

Task Force on Harbourfront Developments on Hong Kong Island

For discussion
on 30 August 2011

TFHK/14/2011

A Proposal to Erect an Observation Wheel At the Central Harbourfront

PURPOSE

This note seeks Members' views on the proposal to erect a Giant Observation Wheel as the "Hong Kong Eye" at the Central harbourfront near Central Piers Nos. 9 and 10 for a period of 1 to 3 years.

BACKGROUND

2. The proposal is submitted by The Hall Organization Ltd. UK in conjunction with The Great City Attractions Global Ltd. UK (The Group). According to the recommendations of the Urban Design Study for the New Central Harbourfront (UDS), the area fronting Central Piers Nos 9 and 10 falls within the future Site 7 and will be developed as a waterfront promenade. Pending the commencement of the construction works, the Group would like to submit a proposal to erect a Giant Observation Wheel to create the site as a destination point for locals and tourists, as well as to add vibrancy and excitement to the Central harbourfront.

PROPOSAL

The Observation Wheel

3. The Group proposes to erect a Giant Observation Wheel for a period of 1 to 3 years. Details of which are as follows:

- (a) the Giant Observation Wheel is a self-contained unit of 60 metres in diameter, which is all white in appearance and lit with soft and unobtrusive LED lighting;
- (b) it is a transportable wheel, which is self-supporting, requiring no ground works or foundations;
- (c) it is with 42 state-of-the art, fully enclosed, climate-controlled capsules providing a safe and comfortable environment for up to 8 persons each;

Task Force on Harbourfront Developments on Hong Kong Island

TFHK/14/2011

- (d) it is with a virtually silent “ride on air” drive system with state-of-the-art Siemens computer controlled operation. Safety is enhanced via advanced two-way wireless communication devices to every capsule;
- (e) it is Swiss manufactured and engineered to the highest structural safety standard set by Germany for observation wheels; and
- (f) it can be set up within 10-14 days and dismantled and removed from the site within 7-10 days.

Site Area

4. The Wheel occupies an area of 1100 sq. m. (50 metres X 22 metres), which is extremely compact; but to include visitors queuing area, the site in application is 2,970 sq. m.

Period

5. The Group has submitted a short-term tenancy (STT) application to the Lands Department (LandsD) for a period of three years - the lease can start on one-year term, with option for extension on a yearly basis. Commencement date will be when the site is available.

Operation Hours

6. The Wheel will open to the public from 9:00 am to 12:00 midnight daily.

Estimated Visitors

7. The Wheel has a capacity of 336 passengers at any one time. It can welcome up to 10,000 passengers within a day. The Group estimates that the average attendance will be: for weekdays – 2,000 visitors; for weekends/public holidays – 4,000 visitors, per day.

Employment

Task Force on Harbourfront Developments on Hong Kong Island

TFHK/14/2011

8. The Group will create employment for both skilled and unskilled positions of around 75 to 100 persons, including construction, technical, maintenance, supervisory and operational roles.

Liaison with the Government

9. The Group will work closely with the relevant Government departments to ensure that all rules and regulations for setting up and operating the Wheel are complied with, to the highest standard. The Group has made a submission to the Food and Environmental Hygiene Department to apply for the Temporary Place of Public Entertainment Licence and will adhere to the safety standards.

10. The Group has also obtained the Policy Support from Invest Hong Kong under Commerce and Economic Development Bureau.

HARBOUR PLANNING PRINCIPLES

11. The proposal has taken into account the Harbour Planning Principles, in particular the following areas:

- (a) Principle No. 6 “Vibrant Harbour - It is essential to balance the use of the harbour ... as a cultural and leisure facility.... activities must cater to and balance with the aspirations of all sectors of the community.” The Wheel will definitely become a focal point of the harbour, offering postcard photo-opportunities. It will attract people to the harbourfront and can promote vibrancy both day and night;
- (b) Principle No. 7 “Accessible Harbour – Victoria Harbour must integrate with the hinterland in a comprehensive manner, including ample unrestricted and convenient visual and physical access for pedestrians, preferably at grade, to and along the harbour as well as the harbourfront areas.” The site in

