Central Piers Nos. 4, 5 & 6

Construction of Additional Floors at Central Piers Nos. 4, 5 & 6

Task Force on Harbourfront Developments on Hong Kong Island

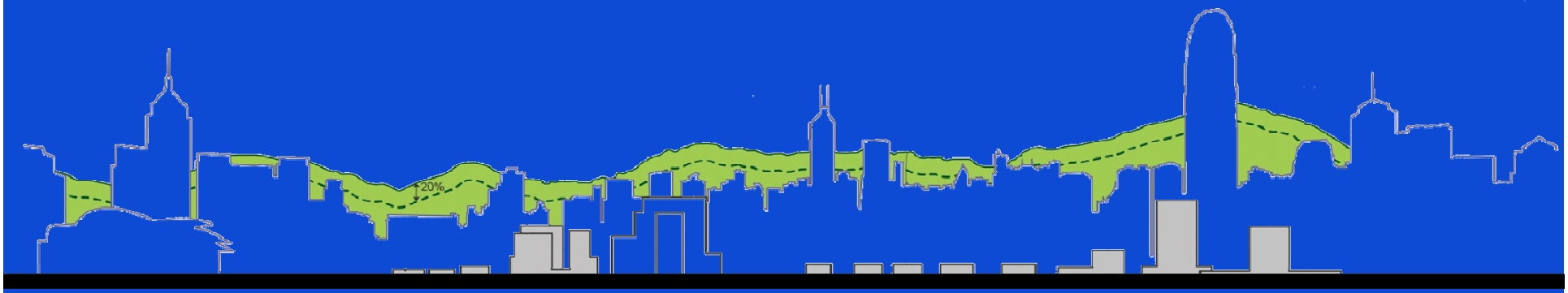
Harbourfront Commission

10th May 2012

Contents

- Background
- Retail Feasibility Study
- Enhanced Scheme

Background



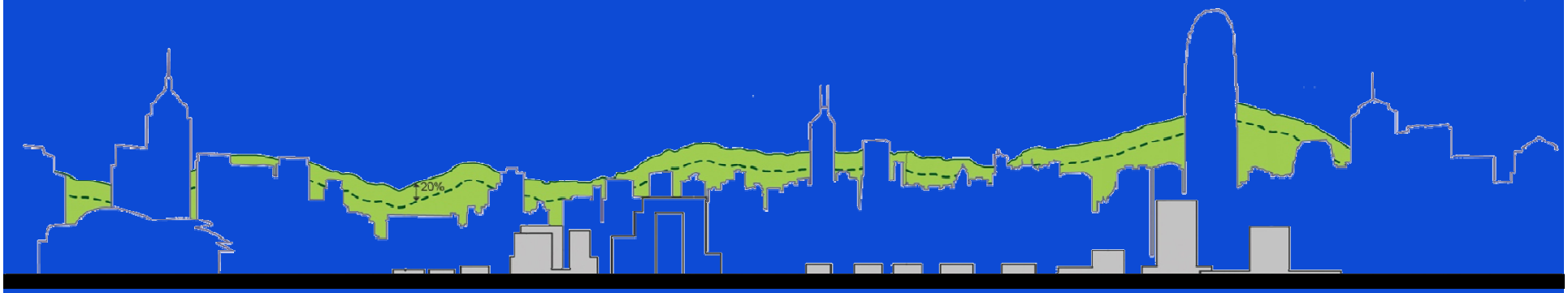
Background

- 7th Meeting on 30 August 2011

- Members' concerns:
  - Market positioning
  - Retail trade mix of the additional commercial services

- A business study should be carried out to review the commercial viability

Retail Feasibility Study



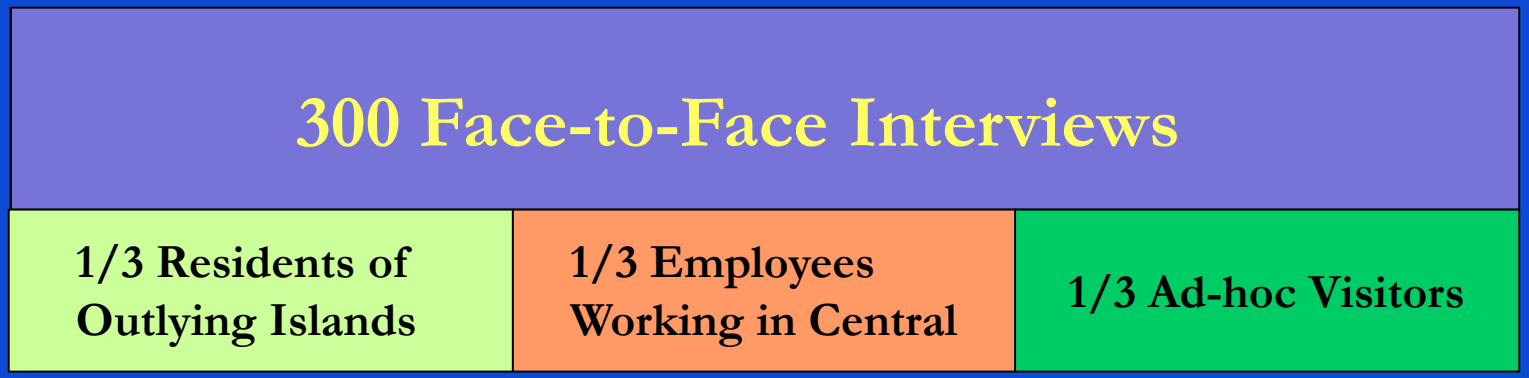
Objectives of the Study

- Assess the commercial viability of the project
- Identify opportunities to maximize commercial potential
- Technical services required to support proposed commercial uses

