

HONG KONG OBSERVATION WHEEL AT CENTRAL WATERFRONT

**Presented by
THE HALL ORGANISATION LTD**



Hong Kong Central Waterfront

- The Government Town Planning Board has zoned Central District Area No. 24, a total area of 14.63 hectares of Open Space, to provide an attractive setting for civic events and land for both active and passive recreational activities, to add life and variety to the area
- The Harbourfront Commission also stated in its Planning Guidelines that “Opportunities should be taken to develop harbourfront sites for quick win enhancement to promote public enjoyment of the Harbour.... providing opportunities for public leisure and entertainment activities to promote vibrancy

A Proposal to Erect an Observation Wheel at Central Waterfront

- This proposal seeks Member's views on the installation of a high quality, 60m Observation Wheel at the Central harbourfront near Central Piers Nos. 9 and 10 on a temporary basis.
- The Observation Wheel will create the site as a destination point for locals and tourists, as well as to add vibrancy and excitement to the Central harbourfront.

The Organiser : The Hall Organisation Ltd.

- The organisers are :
 - **The Hall Organisation Ltd. (THO)**
in partnership with
 - **The Great City Attractions Global Ltd.**
 - They are the world's leading operators of modern, giant observation wheels, employ more than 300 people globally.
 - They have traded in 9 countries across 25 wheel operations, ranging in size from 40 m. to 165 m. the Singapore Flyer.

London, Hyde Park - England





Belfast - Northern Ireland



London, Greenwich - England



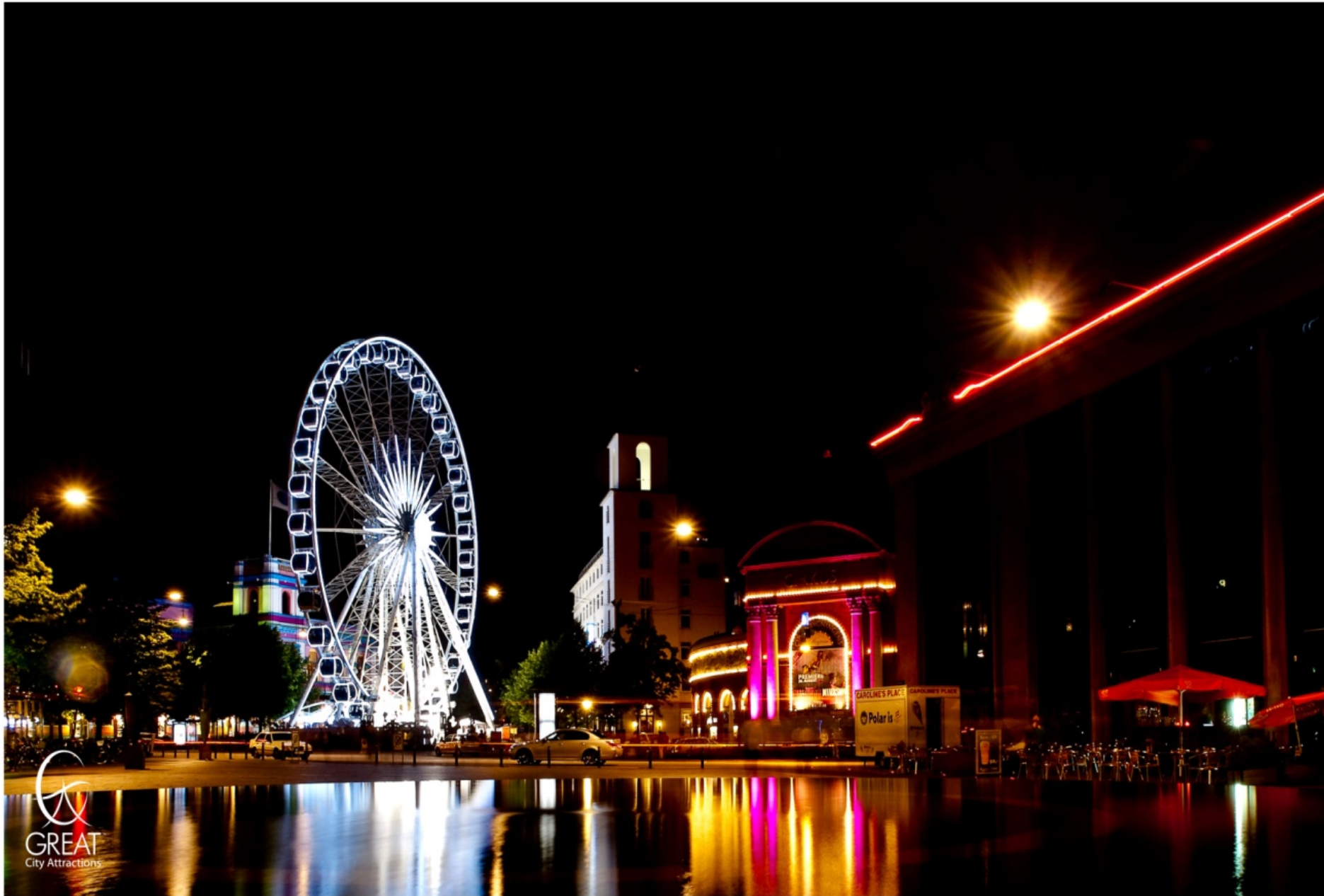
Birmingham - England



Brussels - Belgium



Copenhagen - Denmark



Brisbane - Australia



The Proposed Location

- The Hall Organisation is applying for a site at Central Reclamation, near Piers site 9 and 10
- The Central harbourfront site is designated for commercial and leisure use and the Wheel will become an icon for the newly reclaimed area
- The modern and elegant design of the R60 Observation Wheel fits perfectly with the most spectacular harbour in the world.

