



25 May 2011



# Placing Advertisements at Marsh Road Station Building – IL8980

Presentation to: *Task Force on Harbourfront Developments on Hong Kong Island* – Meeting on 25 May 2011



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## Background

- HK Electric has proposed to erect advertisements on the façades of Marsh Road Station Building in Wanchai.
- In December 2009, HK Electric applied to the Lands Dept (DLO/HKE) for a temporary waiver of the Conditions of Grant.
- HK Electric was subsequently advised to consult the Harbourfront Commission.



# Details of Project



Location of Marsh Road Station Building, 15 Wan Shing Street, Wanchai





# Details of Project (Cont'd)



- Hung Hing Road
- Wanchai Station Building
- SPCA(HK)
- Wan Ying Street
- LPG Filling Station
- Marsh Road Station Building

Marsh Road Station Building is about 130m and three blocks from existing harbourfront.



## Details of Project (Cont'd)

Images of the building



Current south / east elevations  
(Gloucester Rd & North Point)





## Details of Project (Cont'd)

Photomontage of static advertisement to wrap around building with minimal increase in building bulk only and not in height.



South / east elevations  
(Gloucester Rd & North Point),  
approx 23m + 6m L x 26m H



## Details of Project (Cont'd)



Current south / west elevations  
(Gloucester Rd & Wanchai  
Sports Ground)





## Details of Project (Cont'd)



South / west elevations  
(Gloucester Rd & Wanchai  
Sports Ground),  
approx 14m + 27m L x 26m H



## Details of Project (Cont'd)



Current east / north elevations  
(North Point & waterfront)



## Details of Project (Cont'd)



East / north elevations (North Point & waterfront),  
approx 30m + 5m L x 26m H





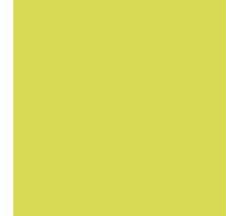
## Views from Harbour



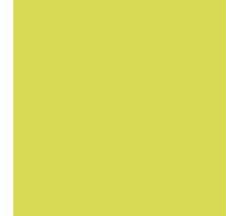




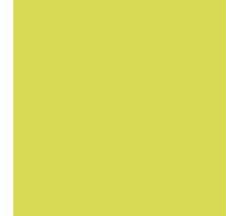
hongkong  
ELECTRIC  
港燈  
HK Electric







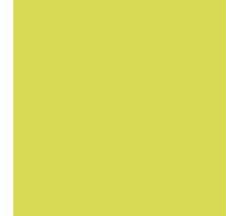




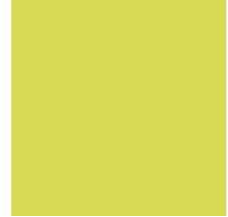




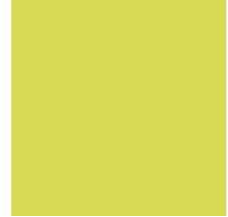
hongkong  
ELECTRIC  
港燈  
HK Electric















Proposed illuminated advertisement.





## Justifications

- Proposal has taken into account the Harbour Planning Principles:
  - Principle No. 3 “Sustainable Development ... to balance and cater for the economic, social and environmental needs of future generations”:
    - income treated as Scheme of Control revenue used to directly offset electricity tariff.
    - part of rental shared by Government, bringing benefits to Treasury.



## Justifications (Cont'd)

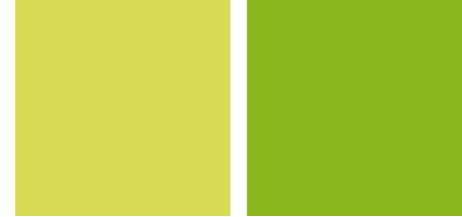
- Principle No. 4 “the need for integrated planning” and No. 5 “Proactive Harbour Enhancement”.
  - Advertisements will add colour, vibrancy and interest to the grey and monotonous façade.
  - It will contribute positively to a harbourscape that is worthy of Hong Kong – a city full of life, energy and change.





## Justifications (Cont'd)

- A very significant part of the harbour's "brand identity to the international community" (Principle No. 5) is the brilliantly colourful mosaic of illuminated advertisements in and around the harbourfront, without which it would not be the magnificent spectacle it is at night.



## Justifications (Cont'd)

- Advertisements are static. They do not move, do not generate noise and cause no distraction to motorists.
- Framed structure in support of advertisement:
  - No increase in height;
  - Building bulk similar to existing.





## Justifications (Cont'd)

- Advertisements under HK Electric direct management rather than leased to an agent, hence total control.



