

SECTION 16 PLANNING APPLICATION
- PRESENTATION TO HARBOURFRONT COMMISSION -

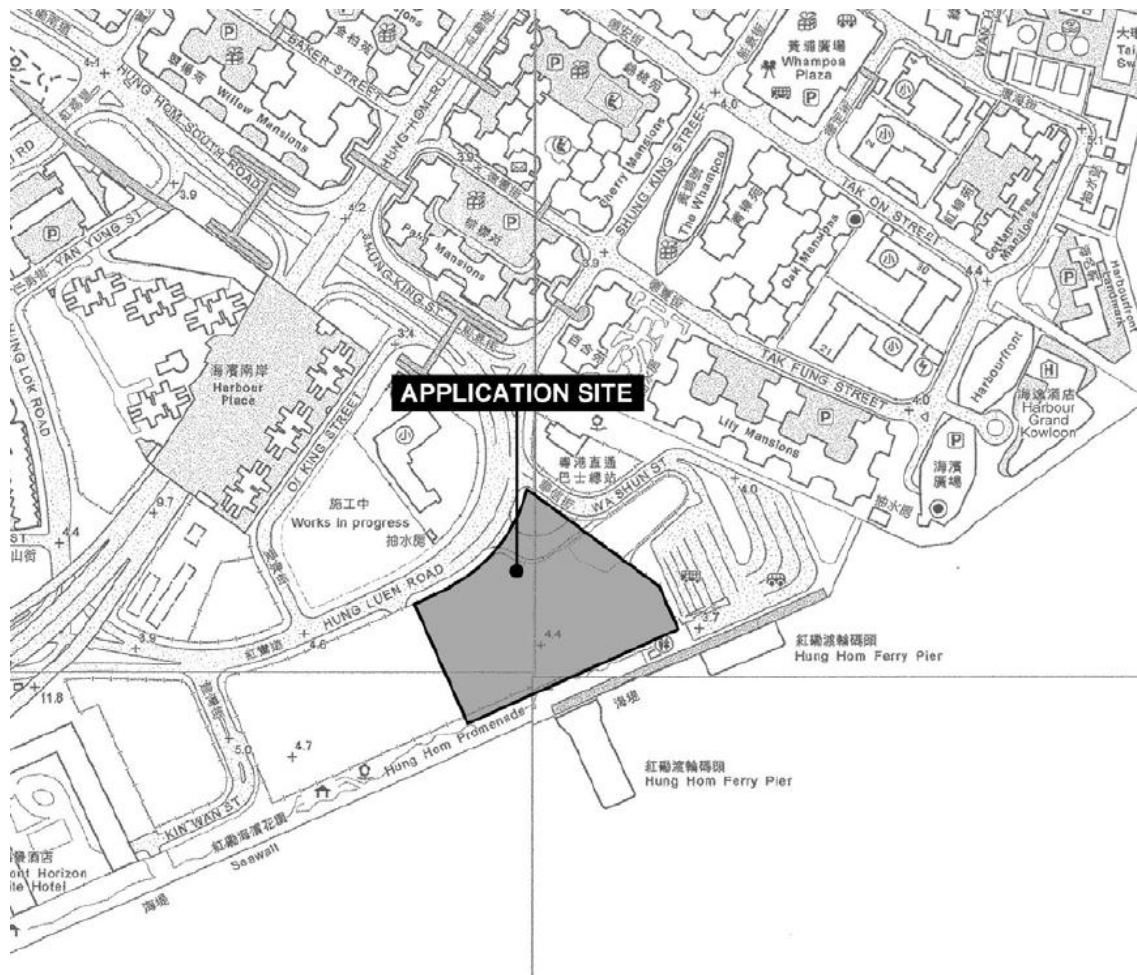
**PROPOSED HOTEL DEVELOPMENT AT “COMPREHENSIVE DEVELOPMENT AREA (1)” SITE
AT THE JUNCTION OF HUNG LUEN ROAD AND WA SHUN STREET IN HUNG HOM
22 January 2013**




SHANGRI-LA
HOTELS and RESORTS

Background Information

The Site



- Site is zoned 'Comprehensive Development Area (1) ["**CDA(1)**"]' under the Approved Hung Hom Outline Zoning Plan ("**OZP**") No. S/K9/24.
- Situated along Hung Hom Promenade.
- Site is currently vacant.
- Site area approx. 1.56ha (15,623m²).