Methodology

Baseline Analysis	Concept Formation & Plan Development	Recommendation
	• Consumer Survey • Operator Survey • Market Positioning • Trade Mix	• Success Factors • Design and Layout

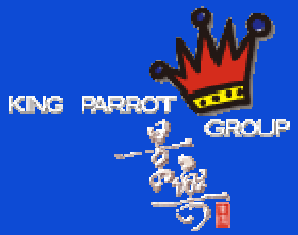
Consumer Survey



Consumer Survey Findings

Items	Preference
F&B Outlets	1. Fast Food ~50% 2. Western Casual Dining 3. Chinese Dim Sum Restaurant
Large Retail Outlets	1. Supermarket ~76% 2. Bookstore 3. Music Store
Small Retail Outlets	1. Minibank/ATM ~62% 2. Convenience Store 3. Bakery
Non-commercial Facilities	1. Live Performance ~75% 2. Phototaking/Harbour Viewing
Facilities that encourage more visit	1. Better Linkage
Theme	1. Harbourfront SOHO ~53% 2. Leisure and Life Style 3. Family Convenience

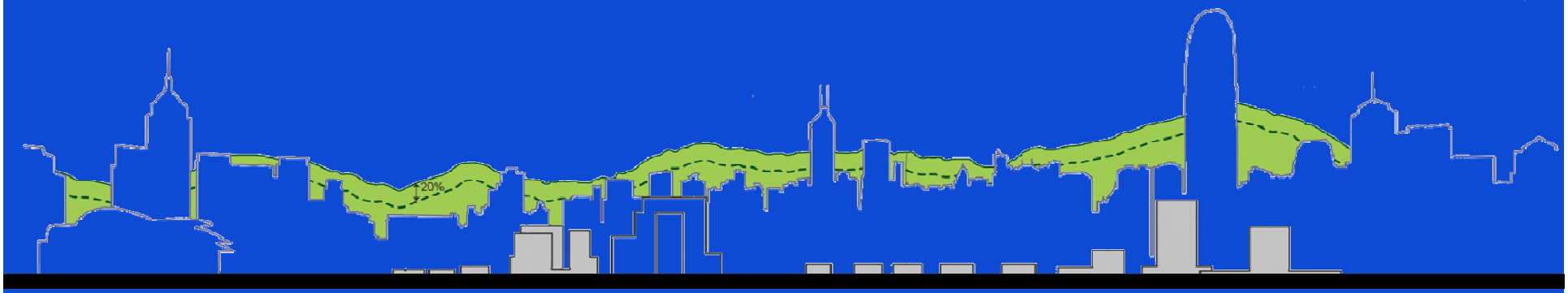
Operator Survey



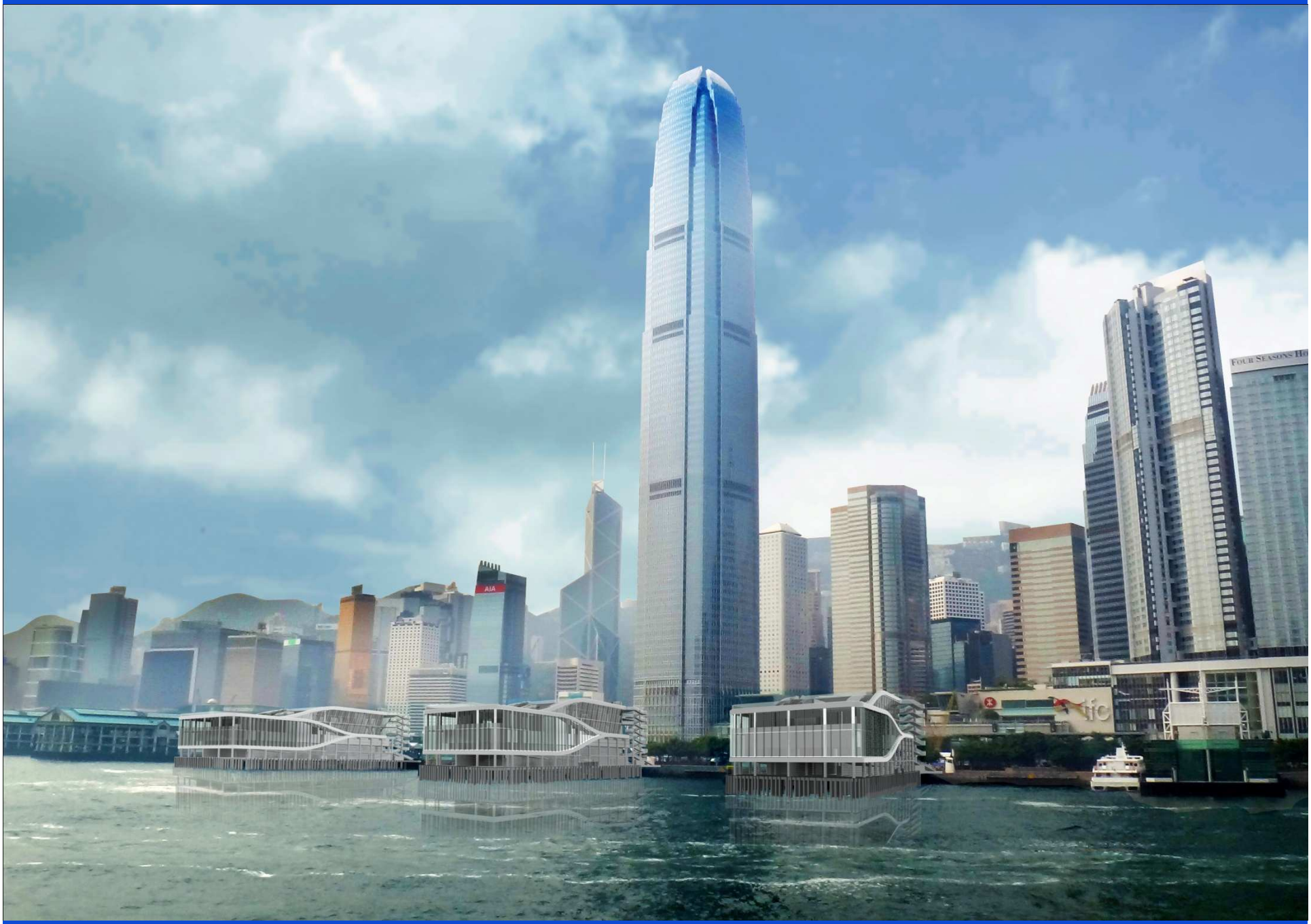
