

Task Force on Kai Tak Harbourfront Development

For discussion
on 8 October 2013

TFKT/14/2013

A Proposal to Erect an Iconic Vertical Entertainment Observation Tower – as an international tourism beacon on Hong Kong harbourfront.

PURPOSE

This note seeks Members' views on the proposal to erect an Iconic Vertical Entertainment Observation Tower as a tourism beacon on the Hong Kong harbourfront, either at Central in front of City Hall and Edinburgh Place, and/or at Kai Tak Fantasy, at the tip of the Kai Tak old Runway, next to the new Kai Tak Cruise Terminal. This proposal is submitted by Amstar Theme Attractions in conjunction with VTP Global LLP, UK. (The GROUP).

BACKGROUND

2. According to the Lands Department, the New Central Harbourfront Site 7 will be on short term tenancy leases for a temporary observation wheel and events for the coming 3+ years, with no specific plans for long term attractions developments yet. Whilst the Energizing Kowloon East Office is planning an International Ideas Competition on Urban Planning and Design for Kai Tak Fantasy, with the award announcement targeted at end of 2014. That means these two sites will not be ready with permanent features for the public enjoyment for another few years.

3. The harbourfronts are near ready, yet they are far from being exciting nor vibrant. As it is one of the vision and mission of the Harbourfront Commission to create a vibrant harbour for public enjoyment, the GROUP would like to propose creating an iconic city centre entertainment hub – a Vertical Entertainment Observation Tower – a first of its kind worldwide. It will take 3 years to design and build this Vertical Entertainment Tower, and now is a good timing to start planning a permanent icon for the harbourfront.

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PROPOSAL

A VERTICAL ENTERTAINMENT OBSERVATION TOWER
– AN ICONIC CITY CENTRE ENTERTAINMENT HUB.

A world's first Vertical Theme Park incorporated in a spectacularly designed Observation Tower, combining observation, extreme activities, family and adrenaline rides, an immersive 6D visitor attraction and complementary real estate.

THE TOWER FEATURES THE FOLLOWING ATTRACTIONS

4. The Tower is 200m-250+m tall and 50 m in diameter, towering over a site area of 8,000 sq. m. – ideal for city centres with limited space, like Hong Kong harbourfront.
5. The Tower is a Vertical Theme Park incorporated into an Observation Tower, featuring :
 - a. Multiple Observation Decks – 4 indoor galleries and an outdoor 'summit' deck – accessible by scenic lifts on the outside the the Tower.
 - b. Extreme Activities – Walk of Fear, Climb to the Top, Sky Jump, Bungee Jump.
 - c. Interchangeable Adrenaline Rides at Incredible Heights – Sky Coaster, Giant See Saw, Giant Drop, Space Shot, etc
 - d. Interchangeable Family Rides at Incredible Heights – Flight Trainer, Gyro Tower, etc
 - e. Children's Activities – aerial adventures within the base of the tower, e.g. rope walks, climbing walls, kiddie rides and games.
 - f. "Virtual Zone World" – a 360 degree immersive 6D 'ride film' experience showcasing the history, culture and progress of Hong Kong – each housed in a stunning 15 meter 'dome'.
 - g. Dining & Banquet Facilities – a variety of cafes, alfresco dining, fine dining and banqueting facilities both in the tower and at the base providing a varied and exciting dining experience.
 - h. Entertainment Facilities - for Shows, Live Performances and Cultural Exhibitions.
 - i. Merchandising – high quality souvenirs and gifts
 - j. Photo-ops Facilities – featuring Hong Kong scenes as backdrops.
 - k. Education suite – providing school children and students with an interactive learning environment focused on the tower construction, technology and science

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6. All in one incredible 250+m high Vertical Entertainment Observation Tower, right on the city's harbourfront – creating fun and excitement for all to enjoy.

7. A new engineering feat by VTP GLOBAL LLP (UK), created in conjunction with INTAMIN of Switzerland, the world's No. 1 rides designers and manufacturers (recent work includes the world's fastest rollercoaster at Ferrari World, Abu Dhabi).

8. VTP Global are a world class design, delivery, operations and safety team who have represented the themed attractions industry at the very highest level.

