

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

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For discussion  
on 25 May 2011

TFHK/07/2011

## **Proposed Use of Advertising Frame on Rooftop of Central Pier No. 3**

### **PURPOSE**

This paper seeks Members' views on using the advertising frame on the rooftop of Central Pier No. 3 (the Pier) for advertisement display purposes by the Discovery Bay Transportation Services Limited (DBTPL).

### **BACKGROUND**

2. The Pier building, with a steel structure for advertisement display (advertising frame) erected on the rooftop, was constructed by the Government. In September 2004, the Government Property Agency (GPA) leased Level 1 (ground floor) and Level 2 (first floor) of the Pier building to DBTPL for operating the ferry service between Central and Discovery Bay. DBTPL is owned by Hong Kong Resort Company Limited which is the developer of Discovery Bay. A public garden and a restaurant are provided on Level 3 of the Pier building. Please refer to **Annex I** for the location and photograph of the Pier.

3. Recently, GPA has agreed to allow DBTPL to use the advertising frame subject to a number of conditions. One of the conditions is that DBTPL must consult the Task Force on Harbourfront Developments on Hong Kong Island for using the advertising frame for advertisement display purpose.

### **PROPOSED USE AND OBJECTIVES**

4. The advertising frame has been designed and erected for the purpose of advertisement display. It is proposed that DBTPL be allowed to use the advertising frame for displaying commercial advertisements for achieving the following objectives:

- (a) generating non-fare income to reduce the loss incurred in the operation of the ferry service between Central and Discovery Bay;
- (b) beautifying the appearance of the Pier building; and
- (c) contributing to the vibrancy and glamorous night vista of Victoria

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Harbour.

5. The advertising frame comprises of the following four surface areas:

**Area A** 14.2m(L) x 4.2m(H)  
(facing South) = **Around 59.6 m<sup>2</sup>**

**Areas B** { [4.2m(Top) + 10.5m(Bottom)] x 6.3m(H) } / 2  
(facing East) = **Around 46.3 m<sup>2</sup>**

**Area C** { [4.2m(Top) + 10.5m(Bottom)] x 6.3m(H) } / 2  
(facing West) = **Around 46.3 m<sup>2</sup>**

**Areas D** 14.2m(L) x 6.3m(H)  
(facing North) = **Around 89.5 m<sup>2</sup>**

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Total: Around 241.7 m<sup>2</sup>

————— Please see detailed layouts and photographs of the surface areas at **Annex II** and **Annex III** respectively.

### **HARBOUR PLANNING PRINCIPLES AND GUIDELINES**

6. Noting that the Pier is located at the harbourfront area, DBTPL will give due regard to the Harbour Planning Principles and Guidelines when using the advertising frame for displaying advertisements. Apart from complying with the requirements which may be imposed by GPA, DBTPL will also adopt the following technical conditions:

- (a) the advertisement display shall be mounted on the existing structure with minimal mounting system;
- (b) there will be no increase in the size of the advertising frame;
- (c) the signage surface shall be non-reflective to avoid creating discomfort;
- (d) down light for banner display or neon tube for neon sign shall be used to avoid unpleasant glare or interference with the safe navigation of vessels and safe taking off/landing of aircrafts in the vicinity; and
- (e) environmental friendly lightings in terms of energy consumption,

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heat generation and impact on the environment shall be used.

7. In addition to the above technical conditions, DBTPL will give due consideration to whether the advertisements will adversely affect the image of Hong Kong. Also, DBTPL will be mindful whether the advertisements will damage the image of Discovery Bay because many residents of Discovery Bay are using the Pier daily.

## **WAY FORWARD**

8. Subject to Members' comments, DBTPL will discuss with GPA the conditions for using the advertising frame and then proceed with marketing of the advertising frame.

