments on certain unique features													1463	100.00%
positive	101	6.90%	25	1.71%	65	4.44%	225	15.38%	1	0.07%	417	28.50%		
negative	124	8.48%	50	3.42%	232	15.86%	339	23.17%	10	0.68%	755	51.61%		
other comment	65	4.44%	14	0.96%	56	3.83%	102	6.97%	46	3.14%	283	19.34%		
Others											8	0.55%		
6. Image befitting the Central Government Complex and the LegCo Complex													1442	100.00%
positive	192	13.31%	116	8.04%	46	3.19%	72	4.99%	5	0.35%	431	29.89%		
negative	162	11.23%	207	14.36%	291	20.18%	228	15.81%	19	1.32%	907	62.90%		
other comment	12	0.83%	7	0.49%	3	0.21%	6	0.42%	67	4.65%	95	6.59%		
Others											9	0.62%		
7. Symbol of Hong Kong as Asia's world city													1372	100.00%
positive	142	10.35%	26	1.90%	64	4.66%	622	45.34%	11	0.80%	865	63.05%		
negative	109	7.94%	131	9.55%	88	6.41%	108	7.87%	15	1.09%	451	32.87%		
other comment	3	0.22%	4	0.29%	2	0.15%	3	0.22%	37	2.70%	49	3.57%		
Others											7	0.51%		
8. Impact on cityscape and waterfront environment													981	100.00%
positive	122	12.44%	84	8.56%	60	6.12%	92	9.38%	2	0.20%	360	36.70%		
negative	97	9.89%	33	3.36%	155	15.80%	260	26.50%	2	0.20%	547	55.76%		
other comment	10	1.02%	3	0.31%	3	0.31%	4	0.41%	47	4.79%	67	6.83%		
Others											7	0.71%		
9. Other overall comments													635	100.00%
Total											635	100.00%		
10. Public consultation process													341	100.00%
Total											341	100.00%		
11. Cost factor													301	100.00%
positive	4	1.33%	20	6.64%	4	1.33%	4	1.33%	3	1.00%	35	11.63%		
negative	65	21.59%	14	4.65%	32	10.63%	41	13.62%	5	1.66%	157	52.16%		
other comment	28	9.30%	0	0.00%	5	1.66%	8	2.66%	66	21.93%	107	35.55%		
Others											2	0.66%		
12. Connectivity of the Tamar site and surrounding areas													295	100.00%
positive	67	22.71%	11	3.73%	13	4.41%	21	7.12%	1	0.34%	113	38.31%		
negative	16	5.42%	18	6.10%	17	5.76%	36	12.20%	6	2.03%	93	31.53%		
other comment	19	6.44%	2	0.68%	5	1.69%	9	3.05%	53	17.97%	88	29.83%		
Others											1	0.34%		
13. Feng Shui concerns													116	100.00%
positive	3	2.59%	11	9.48%	2	1.72%	8	6.90%	0	0.00%	24	20.69%		
negative	38	32.76%	10	8.62%	15	12.93%	9	7.76%	1	0.86%	73	62.93%		
other comment	3	2.59%	6	5.17%	0	0.00%	2	1.72%	8	6.90%	19	16.38%		
Others											0	0.00%		

Table 5.3 Visual attractiveness

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1. Visual attractiveness													10756	100.00%
1.1 Design aesthetics													4572	42.51%
positive	793	17.34%	180	3.94%	289	6.32%	667	14.59%	12	0.26%	1941	42.45%		
negative	382	8.36%	686	15.00%	808	17.67%	330	7.22%	7	0.15%	2213	48.40%		
other comment	109	2.38%	106	2.32%	100	2.19%	65	1.42%	38	0.83%	418	9.14%		
1.2 Scale and proportion													1423	13.23%
positive	63	4.43%	32	2.25%	15	1.05%	33	2.32%	1	0.07%	144	10.12%		
negative	107	7.52%	153	10.75%	478	33.59%	453	31.83%	9	0.63%	1200	84.33%		
other comment	12	0.84%	11	0.77%	13	0.91%	22	1.55%	21	1.48%	79	5.55%		
1.3 Iconic landmark													2130	19.80%
positive	243	11.41%	15	0.70%	70	3.29%	272	12.77%	2	0.09%	602	28.26%		
negative	96	4.51%	1044	49.01%	221	10.38%	95	4.46%	13	0.61%	1469	68.97%		
other comment	6	0.28%	11	0.52%	8	0.38%	8	0.38%	26	1.22%	59	2.77%		
1.4 Relationship between attractiveness and functionality													543	5.05%
positive	66	12.15%	91	16.76%	41	7.55%	40	7.37%	1	0.18%	239	44.01%		
negative	110	20.26%	53	9.76%	45	8.29%	48	8.84%	3	0.55%	259	47.70%		
other comment	6	1.10%	9	1.66%	5	0.92%	2	0.37%	23	4.24%	45	8.29%		
1.5 Originality and copy cat concerns													1558	14.48%
positive	134	8.60%	14	0.90%	70	4.49%	141	9.05%	0	0.00%	359	23.04%		
negative	558	35.82%	266	17.07%	140	8.99%	183	11.75%	8	0.51%	1155	74.13%		
other comment	18	1.16%	1	0.06%	7	0.45%	4	0.26%	14	0.90%	44	2.82%		
1.6 Avant-garde and post modern feel													492	4.57%
positive	159	32.32%	9	1.83%	93	18.90%	85	17.28%	2	0.41%	348	70.73%		
negative	14	2.85%	50	10.16%	22	4.47%	41	8.33%	0	0.00%	127	25.81%		
other comment	2	0.41%	1	0.20%	3	0.61%	5	1.02%	6	1.22%	17	3.46%		
1.7 Others	7	18.42%	9	23.68%	10	26.32%	7	18.42%	5	13.16%	38	100.00%	38	0.35%

Table 5.4 Symbol of Hong Kong as Asia's world city

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
2. Symbol of HK as Asia's world city													1372	100.00%
2.1 Reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city													746	54.37%
positive	98	13.14%	5	0.67%	34	4.56%	410	54.96%	2	0.27%	549	73.59%		
negative	20	2.68%	61	8.18%	27	3.62%	66	8.85%	5	0.67%	179	23.99%		
other comment	0	0.00%	3	0.40%	0	0.00%	2	0.27%	13	1.74%	18	2.41%		
2.2 Identity of Hong Kong's uniqueness and its history													559	40.74%
positive	36	6.44%	15	2.68%	27	4.83%	207	37.03%	7	1.25%	292	52.24%		
negative	81	14.49%	65	11.63%	50	8.94%	34	6.08%	10	1.79%	240	42.93%		
other comment	3	0.54%	1	0.18%	2	0.36%	1	0.18%	20	3.58%	27	4.83%		
2.3 Test of time													60	4.37%
positive	8	13.33%	6	10.00%	3	5.00%	5	8.33%	2	3.33%	24	40.00%		
negative	8	13.33%	5	8.33%	11	18.33%	8	13.33%	0	0.00%	32	53.33%		
other comment	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	6.67%	4	6.67%		
2.4 Others	1	14.29%	2	28.57%	0	0.00%	3	42.86%	1	14.29%	7	100.00%	7	0.51%

Table 5.5 Image befitting the Central Government Complex and the Legislative Council Complex

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
3. Image befitting the Central Government Complex and the Legislative Council Complex													1442	100.00%
3.1 Reflection on the distinct identities and roles of the Government headquarters													994	68.93%
positive	127	12.78%	77	7.75%	30	3.02%	43	4.33%	1	0.10%	278	27.97%		
negative	96	9.66%	150	15.09%	234	23.54%	151	15.19%	14	1.41%	645	64.89%		
other comment	8	0.80%	5	0.50%	3	0.30%	2	0.20%	53	5.33%	71	7.14%		
3.2 Reflection on the distinct identities and roles of LegCo													248	17.20%
positive	31	12.50%	30	12.10%	12	4.84%	19	7.66%	1	0.40%	93	37.50%		
negative	36	14.52%	24	9.68%	27	10.89%	43	17.34%	4	1.61%	134	54.03%		
other comment	3	1.21%	1	0.40%	0	0.00%	4	1.61%	13	5.24%	21	8.47%		
3.3 Harmony and integration of CGC and LegCo Complex													191	13.25%
positive	34	17.80%	9	4.71%	4	2.09%	10	5.24%	3	1.57%	60	31.41%		
negative	30	15.71%	33	17.28%	30	15.71%	34	17.80%	1	0.52%	128	67.02%		
other comment	1	0.52%	1	0.52%	0	0.00%	0	0.00%	1	0.52%	3	1.57%		
3.4 Others	2	22.22%	3	33.33%	2	22.22%	1	11.11%	1	11.11%	9	100.00%	9	0.62%

