



**PROPOSED ROOFTOP
SIGNAGE AT CITIC TOWER,
NO. 1 TIM MEI AVENUE,
CENTRAL**

Presented by Alnwick Chan
Chairman, Knight Frank

25 May 2011

Knight Frank 萊坊

PROPOSAL



- ◆ This paper aims to brief the Harbourfront Commission's Task Force on Harbourfront Developments on Hong Kong Island.

BACKGROUND



- ◆ CITIC Tower is a 33 storeys commercial building erected on Inland Lot No. 8822 completed in 1997. It commands an unobstructed view of Victoria Harbour. A location plan is attached at Annex A.
- ◆ Approval has been obtained from Buildings Department (“BD”) on 12 August 2010 to erect a rooftop signage. The approved signage dimension is 8m (H) x 35m (W) to be erected on the existing roof level at 131m above Hong Kong Principal Datum (“HKPD”). The highest point of the approved signage is at 140.50m above HKPD.
- ◆ An elevation plan showing the approved scheme is attached at Annex B. A photomontage is also attached at Annex C.
- ◆ The design of the final scheme is still under discussion with Planning Department and Lands Department.

BENEFIT OF THE SIGNAGE



- ◆ Similar to many buildings built on harbour or river sides, the rooftop signage would add sparkle to the city and bring liveliness to the waterfront promenades.
- ◆ CITIC Tower has participated in A Symphony of Lights since the beginning of this harbour lighting show. The proposed signage will further enhance the effect of this spectacular multimedia display.
- ◆ The building owner is prepared to comply with the relevant rules and regulations in erecting and operating the proposed signage. The lighting effect will not be dissimilar to the other signages built on Government owned properties.
- ◆ The proposed signage blend in very well with the rooftop signages in the vicinity and at a scale smaller than those erected on the rooftop of Immigration Tower and Revenue Tower both are Government buildings. Please refer to Annex C.
- ◆ There are no domestic buildings within the 500 metres radius of CITIC Tower therefore we do not envisage any adverse impact to the environment.