Background Information

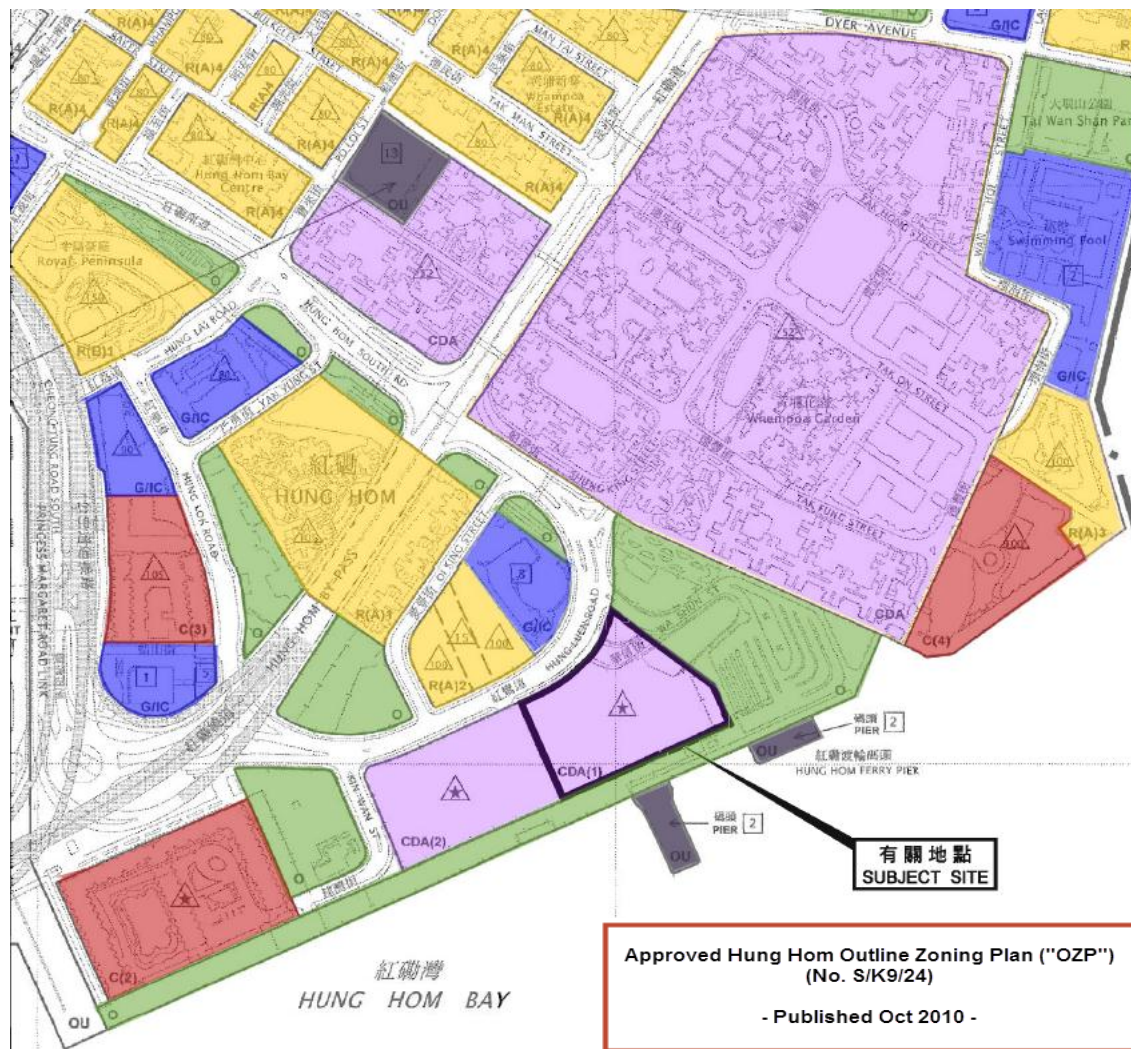
The Site



- Plot Ratio: 4
- Site Coverage: 80% (max)
(excl. Basement)
- Total GFA: 62,492m² (max)
(Hotel GFA: 51,742m² excl. BoH of 2,587m² but inc. max 7,627m² for hotel-related Eating Place/ Shop and Services)
- No. of rooms: not more than 599
- Building height (main roof level): +75mPD
- Greenery Provision: min 20% of Site Area
- Provision of Public Transport Interchange (PTI): 10,750m² (min)

Background Information

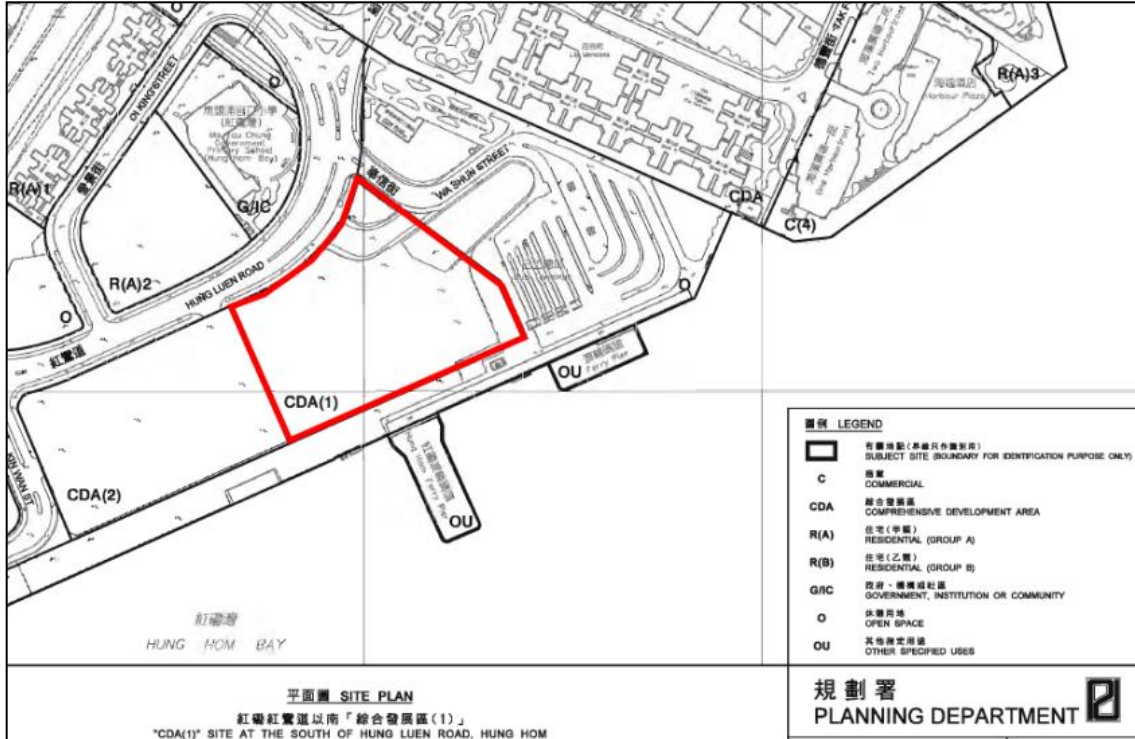
Planned Land Use



- Commercial ("C")
- Residential ("R")
- Comprehensive Development Area ("CDA")
- Government, Institution & Community ("G/IC")
- Open Space ("O")
- Other Specified Uses ("OU")

Background Information

Statutory Requirements for the Subject Site under OZP



- No residential development
- Max. Plot Ratio of 4.0
- Max. Site Coverage of 80% (exc. basement)
- Max. Building Height ranging from +75mPD to +15mPD
- 'Stepped Height' Building Profile descending towards waterfront
- Ancillary Car Parking to be provided at basement level.
- PTI of 10,750m²