9. The Tower will be specifically unique for Hong Kong, it can be designed with local theming and settings, and built within a 3-year period.

10. The Tower is First of its kind in the world, is of a non-replicable design (global rights and multiple engineering patents) and a First for Hong Kong.

THE IDEAL LOCATIONS ON HONG KONG HARBOURFRONT

11. Kai Tak Fantasy Site – Best location at Kai Tak Fantasy Site is at the tip of the Kai Tak old Runway, next to the Kai Tak Cruise Terminal, commanding a spectacular view of the Victoria Harbour and Kowloon City from East Kowloon (**Annex 1**).

12. Central Harbourfront – Best location is at Site 7, in front of the Edinburgh Place and the City Hall. It will command an unobstructed view of the whole Victoria Harbour from a centre point, overlooking the Hong Kong Island and Kowloon inland and the Nine Dragon mountains (**Annex 2**).

ESTIMATED VISITORS

13. Operation 365 days a year by day and night with all visitor areas fully enclosed providing environmental and noise control.

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14. The Tower has a capacity of 1,500 visitors at any one time, can welcome up to 15,000 visitors a day and in excess of 5 million per year. Admission will be by ticketing, in accordance with participating activities.

EMPLOYMENT

15. The Tower's development will create employment for thousands of persons during the design and construction period and hundreds during the long term operational period.

WHY IS THE VERTICAL ENTERTAINMENT OBSERVATION TOWER A BETTER ICON FOR HONG KONG

As compared with Observation Wheels

- Since the London Eye (135m) was erected in 2000, there are numerous wheels larger and taller opening up in many cities in the world : Singapore Flyer (165m), Las Vegas High Roller (167m), Caesars Entertainment Wheel (166m), and New York City just announced that they will also erect a 190m New York Wheel on Staten Island to open in 2016.
- It will be a 'ME TOO" if Hong Kong were to consider a permanent observation wheel – not an innovative and original concept.
- Observation Wheels by their very nature are limited to a single observation experience. The Vertical Entertainment Observation Tower comprises multiple and varied activities offering an unforgettable experience for all ages.
- The tower is economically sustainable in the long term as both rides and activities can be 'refreshed' and changed in order to generate new and repeat visitors.

As compared with Observation Towers

- There are many observation towers in the world, e.g. Toronto CN Tower (553m), Sydney Tower (309m), New Zealand Sky Tower (328m), Macau Tower (338m), Tokyo Tree Tower (634m), etc. These towers are either TV towers or observation towers with only observation decks and dining facilities, with no rides for the participation and enjoyment of the public.

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- The Las Vegas Stratosphere Tower (350m) and China Canton Tower (600m) have singular rides at the top which are not capable of ‘refreshment’ or change unlike the VTP (with a total library of over 50 entertainment features and rides). In addition these towers are not designed to incorporate any drop rides on the tower ‘stem’. These singular rides were added more as an ‘afterthought’ whereas the VTP rides are part of the very design fabric.

The Vertical Entertainment Observation Tower : First of its kind in the world. First for Hong Kong

- As stated above, the proposed Vertical Entertainment Observation Tower is a Vertical Theme Park within an Observation Tower, a city centre entertainment hub, where visitors can easily spend a good day having fun and excitement in the city.
- If a decision is made to erect this Tower on Hong Kong Harbourfront, it will be the First is its kind in the world, and a First for Hong Kong.
- This tower would be recognized and admired throughout the world and become a magnet for local, regional and international tourists.

HARBOUR PLANNING PRINCIPLES

16. The Group in presenting this proposal has taken into account the Harbour Planning Principles, in particular the following areas:

- a. Principle No. 6 “Vibrant Harbour – it is essential to balance the use of the harbour.... As a cultural and leisure facility Activities must cater to and balance with the aspirations of all sectors of the community.
- The Tower will definitely become a key focal point of the harbour, a vibrant harbourfront destination, offering postcard photo-opportunities. It will attract people to the harbourfront and can provide fun, entertainment for locals and tourists both day and night, 365 days a year.

