

Task Force on Kai Tak Harbourfront Development

For discussion
on 1 Jun 2011

TFKT/11/2011

Proposed Uses of Two Areas at Kwun Tong Ferry Pier, Kwun Tong, Kowloon

PURPOSE

This paper seeks Members' views on the proposed uses of Kwun Tong Ferry Pier (previously known as "Kwun Tong Passenger Ferry Pier") (the Pier) set out as follows:-

- (a) to use the upper deck and eastern side of the lower deck of the Pier as a pier for the berthing of Tenant's vessels cum any combination of a convenience store; a supermarket; or retail shop ancillary to pier use for a maximum term of 5 years; and
- (b) to use the advertising areas on roof top of the Pier for advertisement use for a term of 3 years.

BACKGROUND

2. Kwun Tong Ferry Pier is a government-built pier with two storeys (please refer to **Annex I** for its location plan with photo). The lower deck of the western side of the Pier is being let to the licensed ferry operator for regular Kwun Tong – North Point ferry services while the remaining portion is now being vacant. According to the Transport Department (TD), the daily patronage of the Kwun Tong – North Point ferry services is about 1,000.

3. Upon expiry of the ferry franchise of HYF Co. Ltd. in 1999, the Pier has been assigned to the Government Property Agency (the Agency) for security management and arranging for some short-term uses pending the possible ferry services at any time to be arranged by TD. Since then, the upper deck and the eastern side of the Pier had all along been occupied by various tenants until expiry of the last tenancy on 31 May 2010 apart from subletting of the lower deck of the western side of

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the Pier to the existing licensed ferry operator. It was the Agency's original plan to re-tender the upper deck and eastern side of the lower deck of the Pier in March 2010. The tender was called off in order to have substantial works done to ensure public safety. The Agency is now in a position to commence the preparation work of the re-tendering exercise.

PROPOSED USES

4. A tenancy for a maximum term of 5 years of the upper deck and eastern side of the lower deck of a total area of approximately 3,000m² for a pier cum its ancillary uses as elaborated in paragraph 1(a) (**Annex II**); and a licence for a term of 3 years consisting of 6 advertising areas on roof top of the Pier (**Annex III**) are being considered for disposal by way of two separate open tenders in order to achieve the following objectives:

- (a) contributing to the vibrancy to the immediate vicinity as the commercial kiosks available within the Pier will attract daily passengers consuming the ferry services at the western side of the lower deck.
- (b) putting spaces under government management into suitable uses and thereby generating revenue income; and
- (c) beautifying the appearance of the Pier building through the advertisement displays.

5. There are altogether 6 advertising areas proposed to be installed on the roof top of the Pier. Their dimensions are set out below:-

Area A (facing North Point)	- 22.5m(L) x 3.4m(H)
Areas B and C (facing Kai Tak Area)	- 27m(L) x 3.4m(H) (Area B) 24.2m(L) x 3.4m(H) (Area C)
Area D (facing Kwun Tong)	- 22.5m(L) x 3.4m(H)
Areas E and F (facing Lei Yue Mun)	- 24.2m(L) x 3.4m(H) (Area E) 27m(L) x 3.4m(H) (Area F)

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HARBOUR PLANNING PRINCIPLES AND GUIDELINES

6. Noting that the Pier is located at the harbourfront area, due regard had been given to the Harbour Planning Principles and Guidelines when drawing up the tender documents for better control of the use of the areas. For instance, the Pier shall not be used for any loading/unloading of cargo and goods and there will be limitations on the types of vessels using the Pier.

7. Moreover, in order to avoid generating any adverse environmental impact by the proposed advertising areas, the following standard requirements are imposed:

- (a) the signage surface shall be non-reflective to avoid creating discomfort;
- (b) down light for banner display or neon tube for neon sign shall be used to avoid unpleasant glare or interference with the safe navigation of vessels and safe taking off/landing of aircrafts in the vicinity;
- (c) environmental friendly lightings in terms of energy consumption, heat generation and impact on the environment shall be used;
- (d) lighting shall be switched off from 23:00 every night to 06:00 in the next morning every day or at such hours may be specified and the intensity and illumination of the light shall be adjustable and adjusted upon request; and
- (e) no television display screen or occulting flashing light that changes or displays moving images would be allowed.