Current advertisement space  
at Tamar Station Building



## Justifications (Cont'd)

- Advertisement lighting designed to avoid light pollution:
  - One row of lights each at top and bottom.
  - Energy-efficient lights (LED floodlight or induction lamp) for high luminous efficacy and minimum intensity.
  - Light-planning program software used to calculate lighting quantities and spacing to avoid over-illumination.
  - Lights at suitable aiming angle.
  - Lights with full cutoff design to avoid glare and light trespass.
  - Lights turned off at 2300 using timer or other means to avoid disturbance to nearby residents.





# Conclusion



Existing building façade



## Conclusion (Cont'd)



Colourful and vibrant advertisement wrapped around

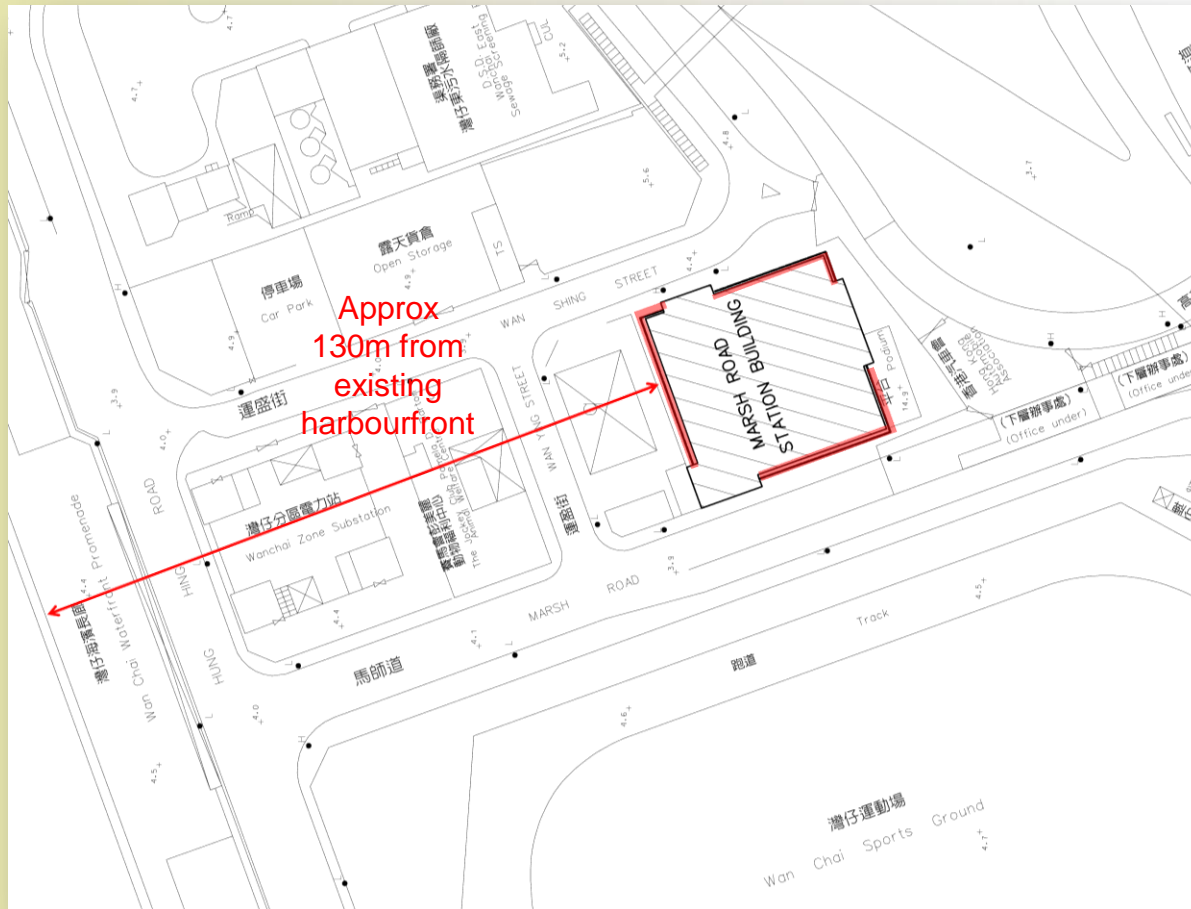




**Thank You**



# Location Plan

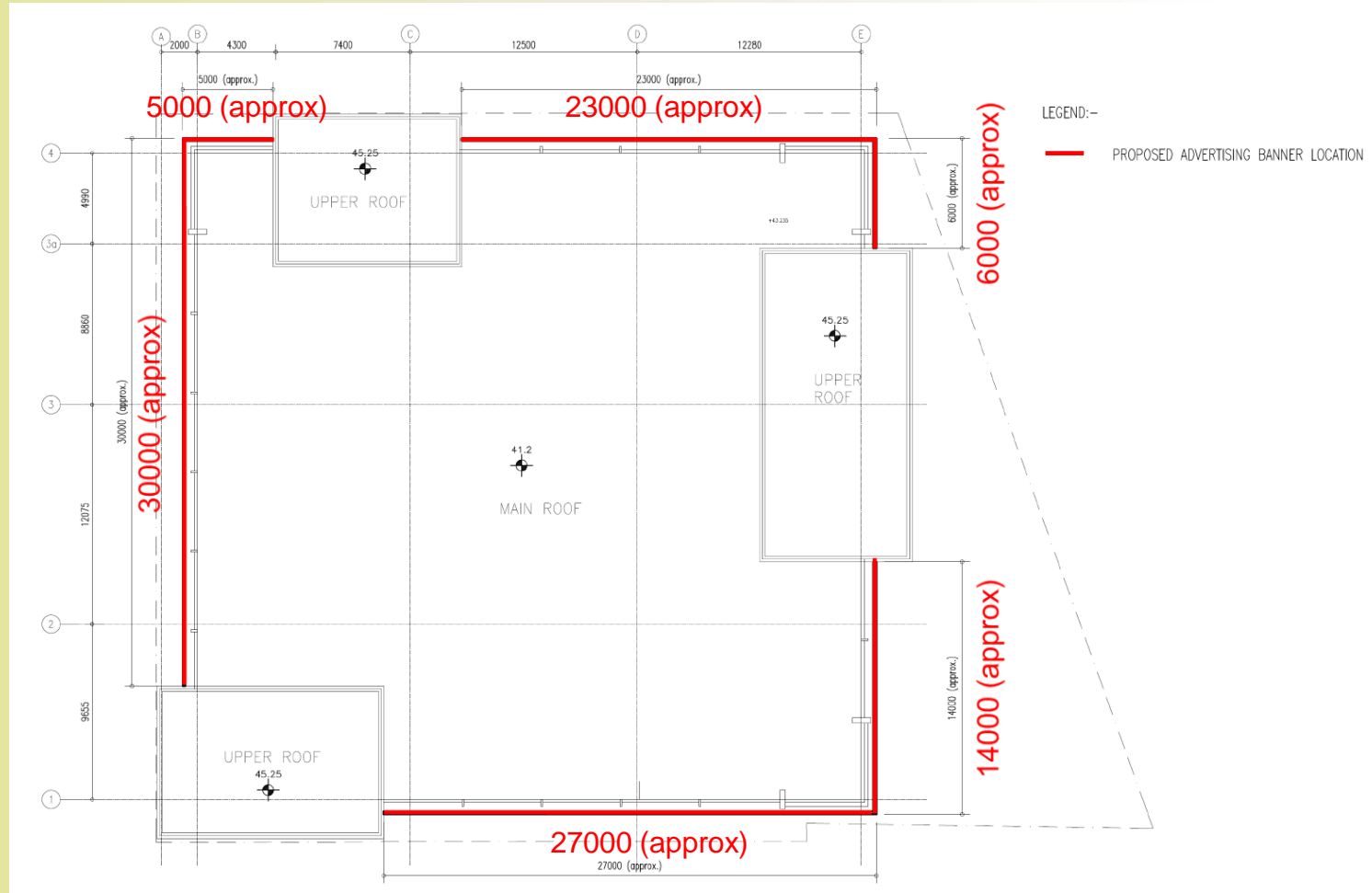


Approx  
130m from  
existing  
harbourfront



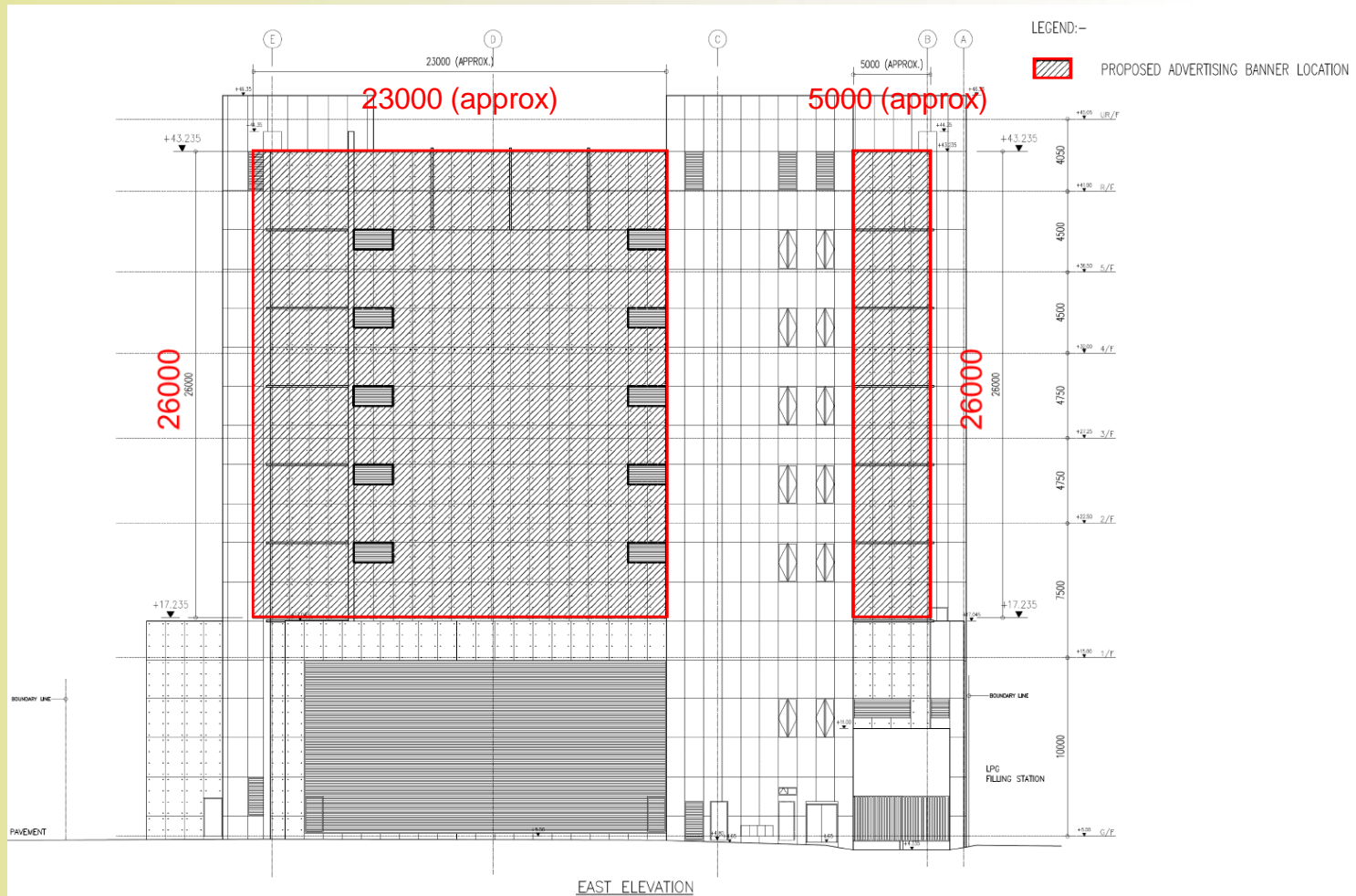


# Building Plan





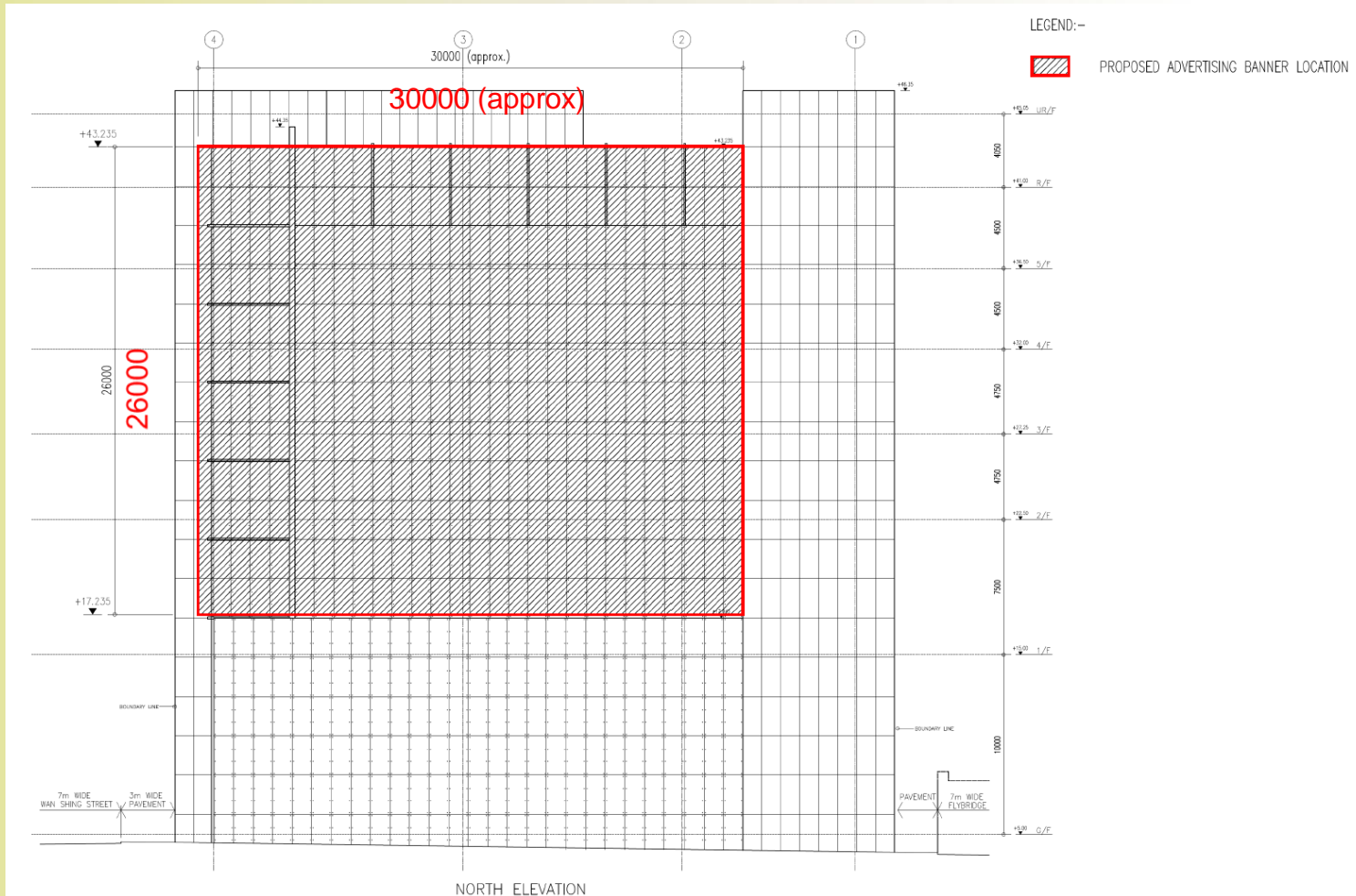
# East Elevation (towards North Point)