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- b. Principle No. 7 “Accessible Harbour – Victoria Harbour must integrate with the hinterland in a comprehensive manner, including ample unrestricted and convenient visual and physical access for pedestrians, preferably at grade, to and along the harbour as well as the harbourfront areas.”
- The Tower in itself can be accommodated within an area of 4000 sq. m., plus public queuing and roaming grounds, it will take up a maximum of 8000 sq. m., allowing good passage way and activity areas for pedestrians at the promenade. Both harbourfronts are transportation hubs, easily accessible by all forms of private and public transportation – convenient for locals and tourists.
- c. Principle No. 8 “Public Enjoyment – The planning development and management of Victoria Harbour and its harbourfront areas should maximize opportunities for public enjoyment....”
- The Tower offers a spectacular way to appreciate the Victoria Harbour, rising 250 metres above the road level, it will offer an unobstructed view of the harbour and the inner city, and with the whole tower as one observation, entertainment, dining and shopping hub, it will provide enjoyment for all – a must visit destination for locals and tourists.

ADVICE SOUGHT

17. Members’ views and support are sought.

AMSTAR THEME ATTRACTIONS – HONG KONG.

VTP GLOBAL LLP – UNITED KINGDOM

In conjunction with

INTAMIN OF SWITZERLAND.

October 2013

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Attachments

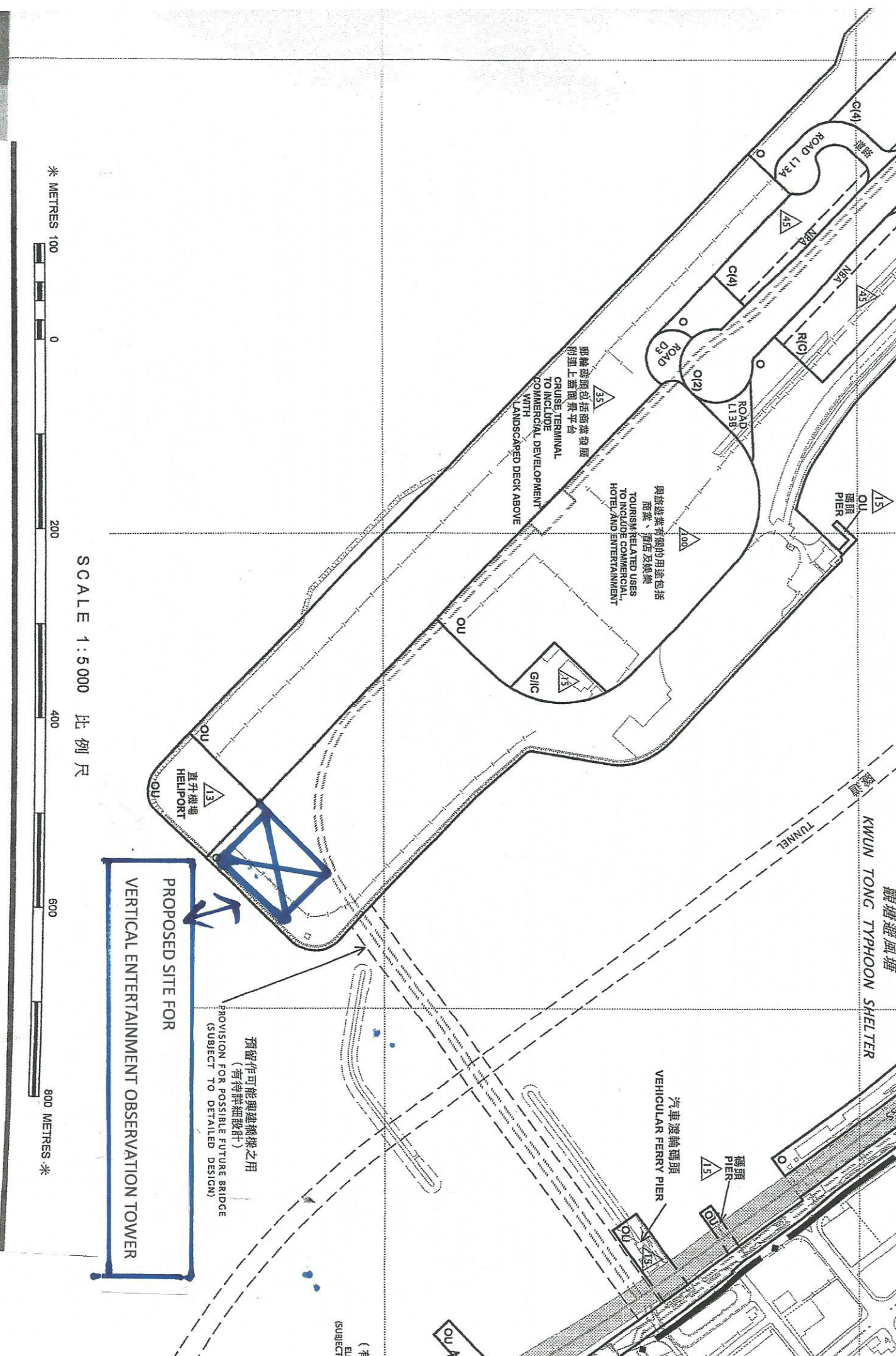
Annex 1 – Proposed site at Kai Tak

Annex 2 – Proposed site in Central

Annex 3 – Company profile of VTP

PROPOSED SITE FOR
VERTICAL ENTERTAINMENT OBSERVATION TOWER





郵輪碼頭包括商業發展
 附連上蓋乘客平台
 CRUISE TERMINAL
 TO INCLUDE
 COMMERCIAL DEVELOPMENT
 WITH
 LANDSCAPED DECK ABOVE

與旅遊業有關的用途包括
 商業、酒店及娛樂
 TOURISM-RELATED USES
 TO INCLUDE COMMERCIAL,
 HOTEL AND ENTERTAINMENT

PROPOSED SITE FOR
 VERTICAL ENTERTAINMENT OBSERVATION TOWER

預留作可能興建橋樑之用
 (有待詳細設計)
 PROVISION FOR POSSIBLE FUTURE BRIDGE
 (SUBJECT TO DETAILED DESIGN)