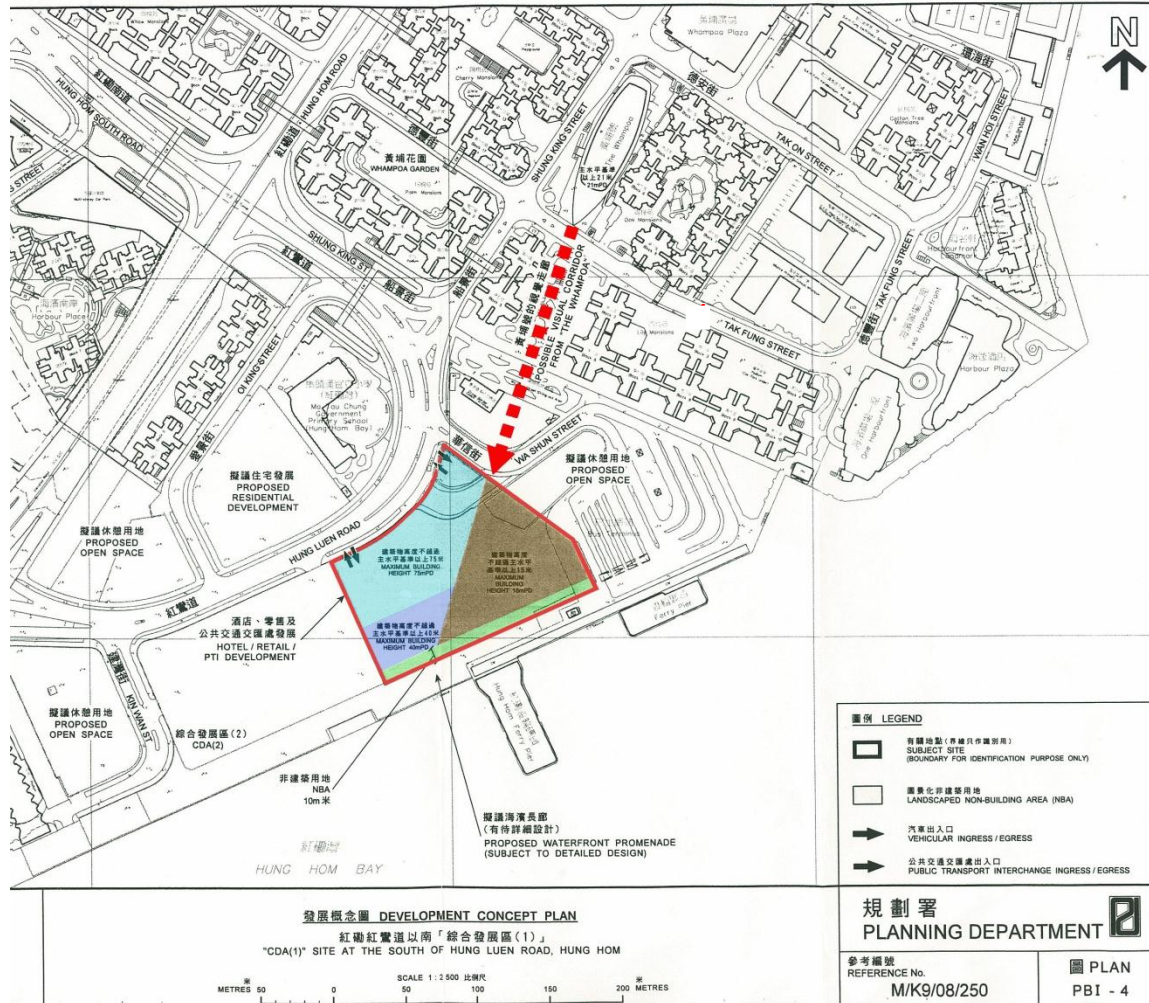
Approved Hung Hom Outline Zoning Plan ("OZP")
(No. S/K9/24)

- Published Oct 2010 -

Minor Relaxation of building height and/or site coverage restrictions **may be** considered by the TPB.

Background Information

Non-Statutory Requirements under Planning Brief Endorsed by TPB



- Hotel, Retail (incl. Eating Place), and PTI.
- Max. Gross Floor Area ("GFA") not exceeding 62,400m²
(consisting of Hotel GFA at 44,037m²; Retail/Eating Place GFA at 7,613m²; and PTI GFA not less than 10,750m²).
- 10m wide non-building area to south of Site (gap between waterfront).
- Min. 20% greenery coverage.
- Specifies Building Height Restrictions in specific areas.

Background Information

Building Height Restrictions



- Building Height Restrictions:
 - 75mPD on northern segment
 - 40mPD on south-western segment
 - 15mPD on eastern segment
- Protect 'possible' visual corridor from 'The Whampoa' to the Harbour ('blue arrow')
- 10m deep non-building area ('green')

Design Proposal

An Opportunity for a Waterfront Icon





Lei Yue Mun

North Point

Central / Wanchai

Design Proposal

Spirit of the Site



- An innovative symbol of urban design excellence;
- Activities to maximise public enjoyment;
- Animate the waterfront with enhanced vitality and viability of the Promenade;
- Creation of economic as well as great social values;
- A pivotal role at the junction between the Promenade and the Future Urban Park;
- Preserve view corridors for the neighbourhood.

