

Task Force on Harbourfront Developments on Hong Kong Island

For discussion
on 10 May 2012

TFHK/07/2012

Proposal for the Construction of Additional Floors above Central Piers Nos. 4 to 6

PURPOSE

This paper summarises the findings and recommendations of the Retail Feasibility Study (the Study) for the construction of additional floors above Central Piers Nos. 4 to 6 (the Project) and seeks Members' views on the revised design for the Project.

BACKGROUND

2. The Civil Engineering and Development Department (CEDD) and its consultants briefed the Task Force on the public views received during the Stage 1 Public Engagement for the Project and the proposed design of the piers at the 7th Task Force meeting held on 30 August 2011. Noting that CEDD would carry out a study to ascertain the market positioning and retail trade mix of the additional commercial areas, and to refine the original proposal for maximizing commercial potential as far as possible, Members requested the project team to review the proposal in the light of the outcome of the Study.

THE RETAIL FEASIBILITY STUDY

Method

3. CEDD's consultants engaged a property sub-consultant to carry out the Study, which comprised the following:

- (a) a consumer survey to evaluate consumer preference towards the uses and facilities to be provided and to explore the appeal of different themes; and
- (b) an operator survey to understand the views of target operators

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on the opportunities and constraints, the key success factors, the ideal shop size and technical requirements.

Key Findings

4. The Study recommends an enhanced scheme which involves changes to the vertical circulation arrangements and the layout of the retail areas, as well as provision of public open space at the rooftop (the Enhanced Scheme). Based on this scheme, the Consultants have recommended an optimum trade mix of food and beverage (F&B) : Non F&B split of approximately 2/3 : 1/3. The Consultants also recommend that the positioning of the commercial facilities should be generally oriented towards a mid-price offer. Moreover, the future retail areas require a strong distinguished concept in order to be successful. According to the result of the consumer survey, the most favourable theme is “Harbourfront Soho¹”.

5. The Study also recommends that separating the public open space from the commercial facilities and providing exclusive outdoor terrace areas for restaurants could help enhance the viability of the commercial facilities. It suggests that the public open space be relocated to the rooftop. The proposed change on one hand would allow the F&B operator use the outdoor area on the upper additional floor for alfresco dining, as well as cocktail or banquet style events (i.e. increasing the revenue generated), and on the other hand would not sacrifice the provision of open space for public enjoyment.

Others

6. The Study does not recommend adding more levels of commercial floor space, which would present significant difficulties meeting requirements relating to means of escape provisions, which are already close to maximum capacity.

¹ This is an echo to the Soho area in Central as the new piers also feature the dominance of F&B in the trade mix. Moreover, the new piers enjoy the advantage of the unrivalled location in terms of harbour views, which has an unparalleled edge compared with the existing Soho area.

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THE ENHANCED DESIGN

7. Based on the Study findings, CEDD and its consultants have further fine-tuned the outlook design of the piers. In fact, the revised design (at the **Appendix**) is similar to the original design with the theme of "movement of water". Major change under the Enhanced Scheme is the public open space which will be moved to the rooftop level (+24.85 metre above Principal Datum (mPD)) with two lift shafts² proposed at +29.35mPD protruding above the recommended Urban Design Study for the New Central Harbourfront (UDS) height limit of +25.0mPD (inclusive of roof top features) for all three piers. The total gross floor area for all three piers is approximately 12,599 m², which is within the UDS recommendation of 12,600 m².