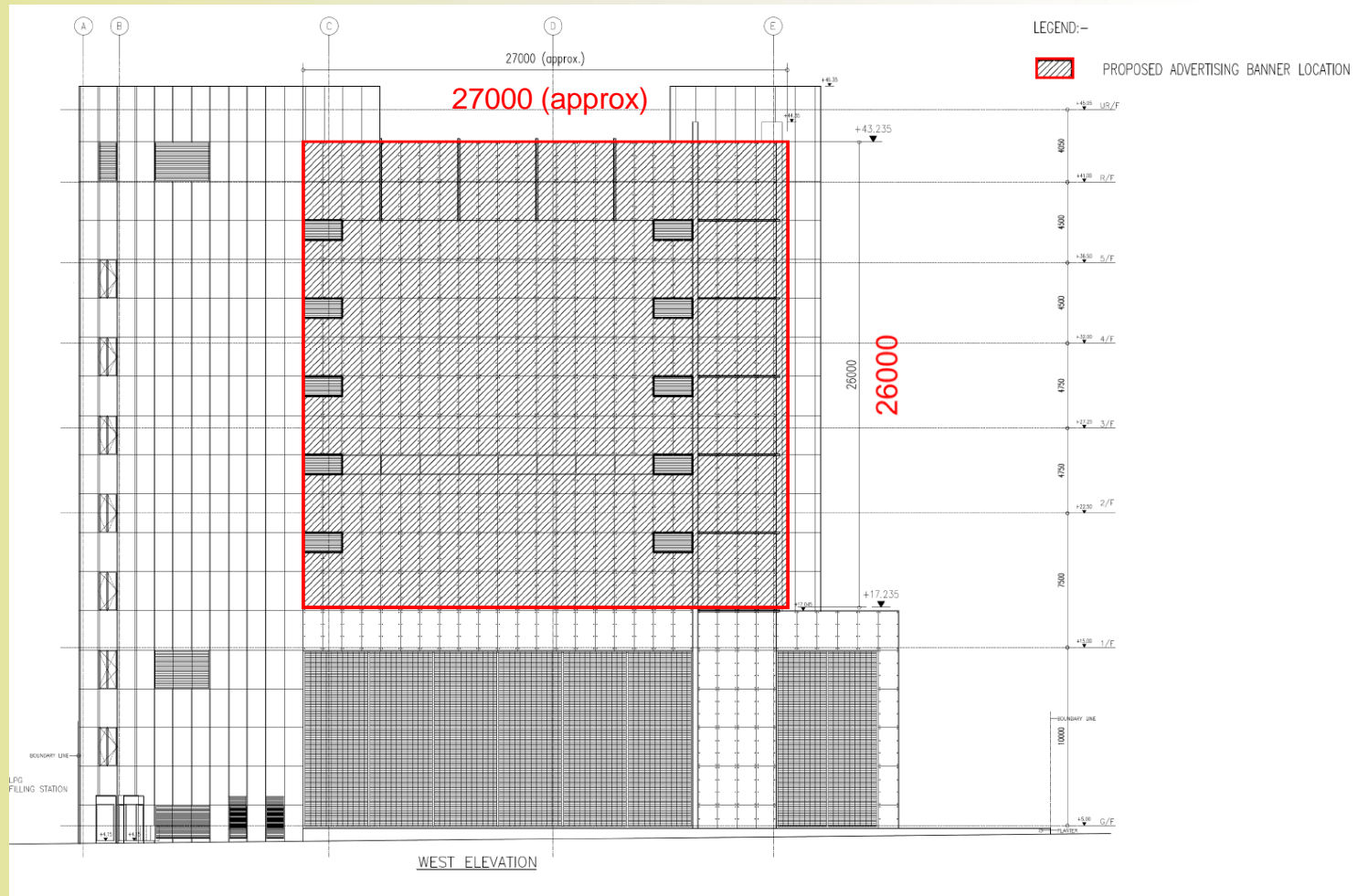


# North Elevation (towards waterfront)





