

**Task Force on Kai Tak
Harbourfront
Development**

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

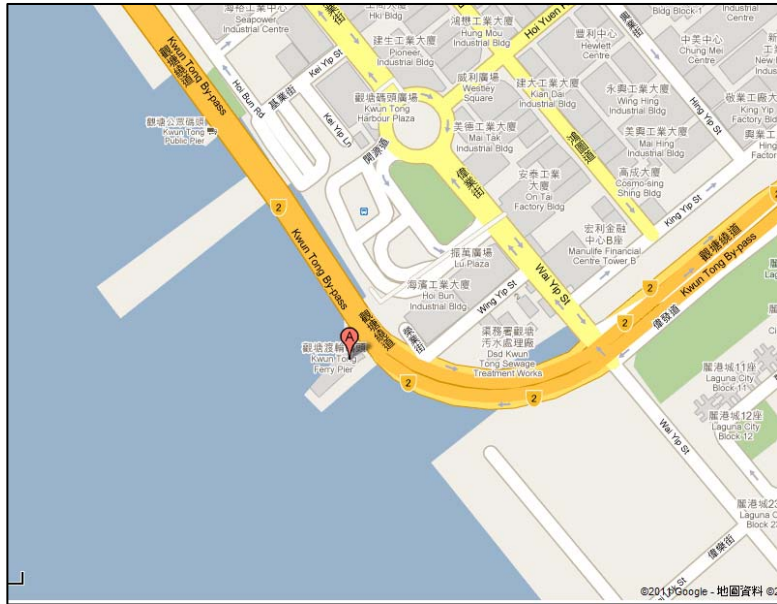
PURPOSE

To seek Members' views on proposed uses of the following two areas within Kwun Tong Ferry Pier:-

Area	Location	Proposed Use	Term
(a)	Upper deck and eastern side of the lower deck of the Pier	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	<5 years
(b)	Roof top of the Pier	Advertising areas	3 years

BACKGROUND

- A Government-built pier with two storeys (see attached plan and photo below)

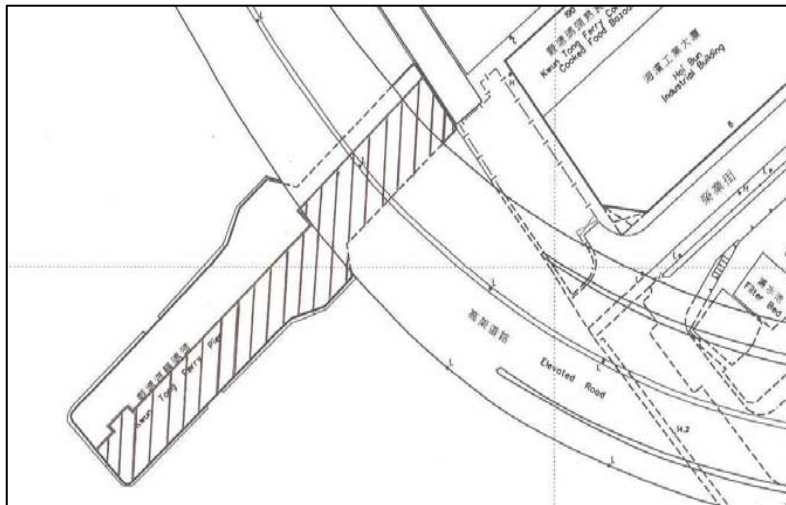


- The Kwun Tong - North Point ferry services available at the lower deck of the western side of the Pier while the remaining portion is now being vacant.
- Daily patronage of the Kwun Tong - North Point ferry services is about 1,000.
- Upper deck and the eastern side of the Pier had all along been occupied until 31 May 2010.
- The Pier is not available for leasing until mid 2011 due to substantial reinstatement works to ensure public safety.