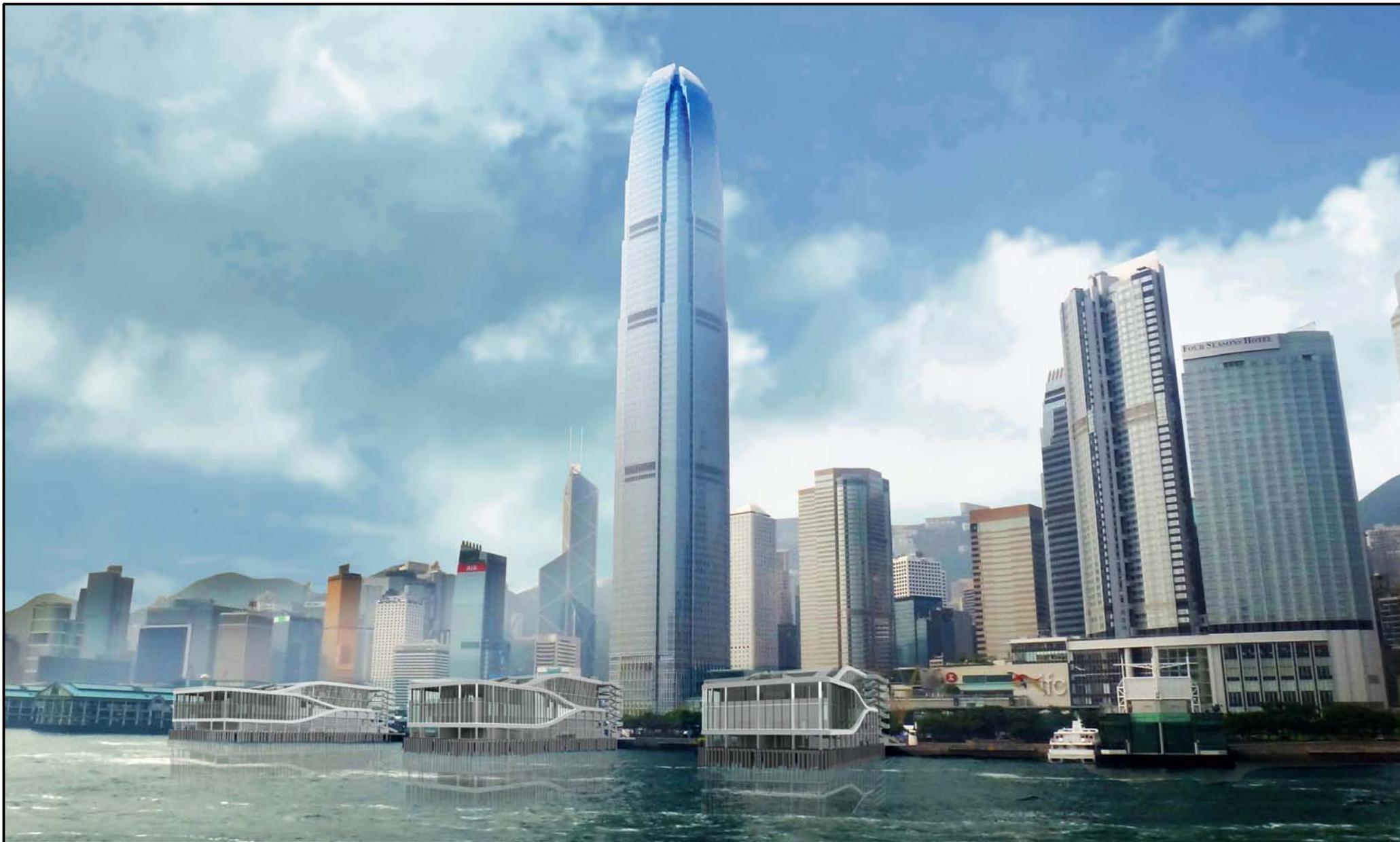
ADVICE SOUGHT

8. Members are invited to note the Enhanced Scheme.

Appendix : Illustration for the revised design

**Civil Engineering and Development Department
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² Lifts are provided for convenient access to the open space at the rooftop by the public, including persons with disabilities.



CONSTRUCTION OF ADDITIONAL FLOORS ABOVE CENTRAL PIERS NUMBERS 4 TO 6
OVERALL VIEW OF THE PROPOSED DESIGN



CONSTRUCTION OF ADDITIONAL FLOORS ABOVE CENTRAL PIERS NUMBERS 4 TO 6
OUTLOOK OF THE PROPOSED DESIGN



CONSTRUCTION OF ADDITIONAL FLOORS ABOVE CENTRAL PIERS NUMBERS 4 TO 6
OUTLOOK OF THE PROPOSED DESIGN (NIGHT VIEW)



CONSTRUCTION OF ADDITIONAL FLOORS ABOVE CENTRAL PIERS NUMBERS 4 TO 6
INTERGRATION WITH UDS DEVELOPMENT