Design Proposal

Spirit of the Architecture

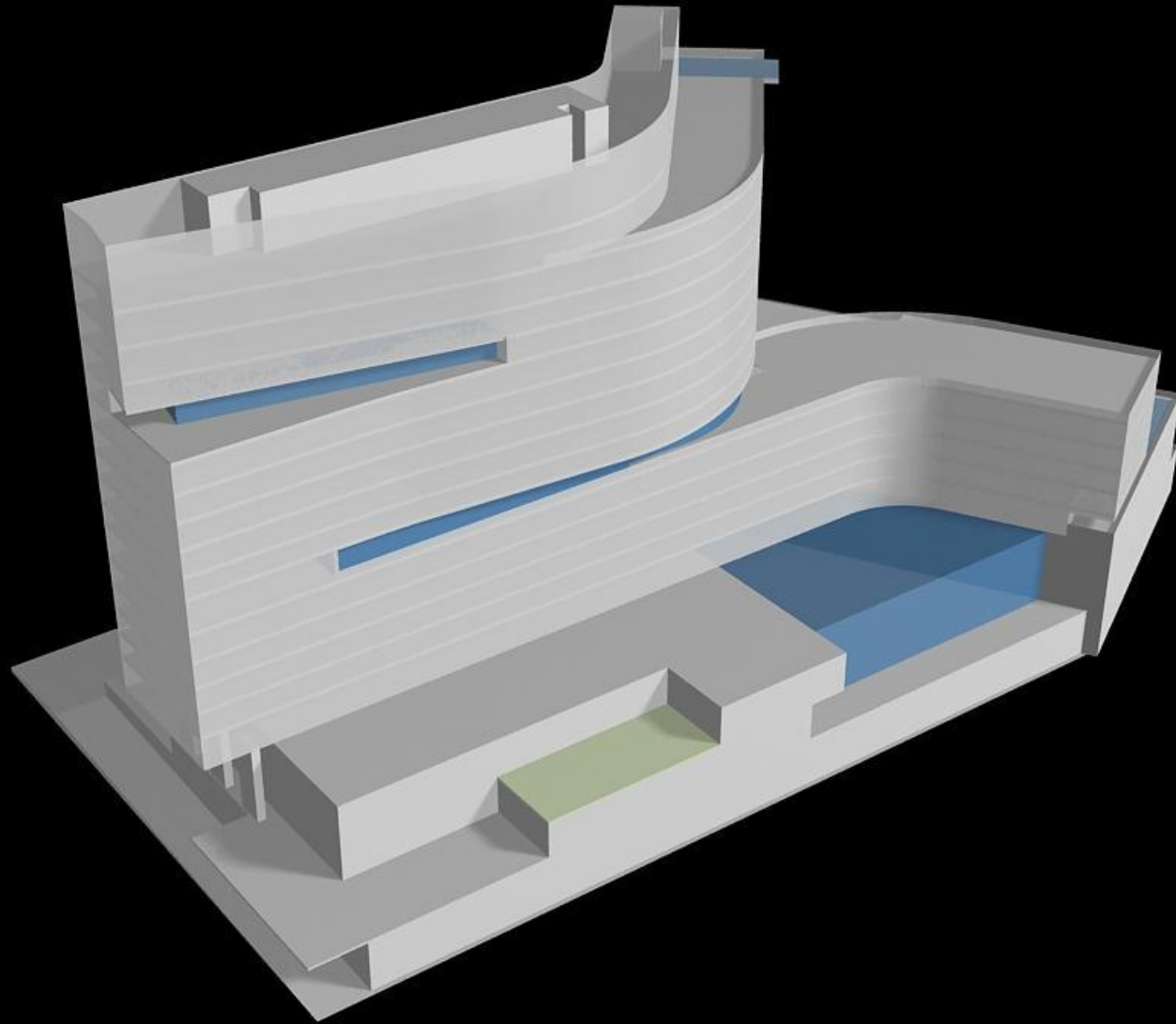


THE DYNAMICS OF MOVEMENT



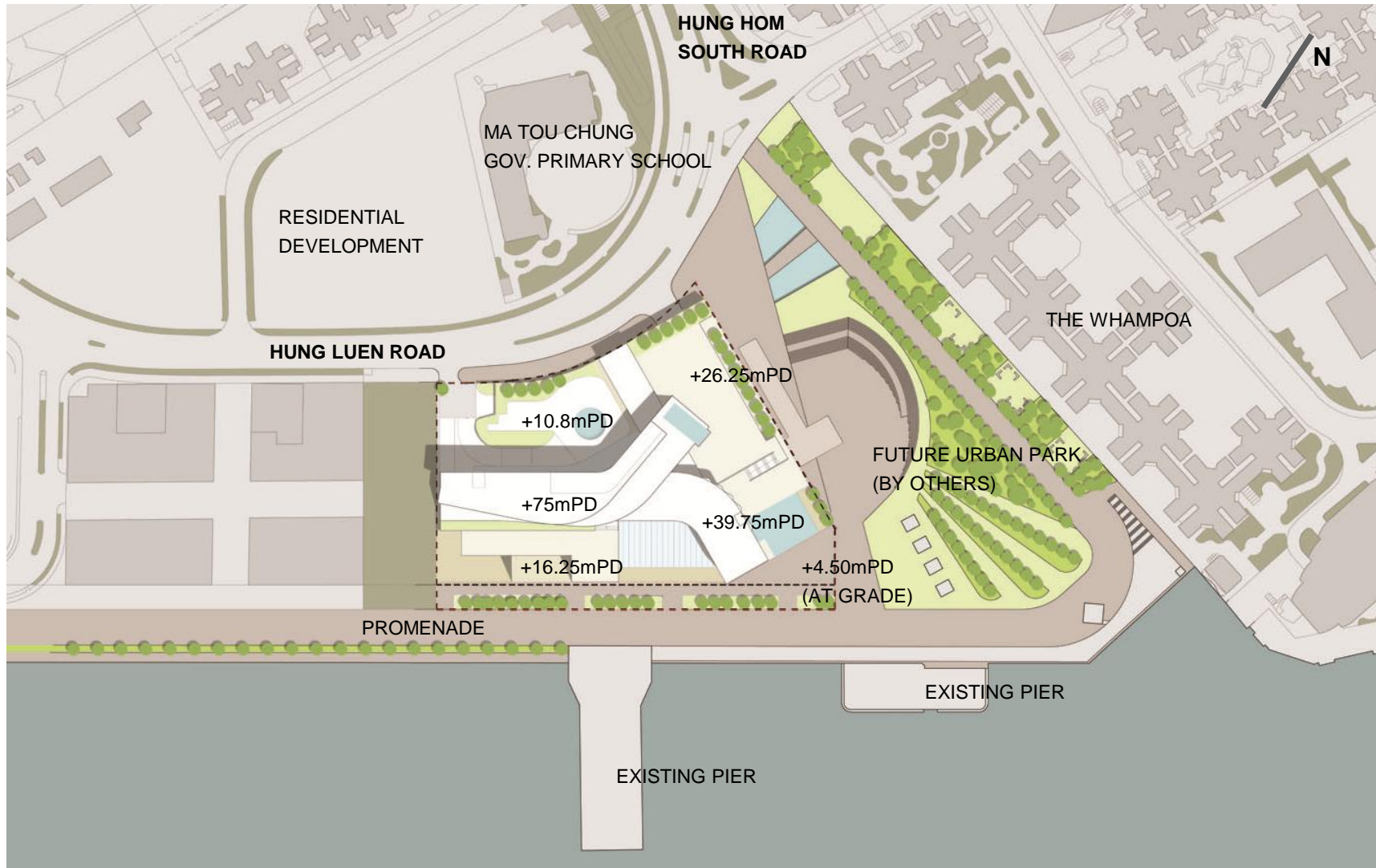


Urban-formalistic Response to the Site



Design Proposal

Block Plan











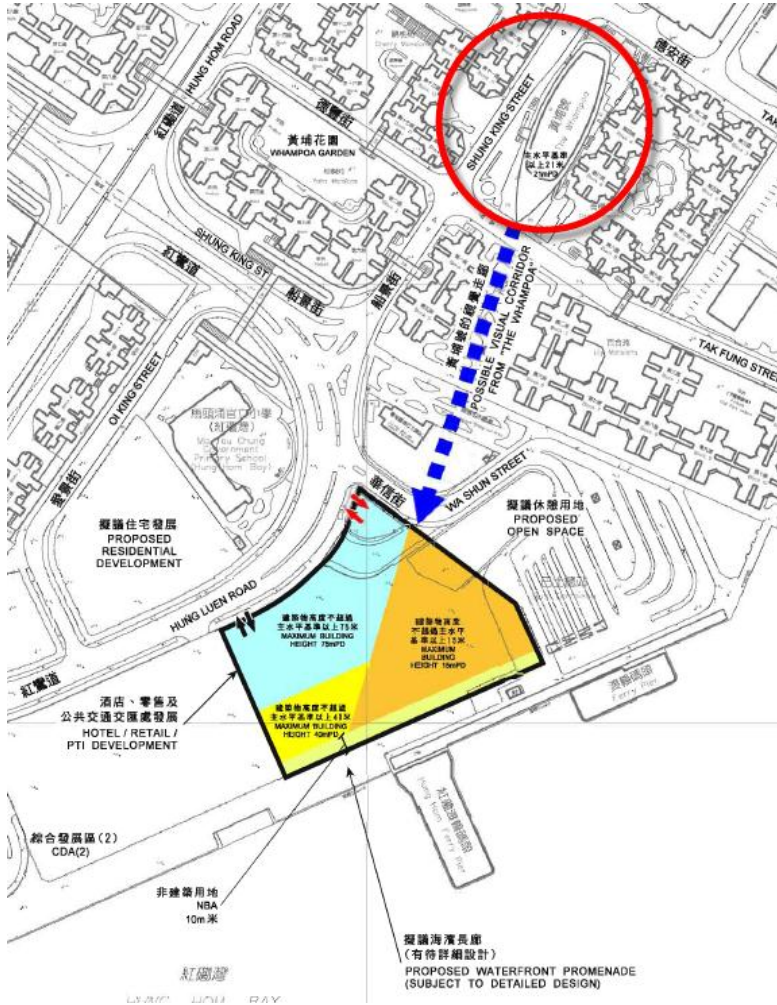






View Analysis