Table 5.6 Impact on cityscape and waterfront environment

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
4. Impact on cityscape and waterfront environment													981	100.00%
4.1 Visual impact of the project in relation to the ridgeline													62	6.32%
positive	5	8.06%	9	14.52%	8	12.90%	6	9.68%	0	0.00%	28	45.16%		
negative	4	6.45%	2	3.23%	8	12.90%	7	11.29%	0	0.00%	21	33.87%		
other comment	1	1.61%	0	0.00%	1	1.61%	0	0.00%	11	17.74%	13	20.97%		
4.2 Impact on the cityscape and neighbouring buildings													736	75.03%
positive	106	14.40%	66	8.97%	43	5.84%	57	7.74%	2	0.27%	274	37.23%		
negative	81	11.01%	23	3.13%	114	15.49%	209	28.40%	2	0.27%	429	58.29%		
other comment	6	0.82%	2	0.27%	0	0.00%	2	0.27%	23	3.13%	33	4.48%		
4.3 Impact on waterfront environment													176	17.94%
positive	11	6.25%	9	5.11%	9	5.11%	29	16.48%	0	0.00%	58	32.95%		
negative	12	6.82%	8	4.55%	33	18.75%	44	25.00%	0	0.00%	97	55.11%		
other comment	3	1.70%	1	0.57%	2	1.14%	2	1.14%	13	7.39%	21	11.93%		
4.4 Others	2	28.57%	3	42.86%	0	0.00%	2	28.57%	0	0.00%	7	100.00%	7	0.71%

Table 5.7 Green features and environment friendliness

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
5. Green features and environmental friendliness													3126	100.00%
5.1 Proposed energy conservation measures													296	9.47%
positive	44	14.86%	18	6.08%	53	17.91%	10	3.38%	2	0.68%	127	42.91%		
negative	13	4.39%	8	2.70%	25	8.45%	23	7.77%	9	3.04%	78	26.35%		
other comment	8	2.70%	5	1.69%	11	3.72%	20	6.76%	47	15.88%	91	30.74%		
5.2 Air flow around the area													577	18.46%
positive	158	27.38%	14	2.43%	39	6.76%	24	4.16%	0	0.00%	235	40.73%		
negative	12	2.08%	14	2.43%	60	10.40%	204	35.36%	5	0.87%	295	51.13%		
other comment	4	0.69%	1	0.17%	9	1.56%	13	2.25%	20	3.47%	47	8.15%		
5.3 Sustainability concepts													46	1.47%
positive	5	10.87%	4	8.70%	8	17.39%	3	6.52%	1	2.17%	21	45.65%		
negative	2	4.35%	2	4.35%	2	4.35%	4	8.70%	1	2.17%	11	23.91%		
other comment	4	8.70%	0	0.00%	0	0.00%	0	0.00%	10	21.74%	14	30.43%		
5.4 Use of glass panels and its concerns													226	7.23%
positive	4	1.77%	31	13.72%	8	3.54%	5	2.21%	0	0.00%	48	21.24%		
negative	5	2.21%	86	38.05%	24	10.62%	18	7.96%	22	9.73%	155	68.58%		
other comment	2	0.88%	3	1.33%	2	0.88%	3	1.33%	13	5.75%	23	10.18%		
5.5 Impact on pollution													41	1.31%
positive	2	4.88%	2	4.88%	1	2.44%	0	0.00%	0	0.00%	5	12.20%		
negative	1	2.44%	3	7.32%	5	12.20%	12	29.27%	2	4.88%	23	56.10%		
other comment	2	4.88%	0	0.00%	0	0.00%	1	2.44%	10	24.39%	13	31.71%		
5.6 Presence of trees, plants, lawns: size and design													1495	47.82%
positive	243	16.25%	244	16.32%	93	6.22%	80	5.35%	10	0.67%	670	44.82%		
negative	147	9.83%	185	12.37%	56	3.75%	144	9.63%	8	0.54%	540	36.12%		
other comment	86	5.75%	39	2.61%	22	1.47%	52	3.48%	86	5.75%	285	19.06%		
5.7 Environmental friendliness													435	13.92%

positive	103	23.68%	77	17.70%	63	14.48%	23	5.29%	4	0.92%	270	62.07%		
negative	9	2.07%	15	3.45%	20	4.60%	34	7.82%	4	0.92%	82	18.85%		
other comment	4	0.92%	4	0.92%	5	1.15%	13	2.99%	57	13.10%	83	19.08%		
5.8 Others	2	0.46%	0	0.00%	1	0.23%	2	0.46%	5	1.15%	10	2.30%	10	0.32%

Table 5.8 Public open space

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
6. Public open space													1785	100.00%
6.1 Landscaping design													632	35.41%
positive	54	8.54%	101	15.98%	24	3.80%	98	15.51%	3	0.47%	280	44.30%		
negative	64	10.13%	52	8.23%	36	5.70%	62	9.81%	7	1.11%	221	34.97%		
other comment	32	5.06%	11	1.74%	11	1.74%	27	4.27%	50	7.91%	131	20.73%		
6.2 Public accessibility into CGC and LegCo Complex within Tamar													59	3.31%
positive	7	11.86%	4	6.78%	2	3.39%	1	1.69%	0	0.00%	14	23.73%		
negative	8	13.56%	6	10.17%	6	10.17%	7	11.86%	0	0.00%	27	45.76%		
other comment	4	6.78%	0	0.00%	2	3.39%	2	3.39%	10	16.95%	18	30.51%		
6.3 Design/issues of the waterfront promenade													269	15.07%
positive	22	8.18%	20	7.43%	7	2.60%	71	26.39%	1	0.37%	121	44.98%		
negative	22	8.18%	6	2.23%	13	4.83%	37	13.75%	2	0.74%	80	29.74%		
other comment	5	1.86%	2	0.74%	5	1.86%	10	3.72%	46	17.10%	68	25.28%		
6.4 Meeting the needs of the public													448	25.10%
positive	68	15.18%	40	8.93%	26	5.80%	44	9.82%	8	1.79%	186	41.52%		
negative	29	6.47%	28	6.25%	17	3.79%	29	6.47%	12	2.68%	115	25.67%		
other comment	27	6.03%	10	2.23%	11	2.46%	17	3.79%	82	18.30%	147	32.81%		
6.5 Demonstration areas and their design													55	3.08%
positive	1	1.82%	1	1.82%	0	0.00%	3	5.45%	0	0.00%	5	9.09%		
negative	4	7.27%	2	3.64%	0	0.00%	1	1.82%	2	3.64%	9	16.36%		
other comment	4	7.27%	2	3.64%	1	1.82%	1	1.82%	33	60.00%	41	74.55%		
6.6 Distance between Government and people													52	2.91%
positive	18	34.62%	3	5.77%	1	1.92%	6	11.54%	1	1.92%	29	55.77%		
negative	1	1.92%	3	5.77%	7	13.46%	3	5.77%	4	7.69%	18	34.62%		
other comment	1	1.92%	0	0.00%	0	0.00%	0	0.00%	4	7.69%	5	9.62%		

6.7 Security concerns													56	3.14%
positive	1	1.79%	2	3.57%	1	1.79%	1	1.79%	2	3.57%	7	12.50%		
negative	12	21.43%	10	17.86%	2	3.57%	1	1.79%	2	3.57%	27	48.21%		
other comment	5	8.93%	1	1.79%	2	3.57%	2	3.57%	12	21.43%	22	39.29%		
6.8 Water features													135	7.56%
positive	0	0.00%	21	15.56%	7	5.19%	18	13.33%	1	0.74%	47	34.81%		
negative	10	7.41%	9	6.67%	9	6.67%	19	14.07%	5	3.70%	52	38.52%		
other comment	13	9.63%	8	5.93%	1	0.74%	4	2.96%	10	7.41%	36	26.67%		
6.9 Others	20	25.32%	13	16.46%	7	8.86%	17	21.52%	22	27.85%	79	100.00%	79	4.43%

Table 5.9 Connectivity of the Tamar site and surrounding areas

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
7. Connectivity of the Tamar site and surrounding areas													295	100.00%
7.1 Interconnectivity with surround areas and the waterfront													294	99.66%
positive	67	22.79%	11	3.74%	13	4.42%	21	7.14%	1	0.34%	113	38.44%		
negative	16	5.44%	18	6.12%	17	5.78%	36	12.24%	6	2.04%	93	31.63%		
other comment	19	6.46%	2	0.68%	5	1.70%	9	3.06%	53	18.03%	88	29.93%		
7.2 Others	1	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	100.00%	1	0.34%

Table 5.10 Comments on certain unique features

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
8. Comments on certain unique features													1463	100.00%
8.1 Comments on certain unique features													1455	99.45%
positive	101	6.94%	25	1.72%	65	4.47%	225	15.46%	1	0.07%	417	28.66%		
negative	124	8.52%	50	3.44%	232	15.95%	339	23.30%	10	0.69%	755	51.89%		
other comment	65	4.47%	14	0.96%	56	3.85%	102	7.01%	46	3.16%	283	19.45%		
8.2 Others	3	37.50%	0	0.00%	1	12.50%	3	37.50%	1	12.50%	8	100.00%	8	0.55%

Table 5.11 Feng Shui concerns

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
9. Feng Shui concerns													116	100.00%
9.1 Feng Shui concerns													116	100.00%
positive	3	2.59%	11	9.48%	2	1.72%	8	6.90%	0	0.00%	24	20.69%		
negative	38	32.76%	10	8.62%	15	12.93%	9	7.76%	1	0.86%	73	62.93%		
other comment	3	2.59%	6	5.17%	0	0.00%	2	1.72%	8	6.90%	19	16.38%		
9.2 Others	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Table 5.12 Overall preference