米 METRES 100

0

200

400

600

800 METRES 米

SCALE 1:5 000 比例尺

直升機場
 HELIPORT

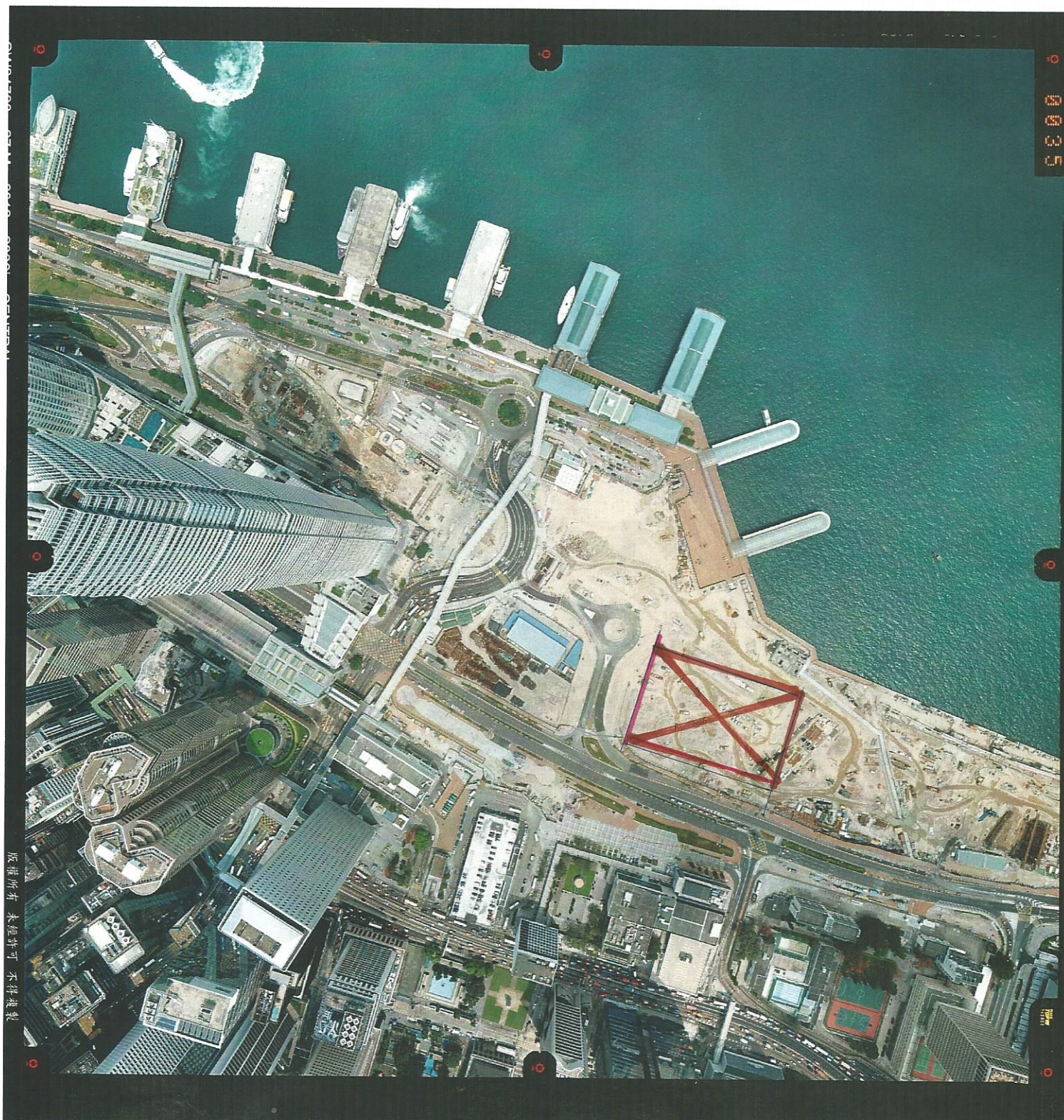
汽車渡輪碼頭
 VEHICULAR FERRY PIER

碼頭
 PIER

觀塘避風塘
 KWUN TONG TYPHOON SHELTER

隧道
 TUNNEL

(有)
 ELE
 SUBJECT

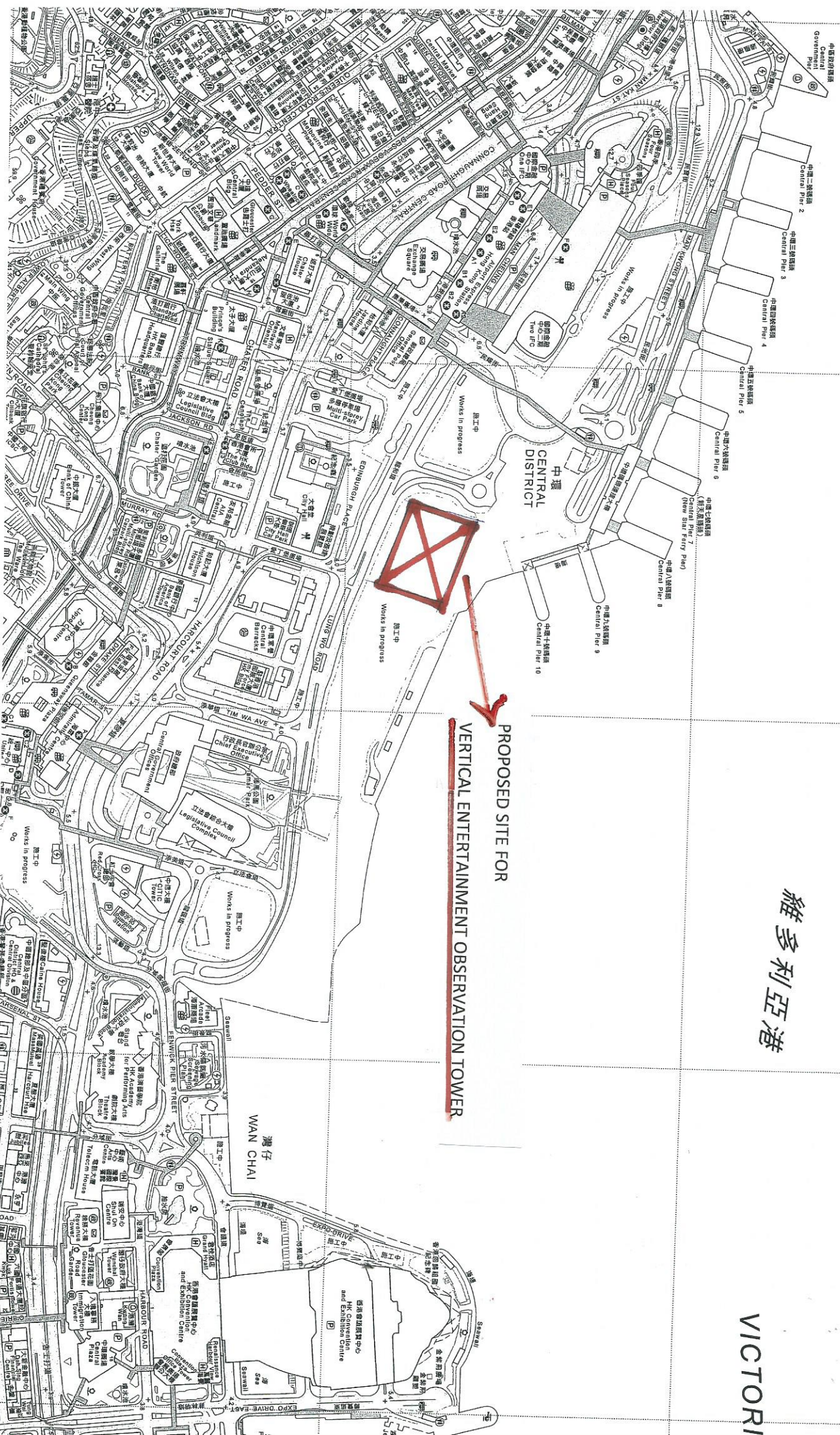


PROPOSED SITE FOR

VERTICAL ENTERTAINMENT OBSERVATION TOWER

維多利亞港

VICTORI



PROPOSED SITE FOR

VERTICAL ENTERTAINMENT OBSERVATION TOWER

VTP GLOBAL : COMPANY PROFILE



- VTP Global is a British company specialising in premium city centre tourism attractions.
- The company's flagship project is the iconic city centre VTP entertainment tower delivering a globally admired and economically sustainable tourism destination.
- Within the base of the tower is the Virtual Zone World (VZW) providing a 360 degree immersive visitor experience.
- A world class design, delivery, operations and safety team who have represented the themed attractions industry at the very highest level.
- R&D investment to date in excess of US \$15m and exclusive Global Rights (Intamin of Switzerland).
- Phase I international rollout programme including London, Dubai and China (multiple cities).