Recommended Success Factors

- Improve the vertical circulation and layout of retail areas
- Provision of Public Open Space at the Rooftop
- Separate the Public Open Space from the commercial facilities and provide exclusive outdoor areas for Food and Beverage (F&B) operators
- Optimum trade mix: 2/3 for F&B and 1/3 for non-F&B
- Market positioning: mid-priced
- Optimum theme: “Harbourfront Soho”

Enhanced Scheme



Overall UDS (Future) View



Ferry Approaching View

Promenade Day View

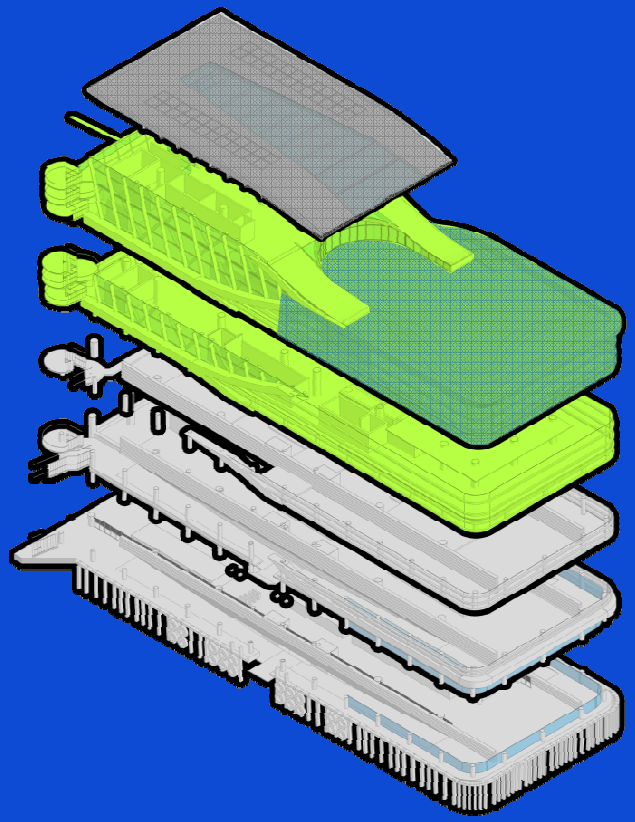
Promenade Night View

List of Enhanced Features

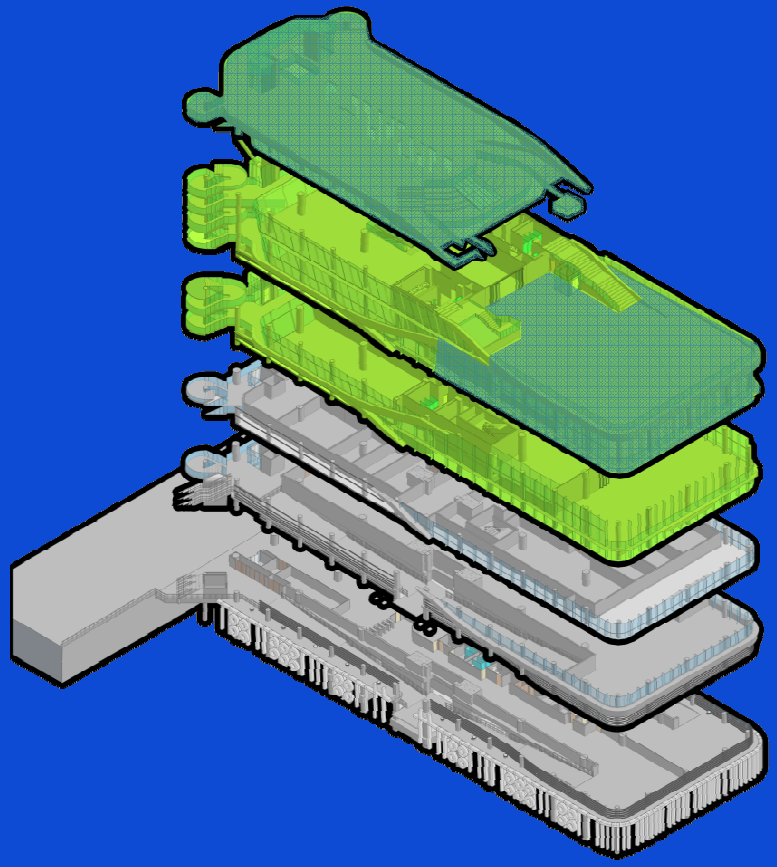
- 1. Increased Usable Area
- 2. Provision of Outdoor Sitting Area at L4 and Balcony at L3
- 3. Rooftop Open Area for the Public
- 4. L4 Viewing Platform for the Public
- 5. Rooftop for Persons with Disabilities