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
10. Overall preference													2424	100.00%
10.1 Overall preference													2403	99.13%
positive	587	24.43%	182	7.57%	228	9.49%	697	29.01%	6	0.25%	1700	70.74%		
negative	79	3.29%	173	7.20%	159	6.62%	97	4.04%	1	0.04%	509	21.18%		
other comment	40	1.66%	56	2.33%	59	2.46%	35	1.46%	4	0.17%	194	8.07%		
10.2 Others	8	38.10%	1	4.76%	2	9.52%	3	14.29%	7	33.33%	21	100.00%	21	0.87%

Table 5.13 Cost factor (estimate/perception)

	Comments (from all sources)													
	A		B		C		D		General		Total		Grand Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
11. Cost factor													301	100.00%
11.1 Cost of construction													140	46.51%
positive	2	1.43%	12	8.57%	0	0.00%	3	2.14%	0	0.00%	17	12.14%		
negative	20	14.29%	4	2.86%	15	10.71%	26	18.57%	2	1.43%	67	47.86%		
other comment	7	5.00%	0	0.00%	0	0.00%	6	4.29%	43	30.71%	56	40.00%		
11.2 Cost of maintenance													45	14.95%
positive	1	2.22%	2	4.44%	0	0.00%	0	0.00%	3	6.67%	6	13.33%		
negative	7	15.56%	3	6.67%	7	15.56%	7	15.56%	1	2.22%	25	55.56%		
other comment	1	2.22%	0	0.00%	1	2.22%	0	0.00%	12	26.67%	14	31.11%		
11.3 Other hidden costs													1	0.33%
positive	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%		
negative	0	0.00%	1	100.00%	0	0.00%	0	0.00%	0	0.00%	1	100.00%		
other comment	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%		
11.4 Other technical matters													113	37.54%
positive	1	0.88%	6	5.31%	4	3.54%	1	0.88%	0	0.00%	12	10.62%		
negative	38	33.63%	6	5.31%	10	8.85%	8	7.08%	2	1.77%	64	56.64%		
other comment	20	17.70%	0	0.00%	4	3.54%	2	1.77%	11	9.73%	37	32.74%		
11.5 Others	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	100.00%	2	100.00%	2	0.66%

Table 5.14 Public consultation process

Comments (from all sources)			
	Frequency	Percentage	Total
12. Public consultation process			341
12.1 Availability of background information	107	31.38%	
12.2 Commendable process	33	9.68%	
12.3 Fake consultation	18	5.28%	
12.4 Areas to improve	181	53.08%	
12.5 Others	2	0.59%	

Table 5.15 Other overall comments

Comments (from all sources)			
	Frequency	Percentage	Total
13 Other overall comments			635
13.1 How to make the best of public money	35	5.51%	
13.2 All designs are unacceptable	76	11.97%	
13.3 Fairness concerns: name of consortiums exposed and its impact	1	0.16%	
13.4 Business reputation of bidders	7	1.10%	
13.5 Economic impact: provision of jobs	6	0.94%	
13.6 Taste	0	0.00%	
13.6.1 Good taste	0	0.00%	
13.6.2 Bad taste	1	0.16%	
13.7 Choices: not enough	57	8.98%	
13.8 Possibility of combining models	153	24.09%	
13.9 Other possible uses of Tamar site	57	8.98%	
13.10 Inclusion of promenade design	0	0.00%	
13.10.1 For	10	1.57%	
13.10.2 Against	37	5.83%	
13.11 Design of exhibition venue and exhibits	32	5.04%	
13.12 Others	163	25.67%	

Appendix 6

Sample of Blank Comment Card

Design Proposals for the Tamar Development Project
Comment Card

Please tick (✔) to indicate your rating of the following design and aesthetic aspects of the proposals submitted by the four tenderers* for the Tamar project. Some relevant considerations are suggested under each aspect for your reference.

(a) Visual attractiveness

(You may consider, for instance, design aesthetics, the scale and proportion of the development, and whether it will be an iconic landmark.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

(b) Symbol of Hong Kong as Asia's world city

(You may consider, for instance, whether the design projects Hong Kong as a cosmopolitan, dynamic and contemporary city.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

(c) Image befitting the Central Government Complex and the Legislative Council Complex

(You may consider, for instance, whether the design reflects the distinct identities and important roles of the Government headquarters and the Legislative Council, and whether it is harmonious and integrative.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

* *The four designs are respectively submitted by the following tenderers.*

Design A : Gammon – Hip Hing Joint Venture
Design B : DHK – CRCC Tamar Joint Venture
Design C : Paul Y. – Shui On Joint Venture
Design D : China State – Leighton – Yau Lee Joint Venture

(d) Impact on cityscape and waterfront environment

(You may consider, for instance, the visual impact of the project in relation to the ridgeline and whether it enhances the cityscape and waterfront environment.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

(e) Green features and environmental friendliness

(You may consider, for instance, proposed energy conservation measures, air flow around the area, landscaping, and whether the overall design embraces sustainability concepts.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

(f) Public open space

(You may consider, for instance, landscaping design, public accessibility, integration of the open space with the waterfront promenade, and whether it meets the needs of the public.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

(g) Connectivity of the Tamar site and surrounding areas

(You may consider, for instance, the interconnectivity with surrounding areas and the waterfront, and the ease of access.)

	Excellent	Good	Fair	Unsatisfactory
Design A				
Design B				
Design C				
Design D				

(h) Other comments on the individual designs:	
Design A	
Design B	
Design C	
Design D	

Any other comments:

Profile of respondent:

Provision of the information below will help the Government determine the profile of respondents as a group.

Age: ☐ under 18 ☐ 18-30 ☐ 31-45 ☐ 46-60 ☐ 61 and over

Gender: ☐ Male ☐ Female

Area of residence: ☐ HK Island ☐ KLN ☐ NT and Islands

Occupation (please specify): _____

Thank you!

The data on the profile of respondents provided in this Comment Card will be used by the Government for purposes relating to the exhibition of design proposals for the Tamar Development Project, including the processing and compiling of the views received from the public and the analysis of relevant data and statistics, reporting on and making public these views and other legitimate purposes in connection with this public exhibition and collection of public comments. The data may be disclosed to other government bureaux, the independent consultant for the public viewing exercise and the Special Selection Board for the Tamar project for the above purposes.

Designed by the Information Services Department
Printed by the Government Logistics Department
Hong Kong Special Administrative Region Government
(Printed with environmentally friendly ink on recycled paper)

Appendix 7

Sample of Exit Poll Questionnaire

The Hong Kong Polytechnic University

Survey on Design Proposals for the Tamar Development Project

Staff Only：

Supervisor：_____
Case ID：_____
Date：____/_____/_____

Interviewer ID : [ ][ ][ ] 1-3 Questionnaire ID : [ ][ ][ ][ ] 4-7

Date : [ ][ ][ ][ ][ ][ ] YY/MM/DD 8-13

Time : [ ][ ][ ][ ] HH:MM 14-17 Venue : [ ][ ] 18-19 01 QGO 02 KP

Refusal Person : Male [ ][ ] 20-21 Female [ ][ ] 22-23

Interviewer, please read：

"Sir/Madam, we are now conducting a survey on Design Proposals for the Tamar Development Project and would like to do a short interview with you. Please be assured that the information you provide will be kept strictly confidential. Thank you for your co-operation."

"Please indicate your rating of the following design and aesthetic aspects of the proposals submitted by the four tenderers for the Tamar project. Some relevant considerations are suggested under each aspect for your reference."

			Excellent	Good	Fair	Unsatisfactory	Not sure
(a)	**Visual attractiveness** (You may consider, for instance, design aesthetics, the scale and proportion of the development, and whether it will be an iconic landmark.)	Design A*	4☐	3☐	2☐	1☐	0☐
		Design B*	4☐	3☐	2☐	1☐	0☐
		Design C*	4☐	3☐	2☐	1☐	0☐
		Design D*	4☐	3☐	2☐	1☐	0☐
(c)	**Image befitting the Central Government Complex and the Legislative Council Complex** (You may consider, for instance, whether the design reflects the distinct identities and important roles of the Government headquarters and the Legislative Council, and whether it is harmonious and integrative.)	Design A*	4☐	3☐	2☐	1☐	0☐
		Design B*	4☐	3☐	2☐	1☐	0☐
		Design C*	4☐	3☐	2☐	1☐	0☐
		Design D*	4☐	3☐	2☐	1☐	0☐
(d)	**Impact on cityscape and waterfront environment** (You may consider, for instance, the visual impact of the project in relation to the ridgeline and whether it enhances the cityscape and waterfront environment.)	Design A*	4☐	3☐	2☐	1☐	0☐
		Design B*	4☐	3☐	2☐	1☐	0☐
		Design C*	4☐	3☐	2☐	1☐	0☐
		Design D*	4☐	3☐	2☐	1☐	0☐

Profile of respondent: Provision of the information below will help the Government determine the profile of respondents as a group.

