

# **Task Force on Harbourfront Developments on Hong Kong Island**

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For discussion  
on 25 May 2011

TFHK/05/2011

## **A Proposal to Erect Advertisements on Marsh Road Station Building in Wanchai**

### **PURPOSE**

This note seeks Members' views on the proposal from The Hongkong Electric Co., Ltd. ("HK Electric") on the placement of advertisements on the façades of its Marsh Road Station Building (Inland Lot No. 8980) ("the lot") in North Wanchai.

### **BACKGROUND**

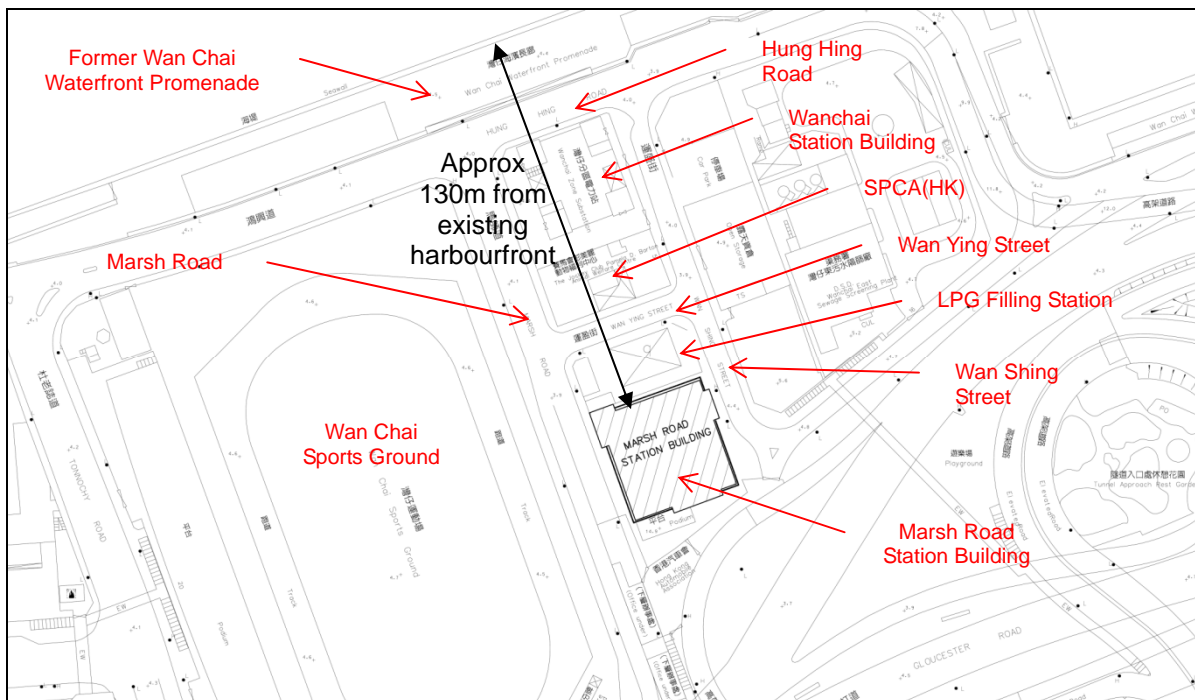
2. In December 2009, HK Electric (the owner of the lot) applied to the Lands Department (District Lands Office, Hong Kong East) for a temporary waiver of the Conditions of Grant to permit advertisements on the façades of the building on the lot. HK Electric was subsequently advised to consult the Harbourfront Commission on the proposal.

### **PROPOSAL**

3. The proposal is the placement of advertisements on the façades of the building on the lot. The lot is located some 130m away from the harbourfront and is three-block back (south) of Hung Hing Road which is the road along the harbourfront in this area. A site plan showing the location is at **Figure 1**. Between the lot and the harbourfront are a LPG filling station, Wan Ying Street, the Society for the Prevention of Cruelty to Animals (HK), the Wanchai Station Building and Hung Hing Road itself.