The R60 Observation Wheel

- The Wheel is a self-contained unit of 60 m. in diameter, all white in appearance and lit with soft, subtle and unobtrusive LED lighting
- It is a transportable wheel, which is totally self-supporting, requiring no ground works or foundations
- It provides 42 state-of-the art, fully enclosed and climate-controlled capsules providing a safe and comfortable environmental for up to 8 persons.

The Observation Wheel (cont'd)

- A virtually silent “ride on air” drive system and state-of-the-art Siemens computer-controlled operation
- Safety is enhanced via advanced two-way wireless communication devices to every capsule
- It is engineered to meet the highest structural safety standard set by Germany for observation wheels and approved by TUV

Installation

- The Wheel is a temporary set up at Central harbourfront
- Though a transportable wheel, once constructed on site, it has the appearance of a permanent installation.
- It can be set up within 10 -14 days and dismantled and removed from the site within 7-10 days

The Proposed Site Area

- The Wheel is a self-contained unit and occupies an area of 25m X 20.45 m
- As can be seen on the location plans, the total area required, inclusive ticketing and amenities is 1120 sq. m
- During the short installation and dismantling time, an area of 2,970 sq. m. will be occupied
- As advised by CEDD, the Wheel will be installed 50 m. from the seawall



Land Lease Period

- The Organiser has submitted a short-term tenancy (STT) application to the Lands Department for a period of three years
- The lease can start on one-year term, with option for extension on a yearly basis
- Commencement date will be when the wheel opens to the general public
- According the CEDD, likely to be around April, 2012.
To be confirmed at year end.

Operation Hours

- As per the Harbour-front Commission's Harbour Planning Guidelines:
 - On Harbour-front Management, “ waterfront promenades.... should be open to the public should be closed as late as possible.....”
- The Organiser plans to open the Wheel to the public from 9:00 a.m. to 12:00 midnight x 7 days a week

Capacity and Estimated Visitors

- The Wheel, with 42 capsules, has a capacity of 336 passengers at any one time
- It can welcome up to 10,000 passengers in a day
- Estimated average attendance:
 - Weekdays – about 2,000 visitors per day
 - Weekends/holidays – about 4,000 visitors per day.

Investment in Project

- The total investment for the Wheel in Hong Kong, inclusive of the Wheel cost, shipment and installation is HK\$95 million
- Operation cost is estimated to be around HK\$10 million per year
- All to be funded by The Organiser.

Local Employment

The Wheel will create employment and training opportunities for both skilled and unskilled positions, offering full time and part time roles, including:

- Technical staff - construction, electrical and mechanical technical, maintenance
- Operation staff – management, ticketing, supervisory, PR, retail, security and cleaning staff
- Estimated employment will be around 75 –100 persons.

Compliance with Government Regulations

- The Organiser will work closely with relevant Government departments to ensure that all rules and regulations for setting up and operations of the Wheel are complied with, to the required standards :
 - Lands Department – on land STT lease
 - CEDD – on the ground impact
 - EMSD – on safety and technical standards
 - Transport – on traffic planning and management
 - Police – on crowd control and public safety

Compliance with Government Regulations

- Fire Services Dept – on fire safety
- Marine Dept – on harbour impact
- Building Dept – on structures safety
- EPD – on environmental impact
- FEHD – on Temporary Place of Public Entertainment Licence
- District Council – public support

Compliance with Harbour Planning Principles

- **Principle No. 6 – “Vibrant Harbour”**
 - The Wheel will definitely become a focal point of the harbourfront, offering postcard photo-opportunities. It will attract people to the harbourfront and can promote vibrancy both day and night
- **Principle No. 7 – “Accessible Harbour”**
 - The site in application is at the transportation hub, easily accessible by all forms of transportation, in particular, ferry services – convenient to locals and tourists.

Compliance with Harbour Planning Principles (cont'd)

- **Principle No. 8 – “Public Enjoyment”**
 - The Wheel offers a pleasant way to appreciate Victoria Harbour, rising 60 m. above the road level, it will offer an unobstructed view of both sides of the harbour, providing enjoyment for locals and tourists, of all ages and social groups.



GCAG R60 Capsule Pictures



GCAG VIP Capsule



R60 Lighting



GCAG R60 Entrance and Queuing Areas



London, Hyde Park - England









THANK YOU.