(a) Age: 1. ☐ under 18 2. ☐ 18-30 3. ☐ 31-45 4. ☐ 46-60 5. ☐ 61and over 6. ☐ Refuse to answer

(b) Sex: 1. ☐ Male 2. ☐ Female 3. ☐ Refuse to answer

(c) Area of residence: 1. ☐ HK Island 2. ☐ Kowloon 3. ☐ NT & Islands 4. ☐ Refuse to answer

(d) Industry (please specific) : _____

(e) Occupation (please specific) : _____

Thank You!

Appendix 8

Sample of Telephone Poll Questionnaire

The Hong Kong Polytechnic University
Department of Applied Social Sciences
Centre for Social Policy Studies

Survey on Design Proposals for the Tamar Development Project

May 2007

Procedure A: Self Introduction

"Hello, is this telephone number XXXX XXXX? (Interviewer: if you have dialled the wrong number please say: "Sorry, I think I've dialled the wrong number. Bye-bye." Then please try to dial the correct number at once.) "

"I am a telephone interviewer from the Centre for Social Policy Studies at the Hong Kong Polytechnic University. We are now conducting an opinion survey on "Design Proposals for the Tamar Development Project" and would like to do a short interview with you. Please be assured that the information you provide will be kept strictly confidential. Thank you for your co-operation. The eligible respondents of this survey are Hong Kong citizens aged 18 or above. I would like to know how many household members are aged 18 or above? "

Responses: Situation 1. Respondent cooperates ----------> 〔Procedure B〕
Situation 2. Cut-at-once/ Refusal/ Mid-way termination ----------> 〔End〕
Situation 3. Invalid Numbers (Strange tone/ No Tone) ----------> 〔End〕
Situation 4. Non-Target (No eligible respondent/ Fax/ Non-Residential Line) ----------> 〔End〕
Situation 5. No Answer/ Answering Machine/ Not available right now /Busy Line ----> 〔Retry〕

Interview/ Attempt History:	**1st Attempt** ☐	**2nd Attempt** ☐	**3rd Attempt** ☐	**4th Attempt** ☐	**5th Attempt** ☐	**6th Attempt** ☐
Interview/ Attempt date and time:						
Interview/ Attempt Result:						

[v1] Telephone Number: _____

[v2] Case ID: _____

Procedure B: Sample Selection

【If there is more than one eligible respondents in the same household, please use the Random Generator with the Kish Grid method to randomly select one of the eligible respondents to conduct the survey.】

[v3] According to the sampling result, we have selected the __ oldest member of your household as respondent, would you mind if I invite this household member to conduct the survey now?

1 □ I am → [Start questionnaire, go to Procedure C] → [If necessary, please read the survey introduction again]
2 □ Not convenient right now → [Must be confirmed] → [Confirmation or Make appointment: _____] → [End interview] → [Record down]
3 □ Not here right now → [Make appointment:_____] → [End interview] → [Record Down]

Procedure C: Start Interview

[v4] Do you know that the Government is holding a public exhibition of "Design Proposals for the Tamar Development Project"?

1. Yes
2. No/ Never heard about it (Skip to v15)
3. Don't remember / no opinion (Skip to v15)
4. Refuse to answer (Skip to v15)

[v5] (If answered "yes" in v4) Do you know how many design proposals in total?

1. One
2. Two
3. Three
4. Four or above
5. Don't know/No opinion
6. Refuse to answer

[v6] (If answered "yes" in v4) How do you know about the exhibition of "Design Proposals for the Tamar Development Project"? (Interviewers: Please do not read out the answers, respondent can choose more than one answer; please prompt: any other channel?)

1. Visit the exhibition
2. Internet (including browsing the website of design proposals for Tamar development, or any kinds of online channels)
3. News report (including any news report of mass media)
4. Commentary (including editorials, reports on special topic, articles in newspaper, or political essays, etc.)
5. Heard from family members / relatives / friends / schoolmates / colleagues
6. Others, please specify: _____
7. Don't know / No opinion
8. Refuse to answer

[v7] In terms of "visual attractiveness", which design(s) do you think is/are comparatively better in the four design proposals?

(Interviewers: respondent can choose more than one answer; please prompt: any other design?)

1. Design A
2. Design B
3. Design C
4. Design D
5. Don't know / Can't remember / No opinion
6. Refuse to answer

[v8] In terms of “image befitting the Central Government Complex and the Legislative Council Complex”, which design(s) do you think is/are comparatively better in the four design proposals?
(Interviewers: respondent can choose more than one answer; please prompt: any other design?)
1. Design A
2. Design B
3. Design C
4. Design D
5. Don’t know / Can’t remember / No opinion
6. Refuse to answer

[v9] In terms of “impact on cityscape and waterfront environment”, which design(s) do you think is/are comparatively better in the four design proposals?
(Interviewers: respondent can choose more than one answer; please prompt: any other design?)
1. Design A
2. Design B
3. Design C
4. Design D
5. Don’t know / Can’t remember / No opinion
6. Refuse to answer

[v10] Overall speaking, which design(s) do you think is/are comparatively better in the four design proposals?
(Interviewers: respondent can choose more than one answer; please prompt: any other design?)
1. Design A
2. Design B
3. Design C
4. Design D
5. Don’t know / Can’t remember / No opinion
6. Refuse to answer

[v11] Would you please tell me the reason(s) of why you select this/these design proposal(s)?
Interviewers please record the answers:
Design A - Reason: _____
Design B - Reason: _____
Design C - Reason: _____
Design D - Reason: _____
(Press 1 to the next question)
2. No particular reason, by personal feeling or impression
3. Cannot remember other design proposals
4. Refuse to answer

[v12] Have you seen all the showpieces in the public exhibition, including 18 exhibition boards, introductory videos, and design models?

1. Yes, I have seen all the showpieces
2. No, just some of the showpieces
3. No, I have never seen any showpiece before
4. Don't know / No opinion
5. Refuse to answer

[v13] Are you satisfied or dissatisfied with the public exhibition of "Design Proposals for the Tamar Development Project"?

1. Very satisfied
2. Satisfied
3. Neither satisfied nor dissatisfied
4. Dissatisfied
5. Very dissatisfied
6. Don't know / No opinion
7. Refuse to answer

[v14] Do you have any other comment about the pubic exhibition?

1. Yes, please record: _____
2. No
3. Don't know / No opinion
4. Refuse to answer

[v15] Sex of the respondent: (written down by the interviewer)

1. Male
2. Female

[v16] What is your age? (According to the last birthday)

1. 18-30
2. 31-45
3. 46-60
4. 61 or above
5. Refuse to answer

[v17] In which area are you living?

1. Hong Kong Island
2. Kowloon
3. NT and Island
4. Non-local resident
5. Refuse to answer

[v18] Are you currently working or non-working?

1. Yes (Skip to V19)
2. No

[v19] Are you a ….?

1. Student	4. Unemployed	
2. Home-maker	5. Others, please specify: _____	→ End interview
3. Retired person	6. Refuse to answer	

[v20] What is your current position?

01 Managers and administrators	06 Skilled agricultural / fishery workers
02 Professionals	07 Craft and related workers
03 Associate professionals	08 Plant and machine operators and assemblers
04 Clerks	09 Elementary occupations
05 Service workers and shop sales workers	10 Refuse to answer

(Mr._____/ Miss_____) Thank you for your co-operation. Goodbye.

-- End of Questionnaire --

PUBLIC POLICY RESEARCH INSTITUTE
公共政策研究所

Independent Analysis and Reporting of the Public Viewing Exercise for the Tamar Development Project

Executive Summary

Public Policy Research Institute
The Hong Kong Polytechnic University

June 2007

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

INTRODUCTION

In July 2006, the Hong Kong Special Administrative Region Government (the Government) commissioned the Public Policy Research Institute (PPRI) of The Hong Kong Polytechnic University (the University) to carry out a Consultancy on "Independent Analysis and Reporting of the Public Viewing Exercise for the Tamar Development Project". This Report presents the findings of this Public Viewing Exercise and includes: (1) a summary of the views expressed on the 14,091 Comment Cards and Written Submissions collected up to 27 May 2007, (2) a summary of the results of four Exit Polls conducted during the periods 1-8 April, 16-24 April, 1-9 May and 15-23 May 2007, and (3) a summary of the results of two Telephone Polls conducted during the periods 22 April to 1 May 2007 and 11 to 18 May 2007. With the consent of the four tenderers, views expressed at the Legislative Council Commission meeting held on 1 June 2007 are also included in the analysis.

BACKGROUND OF THE TAMAR DEVELOPMENT PROJECT

A Central Government Complex (CGC) and a Legislative Council (LegCo) Complex, together with at least two hectares of open space, are to be developed on the 4.2-hectare Tamar site in Central District, Hong Kong Island.

In April 2002, the Government announced a plan to develop Tamar as Hong Kong's prime civic core. The project obtained support from the LegCo Panel on Planning, Lands and Works and the Public Works Subcommittee in April and May 2003 respectively, but was shelved later that year in view of the impact of the SARS outbreak. With improvement in the economy and to public finances, the Government announced in October 2005 a re-launch of the Tamar Development Project.