Visual Corridor Preservation



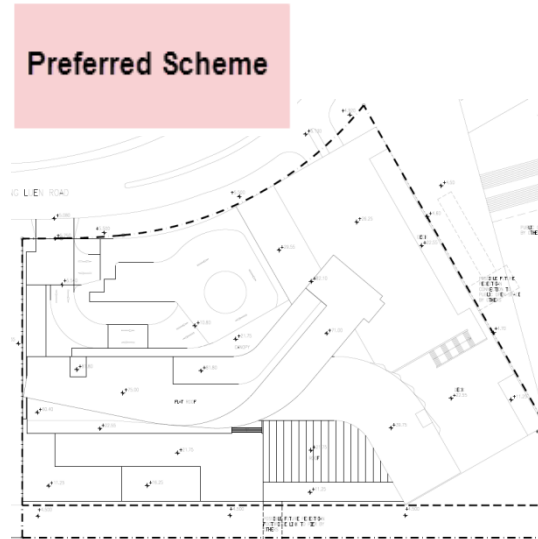
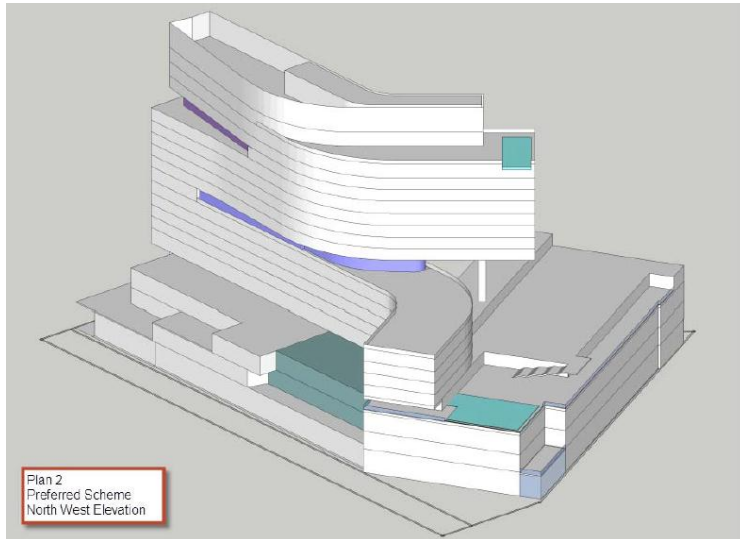
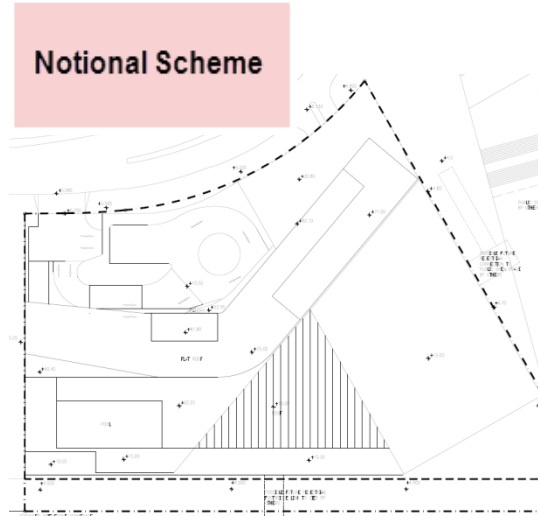
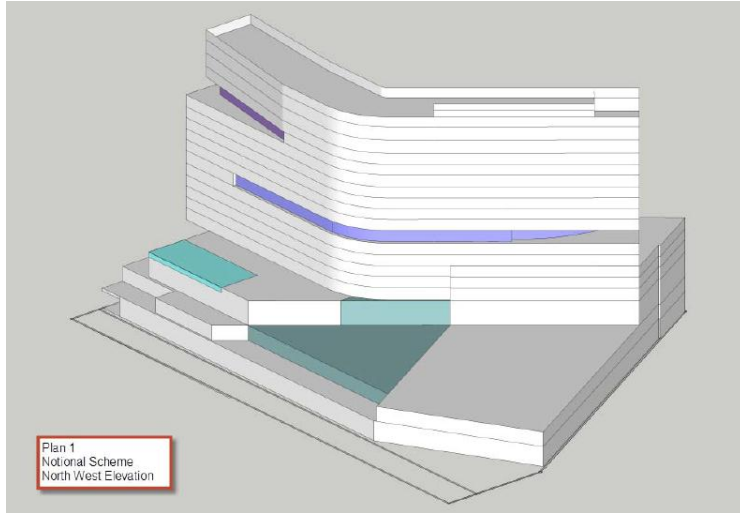
- Reason for the BH Restrictions in the Planning Brief.
- Impacts on the “Potential View Corridor” from ‘The Whampoa’.



