

Task Force on Harbourfront Developments on Hong Kong Island

For discussion
on 25 May 2011

TFHK/06/2011

Proposed Rooftop Signage at CITIC Tower, No. 1 Tim Mei Avenue, Central

PURPOSE

This paper aims to brief the Harbourfront Commission's Task Force on Harbourfront Developments on Hong Kong Island on the subject proposal.

BACKGROUND

2. CITIC Tower is a 33-storey commercial building erected on Inland Lot No. 8822 completed in 1997. It commands an unobstructed view of Victoria Harbour. A location plan is attached at **Annex A**.

3. Approval has been obtained from Buildings Department ("BD") on 12 August 2010 to erect a rooftop signage. The approved signage dimension is 8m (H) x 35m (W) to be erected on the existing roof level at 131m above Hong Kong Principal Datum ("HKPD"). The highest point of the approved signage is at 140.50m above HKPD.

4. An elevation plan showing the approved scheme is attached at **Annex B**. A photomontage is also attached at **Annex C**.

5. The design of the final scheme is still under discussion with Planning Department and Lands Department.

BENEFIT OF THE SIGNAGE

6. Similar to many buildings built on harbour or river sides, the rooftop signage would add sparkle to the city and bring liveliness to the waterfront promenades.

7. CITIC Tower has participated in "A Symphony of Lights" since the beginning of this harbour lighting show. The proposed signage will further enhance the effect of this spectacular multimedia display.

8. The building owner is prepared to comply with the relevant rules and regulations in erecting and operating the proposed signage. The

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lighting effect will not be dissimilar to the other signages built on Government owned properties.

9. The proposed signage blends in very well with the rooftop signages in the vicinity and at a scale smaller than those erected on the rooftop of Immigration Tower and Revenue Tower, both are Government buildings. Please refer to **Annex C**.

10. There are no domestic buildings within the 500 metres radius of CITIC Tower therefore we do not envisage any adverse impact to the environment.

CONCLUSION

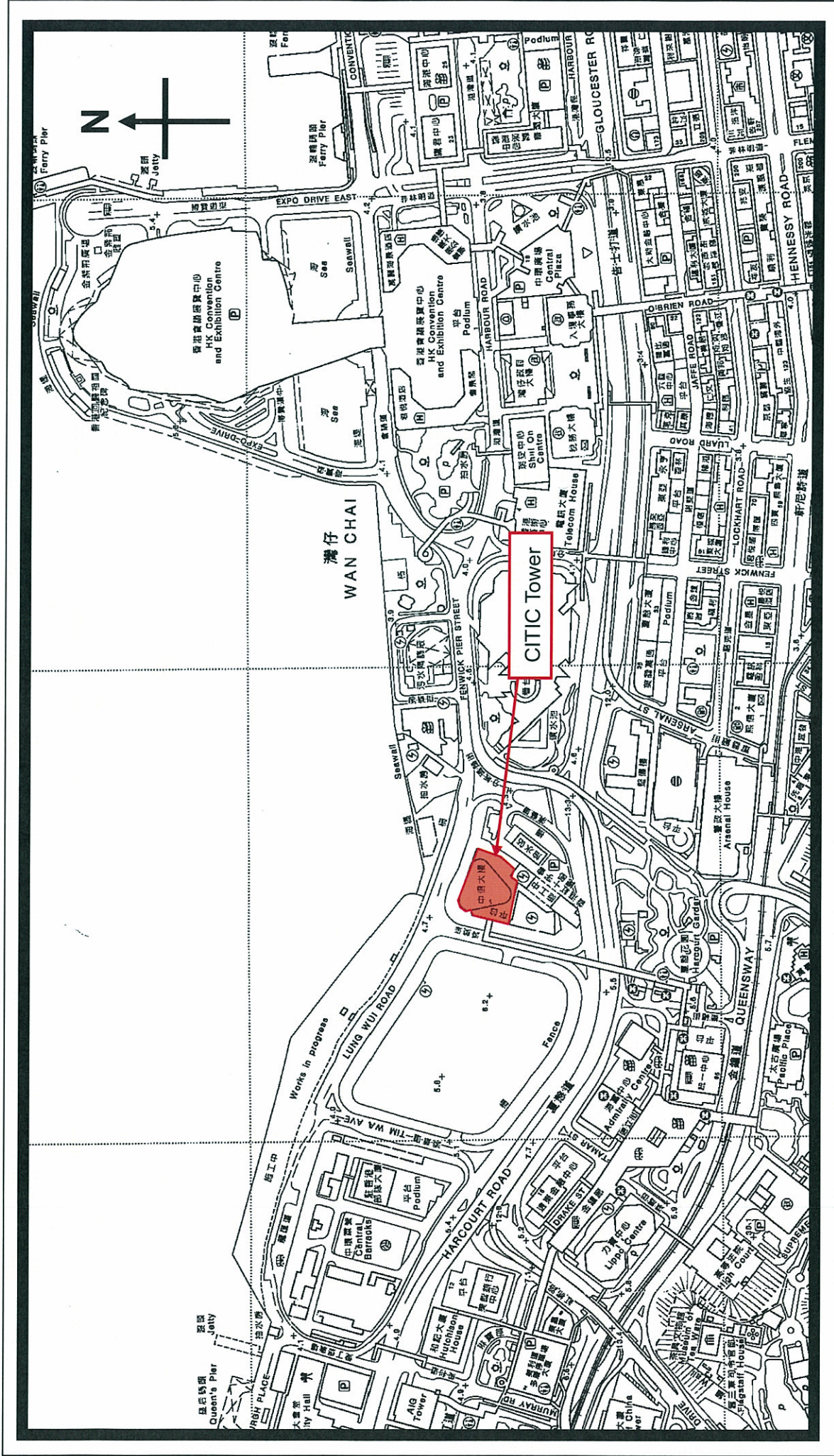
11. Members are asked to note the content of this paper.