The scope of the re-launched project covers the proposed CGC, LegCo Complex, open space and other ancillary facilities. In order to develop Tamar as Hong Kong's prime civic core, the design is required to project Hong Kong's position as a cosmopolitan city and Asia's world city. It should be responsive to the urban fabric of Central District as well as the natural context of the waterfront setting and the backdrop of Victoria Peak. The distinct identities of the CGC and LegCo Complex should be duly reflected, taking into account their respective constitutional roles. The project should also provide a long-term solution to the office-space shortage facing the Government Secretariat and LegCo. The project is envisaged to commence in 2007, for completion in 2010.

SELECTION PROCESS

A Special Selection Board, chaired by the Chief Secretary for Administration, Mr. Rafael Hui, will assess the tenders according to a number of criteria, including planning, sustainability, environmental, functional, technical, price, design and aesthetic aspects. Board Members include Mrs. Rita Fan, Ms. Miriam Lau, Professor David Lung, Mr. Alan Lai and Mrs Rita Lau.

THE PUBLIC VIEWING EXERCISE

The Public Viewing Exercise on the Tamar Development Project was launched in March 2007. The Government organised an exhibition (staged at two separate venues) on the four tenderers' design proposals for the Tamar Development Project. The first one was staged at a Hong Kong Island venue (Deck Level, High Block, Queensway Government Offices) from 28 March to 24 April 2007. The second one was staged at a Kowloon venue (Thematic Exhibition Gallery, Hong Kong Heritage Discovery Centre, Kowloon Park) from 28 April to 27 May 2007.

Comment Cards were distributed at the exhibition venues for visitors to complete and deposit into collection boxes before leaving. Alternatively, Comment Cards could be submitted online (via computers at the exhibition venues or via the internet), or by fax or post. Information on the four design proposals was also available on the Government Website, where members of the public could complete Comment Cards online after viewing. The public could also send in Written Submissions to the Government, where they would be processed by designated Government staff and delivered to PPRI for analysis.

THE CONSULTANCY AND ITS OBJECTIVES

This Consultancy aims to analyse public opinion regarding the Tamar Development Project collected during the Public Viewing Exercise period (28 March to 27 May 2007) and to provide independent analyses and technical advice to the Government regarding such public opinion.

The Consultancy can be divided into two major parts: (see Figure 1)

Part 1: Quantitative Analysis of the views received during the Public Viewing Exercise period on the four Tamar Development Project design proposals; and

Part 2: Qualitative Analysis of the views received during the Public Viewing Exercise period on the four Tamar Development Project design proposals.

SCHEMATIC REPRESENTATION OF THIS CONSULTANCY

Figure 1 shows schematically components and the process of this Consultancy:

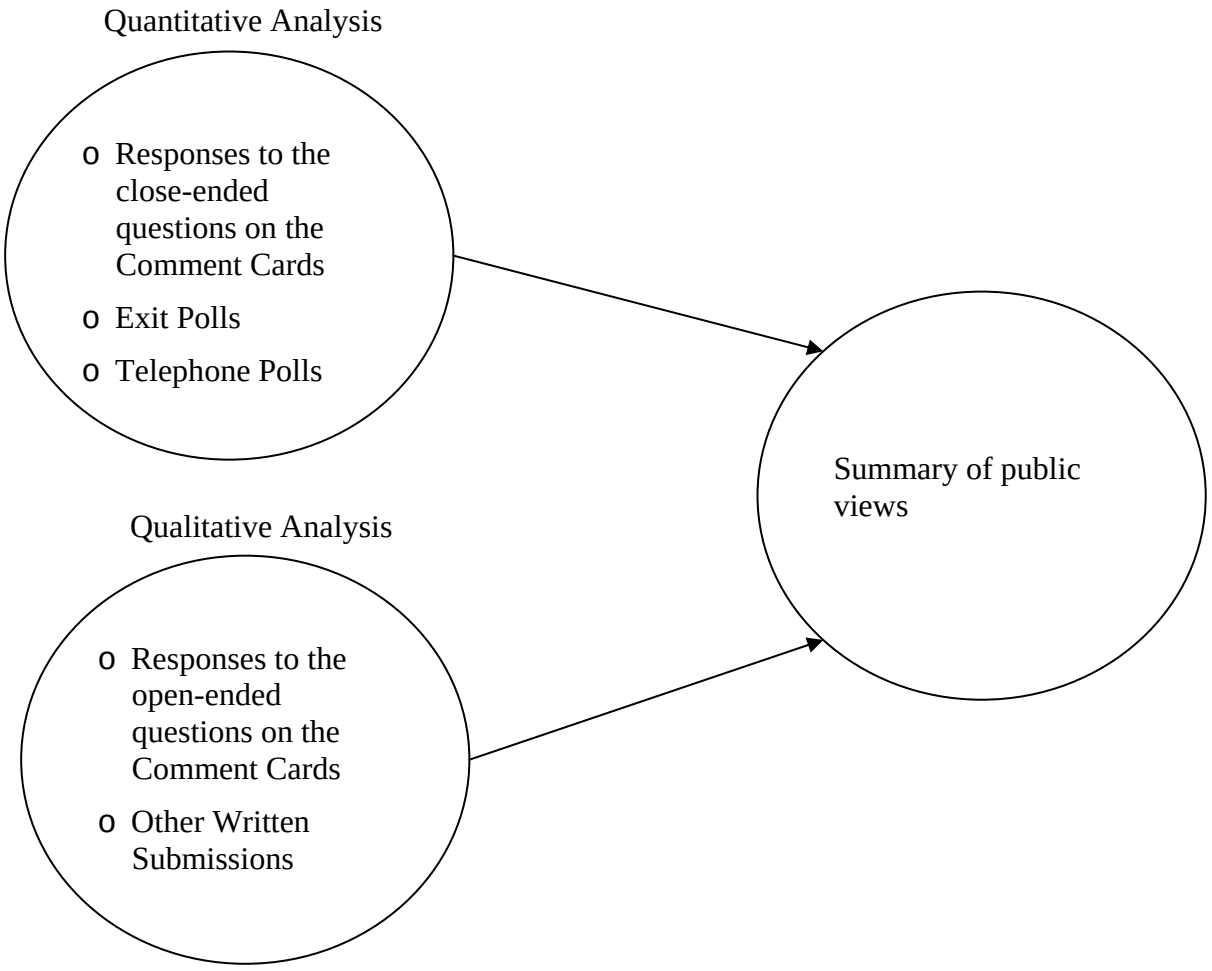


Figure 1: Schematic Representation of the Consultancy

PART 1: QUANTITATIVE DATA ANALYSIS

The Quantitative Data came from three sources:

- responses to the close-ended questions on the Comment Cards;
- four Exit Polls; and
- two Telephone Polls.

A total of 14,055 Comment Cards were received by 27 May 2007. Of these:

- 10,939 were from the exhibition venues,
- 3,011 were electronic versions via the internet,
- 89 were by fax, and
- 16 were by mail.

COMMENT CARDS

A total of 74,094 Comment Cards received via the internet was invalidated by the Consultancy Team using established criteria.

A total of 31,472 persons went to the Exhibitions. On average, 35% of the visitors filled out a Comment Card at the venue. There were 72,962 visits to the Government's Tamar Development Project webpage. The Comment Card contains seven close-ended questions, the results of which are shown below:

Mean scores for each design for each question

4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory

(a) Visual attractiveness

	Design A	**Design B**	**Design C**	**Design D**
Mean score[1]	2.96	2.07	2.31	3.10
Number of responses	12,798	12,265	12,268	13,062

(b) Symbol of Hong Kong as Asia's world city

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.85	2.01	2.34	3.13
Number of responses	12,555	12,086	12,111	12,932

(c) Image befitting the CGC and the LegCo Complex

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.87	2.21	2.33	2.94
Number of responses	12,483	12,001	12,052	12,810

[1]The score for each design given by respondents ranges from 4 to 1 (i.e. 4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory). The mean score for each design is computed by multiplying the score for each design by the number of respondents who give that score and divided by the total number of respondents.

(d) Impact on cityscape and waterfront environment

	Design A	Design B	Design C	Design D
Mean score	2.9313	2.40	2.38	2.9328
Number of responses	12,323	11,867	11,853	12,646

(e) Green features and environmental friendliness

	Design A	Design B	Design C	Design D
Mean score	3.02	2.67	2.58	2.81
Number of responses	12,302	11,913	11,855	12,558

(f) Public open space

	Design A	Design B	Design C	Design D
Mean score	3.00	2.62	2.53	2.98
Number of responses	12,258	11,870	11,799	12,593

(g) Connectivity of the Tamar site and surrounding areas

	Design A	Design B	Design C	Design D
Mean score	2.90	2.51	2.52	2.91
Number of responses	12,182	11,769	11,753	12,525

The results from the Comment Cards indicate that:

- Design D ranks first on five themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, impact on cityscape and waterfront environment, and connectivity of the Tamar site and surrounding areas), and ranks second on two themes (green features and environmental friendliness, and public open space);
- Design A ranks first on two themes (green features and environmental friendliness, and public open space), and ranks second on the other five themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo Complex, impact on cityscape and waterfront environment, and connectivity of the Tamar site and surrounding areas);
- Design C ranks third on four themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and LegCo

Complex, and connectivity of the Tamar site and surrounding areas); and ranks fourth on three themes (impact on cityscape and waterfront environment, green features and environmental friendliness, and public open space); and

- Design B ranks third on three themes (impact on cityscape and waterfront environment, green features and environmental friendliness, and public open space), and ranks fourth on four themes (visual attractiveness, symbol of Hong Kong as Asia's world city, image befitting the CGC and Legislative Council Complex, and connectivity of the Tamar site and surrounding areas).