1. Increased Usable Area

Additional areas gained by utilising rooftop



Original
Additional usable area over two floors

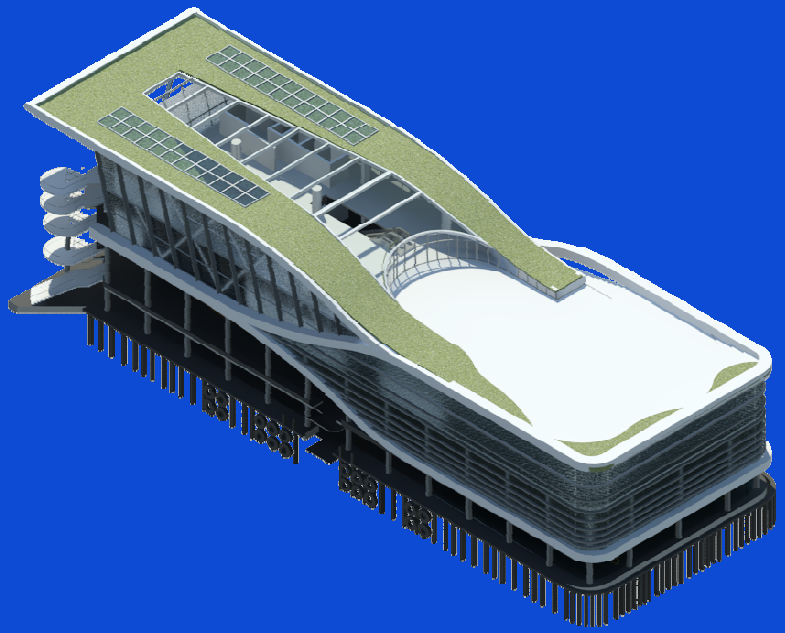


Enhanced
Additional usable area over two and a half floors

2. Outdoor Sitting Accommodation and Balcony

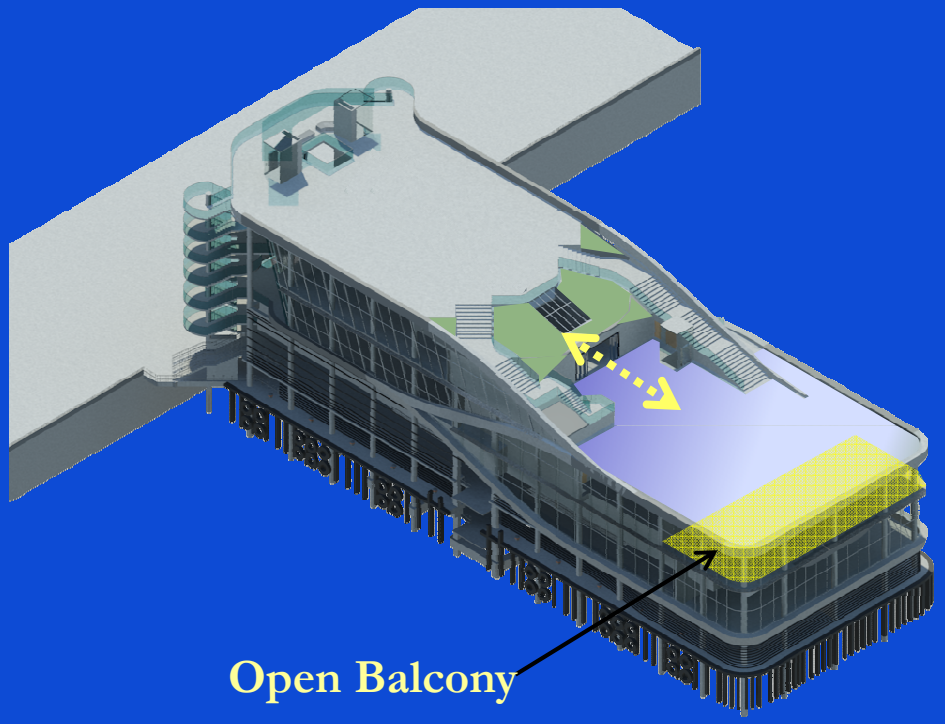
L4 shared between Public and Private

L3 provides an open balcony



Original

L4 Public Open Space in front of L4 F&B



Enhanced

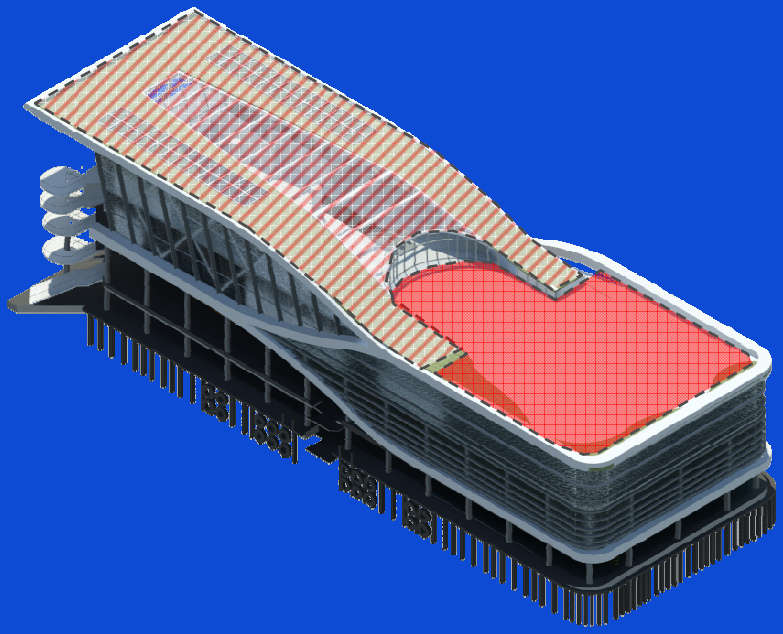
L4 Outdoor Area split between public and private