WAY FORWARD

8. Preliminary circulations of the proposal to relevant authorities have been made and no adverse comments have been received so far. Subject to the comments from the Task Force, the Agency will consult relevant authorities on the details and arrange open tenders of the

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proposals accordingly.

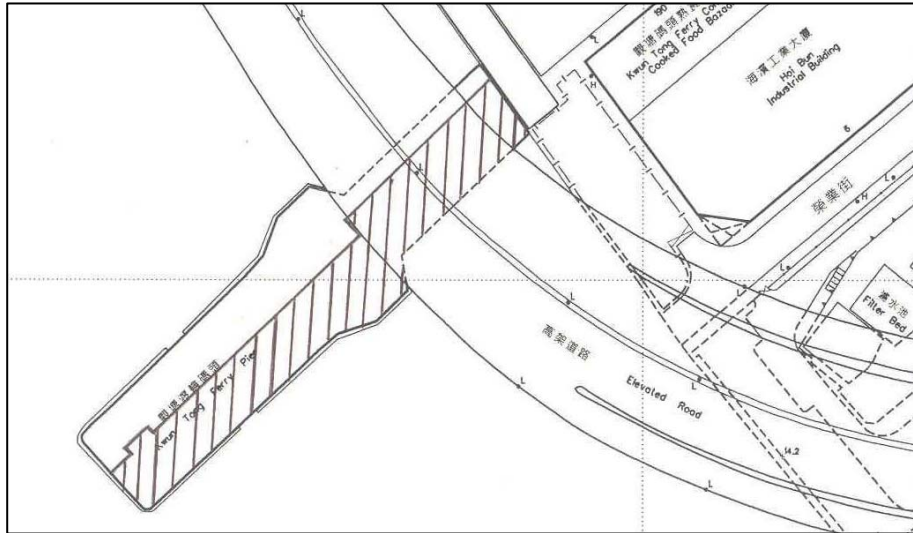
VIEWS SOUGHT

9. Members' views are hereby sought to the proposed uses set out in paragraph 1.

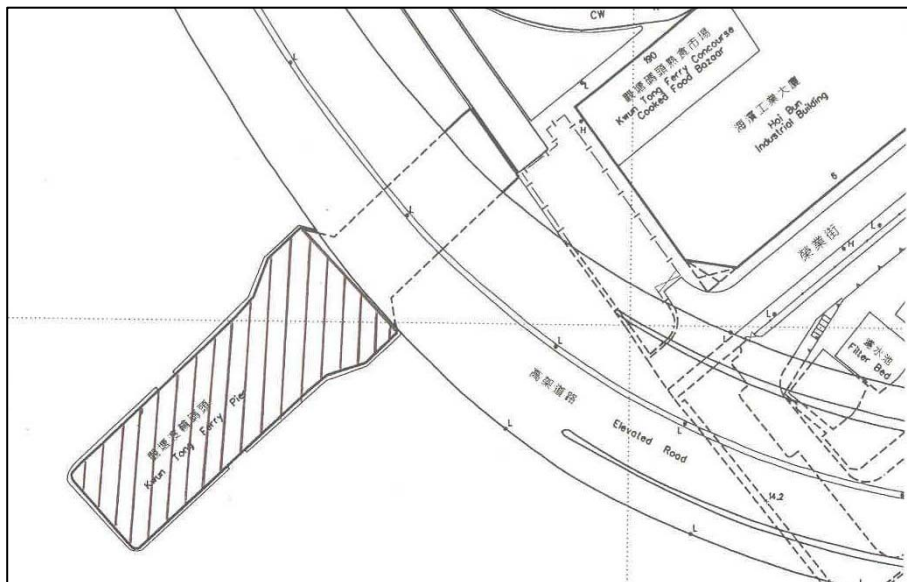
Government Property Agency

May 2011

Layout plans of the proposed tenancy area
(For identification purpose only)