The overall rank order of the designs from all valid Comment Cards is: D, A, C, B, assuming equal weighting of the seven themes.

EXIT POLLS

The Consultancy Team conducted face-to-face interviews with randomly-selected visitors at the exhibition venues. These Exit Polls are intended to verify the results obtained from the submitted Comment Cards, given that the method for collecting Comment Cards is vulnerable to manipulation.

Systematic Random Sampling was employed to select visitors leaving the venues after they had finished viewing the exhibitions.

Since it was considered excessive to ask Exit Poll respondents all seven of the questions on the Comment Card, the Consultancy Team constructed a short version of the questionnaire containing what it considered were the three key Comment Card questions (visual attractiveness, image befitting the CGC and LegCo Complex, and impact on cityscape and waterfront environment). The questionnaire was finalized before any Comment Card results were analysed.

Four Exit Polls were conducted during 1-8 April, 16-24 April, 1-9 May, and 15-23 May. A pilot poll was conducted on 31 March. The dates of the polls were not made public in advance. The interviewees were selected on a randomised basis according to a pre-determined rule. During the first poll, 1,255 visitors were successfully interviewed with a response rate of 57.9%. The second poll successfully interviewed 1,171 visitors, with a response rate of 86.6%. The third poll successfully interviewed 1,889 visitors, with a response rate of 68.5%. The fourth poll successfully interviewed 997 visitors, with a response rate of 67%. The aggregated results of the Exit Polls are shown below:

Mean score for each question

4 = Excellent, 3 = Good, 2 = Fair, 1 = Unsatisfactory

Visual attractiveness

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.85	2.15	2.35	3.00
Number of responses	5,284	5,264	5,264	5,281

Image befitting the CGC and the LegCo Complex

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.73	2.18	2.28	2.79
Number of responses	5,160	5,141	5,149	5,166

Impact on cityscape and waterfront environment

	Design A	**Design B**	**Design C**	**Design D**
Mean score	2.84	2.40	2.36	2.87
Number of responses	5,216	5,192	5,189	5,216

The results of the Exit Polls indicate:

- Design D ranks first on three themes (visual attractiveness, image befitting the CGC and Legislative Council Complex, and impact on cityscape and waterfront environment);
- Design A ranks second on three themes (visual attractiveness, image befitting the CGC and Legislative Council Complex, and impact on cityscape and waterfront environment);
- Design C ranks third on two themes (visual attractiveness, and image befitting the CGC and Legislative Council Complex); and ranks fourth on one theme (impact on cityscape and waterfront environment); and
- Design B ranks third on one theme (impact on cityscape and waterfront environment) and ranks fourth on two themes (visual attractiveness, and image befitting the CGC and Legislative Council Complex).

The overall rank order of the designs from the four Exit Polls is: D, A, C, B, assuming equal weighting of the three themes.

TELEPHONE POLLS

The first Telephone Poll was conducted during the period 22 April - 1 May. The second Telephone Poll was conducted during the period 11-18 May. This section summarises the aggregated results of the close-ended questions from the two Telephone Polls.

The objectives of the Telephone Polls are:

- To assess public awareness of the Tamar Development Project;
- To triangulate the results of the Comment Cards and Exit Polls; and
- To assess public opinion on important issues relating to the Tamar Development Project identified in the Qualitative Data but not covered on the Comment Cards.

1,512 persons were interviewed successfully in the First Poll with a co-operation rate of 68.7%. 1,542 persons were interviewed successfully in the Second Poll with a co-operation rate of 76.4%. The margin of error was +/- 2.52% at 95% confidence level. Separate results from the Telephone Polls show:

- While about 40% of the respondents are aware of the Tamar Development Project, more than three quarters of them do not know the exact number of design proposals.

- The majority of those who know about the Project obtained their information from news reports (76%). Less than 2% have read all of the exhibition materials, and only around 8% have read part of them.

- Regarding "visual attractiveness" of the four designs, the ranking is D, C, B, A.

  Regarding "image befitting CGC and LegCo Complex", the ranking is A, B, C, D.

  Regarding "the impact on cityscape", the ranking is D, B, C, A.

  Regarding "the overall design", the ranking is D, B, A / C[#].

- The majority are satisfied with the exhibition.

QUANTITATIVE DATA ANALYSIS SUMMARY

The overall ranking of the Design Proposals from the various Quantitative Data sets is shown in the following Table:

Comment Cards (responses to close-end questions)	Exit Polls	Phone Polls
D, A, C, B	D, A, C, B	D, B, A / C[#]

[#] Design A and Design C are tied in rank order.

The overall result of the Exit Polls corroborates those of the Comment Cards. When the results of the selected individual themes are examined, the results of the Exit Polls also corroborate all the three selected themes – visual attractiveness and image befitting the CGC and LegCo Complex and the impact on cityscape and waterfront environment theme.

The results from the Phone Polls do not exactly corroborate the overall ranking of the Design Proposals from the collected Comment Cards and Exit Polls. They do not corroborate the ranking of the designs on the selected themes either.

However, all three data collection exercises show that Design D leads in the three data sets (responses to the close-ended questions of the Comment Cards, Exit Polls and Phone Polls).

PART 2: QUALITATIVE DATA ANALYSIS

The Qualitative Data came from the following sources:

- Open-ended questions on the Comment Cards (received at the exhibition venues, via internet, fax and by post); and
- Written Submissions (received via fax, email and by post).

A total of 14,055 Comment Cards (of which 6,084 contain written comments and 7,971 are without comments) was received as at 27 May 2007. These Comment Cards were collected from a number of sources: collection boxes at exhibition venues; electronic versions submitted via computers at the exhibition venues or via internet; and by fax and by mail. A total of 37 Written Submissions was also received. Five organizations (Central & Western District Board, Rehabilitation Alliance Hong Kong, Hong Kong Federation of Women, the Hong Kong Institute of Planners and the Legislative Council Commission) sent in Written Submissions.

The Legislative Council Commission held a meeting on 1 June 2007. The Government informed the four tenderers, and with their consent, views expressed at this meeting (1 June 2007) are also considered as a Written Submission.

ANALYTICAL FRAMEWORK FOR OPEN-ENDED QUESTIONS AND WRITTEN SUBMISSIONS

A Grounded Theory approach[*] is adopted for the analysis of Qualitative Data.

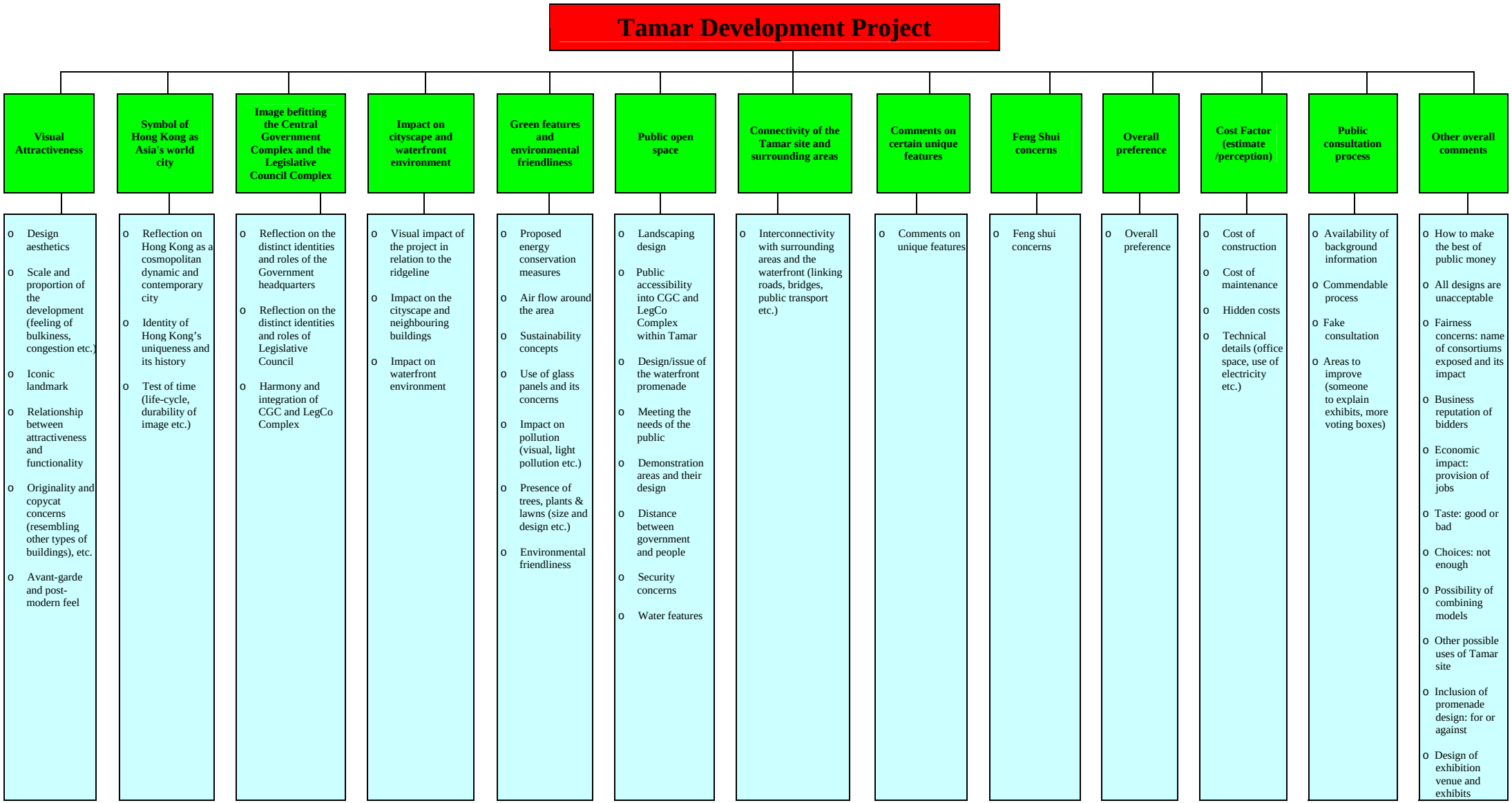
All Comment Cards and Written Submissions were screened by data entry staff. Written Submissions and Comment Cards with written comments were included for qualitative analysis, with comments being transcribed and coded into "text units" – a sentence or a group of sentences expressing a particular view. The transcripts were

