



Proposed Market Sounding Exercise for the Hung Hom Urban Park

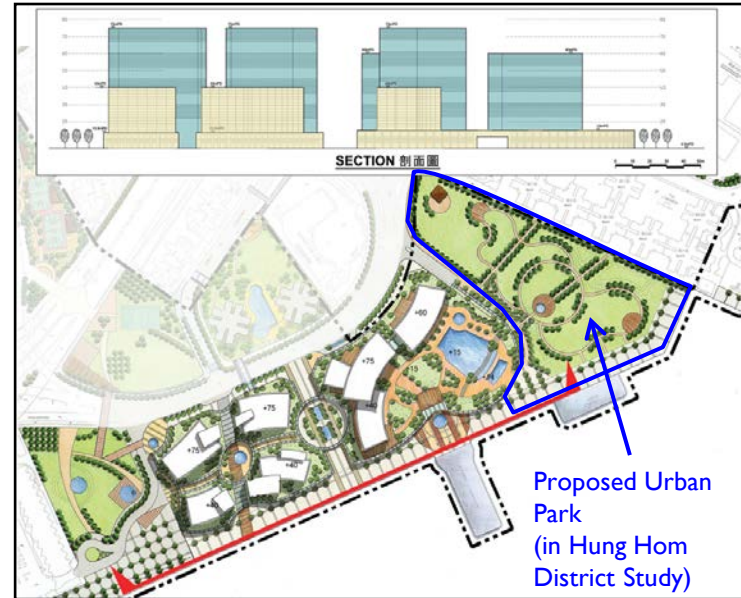


Harbour Office, Development Bureau

15 October 2018

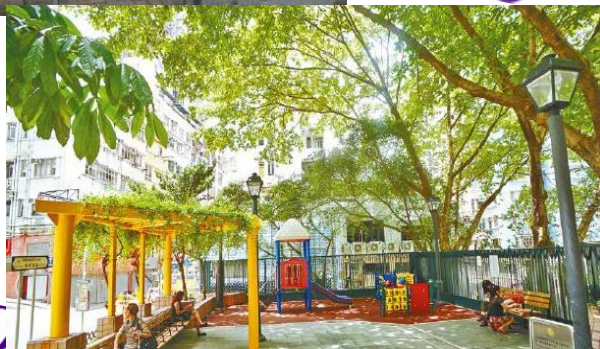
Background

- ▶ **The Urban Park** was recommended under **Hung Hom District Study** completed in 2008
- ▶ HC endorsed in May 2017 to finance the project under the **dedicated funding of \$500 million**
- ▶ **2018 Policy Address** -
“As for the proposed urban park in front of Hung Hom Ferry Pier, we will invite interested parties to submit expressions of interest later this year on the design and operation model”



What's Urban Park?

Traditional Park



Urban Park

More than that...

