

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

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For discussion  
on 25 May 2011

TFHK/08/2011

## **Application for Licence of the Advertising Area on Portion of Rooftop of the Pedestrian Subway at Connaught Road, Central, Hong Kong**

### **PURPOSE**

This paper seeks Members' view on the proposed licence of the advertising area on portion of rooftop of the pedestrian subway at Connaught Road Central, Central, Hong Kong.

### **PROPOSAL**

2. An advertising company has proposed to erect commercial advertising banners or boards on the rooftop of the public subway at Connaught Road, Central, Hong Kong ("the Advertising Area"), which is currently vacant and without alternative use. To fully utilize the Government property in the Central Business District, a proposed licence of the Advertising Area is being considered for public tender by this Agency. The location plan and mock-up photo of the Advertising Area are at **Annex**.

3. Noting that the Advertising Area is located at the harbourfront area, due regard had been given to the Harbour Planning Principles and Guidelines promulgated by the former Harbour-front Enhancement Committee when drawing up the tender documents. The following conditions, among others, had been incorporated in the proposed tender document with a view to keeping the adverse environmental impact to a minimum:

- (i) the size of the Advertising Display System and any advertisement sign displayed thereon shall not exceed 2.5 metres in height and 13 metres in width measuring from the finished floor level of the Advertising Area except with the prior written approval of the Agency;
- (ii) no part of the Advertising Display System and any advertisement sign displayed thereon shall cause light glares to drivers, pedestrians, pilots or to the occupants of the adjacent buildings, or affect or obstruct traffic signs, lights, surveillance cameras and any transport information system,

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or create public discomfort;

- (iii) television display screen or occulting flashing light or sign or light that change or display or show moving images or pictures or electronic moving messages shall not be allowed; and
- (iv) the Advertising Display system shall not be lit from 23:00 every night to 06:00 in the next morning every day or at such hours as may be specified by the Licensor at his own discretion. The intensity and illumination of the light of the Advertising Display System shall be adjustable and shall be adjusted upon request of the Licensor in all respects to the satisfaction of the Licensor.

## **WAY FORWARD**

4. Preliminary circulations of the proposal to relevant departments have been made and no adverse comments have been received so far. Subject to the comments from the Task Force, the Agency will consult relevant departments on the details and arrange an open tender for the proposed licence (for a term of 3 years) accordingly.

## **VIEWS SOUGHT**

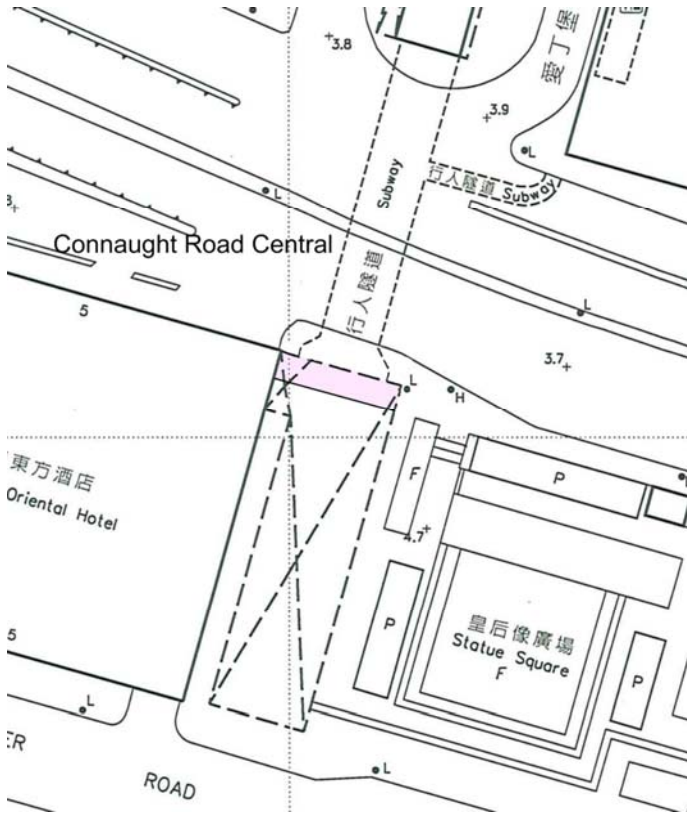
5. Members' views are hereby sought on the proposed application.


**Annex** - Location Plan and Mock-up Photo

**Government Property Agency**


**May 2011**

**Location Plan and Photo**



 Approximate location of the proposed Advertising Area



 Mock-up photo of proposed Advertising Area