L4 Outside Seating Accommodation in direct connection with L4 F&B

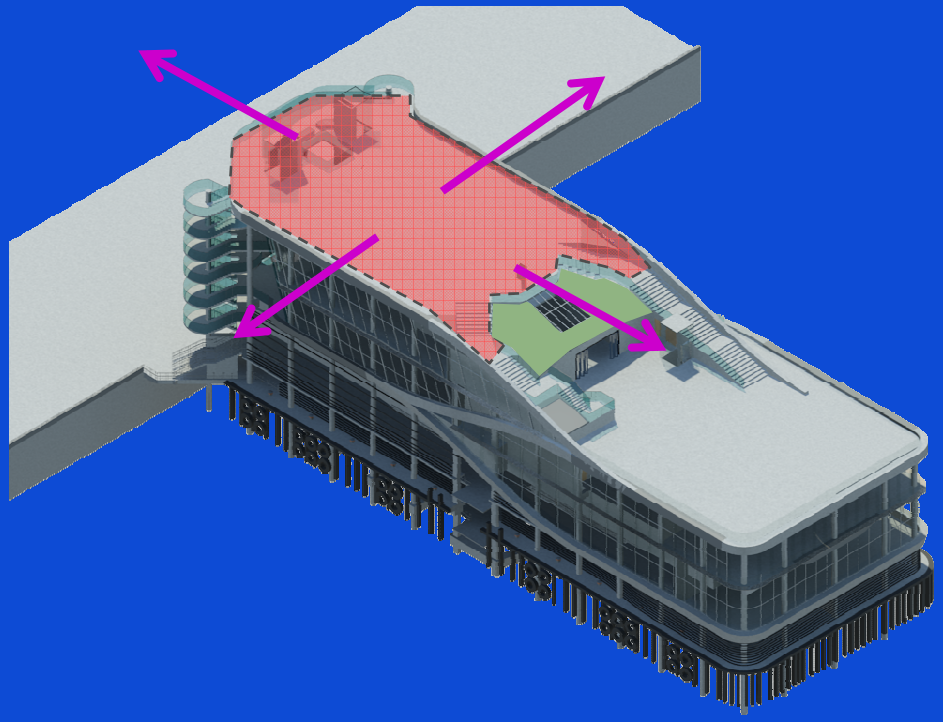
L3 Open Balcony at harbour end

3. Rooftop Open Area for the Public

L5 provides unobstructed panoramic views



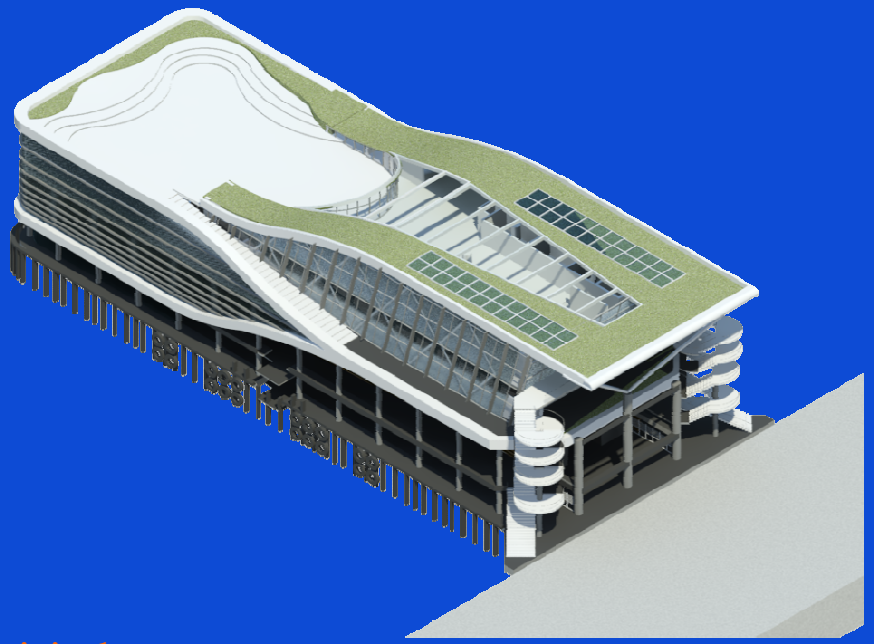
Original
Inaccessible Roof at L5



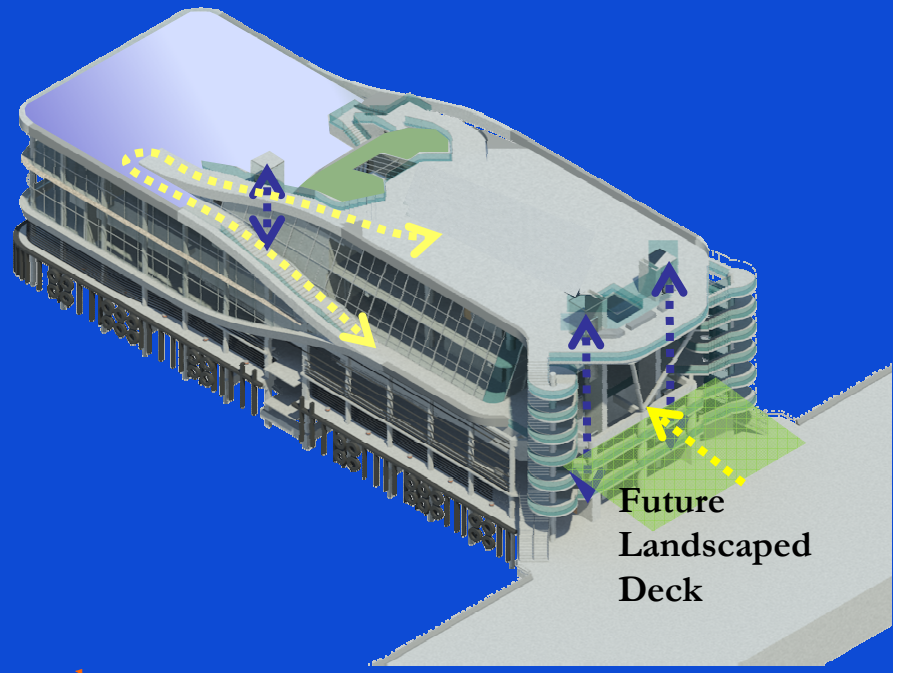
Enhanced
Open Space for Public carried across multiple levels, setting a higher vantage point for better views towards Central, the piers and the harbour