[*] A method of inquiry in which the observed data are allowed to influence the structure and process of the study.

content analysed by two research staff separately in a double-blind manner. Based on the comments received, an analytical framework consisting of themes, categories, and sub-categories was developed (see Figure 2). The framework was revised several times in order to reflect a comprehensive coverage of all the views expressed. A computer software, NUDIST (Non-numerical Unstructured Data Indexing Searching and Theorizing) was applied to organise and analyse data.

For open-ended questions, a total of 25,037 text units contained in Written Submissions and Comment Cards was analysed.

Figure 2: Analytical Framework



QUALITATIVE DATA ANALYSIS SUMMARY

The 13 themes are summarised in descending order in terms of public attention (i.e. comments in text units) and they are:

- Visual Attractiveness (10,756 text units).
- Green Features and Environmental Friendliness (3,126 text units).
- Overall Preference (2,424 text units).
- Public Open Space (1,785 text units).
- Comments on Certain Unique Features (1,463 text units).
- Image Befitting the CGC and the LegCo Complex (1,442 text units).
- Symbol of Hong Kong as Asia's World City (1,372 text units).
- Impact on Cityscape and Waterfront Environment (981 text units).
- Other Overall Comments (635 text units).
- Public Consultation Process (341 text units).
- Cost Factor (Estimate/Perception) (301 text units).
- Connectivity of the Tamar Site and Surrounding Areas. (295 text units).
- Feng Shui Concerns (116 text units).

Within the above 13 most concerned themes/issues, the general public also gave their positive and negative views on the four designs except for two themes ("public consultation process" and "other overall comments") which were not related to public assessment of the four designs. The ranking of the positive and negative comments of the remaining 11 themes is tabulated below:

Number of Positive Comments on Individual Designs by Themes

	Themes	**Positive Comments on Individual Designs**				**General Comments**	**Total**
1	Visual attractiveness	**A** (1458)	**D** (1238)	**C** (578)	**B** (341)	**G** (18)	3633
2	Overall preference	**D** (697)	**A** (587)	**C** (228)	**B** (182)	**G** (6)	1700
3	Green features and environmental friendliness	**A** (559)	**B** (390)	**C** (265)	**D** (145)	**G** (17)	1376
4	Symbol of HK as Asia's world city	**D** (622)	**A** (142)	**C** (64)	**B** (26)	**G** (11)	865
5	Public open space	**D** (242)	**B** (192)	**A** (171)	**C** (68)	**G** (16)	689
6	Image befitting the Central Government Complex and the LegCo Complex	**A** (192)	**B** (116)	**D** (72)	**C** (46)	**G** (5)	431
7	Comments on certain unique features	**D** (225)	**A** (101)	**C** (65)	**B** (25)	**G** (1)	417
8	Impact on cityscape and waterfront environment	**A** (122)	**D** (92)	**B** (84)	**C** (60)	**G** (2)	360
9	Connectivity of the Tamar site and surrounding areas	**A** (67)	**D** (21)	**C** (13)	**B** (11)	**G** (1)	113
10	Cost factor	**B** (20)	**A** (4)	**C** (4)	**D** (4)	**G** (3)	35
11	Feng Shui concerns	**B** (11)	**D** (8)	**A** (3)	**C** (2)	**G** (0)	24

Based on the above data, it can be concluded that Design A leads in the respondents' positive comments (3404), followed by Design D (3366), Design B (1398) and Design C (1393). Among the 11 themes of most concern to the general public, Design A received most positive comments on five themes, followed by Design D (4 out of 11), Design B (2 out of 11) and Design C (0 out of 11). The table above provides the distribution of the four designs by positive comments.

Number of Negative Comments on Individual Designs by Themes

	Themes	**Negative Comments on Individual Designs**				**General Comments**	**Total**
1	Visual attractiveness	**B** (2252)	**C** (1714)	**A** (1267)	**D** (1150)	**G** (40)	6423
2	Green features and environmental friendliness	**D** (439)	**B** (313)	**C** (192)	**A** (189)	**G** (51)	1184
3	Image befitting the Central Government Complex and the LegCo Complex	**C** (291)	**D** (228)	**B** (207)	**A** (162)	**G** (19)	907
4	Comments on certain unique features	**D** (339)	**C** (232)	**A** (124)	**B** (50)	**G** (10)	755
5	Public open space	**D** (159)	**A** (150)	**B** (116)	**C** (90)	**G** (34)	549
6	Impact on cityscape and waterfront environment	**D** (260)	**C** (155)	**A** (97)	**B** (33)	**G** (2)	547
7	Overall preference	**B** (173)	**C** (159)	**D** (97)	**A** (79)	**G** (1)	509
8	Symbol of HK as Asia's world city	**B** (131)	**A** (109)	**D** (108)	**C** (88)	**G** (15)	451
9	Cost factor	**A** (65)	**D** (41)	**C** (32)	**B** (14)	**G** (5)	157
10	Connectivity of the Tamar site and surrounding areas	**D** (36)	**B** (18)	**C** (17)	**A** (16)	**G** (6)	93
11	Feng Shui concerns	**A** (38)	**C** (15)	**B** (10)	**D** (9)	**G** (1)	73

Based also on the above data, it can be concluded that Design B leads in the respondents' negative comments (3317), followed by Design C (2985), Design D (2866) and Design A (2296). Among the themes of most concern to the general public, Design D received most negative comments on five themes, followed by Design B (3 out of 11), Design A (2 out of 11) and Design C (1 out of 11).

ANALYSIS OF THE KEY POINTS AND METHODOLOLGICAL CONSIDERATIONS

Generally speaking, since data from Telephone Polls (1) reflect the opinion of the general public, (2) are collected in an unbiased manner, and (3) can be demonstrated to be statistically reliable and valid, it is often argued that greater weight should be assigned to them. Moreover, from a public policy perspective, opinions of the general public deserve the utmost attention. On the other hand, members of the public are passive respondents and often not well informed about the issues involved. In this particular instance, more than three quarters of the Telephone Poll respondents did not know the exact number of design proposals being considered, and less than 2% had studied all of the relevant materials. Hence, their opinions must also be viewed in this light. Furthermore, there are serious limitations as to what can be asked in a telephone interview.

The opinions of interested citizens, who took the time and effort to gain an understanding of the issues and took the trouble to proactively submit their views, deserve special attention. The data from Comment Cards and Written Submissions capture the opinions of this group. The collection process, however, is susceptible to manipulation. Returns of this nature can easily be orchestrated or even created by interested parties. Furthermore, statistical reliability or validity cannot be demonstrated from data collected through such a process.

Exit Polls selected over 5,000 respondents on a randomised basis, and all of the respondents had the benefit of having seen the exhibition materials immediately before answering the questions. The time and date of the Exit Polls were not announced in advance, and hence, it would be difficult for interested parties to manipulate the exercise. It is, therefore, reasonable to give greater weighting to the Exit Poll data.

For the Telephone Poll respondents, the effective sample size for the questions regarding the Designs ranges from 328 to 369 and the remainder (over 2,600) gave "not sure/don't remember" answer to those questions. The passage of time and the fact that the majority of the respondents gained knowledge about the project from the media only might also have affected the reliability of the responses of those who answered the question.

It must be pointed out that, unlike the Exit Polls and Telephone Polls in which subjects were selected in a randomised manner, frequency counts and percentages from Comment Cards and Written Submissions must be interpreted with great caution, as no statistical inferences can be made with this data. A high percentage of opinion in favour or against a certain design from these sources does not necessarily suggest that a similar high percentage exists in the general population. To claim that a similar percentage exists in the general population on the basis of this data would normally require the convergence of at least one other set of such data.