CONCLUSION

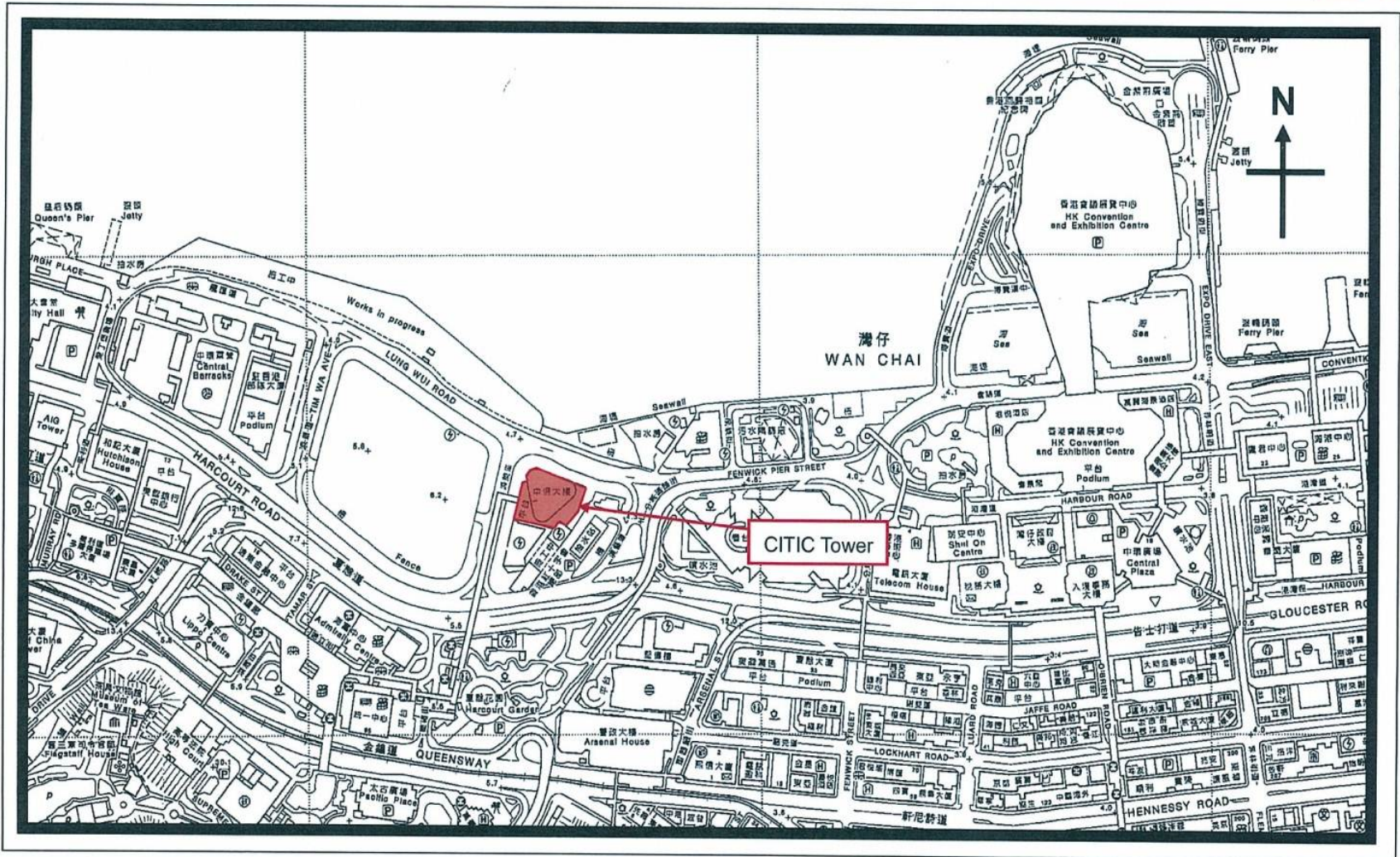


- ◆ Members are asked to note the content of this paper.



APPENDIX 1

Location Plan



Location Plan for CITIC Tower

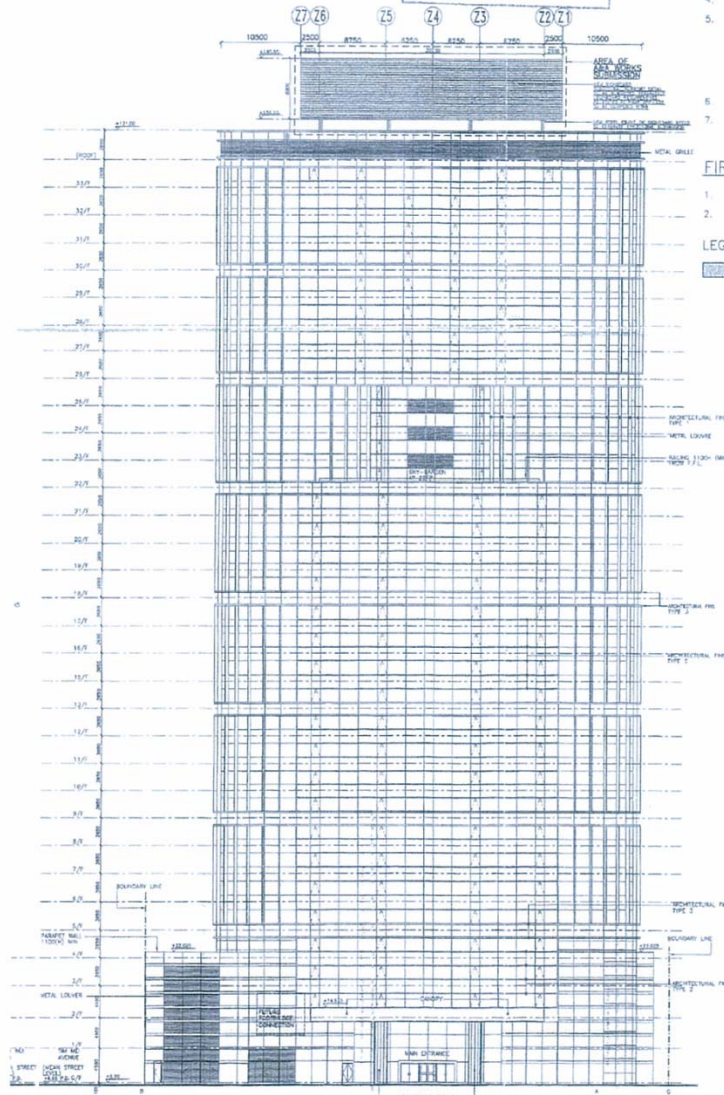
For Identification Purposes Only



APPENDIX 2

Elevation plan showing
the approved scheme

31/05/2010
Chief Building Surveyor
for BUILDING AUTHORITY
17 AUG 2010



- All dimensions given on the draw in millimetres except where indicated.
- Structural plans to be submitted.
- Fire Services Department requires.
- All alteration & addition works to
- The erection of signboard would and adjoining buildings to the fact:
 - provision of lighting and vent
 - fire resisting construction.
 - means of escape and
 - means of access for fire-fighters.
- The construction will not affect
- The material of display signage & material.