## **VIEWS SOUGHT**

9. Members are invited to offer their views on the proposed use of the advertising frame set out in paragraph 1.

**Annex I** - Location Plan & Photograph of Central Pier No. 3

**Annex II** - Layout plan for the advertising frame on Rooftop of Central Pier No. 3

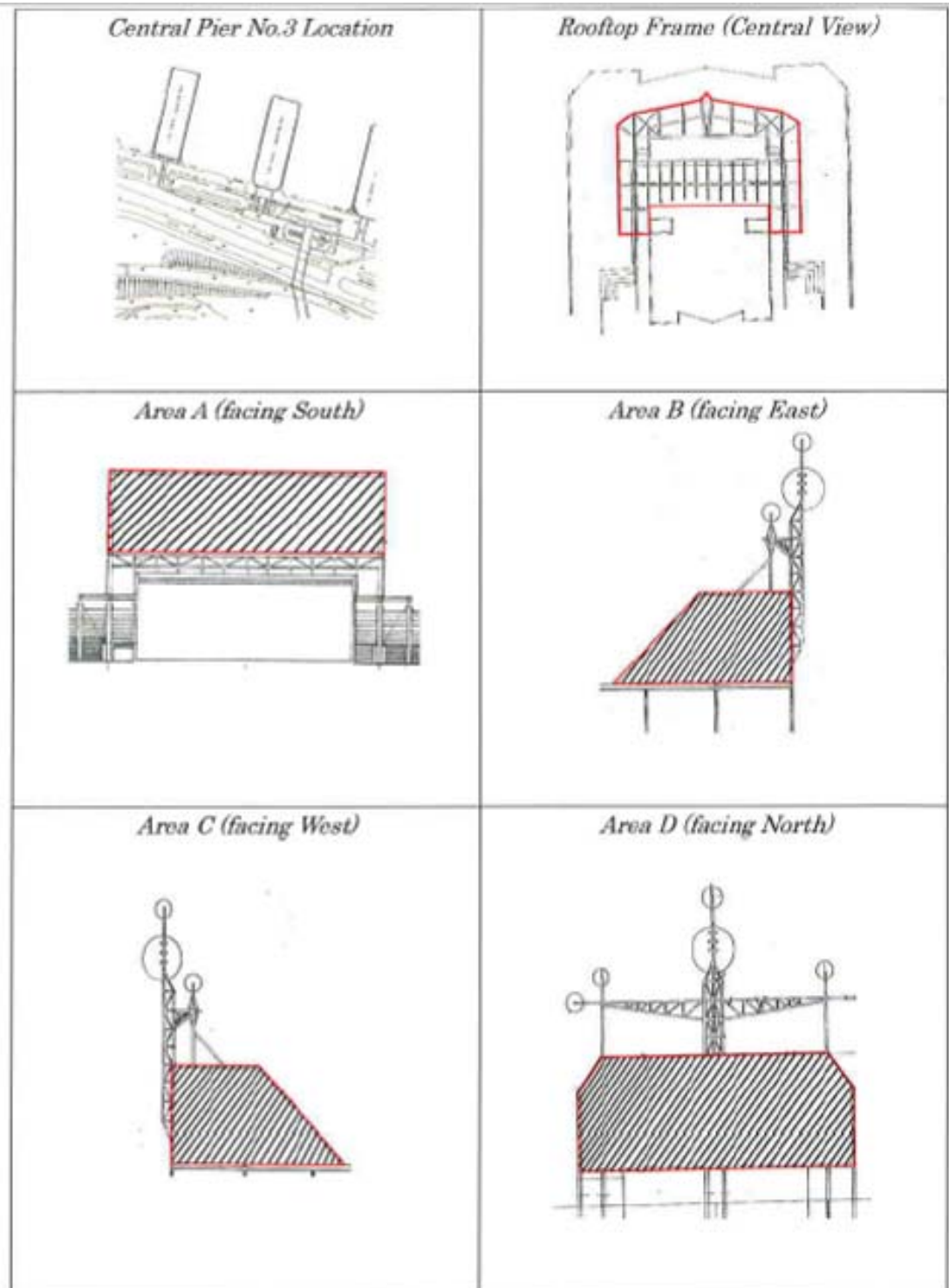
**Annex III** - Location Plan and Mock Up Photographs of the Four Advertising Areas

**Discovery Bay Transportation Services Limited**  
**May 2011**

**Location Plan & Photograph of Central Pier No. 3**



**Layout Plan for the Advertising Frame on Rooftop of Central Pier No. 3**



**Location Plan and Mock Up Photographs of the Four Advertising Areas**