Key points with the following characteristics are given special consideration:

- High frequency count/high percentage/high mean score from Exit Poll and Telephone Poll responses;
- High frequency count/high percentage/high mean score from responses from close-ended questions on Comment Cards; and
- High frequency count and high percentage in terms of number of text units from Qualitative Data from Comment Cards and Written Submissions.

ISSUES OF GREATEST CONCERN

Qualitative Analysis of text data indicates that the "Visual Attractiveness" theme is of the greatest concern, with a total of over 10,000 text units of comments, followed by the "Green Features and Environmental Friendliness" theme with over 3,000 text units of comments. In contrast, the "Connectivity of the Tamar Site to Surrounding Areas" theme received only around 300 text units of comments. The rest of the four themes received between roughly 1,000 to 2,000 text units of comments. It would be

reasonable to give a higher weighting to the "Visual Attractiveness" theme, and, to a lesser extent, the "Green Features and Environmental Friendliness" theme.

Even though the Comment Card does not contain any question on the overall rating of the designs, there were more than 2,000 text units of comments regarding respondents' overall preference, making this theme rank third in terms of frequency count of comments.

Categories (under the various themes) receiving over 400 comments in text units include:

- Design aesthetics (4,572 text units)
- Overall preference (2,403 text units)
- Iconic landmark (2,130 text units)
- Originality and "copycat" concerns (1,558 text units)
- Presence of trees, plants, lawns: size and design (1,495 text units)
- Comments on certain unique features (1,455 text units)
- Scale and proportion (1,423 text units)
- Reflection on the distinct identities and roles of Government headquarters (994 text units)
- Reflection on Hong Kong as a cosmopolitan, dynamic and contemporary city (746 text units)
- Impact on the cityscape and neighbouring buildings (736 text units)
- Landscaping design (632 text units)
- Air flow around the area (577 text units)
- Identity of Hong Kong's uniqueness and its history (559 text units)
- Relationship between attractiveness and functionality (543 text units)
- Avant-garde and post-modern feel (492 text units)
- Meeting the needs of the public (448 text units)
- Environmental friendliness (435 text units)

THE FOUR DESIGNS

On the basis of the Quantitative Data Analysis, Design D leads in three data sets (responses to close-ended questions of Comment Cards, Exit Polls, and Telephone Polls). Designs D and A appear to be more popular than Designs C and B on almost all of the selected attributes.

The overall rank order of the designs from the collected Comment Cards (responses to close-ended questions) is: D, A, C, B. This rank order is corroborated by the Exit Polls (D, A, C, B). The overall rank order of the designs from the Telephone Polls is: D, B, A / C.

In terms of Exit Poll results, the total mean scores of Designs A, B, C, D are respectively 8.42, 6.73, 6.99 and 8.66. Design D is ahead of Design A by 1.41%. If more weight is given to the Exit Polls because of the reasons mentioned on p.13 and 14, Design D is the preferred scheme. If "Visual Attractiveness" is given more weight in the results of the collected Comment Cards, the Exit Polls and the Telephone Polls due to the intensity of public views, Design D is still preferred.

It should be pointed out that the total mean score from the Comment Cards for Design A is 20.53 and for Design D is 20.80, and that the difference is 0.27, which is less than one percentage point. The lead of Design D over Design A should therefore be considered marginal.

When Qualitative Data are taken into consideration, the preferred scheme is not so straight-forward. Design A and Design D received respectively 3,404 and 3,366 positive comments. The difference is 38 comments or less than 1%. Hence Design A is marginally ahead of Design D in terms of positive comments. Design D and Design A received respectively 2,866 and 2,296 negative comments. The difference is 570 comments. Design D is 11% ahead of Design A in terms of negative comments.

From the Qualitative Data, when both positive and negative comments are taken into consideration, Design A appears to be preferred over Design D.

While the results of the Quantitative and Qualitative Data Analyses do not converge, Design D is ahead of Design A on the first three of the five data sets (responses to close-ended questions of Comment Cards, Exit Polls, Telephone Polls, Positive Written Comments, and Negative Written Comments).

SUMMARY OF FINDINGS AND CONCLUSIONS

This Consultancy shows that the interest level of the public on the project is high, judging from the number of visitors to the exhibition, to the website, the number of Comment Cards received, and the results of the Telephone Polls.

The greatest concern the public has regarding the design proposals relate to "Visual Attractiveness" and "Green Features and Environmental Friendliness", and many are keen to provide their opinions on which design is preferred.

The following Table summarises the results of the various data sets.

Comment Cards (responses to close-end questions)	Exit Polls	Phone Polls	Positive Written Comment Counts	Negative Written Comment Counts*
D, A, C, B	D, A, C, B	D, B, A / C[#]	A, D, B, C	B, C, D, A

*The number of negative comment counts is arranged in a descending order.

[#] Design A and Design C are tied in rank order.

Taking into account the various sources of Quantitative and Qualitative Data, their limitations, and the greater weighting which can arguably be given to Exit Polls, it can be concluded that Design D is narrowly ahead of Design A, with Design C and Design B lagging behind by a substantial margin.

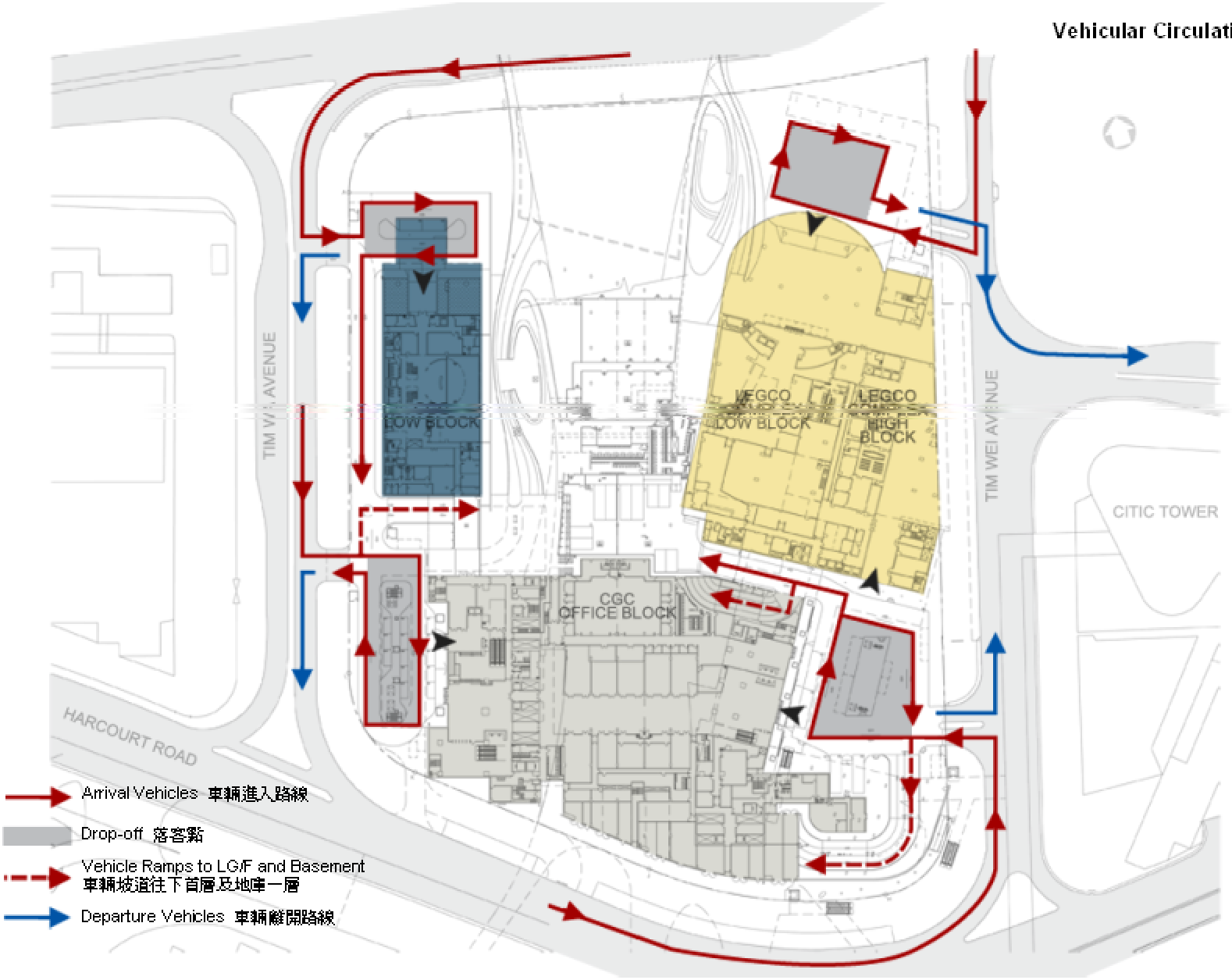
Annex B

Annex C

Annex D

Annex E

Vehicular Circulation 行車網絡



Pedestrian Circulation 行人網絡