4. L4 Viewing Platform for the Public

Landscape stair and lift from L3-L4 provide access to L4 Viewing Platform



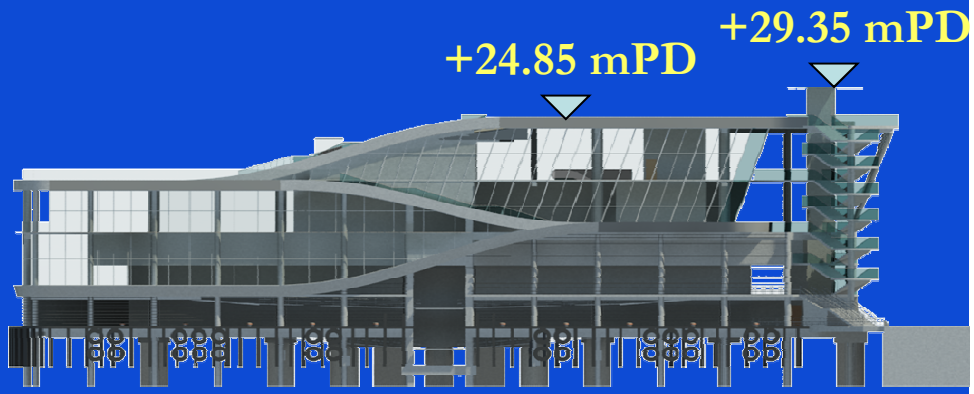
Original
Landscape Stair traverses one level



Enhanced
Landscape Stair from L3-L5 and lift from L3-L4
L4 POS forms midi Viewing Platform for Public

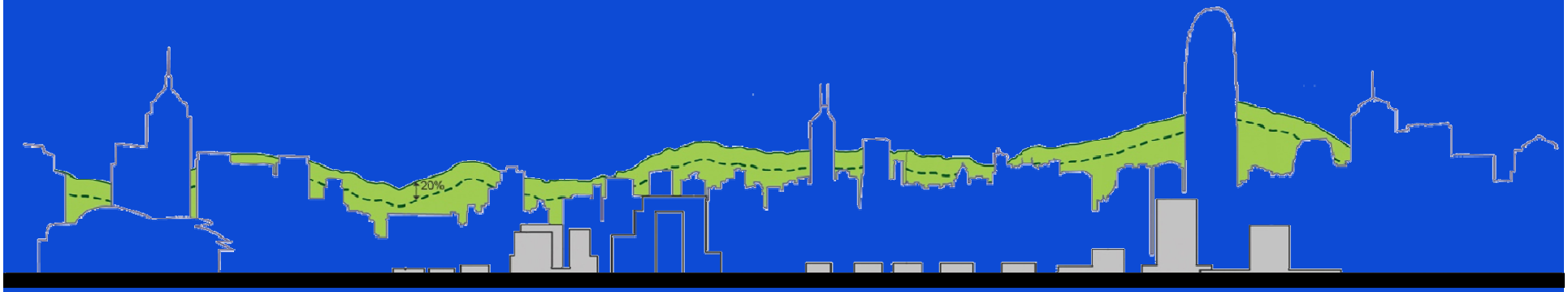
5. Rooftop for Persons with Disabilities

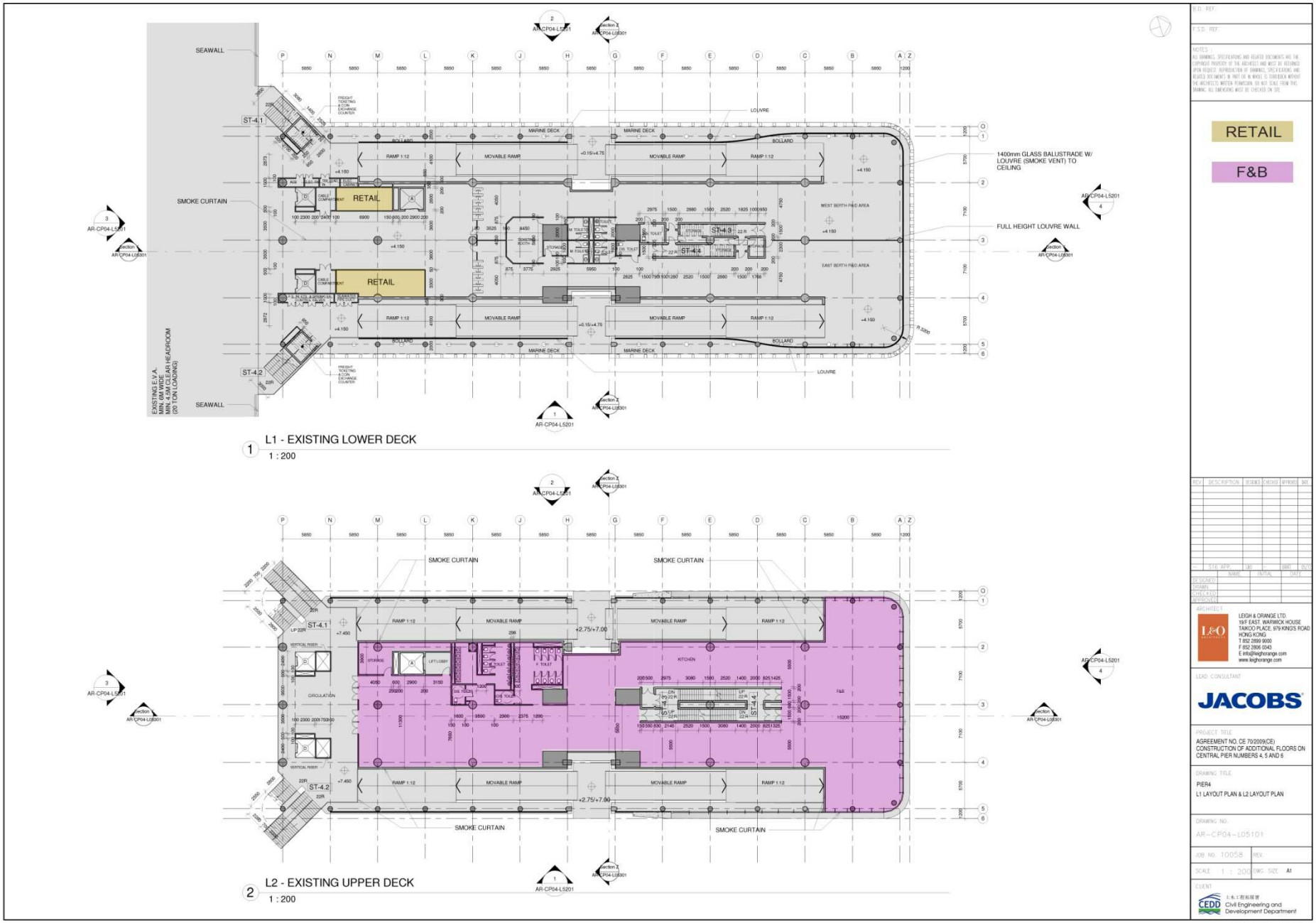
Original
Inaccessible rooftop level at +25.0 mPD