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**Figure 1: Location of Marsh Road Station Building.**

4. Photomontages showing sizes of the proposed advertisements are at **Figures 2 to 7**. The proposed advertisements will be installed on the existing building façades with minimal additional structures, hence the building height and air ventilation will not be affected.



**Figure 2: East/south façade.**



**Figure 3: Approx 6m+23m L x 26m H advertisements.**

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**Figure 4: East/north facade.**



**Figure 5: Approx 5m+30m L x 26m H advertisements.**



**Figure 6: South/west facade.**



**Figure 7: Approx 27m+14m L x 26m H advertisements.**

5. The advertisements will be visually illuminated with lights carefully designed to minimize light pollution with details as follows:

- One row of lights each at top and bottom of the advertisements.
- Energy-efficient lights (LED floodlight or induction lamp) for high luminous efficacy and minimum intensity will be used.
- Light-planning program software will be used to calculate lighting quantities and spacing to avoid over-illumination and energy wastage.
- Lights will be installed at suitable aiming angle.
- Lights with full cutoff design will be used to avoid glare and

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light trespass.

- Lights will be turned off at 2300 using timer or other means to avoid disturbance to nearby residents.

For detailed elaboration of the principles, please refer to “Design of Floodlights for Advertisement Banners” at **Appendix**.

6. The proposal has taken into account the Harbour Planning Principles. In particular we would mention the following:

- Principle No. 3 “Sustainable Development... to balance and cater for the economic, social and environmental needs of future generations” in that the income arising from the advertisements will be treated as Scheme of Control revenue, which will be used to directly offset electricity tariff. Part of the rental will be shared directly by Government, thus bringing benefits to the Treasury.
- Principle No. 4 “the need for integrated planning” and No. 5 “Proactive Harbour Enhancement” (see our reference to the distance of the lot from the harbourfront and its separation from that by the two buildings between it and Hung Hing Road above). The advertisements will add colour, vibrancy and interest to the otherwise grey and monotonous façade exterior. It will contribute positively to a harbourscape that is worthy of Hong Kong – a city full of life, energy and change. Furthermore, we put it to Members that a very significant part of the harbour’s “brand identity to the international community” (Principle No. 5) is the brilliantly colourful mosaic of illuminated advertisements in and around the harbourfront, without which it would not be the magnificent spectacle it is at night.

### **THE WAY FORWARD**

7. Should the proposal meet with Members’ approval, we shall liaise further with the Lands Department for the temporary waiver to permit placement of advertisement upon the façades of the building.

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## **VIEWS SOUGHT**

8. Members' views on the proposal are sought in the light of the above.

**The Hongkong Electric Co., Ltd.  
May 2011**

**Application to Erect Advertisements - Marsh Road Station Building**

**Design of Floodlights for Advertisement Banners**



1) Design Basics of Banner Lighting and Luminaires

The following guidelines will be adopted for designing the banner lightings to avoid light pollution:-

<p>1. Usage of light sources with high luminous efficacy</p>	<p>Energy efficient floodlights will be used (LED floodlight or induction lamp) for high luminous efficacy and minimum intensity just necessary to accomplish the lighting purpose.</p>
<p>2. Proper design to avoid over-illumination and energy wastage</p>	<p>Usage of light planning program software for estimation of the luminaire quantities and spacing to achieve the planned illumination level.</p>
<p>3. Avoiding sky glow with suitable aiming angle</p>	<p>Adjusting the luminaires with suitable aiming angle so that they direct their light more accurately towards the advertising banners</p> <p style="text-align: center;"><b>Examples of Incorrect/Correct Aiming Angles</b></p>
<p>4. Avoiding glare and light trespass</p>	<p>Floodlights with full cut-off design to be used</p> <p style="text-align: center;"><b>Example of Full Cut-off Luminaire</b></p>
<p>5. Avoiding disturbance to nearby residents</p>	<p>The advertising banner lightings shall not be lit from 23:00 every night to 06:00 in the next morning everyday with the use of timer or other means of control.</p>
<p>6. Avoiding disturbance to public and traffic</p>	<p>Usage of banner material with non-reflective surface as far as possible so as to minimize possible glare caused to vehicle drivers or cause public discomfort.</p>