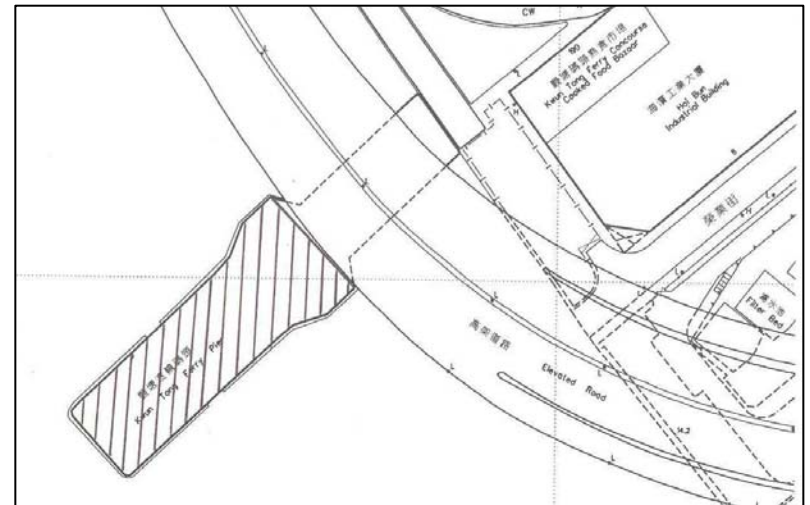
PROPOSED USES

Area (a)

Upper deck and eastern side of the lower deck - a tenancy of about 3,000m² for a pier cum its ancillary uses for a maximum term of 5 years

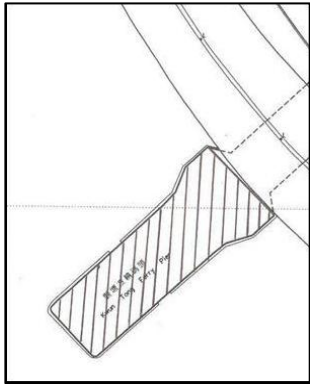


lower deck of Kwun Tong Ferry Pier

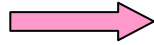
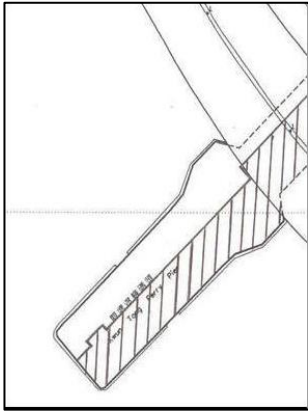