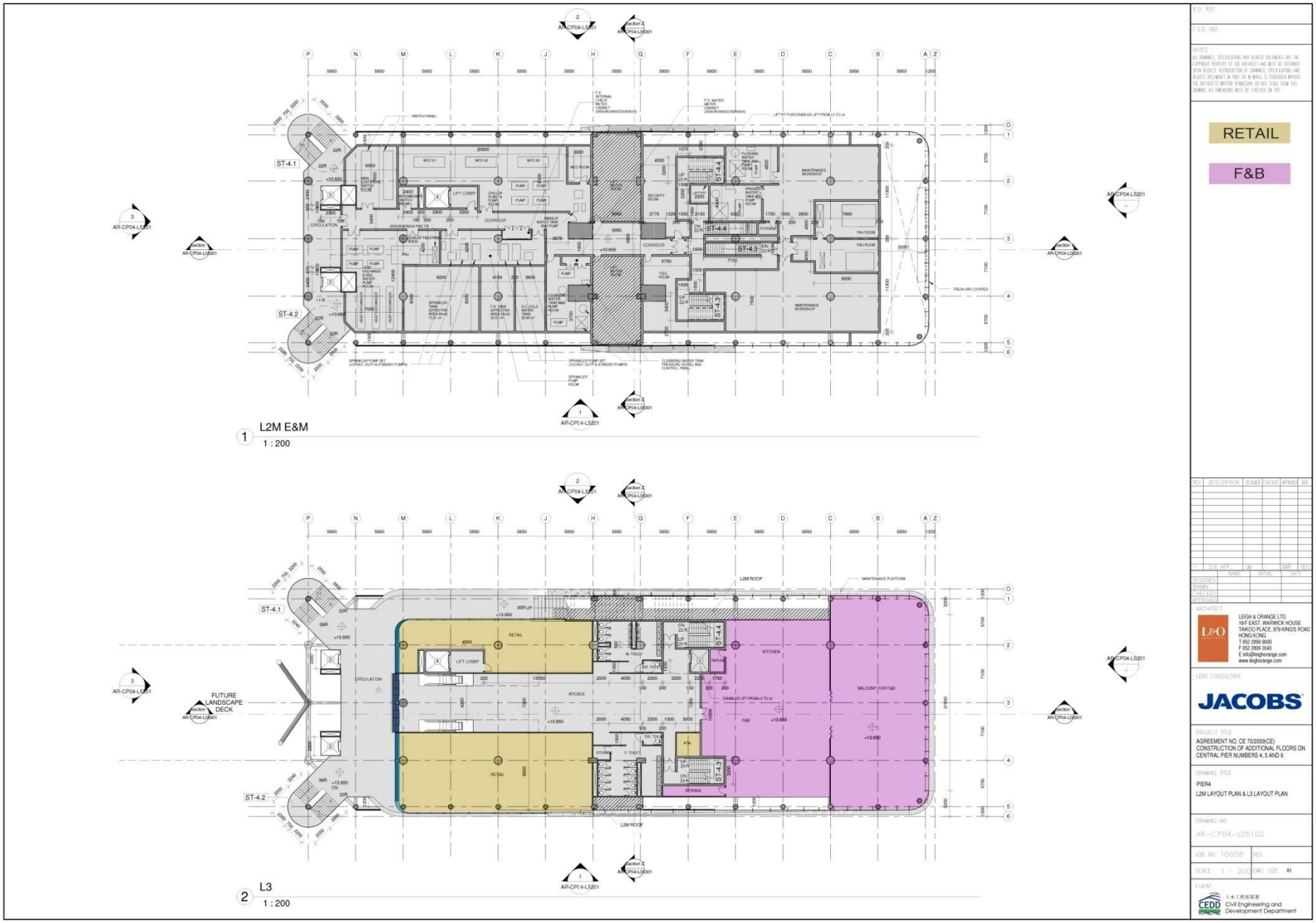
Enhanced
Accessible L5 rooftop level at +24.85 mPD
Disabled lift to L5 tops at +29.35 mPD