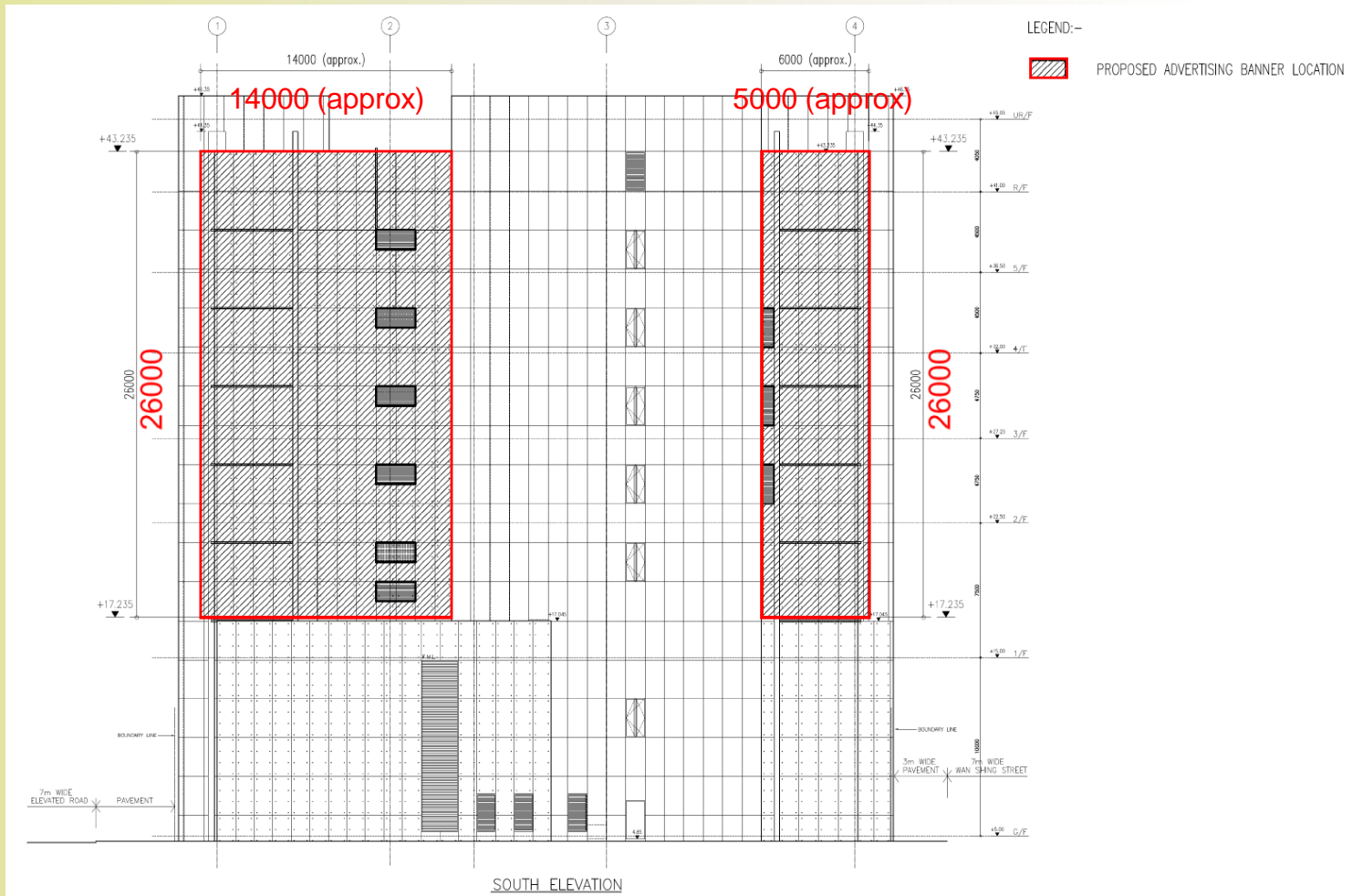
# West Elevation (towards Wanchai SG)