upper deck of Kwun Tong Ferry Pier

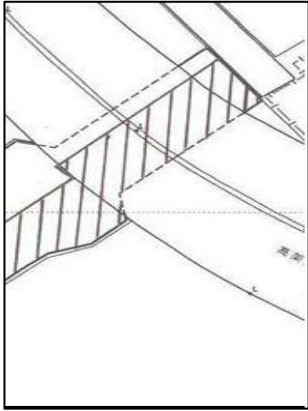
Photos of upper deck



Photos of lower deck

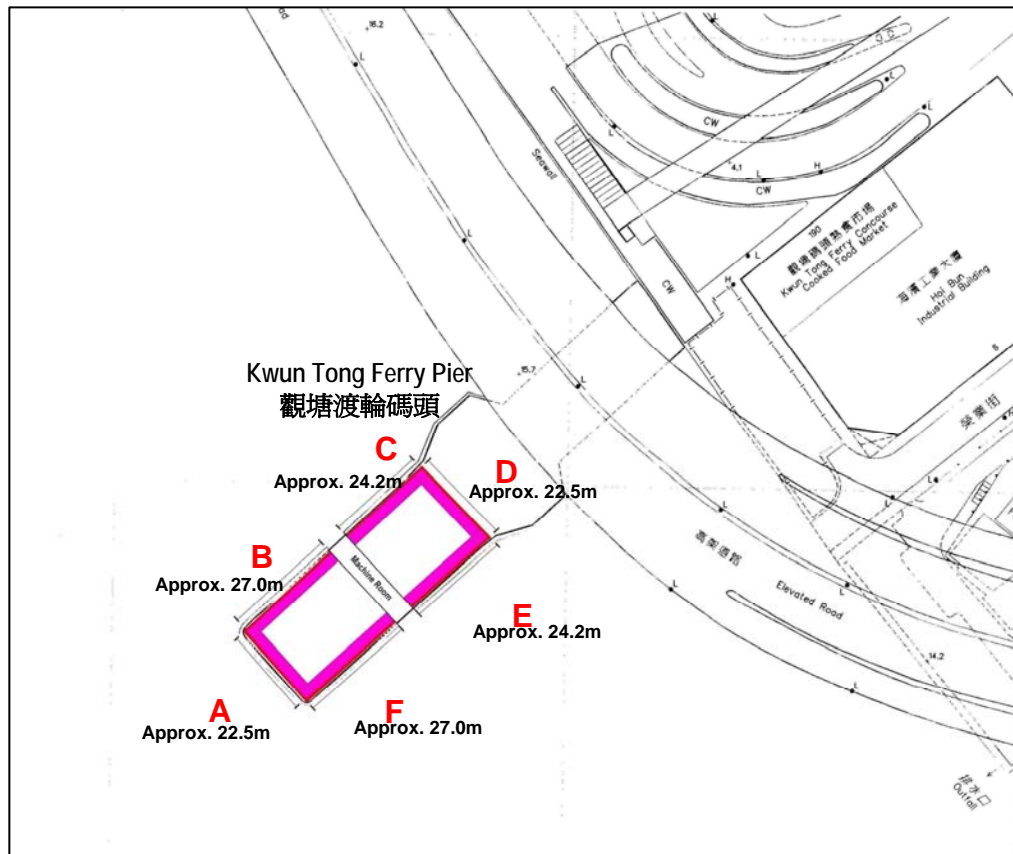


Photos of lower deck



Area (b)

6 advertising areas on roof top - a licence for a term of 3 years



Area A 22.5m(L) x 3.4m(H)


Area B 27m(L) x 3.4m(H)

Area C 24.2m(L) x 3.4m(H)

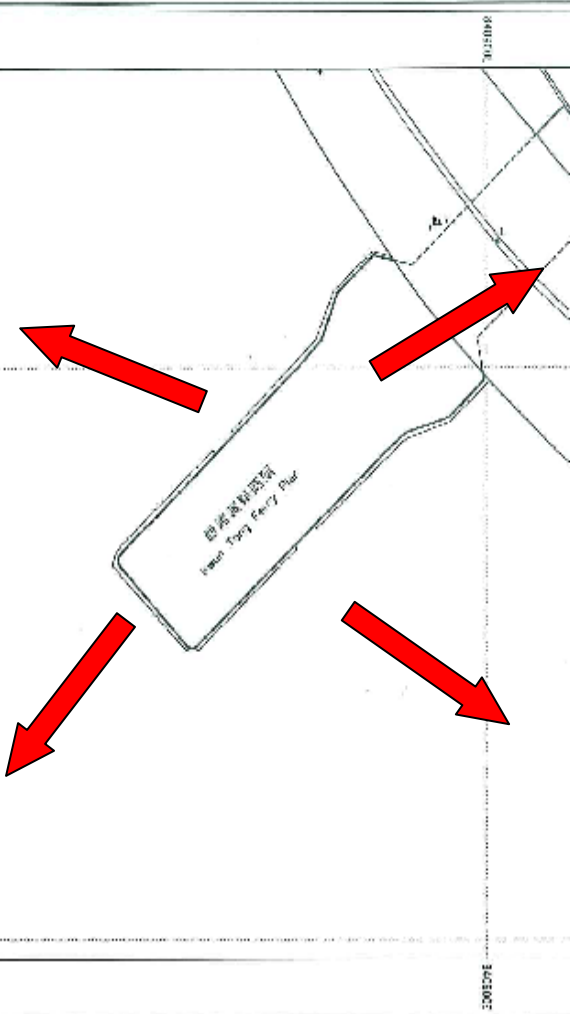
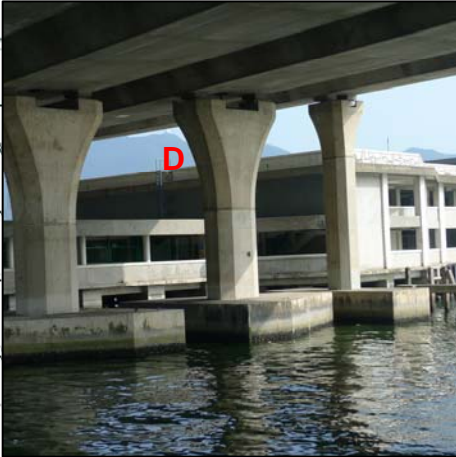
Area D 22.5m(L) x 3.4m(H)

Area E 24.2m(L) x 3.4m(H)

Area F 27m(L) x 3.4m(H)