View from amenity area of ‘The Whampoa’

View Analysis

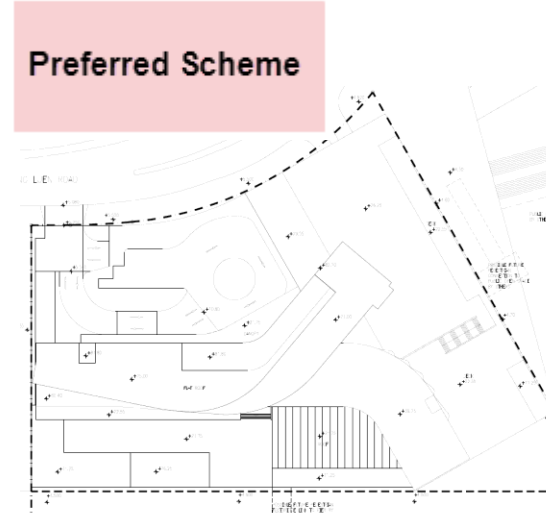
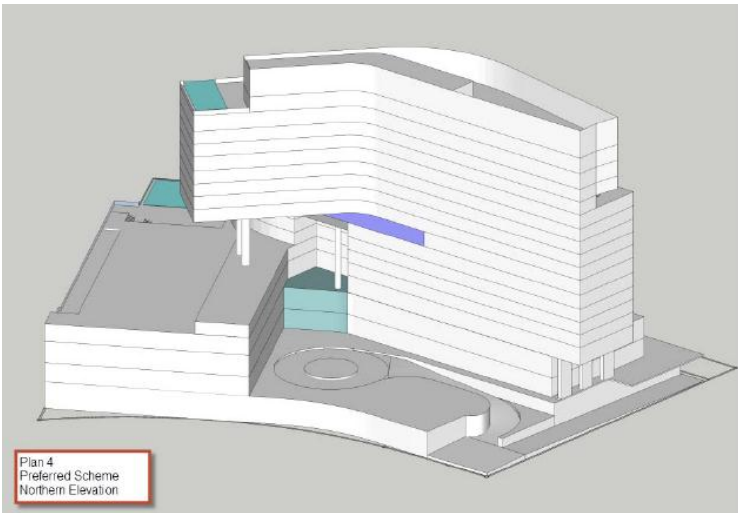
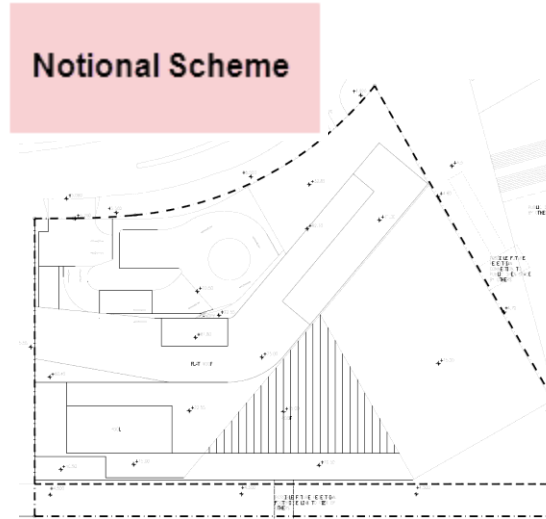
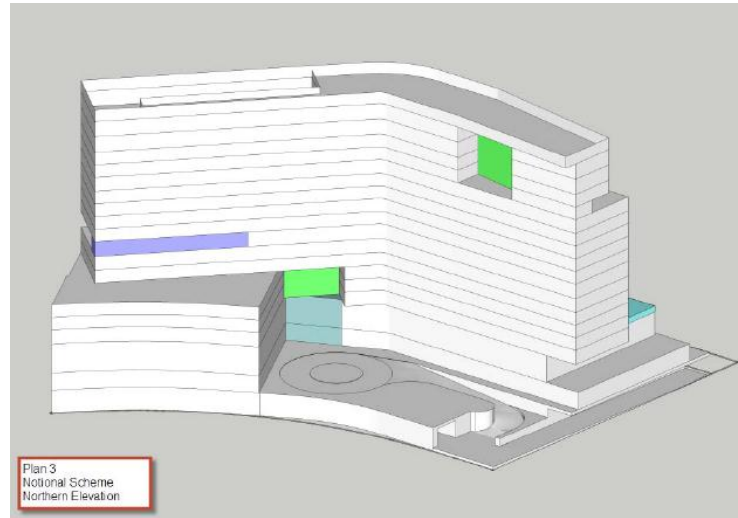
Notional Scheme Comparison



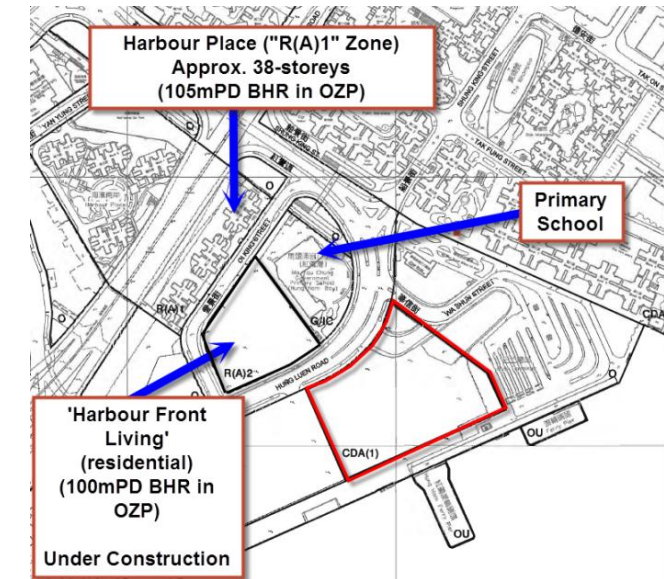
- Preparation of 'Notional Scheme' (i.e. a scheme Fully Compliant with Planning Brief) to show **improved performance** of Preferred Scheme in terms of Visual Impact, Urban Design, Air Ventilation, etc.
- For instance, a 'Stepped Height' Building Profile is called for in the OZP (statutory requirement), Planning Brief and HKPSG.

View Analysis

Notional Scheme Comparison



- We show **improved performance** (in respect of Visual Impact, Urban Design, Air Ventilation etc).
- School and Residential to the rear of CLIENT's Site.