- Annex A** - Location Plan
- Annex B** - Elevation Plan Showing the Approved Scheme
- Annex C** - Photomontage

Knight Frank Petty Limited
May 2011

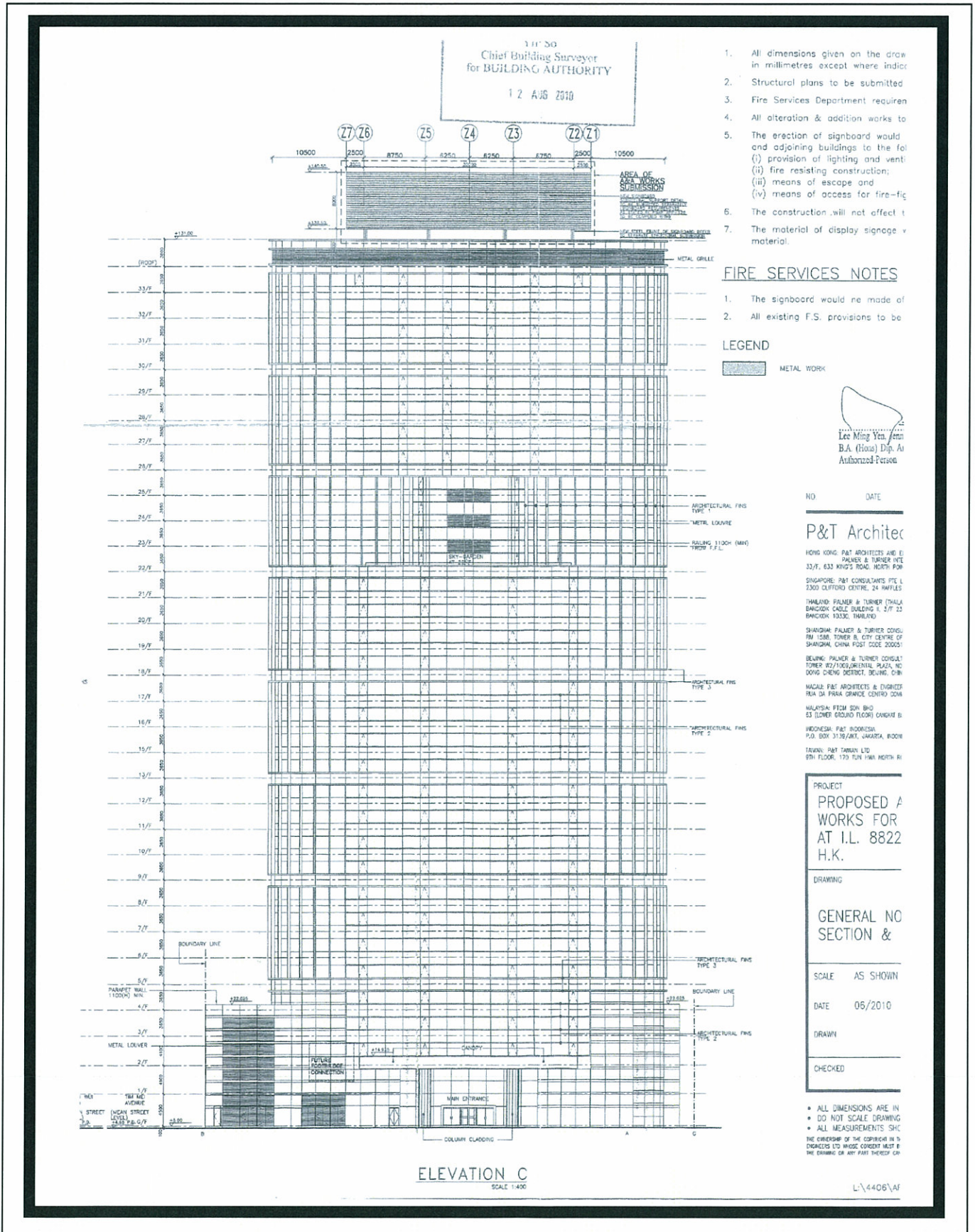


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Location Plan for CITIC Tower

