

Proposed Use of Advertising Frame on Rooftop of Central Pier No. 3



For presentation to Task Force on Harbourfront Developments on Hong Kong Island

Date: 25 May 2011



Pier 3 Location

➤ Pier 3 lies at the Central Reclamation Area



Pier 3 Background Information

- Pier 3 was built with 3 levels



- ◆ Ground floor & 1st floor leased to DBTPL for operation of ferry service between Discovery Bay and Central



- ◆ Roof floor – a public garden and a restaurant
- ◆ A steel structure for advertisement display had been built by government since construction of the pier building



DBTPL be Allowed to Use the Advertising Frame

- The Government has agreed to allow DBTPL to use the structure for displaying advertisements on conditions that:
 - the Task Force on Harbourfront Developments on Hong Kong Island be consulted
 - other technical conditions be complied with



Objectives for Using the Advertising Frame

To display commercial advertisements for:

- generating non-fare income to reduce the loss incurred in ferry operation
- beautifying the appearance of the Pier building
- contributing to the vibrancy and glamorous night vista of Victoria Harbour



General Principles Governing Use

- Harbour Planning Principles and Guidelines
- Conditions to be imposed by GPA
- Commensurate with image of Hong Kong and Discovery Bay
- Least environmental impact



Technical Conditions

➤ Existing structure and frame to be used

- ◆ No increase in the size of the steel frame
- ◆ Simple pulley system or banner system for mounting
- ◆ Non-reflective signage

➤ Environmental friendly lightings to be utilized

- ◆ In terms of energy consumption and heat generation
- ◆ Down light for banner display or neon tube for neon signs
- ◆ Will avoid unpleasant glare
- ◆ No interference with safe navigation of vessels
- ◆ No interference with safe operation of aircrafts in the vicinity



Positive Impact

- Advertisement display will help beautifying a bare structure already erected on the pier building



Positive Impact

- Contributing to the vibrancy and glamorous night vista of the Victoria Harbour
- In harmony with the harbourfront environment



No Adverse Impact

- No adverse environmental impact due to its small scale and far distance from nearby residential buildings and the opposite shore



Thank you!