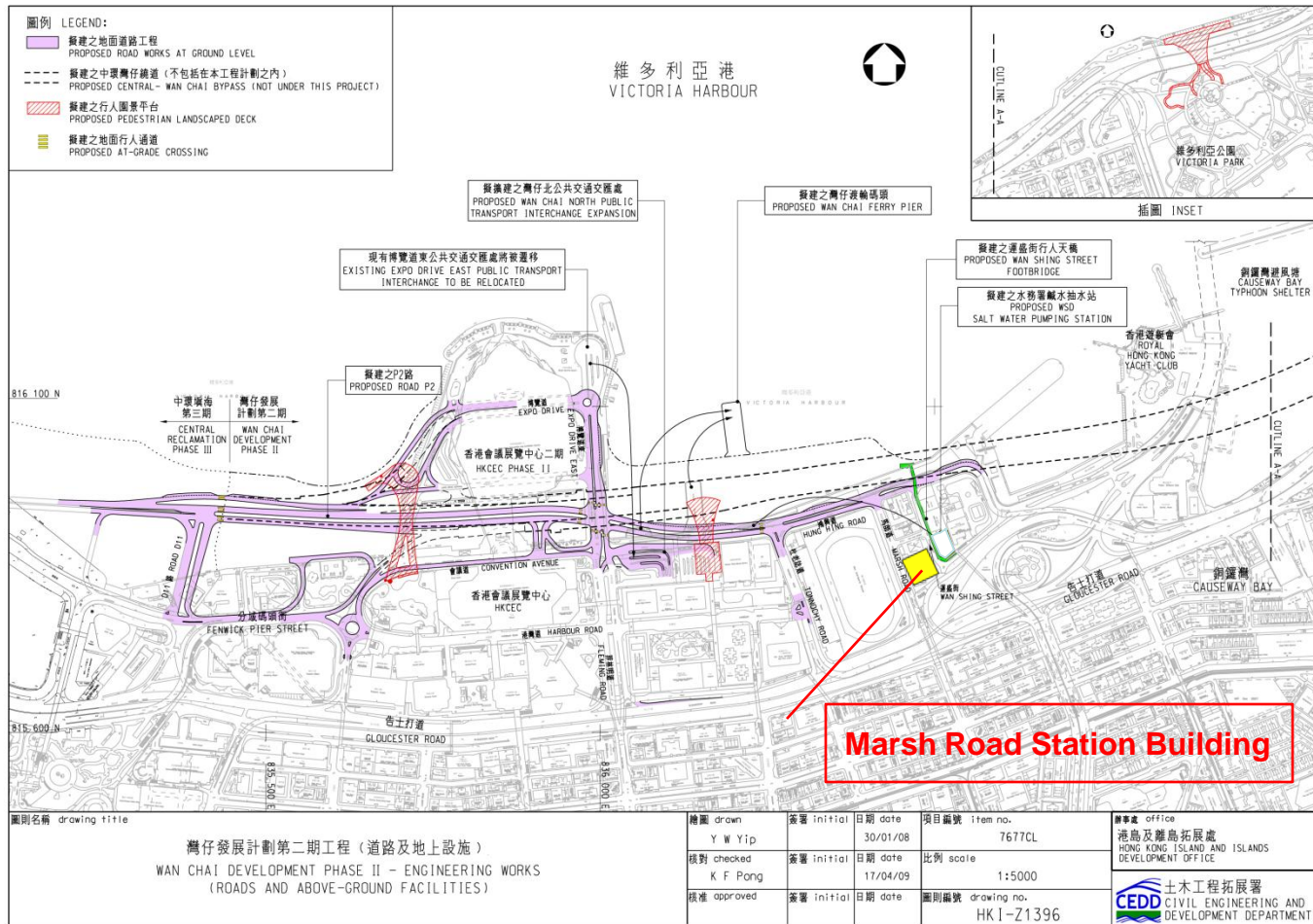


# South Elevation (towards Gloucester Rd)

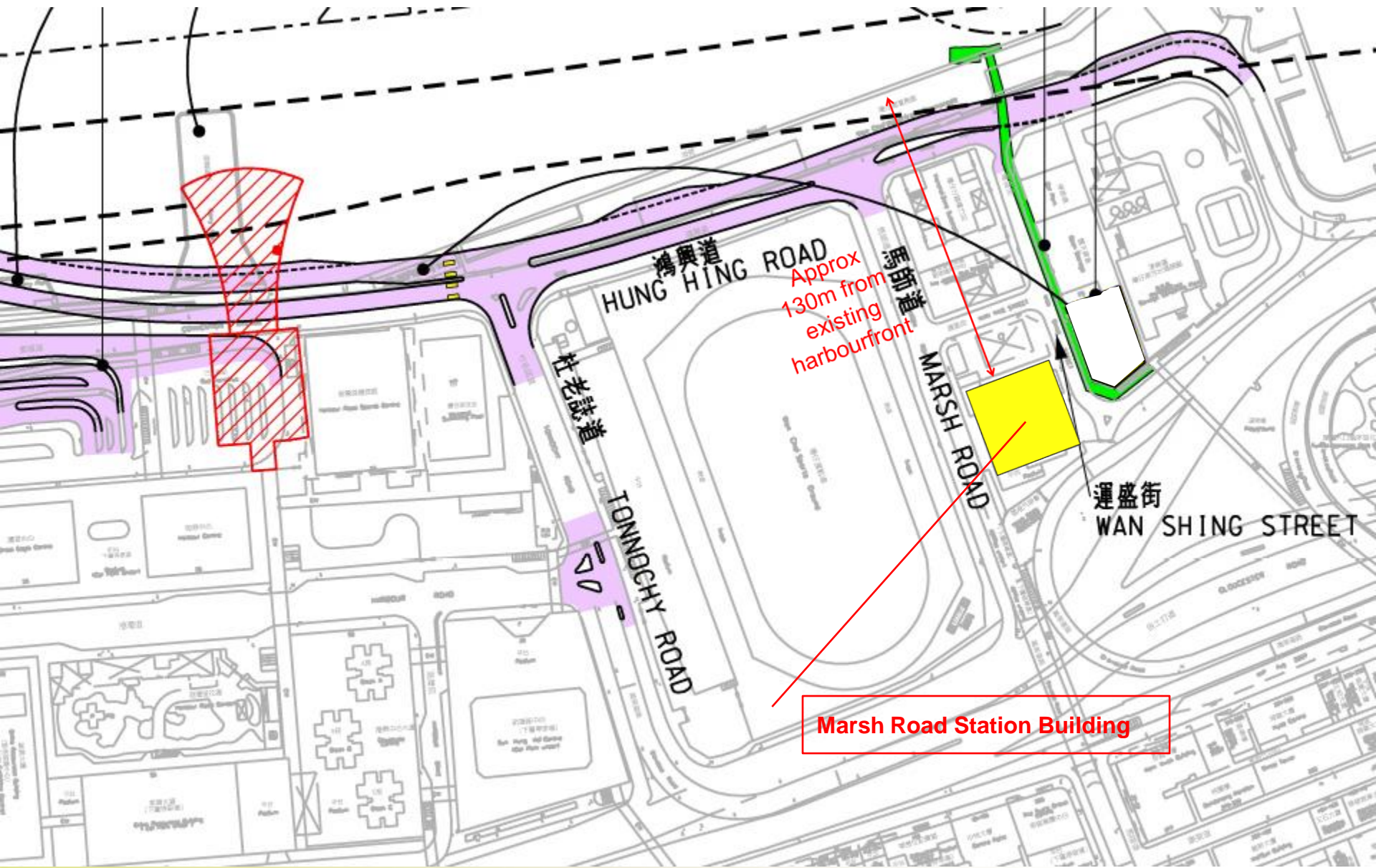




# Wanchai Development







Approx  
130m from  
existing  
harbourfront

Marsh Road Station Building