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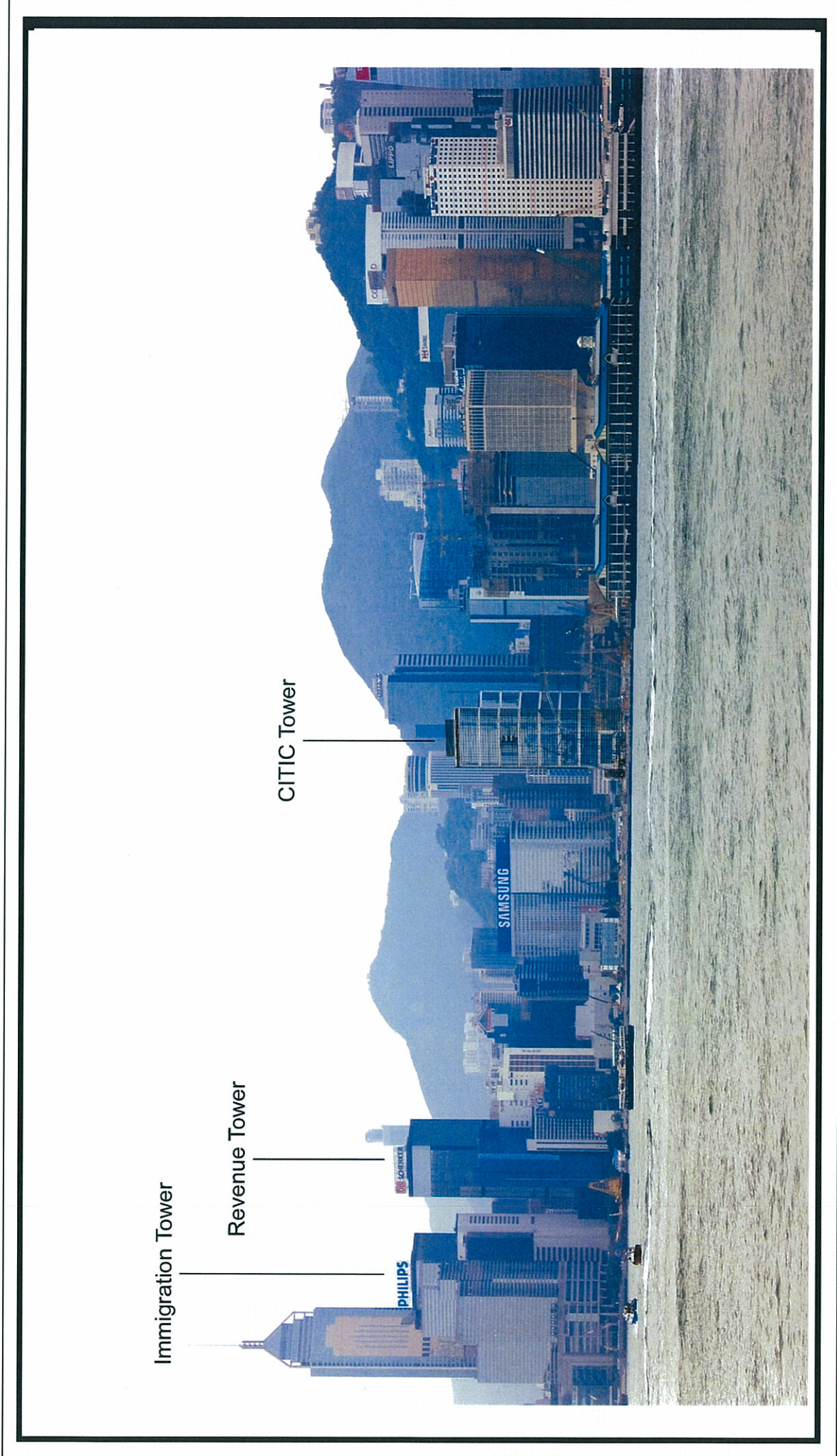


Elevation Plan

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Photomontage

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