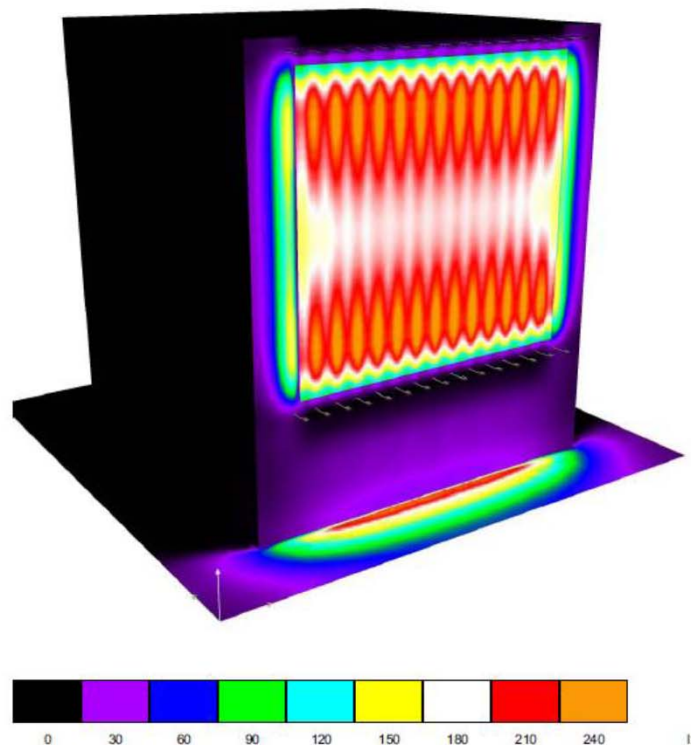
2) Types of Lightings to be Employed

LED floodlight or induction lamps of full cut-off design with typical technical specification as below (or approved equivalent) will be employed.

<p><b>LED floodlight (4 x 50W)</b>          Efficacy: 80-100 Lm/W;          CRI &gt; 80Ra;          Service life: &gt;50,000hours;          Power factor &gt; 0.8-0.95;          Glare: less than HID</p>	<p><b>Induction lamp (80~120W)</b>          Efficacy: 80-90 Lm/W;          CRI: &gt;80Ra;          Service Life: &gt;100,000hrs;          Power factor &gt; 0.98;          Glare: less than HID</p>
	