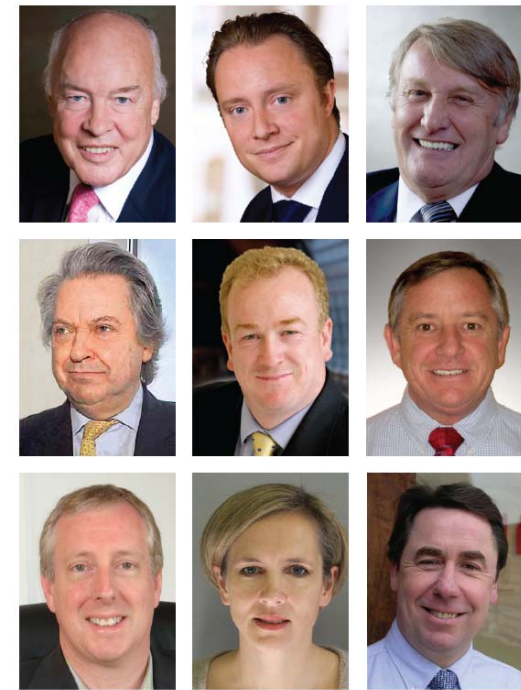


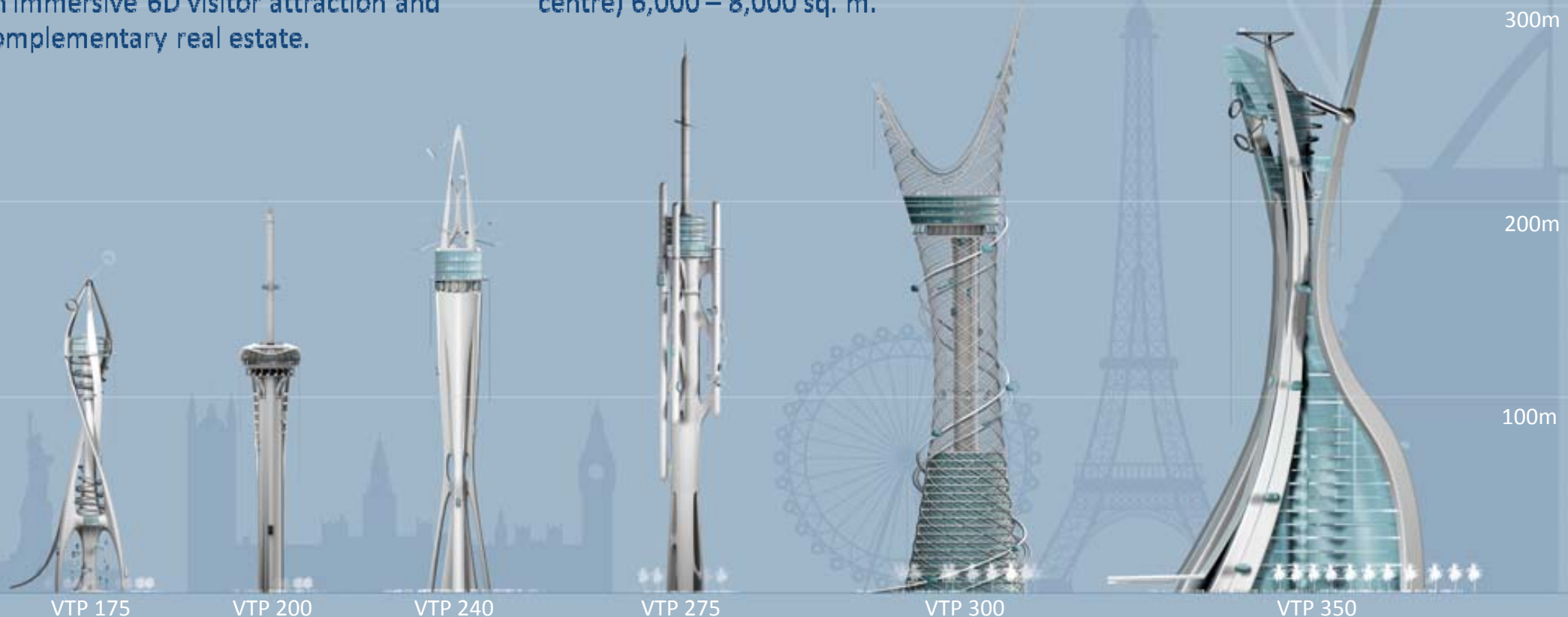
IMAGE GALLERY



VTP TOWER DESIGN USP_s



- Iconic city centre entertainment tower.
- Engineering quantum leap from 1st generation leisure towers e.g. Stratosphere Tower (Las Vegas), Macau Tower (Macau).
- Combining observation, extreme activities, family and adrenaline rides, an immersive 6D visitor attraction and complementary real estate.
- 50 fully interchangeable rides boosting visitor footfall and profitability.
- Operation 365 days a year by day and night with all visitor areas fully enclosed providing environmental and noise control.
- Land requirement (inc entertainment centre) 6,000 – 8,000 sq. m.
- Non replicable ride design technology and significant engineering patents.
- Exclusive GLOBAL RIGHTS from world's No.1 ride manufacturer Intamin of Switzerland.
- World class delivery, operations, safety and marketing team.



5 PROVEN THEME ATTRACTIONS IN ONE INCREDIBLE TOWER



OBSERVATION

EXTREME ACTIVITIES

THEME PARK RIDES

REAL ESTATE

IMMERSIVE 6D RIDES