Proposed tenancy area on the lower deck of Kwun Tong Ferry Pier

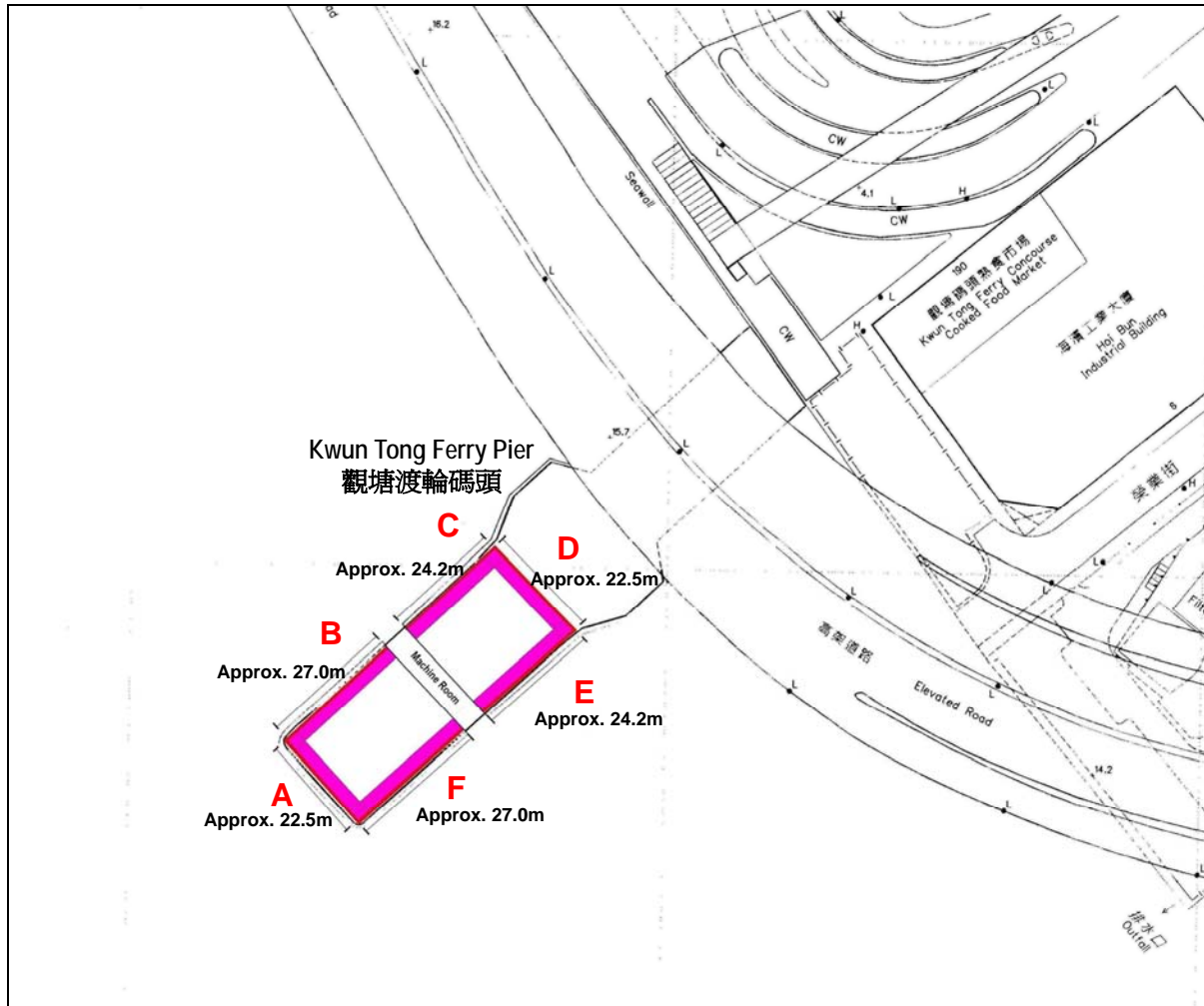


Proposed tenancy area on the upper deck of Kwun Tong Ferry Pier

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Location Plan and Photos of the proposed 6 advertising areas (For identification purpose only)


Annex III



Approximate location of the proposed Advertising Areas

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 Mock-up photos of proposed Advertising Areas