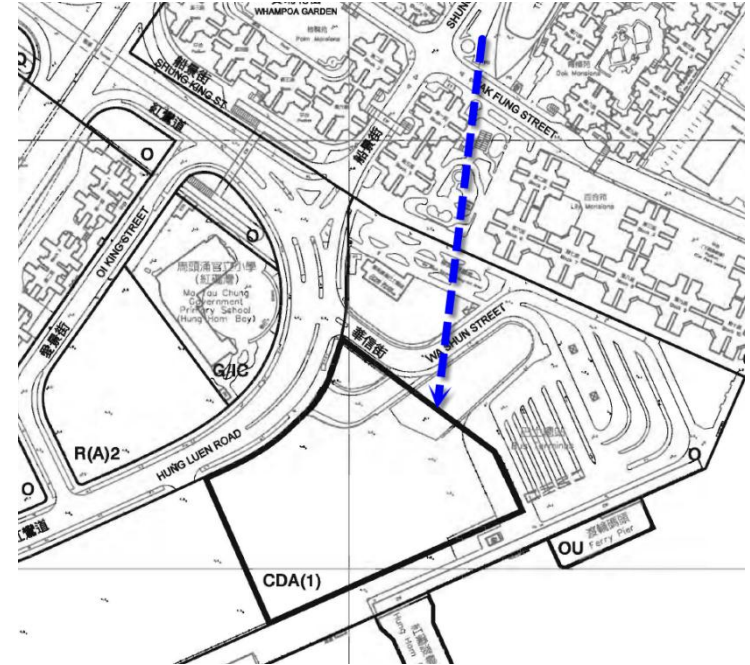
View Analysis

Notional Scheme Comparison

WITH PREFERRED SCHEME



WITH NOTIONAL SCHEME



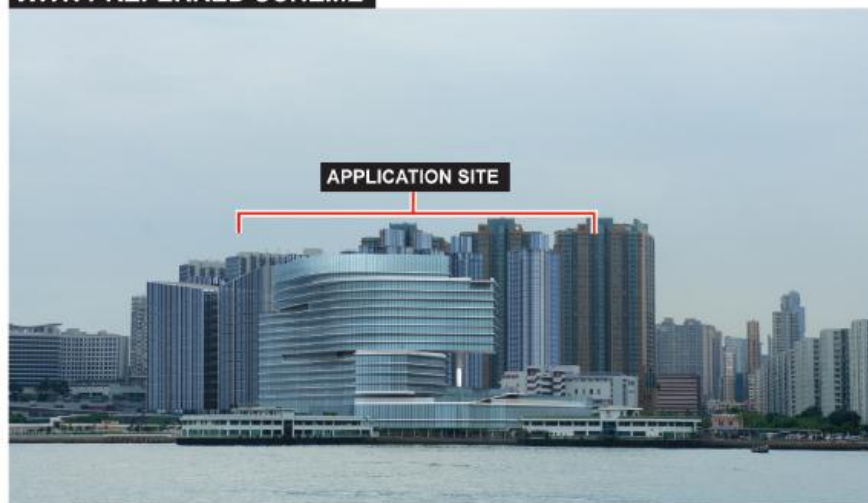
EXISTING CONDITION



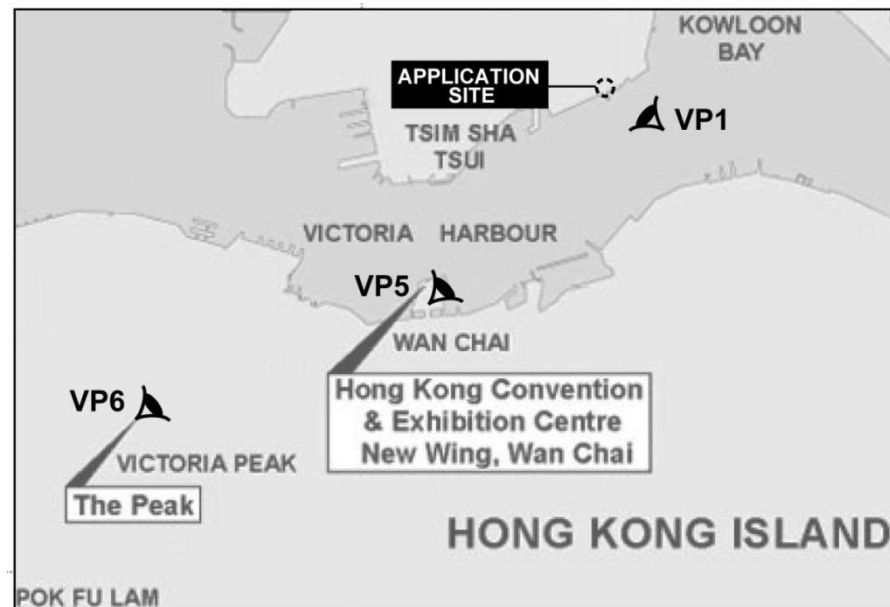
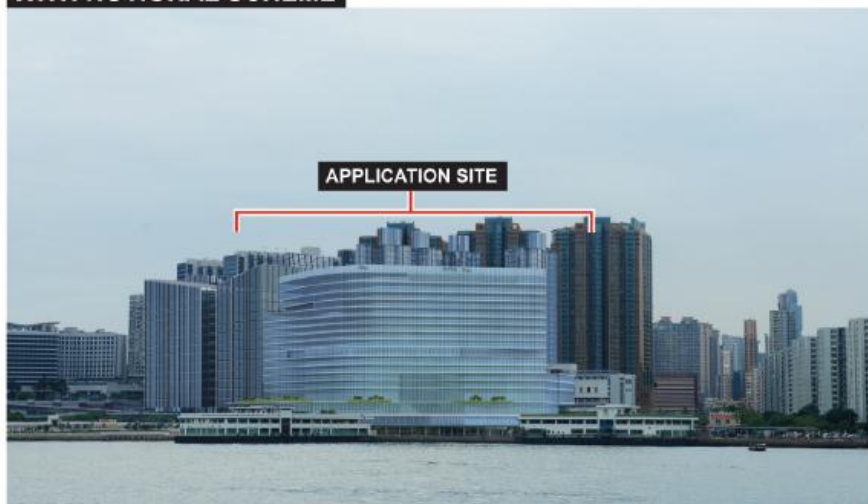
View Analysis