UNIQUE

ATTRACTIVE

DIVERSE

VIBRANT

FUNCTIONAL

COMPLEMENTARY

FOCAL POINT

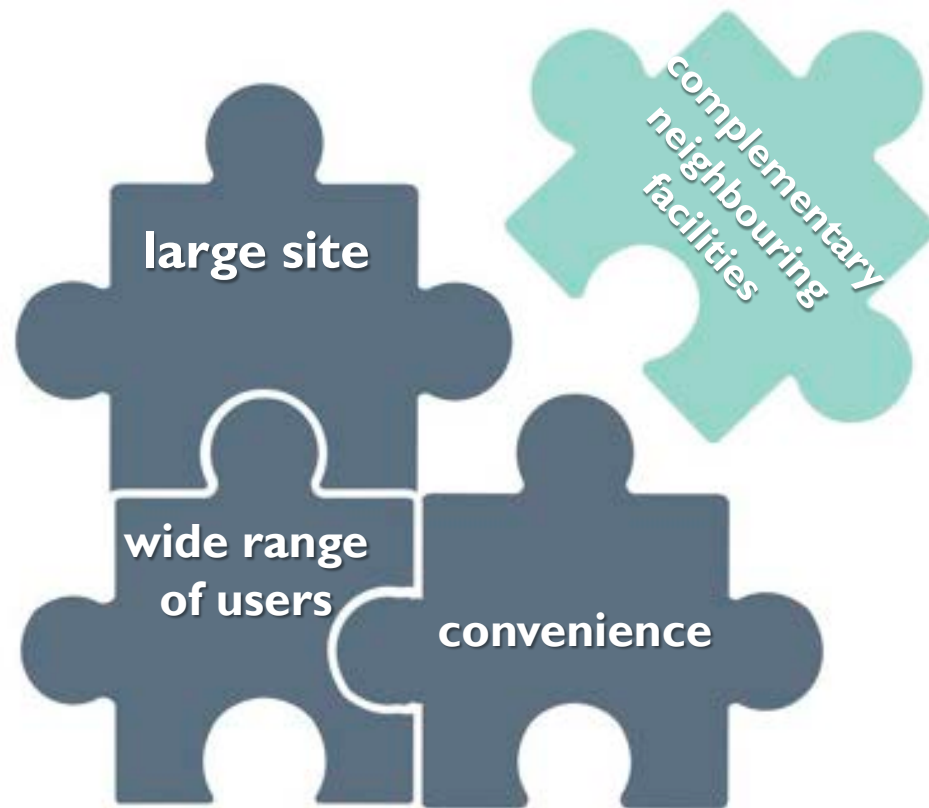
Innovative Ideas through PPP



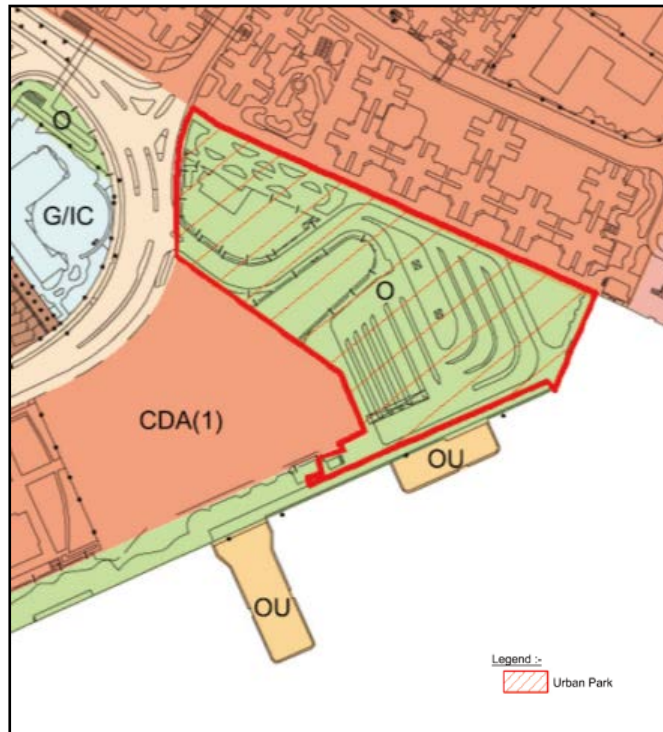
Proposed a **Market Sounding Exercise** to explore the possibility of **Public-Private Partnership**
– **tap into creativity & expertise of external organizations**
in design, construction & operation



Great Development Opportunities



Large site with planning flexibility



Permitted Uses (examples):

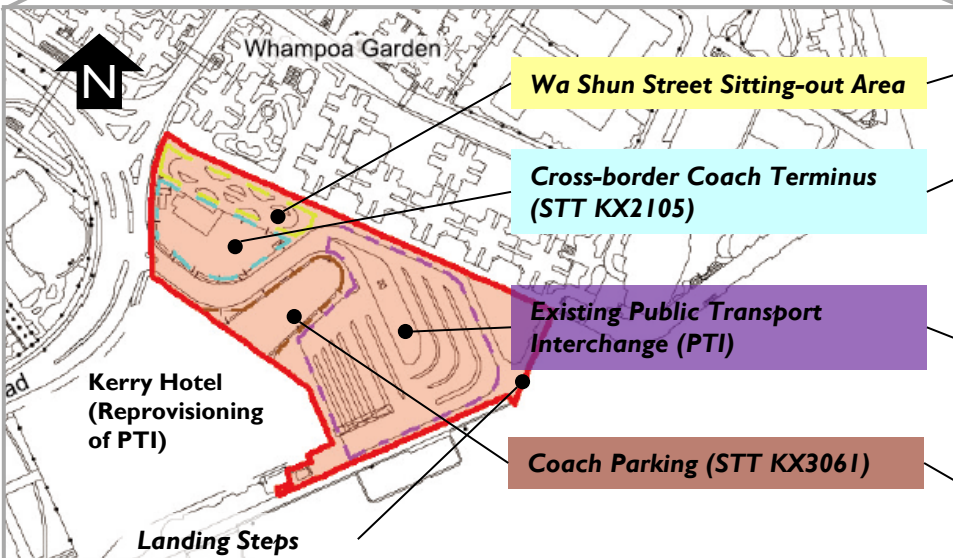
Column 1	Column 2
Park and Garden	Place of Entertainment
Picnic area	Place of Recreation, Sports or Culture
Playground / Playing Field	Eating Place
Promenade	Shop and Services

- Site Area of ~2.2 ha
- 170m harbourfront promenade
- Zoned “Open Space”

Large site



4km Hung Hom – Tsim Sha Tsui Promenade



Wa Shun Street Sitting-out Area

Cross-border Coach Terminus (STT KX2105)

Existing Public Transport Interchange (PTI)

Kerry Hotel (Reprovisioning of PTI)

Coach Parking (STT KX3061)

Landing Steps

Legend :-

Urban Park



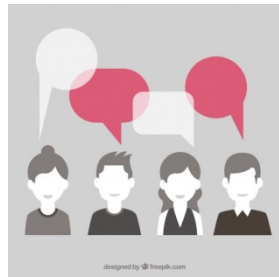
Supportive transport & neighbourhood



Proposed Marketing Sounding Exercise

Why Market Sounding Exercise?

