

Harbourfront Commission

For discussion
on 18 July 2011

HC/12/2011

Progress Report from Task Force on Harbourfront Developments on Hong Kong Island

REPORTING PERIOD

This progress report covers the period from May to July 2011.

MEETING(S) HELD AND THE MAJOR OUTCOME, FINDINGS AND RECOMMENDATIONS

Sixth Meeting – 25 May 2011

2. The Task Force discussed the following issues/items -

(a) A Proposal to Erect Advertisements on Marsh Road Station Building in Wanchai

- Representatives of The Hongkong Electric Co., Ltd (HKE) briefed Members on its proposal to erect advertisements on Marsh Road Station Building.
- The majority of Members were supportive of the proposal considering that the proposal merely involved covering the existing façade of the building by advertisements without adding building height and extra structures.
- Some Members also suggested that HKE could consider provide greening at the façade of the building and compensate additional energy used for the advertisement under the proposal by implementing

energy conservation measures.

(b) Proposed Rooftop Signage at CITIC Tower, No. 1 Tim Mei Avenue, Central

- The Project Team led by CITIC Pacific Ltd. briefed Members on its proposal to erect a rooftop signage at CITIC Tower.
- Members raised a number of comments, including –
 - (i) the proposed signage would involve an increase in the building height and hence block the view of the buildings behind;
 - (ii) the proposed signage might have visual impact on the ridgeline; and
 - (iii) a similar application was discussed at the former Harbour-front Enhancement Committee where Members had expressed concern over the increase in building height.
- The Meeting did not support the proposal. The Task Force Chair requested the Project Team to review the proposal in the light of the Harbour Planning Principles and to address Members' concern over building height and, if possible, conduct a comprehensive visual impact assessment before reverting to the Task Force.

(c) Proposed Use of Advertising Frame on Rooftop of Central Pier No. 3

- Representatives of the Discovery Bay Transportation Services Limited and Polarline Development Limited briefed Members on its proposed use of advertising frame on rooftop of Central Pier No. 3.

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- Some Members had no objection to the proposal as it involved placing advertisement on an existing advertisement frame of the pier without adding any additional structure. Pending a more integrated plan for all the piers, the proposal should proceed on a temporary basis so that non-fare revenue could be generated to cross-subsidise the ferry service in the interim.
- A few Members, however, had a different view. They did not support allowing the proposal to go ahead until a comprehensive plan in the vicinity, including how the rooftop could be made accessible by the public, was formulated.
- After deliberation, the Chair suggested and the Meeting agreed to support the proposal for a three-year term. In parallel, the Project proponent should work with the Government to come up with a more comprehensive plan to make the pier (in particular the rooftop area) accessible and vibrant.

(d) Application for Licence of the Advertising Area on Portion of Rooftop of the Pedestrian Subway at Connaught Road, Central, Hong Kong

- Representative of the Government Property Agency (GPA) briefed Members on the application.
- Members in general commented that the proposed advertisement would adversely affect the visual permeability of the Statue Square and affect the quality of the nearby open space. It would also block the views of the surrounding.

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- The Task Force did not support the proposal. Representative from GPA responded that the Agency would take into consideration Members' views in refining the proposal.

(e) Refurbishment and Modification of the Island West Transfer Station at Kennedy Town,

- Representatives of the Environmental Protection Department (EPD) briefed Members on the proposed architectural and greening enhancement of the Island West Transfer Station under the project. Members appreciated EPD's initiatives to beautify the façade of the Station, including the idea of having more vertical greening. The Task Force gave in-principle support to the proposed refurbishment and modification works.

(f) Design for the Hoi Yu Street Temporary Promenade

- The Project Team led by the Development Bureau, Civil Engineering and Development Department and Architectural Services Department briefed Members on the design for the Hoi Yu Street temporary promenade.
- While Members in general welcomed the proposed design, they had comments on a few aspects such as the number and outlook of the arbours, as well as the provision of carparks and lay-bys nearby to cater for the need of pet owners and other users of the promenade.
- In concluding the discussion, the Chair acknowledged that Members' comments were essentially on matters of detail that should not hold up progress of the quick-win project with the purpose of opening up the harbourfront thereat for early public enjoyment. The Task Force was

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supportive of taking the Project forward and asked the Project Team to take into consideration Members' comments in refining the design.

(g) Any Other Business

- Based on the discussion at the meeting, Members agreed to have a set of checklist in relation to advertisement/signboard applications. The Chair would hold an informal session to follow up on this.

(Note: An informal session on the subject was held on 5 July 2011.)

Secretariat

**Task Force on Harbourfront Developments on Hong Kong Island
July 2011**