Notional Scheme Comparison

WITH PREFERRED SCHEME



WITH NOTIONAL SCHEME



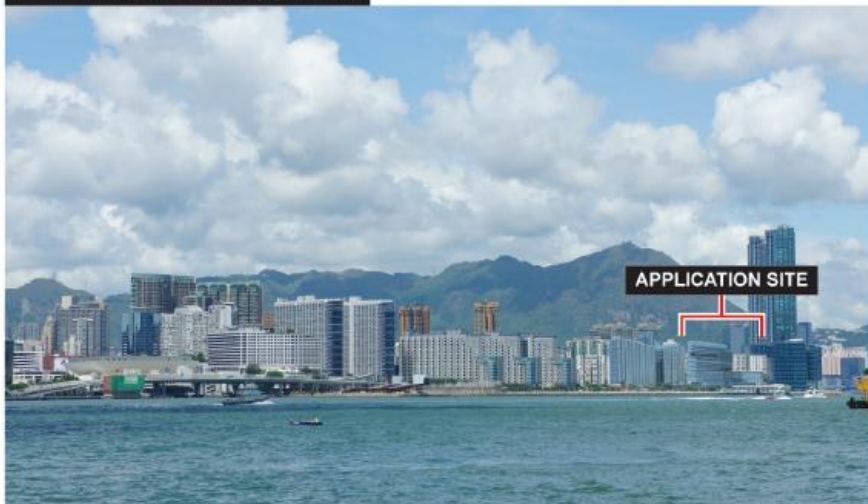
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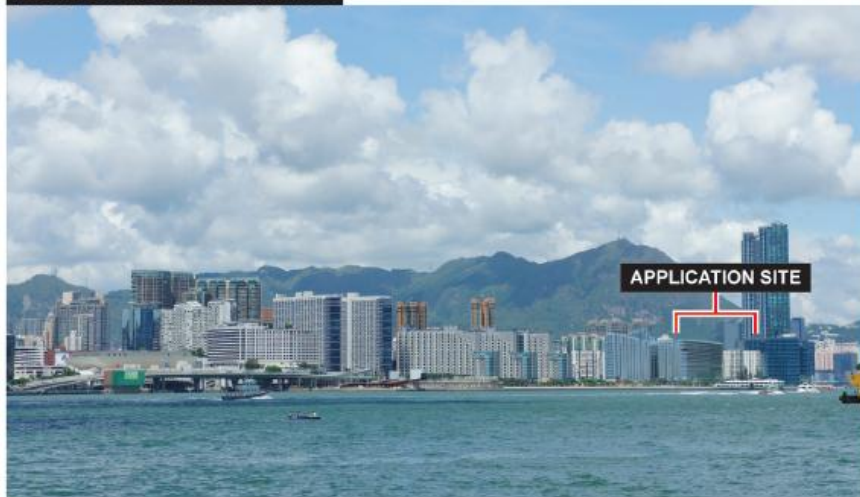
View Analysis

Notional Scheme Comparison

WITH PREFERRED SCHEME



WITH NOTIONAL SCHEME



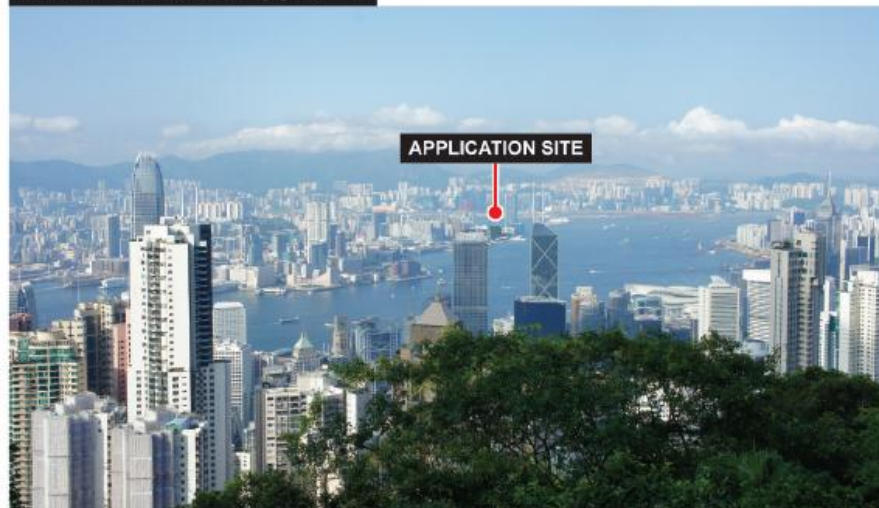
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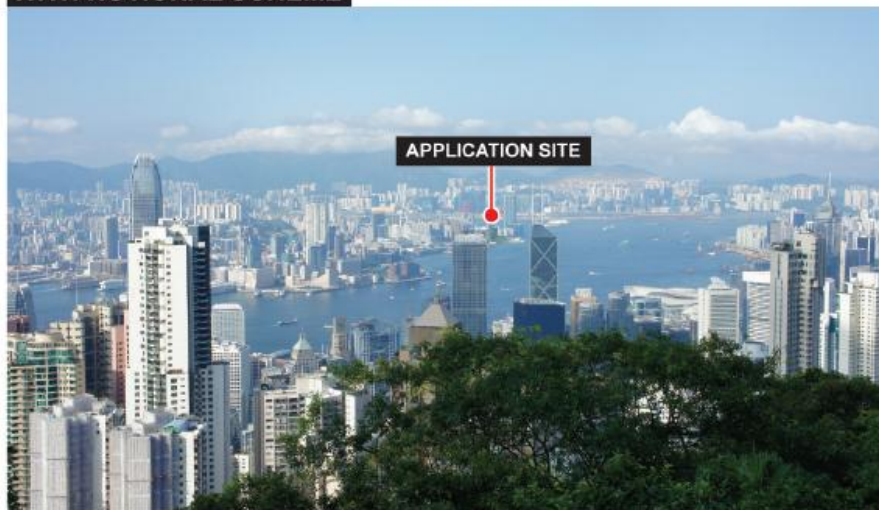
View Analysis

Notional Scheme Comparison

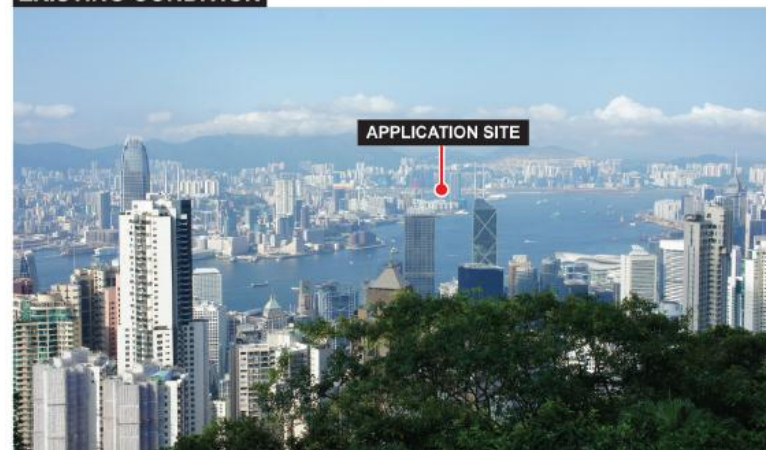
WITH PREFERRED SCHEME



WITH NOTIONAL SCHEME



EXISTING CONDITION



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22 January 2013



End of Presentation
THANK YOU