Task Force on Harbourfront Developments on Hong Kong Island

TFHK/14/2011

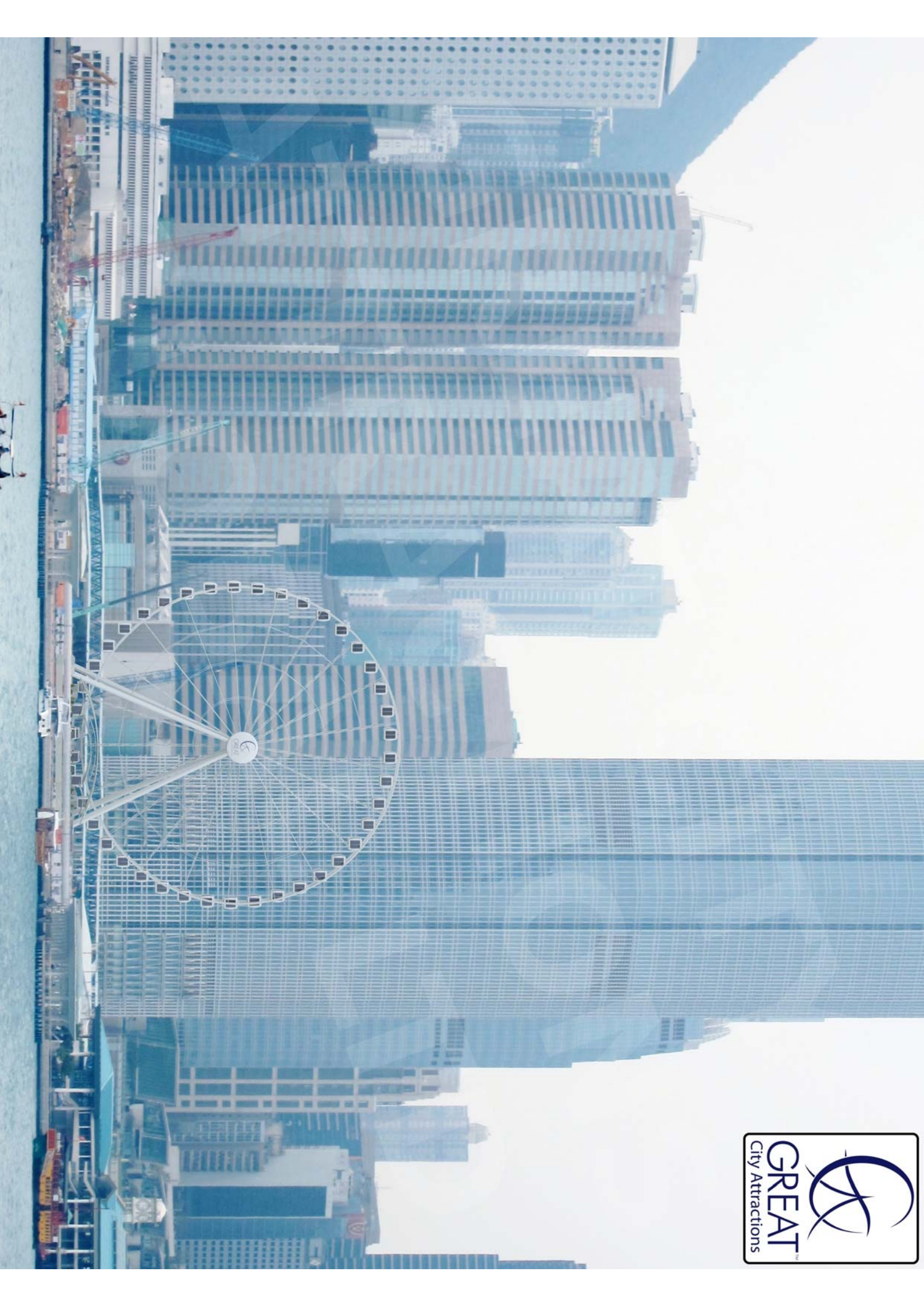
application is set 50 metres behind Central Pier Nos. 9 & 10, allowing good passage way for pedestrians at the promenade. It is at the transportation hub, easily accessible by all forms of transportation, in particular, ferry services – convenient for locals and tourists; and

- (c) Principle No. 8 “Public Enjoyment – The planning, development and management of Victoria Harbour and its harbourfront areas should maximize opportunities for public enjoyment...” The Wheel offers a pleasant way to appreciate Victoria Harbour, rising 60 metres above the road level, it will offer an unobstructed view of both sides of the harbour, providing enjoyment for locals and tourists of all age and social groups.

ADVICE SOUGHT

12. Members’ views and support are sought.

**The Hall Organisation Ltd. UK and
The Great City Attractions Global Ltd. UK
August 2011**





GREAT CITY