 Approximate location of the proposed Advertising Areas

Photos of 6 advertising areas



SCALE 1 : 1000

Mock-up photos for indication purpose

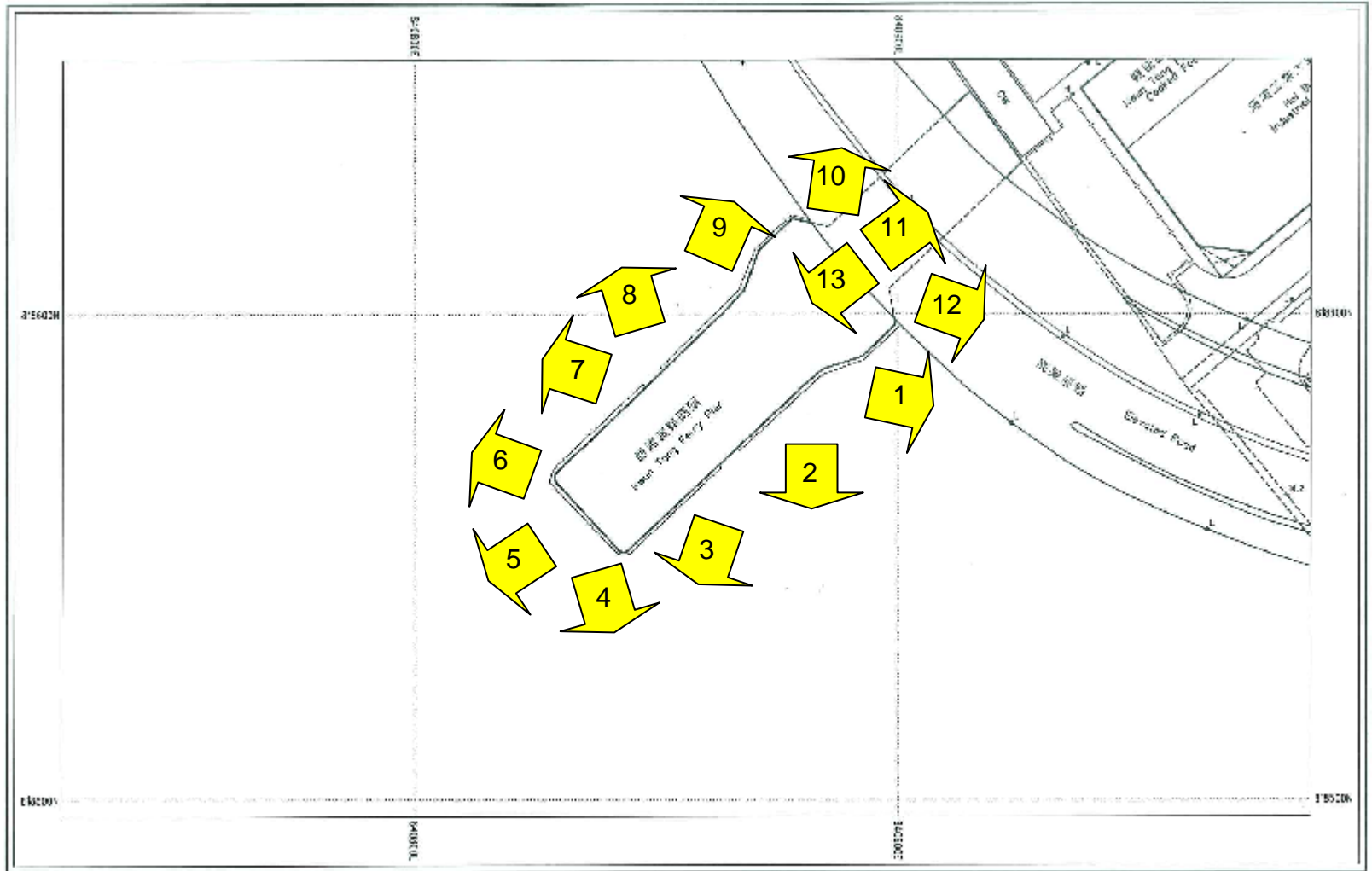








views from advertising areas



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SCALE 1 : 1000

Sheet Number
11-HE-05A
11-HE-02

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JUSTIFICATION

- (a) Contributing to the vibrancy to the immediate vicinity;
- (b) Putting spaces into suitable uses; and
- (c) Beautifying the appearance of the Pier building.

HARBOUR PLANNING PRINCIPLES AND GUIDELINES

Property (a)

- Shall not be used for any loading/unloading of cargo and goods; and
- Limitations on the types of vessels using the Pier.

Property (b)

- The following materials / lightings shall be used:
 - (a) Non-reflective signage surface;
 - (b) Down light for banner display or neon tube for neon sign;
 - (c) Environmental friendly lightings;
 - (d) No lighting between 23:00 every night to 06:00 in the next morning everyday; and
 - (e) No moving images or pictures or electronic moving messages if television display screen or occulting flashing light is used.

WAY FORWARD

No adverse comments have been received. Subject to endorsement by Harbourfront Commission, two separate open tenders will be arranged.

VIEWS SOUGHT

Members are invited to make comments on the proposal.

- The End -