FIRE SERVICES NOTES

- The signboard would be made of
- All existing F.S. provisions to be

LEGEND

METAL WORK

Lee Ming Yee
B.A. (Hons) Dip. Ar
Authorised Person

NO DATE

P&T Architec

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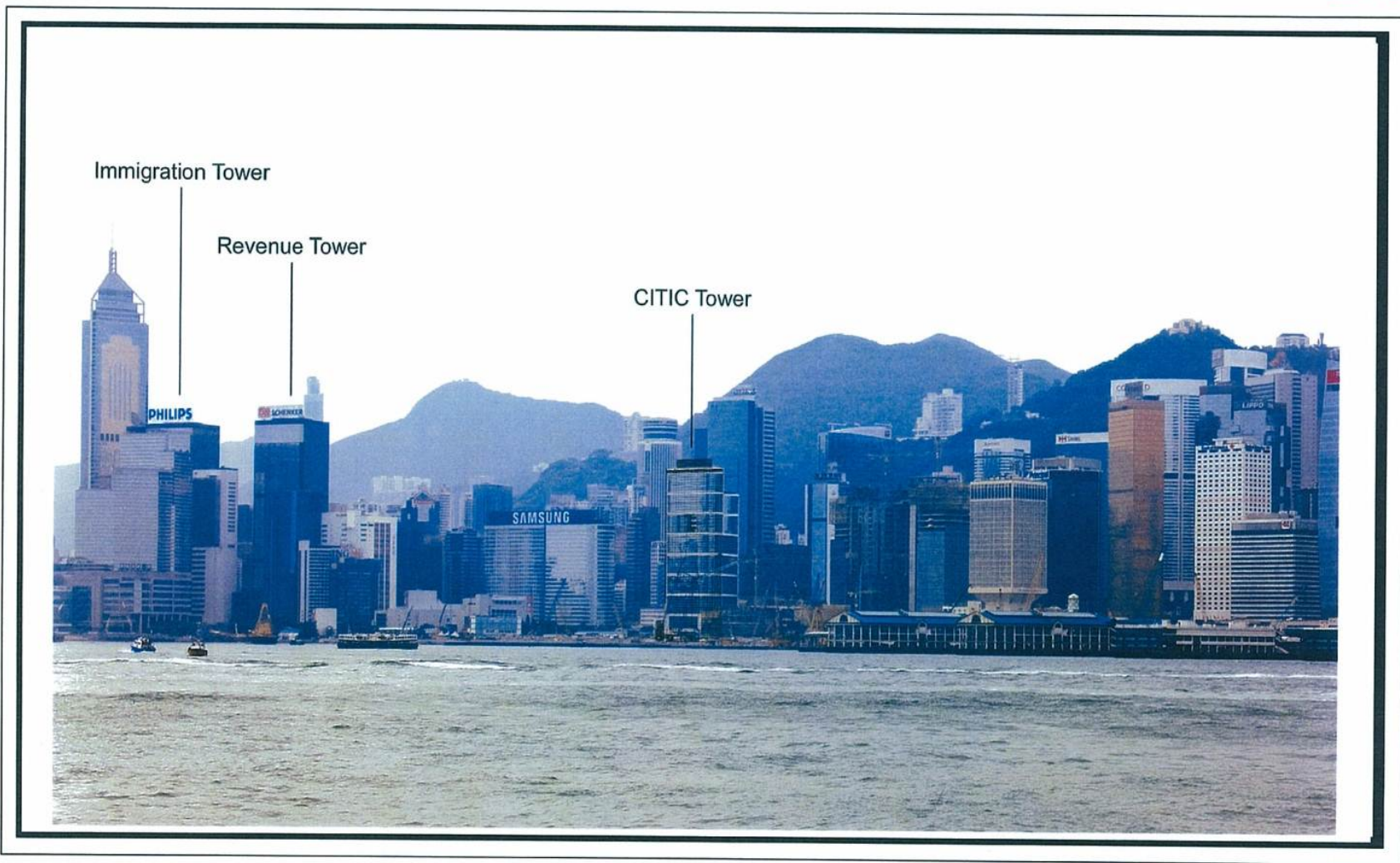
ELEVATION C
SCALE 1:400

L\4408\A



APPENDIX 3

Photomontage



Photomontage

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