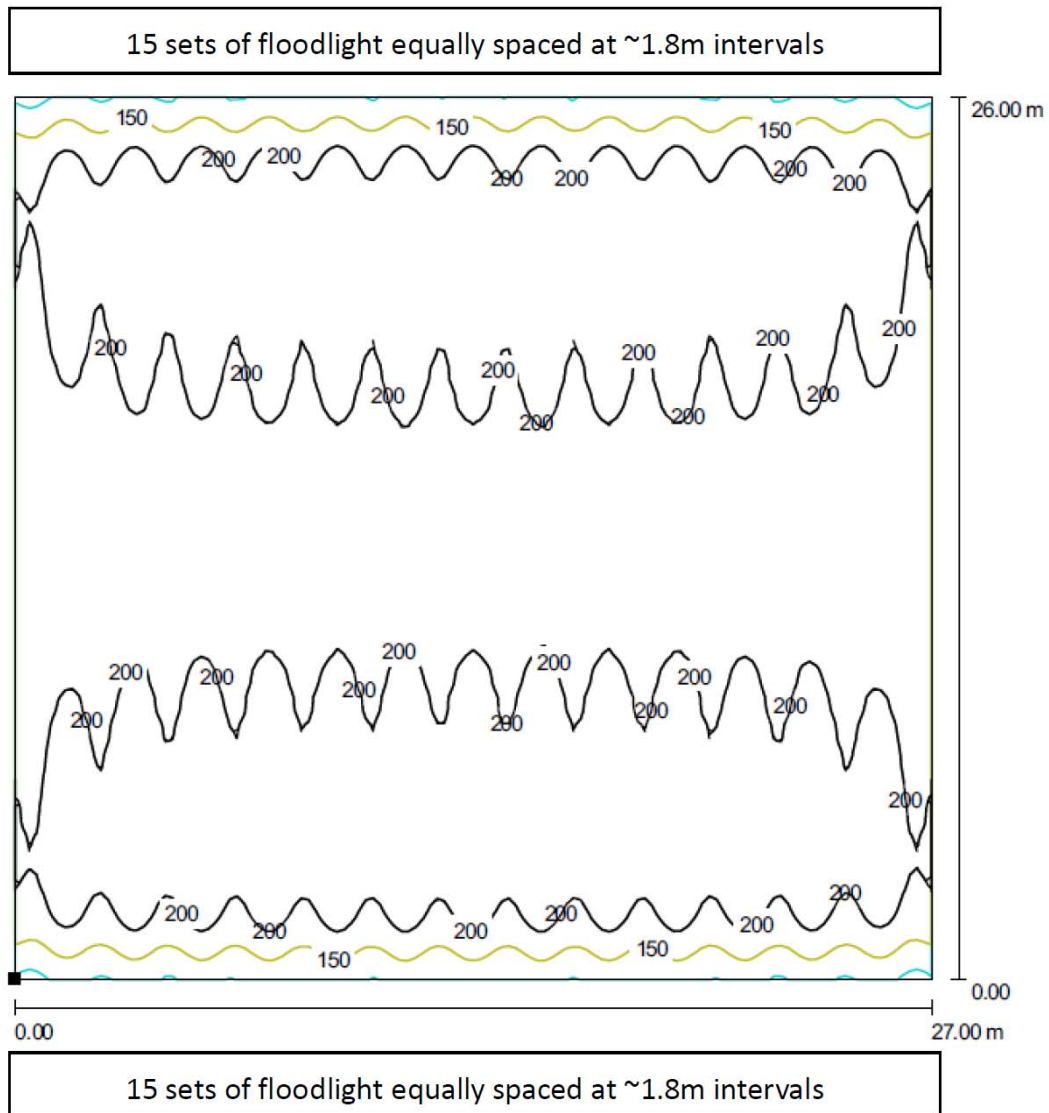
3) Expected illumination Effect (With the Building West Elevation as an Example)

Basically the illumination level will be designed to 200 lux at the surface of the banner. With the use of light planning program software, it is estimated that a row of 15 sets of floodlights will be installed each at the top and bottom of this banner to achieve this planned illumination level. The power rating of the floodlight will be around 200W each (It may be composed of several lamps, e.g. 4 x 50W lamps)



**Simulation of illumination effect on the banner of West Elevation façade of Marsh Road Station Building (based on 15 sets of floodlight at the top & bottom of banner)**

4) Location and Details of Floodlight (With the Building West Elevation as an Example)



**Expected illumination level on advertising banner – façade of Marsh Road Station Building**

5) Schedule of Floodlight

<b>Elevation</b>	<b>Size of Banner</b>	<b>No. of floodlight set at the top and bottom of the banner</b>
North	30m (W) x 26m (H)	17 sets each
West	27m (W) x 26m (H)	15 sets each (see example)
South	14m (W) x 26m (H)	8 sets each
	6m (W) x 26m (H)	4 sets each
East	23m (W) x 26m (H)	13 sets each
	5m(W) x 26m (H)	3 sets each