Typical Plans

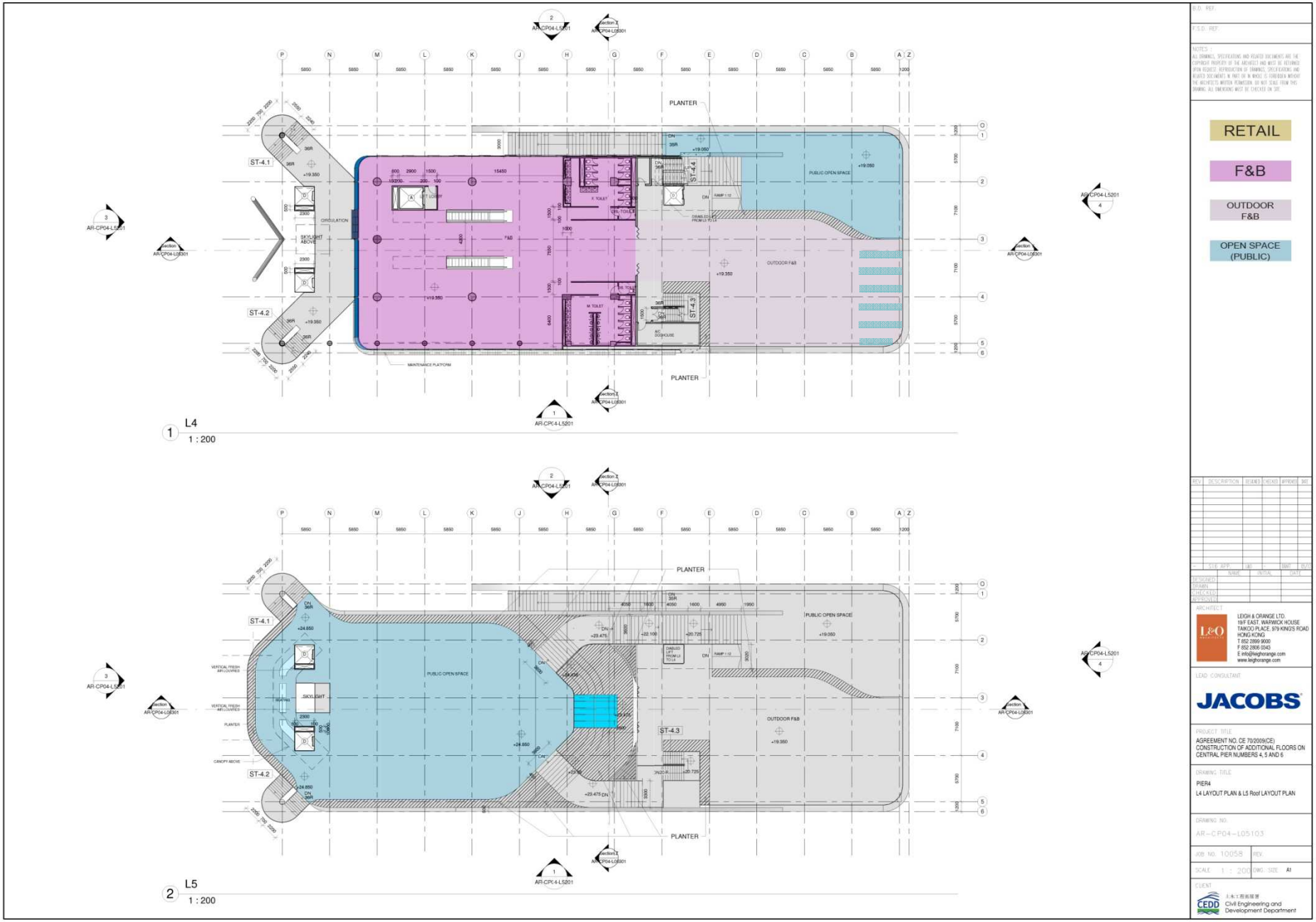


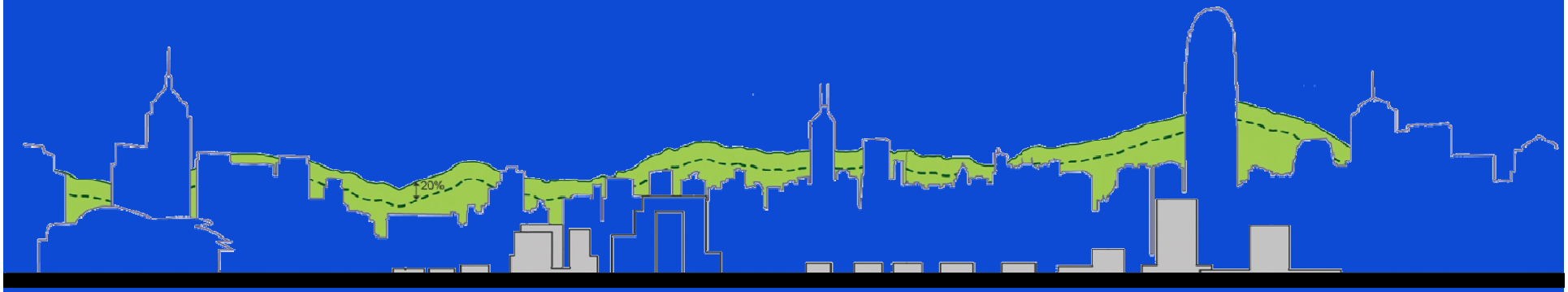


Typical L1 Lower Deck & L2 Upper Deck Plan



Typical L2 Mezzanine Deck & L3 Plan



Typical L4 & L5 Plan

Thank you