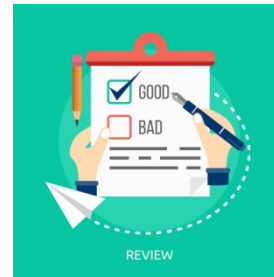
- ▶ To solicit **market information** to help the Government to make a **decision on the PPP approach**



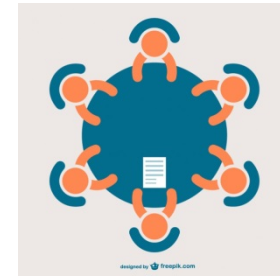
Public aspiration
(Hung Hom District Study)



Market information
and private sector's
creativity & expertise



Government's review
and assessments



Consulting
stakeholders

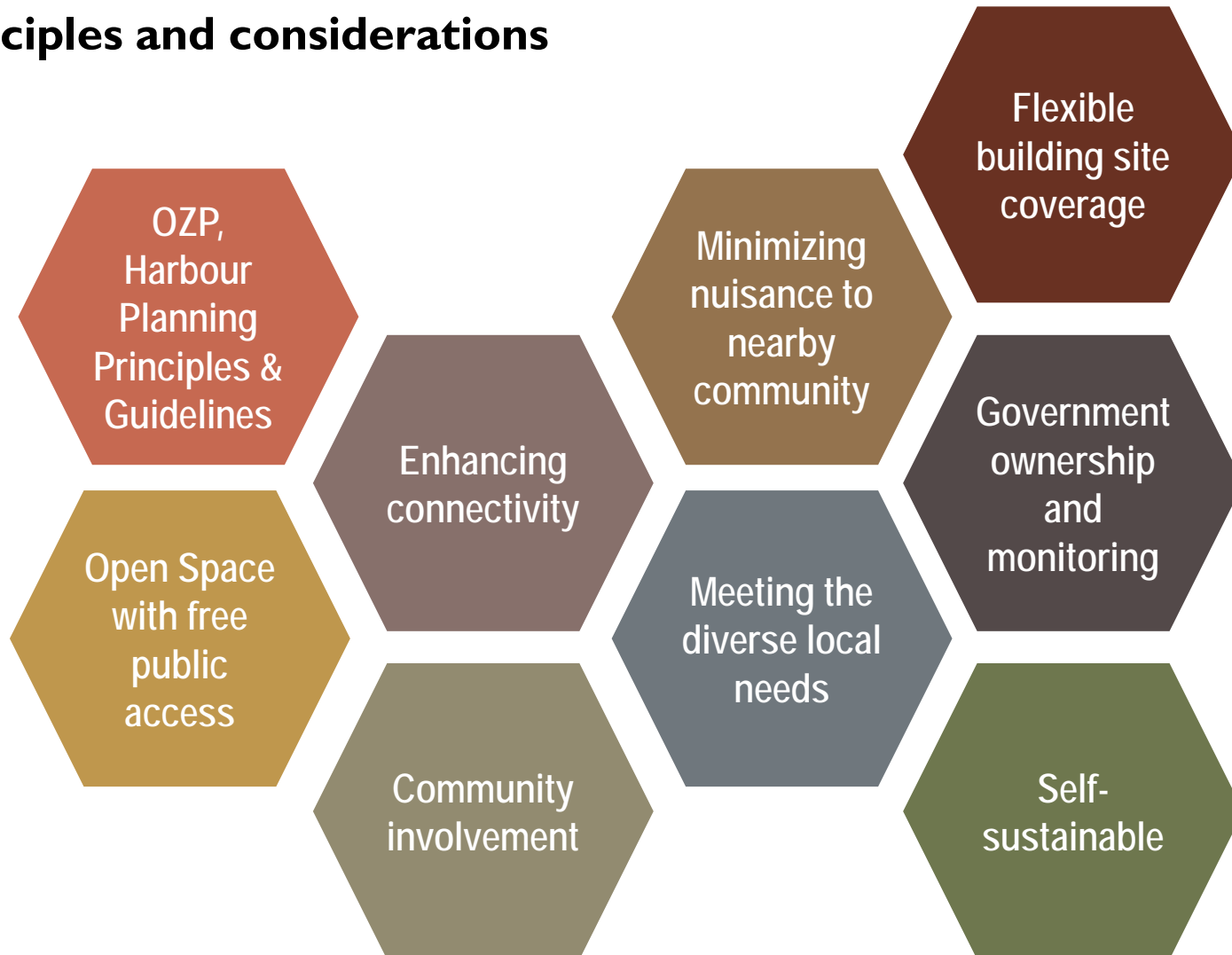


**Market
Sounding
Exercise**

**Action
Plan of
PPP**

Market Sounding Exercise

Principles and considerations



Way Forward

Time	Milestone
Oct 2018	Consult Kowloon Task Force of the Harbourfront Commission
Nov / Dec 2018	Consult District Council
Dec 2018	Launch marking sounding exercise
Mar/Apr 2019	Deadline of submissions
Q2/Q3 2019	Complete assessment and report of results
Q3/Q4 2019	Implementation Plan

Thank You