

Section 16 Planning Application for Proposed Hotel with Minor Relaxation of Plot Ratio and Building Height Restrictions at 16 Kimberly Road, Tsim Sha Tsui, Kowloon

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EXECUTIVE SUMMARY

This planning application is submitted to seek permission from the Town Planning Board (the Board) in support of the proposed hotel development (hereafter referred to as the “Proposed Development”) with minor relaxation of plot ratio (PR) and building height (BH) restrictions in “Commercial (6)” zone at K.I.L. 6022 s.B R.P, 16 Kimberly Road, Tsim Sha Tsui, Kowloon (i.e. hereafter referred to as the Application Site) under the draft Tsim Sha Tsui Outline Zoning Plan (OZP) No. S/K1/29.

In view of the Government continuing to promote mega events and co-ordinate with key sectors such as retail, catering and hotel industries. The Applicants intends to optimize the use of the Application Site by redeveloping the existing old building into a 35-storey (including a level of refuge floor and a level of back-of-house/E&M; and 2 levels of basement car parks) hotel with minor relaxation of Plot Ratio up to 15 and BH restrictions relaxed to 140mPD.

The key justifications for and merits of the proposed development include:

- The development will feature 159 hotel rooms in Tsim Sha Tsui, Hong Kong's foremost tourist center, which is designated as the number one tourist district in the Government's Tourism Blueprint 2.0, 2024. This certainly can support government "Mega" events;
- Proposed Development is in line with the guidelines for ‘Arts District’ set out in Hong Kong Planning Standards and Guidelines to support the critical mass of tourists’ demand for hotel development in TST areas;
- Proposed minor relaxation of PR restriction by 25% (up to PR15) is in line with the incentivising redevelopment of aging building;
- The proposed development will have a built form compatible with the 140mPD in Yau Ma Tei/ Mong Kok area;
- Planning gain by widening of pedestrian footpath by 1.5m and remove existing users’ drop-off point and relocated it within Application Site; and
- There will be no insurmountable impacts (in particular traffic and visual) to the surroundings from technical aspects.

In light of the justifications and merits of the proposal, the Board is cordially invited to consider this application favourably.

中文摘要

這份規劃申請是向城市規劃委員會（委員會）批准以支持擬議的酒店發展（以下簡稱「擬議發展」），並在九龍尖沙咀金巴利道16號K.I.L. 6022 s.B.R.P的「商業(6)」地帶放寬地積比率（PR）和建築高度（BH）限制。此申請是於尖沙咀分區計劃大綱草圖號S/K1/29提出。

鑑於政府持續推動大型活動並與零售、餐飲和酒店業等主要行業協調，申請人打算利用申請地點來重新開發現有舊建築，將其改建為一座35層高（包括一層避難層和一層後台/機電層；以及兩層地下停車場）酒店，並將地積比率放寬至15，以及將建築高度限制放寬至140米主水平基準（mPD）。

最新提案的主要理由和優點包括：

- 該項目將設有159間酒店客房，位於香港最重要的旅遊中心尖沙咀。根據政府《旅遊藍圖2.0》（2024年），此地被指定為第一旅遊區域，這可支持政府的「大型」活動；
- 擬議的開發符合香港規劃標準及指引中《藝術區》的指導方針，以滿足尖沙咀地區酒店發展的巨大旅遊需求；
- 建議將地積比率限制放寬25%（至地積比率15），以激勵老化建築的翻新再開發；
- 擬議的開發將具有與油麻地/旺角地區140mPD（主水平基準以上米）標準相匹配的建築形式；
- 通過將人行道拓寬1.5米來實現規劃收益，移除現有用戶的上落客點並將其遷移至申請地點內；
- 從技術方面來看，對周圍環境不會有不可克服的影響，特別是在交通和視覺方面。

根據這些理由和優點，謹請委員會考慮批核此申請。

1. The Application

- 1.1 This s16 application is submitted by the Applicant, Far Union Investment Limited, for a hotel development. The Application Site is at 16 Kimberly Road (K.I.L. 6022sBRP), Tsim Sha Tsui, Kowloon. This statement supports the planning application for minor relaxations for Champagne Court (Block B), zoned “Commercial (6)” in the draft Tsim Sha Tsui (TST) Outline Zoning Plan No. S/K1/29 (OZP). The proposal seeks a Plot Ratio (PR) relaxation from 12 to 15 (25% increase) and a Building Height Restriction (BHR) from 110mPD to 140mPD (27% increase) to facilitate a hotel development.
- 1.2 Application Site is shown in **Figure 1** in the OZP (extract) below. The proposed hotel development is a 35-storey building at 140mPD height with a total of 159 hotel units including two storey of basement car parks to be completed in 2029/2030. The minor relaxations are justified by planning merits, compatibility with adjoining area, and alignment with broader planning context (tourist area Yau Tsim Mong).

Figure 1: Location of the Subject Site in the OZP S/K1/29



2. Site Context

- 2.1 The Application Site (the Site) is located in the central part of TST with access to TST MTR station within 5 minutes' walk. The physical setting of the entire planning area of the OZP is characterized by high-density developments and shops in the ground floors and above. The adjoining site 'The One' (within the same zoning “(C)6”) has a building height restriction of 156mPD. (**Figure 2**)

Figure 2: Photomontage for proposed hotel (next to The One)



2.1 The entire area under the OZP is mainly “Commercial” zone. This is the main character of TST which is the number one tourist area in Hong Kong (refers to government Tourism Agenda 2024). The Site encompasses a total land area of approximately 1,141.12m². It is proposed to relax the building height restriction and plot ratio. In fact, the proposed building height aligns with adjoining Yau Ma Tei OZP’s BHR of 140mPD. The proposed PR15 is permitted under Building (Planning) Regulation so that land resource is maximized. These minor relaxations will incentivize the redevelopment of this aging building of about 70 years old (OP issued on 1957).

3. Policy Support and Statutory Planning Intention

3.1 The 2030+ Strategic Directions have fostered the planning intention to create capacity for sustaining economic growth and broadening economic base e.g. providing planning support to reinforce Hong Kong as a world-class premier tourism destinations. In order to fulfil such strategic direction, hotel facilities would not be overlooked and should be encouraged. On the other hand, the Culture, Sports and Tourism Bureau¹ has clearly identify that the 10 places most visited among **overnight** visitors (first 6 months of 2024), Tsim Sha Tsui is the top priority area. The proposed hotel will cater to high-value tourists, supporting the government’s tourism

¹ Development Blueprint for Hong Kong’s Tourism Industry 2.0 2024 (page 20).

development objectives.

3.2 [According to LC Paper No. CB(3)15/2025(01)]: To facilitate visitors' in-depth exploration in Hong Kong, the Government and the trade have been delivering rich information to visitors through various channel. HKTb will also continue to review the number and services of visitor centres in order to provide visitors with more comprehensive and useful travel information and assist them in planning their itineraries. This is important to have accommodation facilities to be made available for visitors after all the good efforts done by The Hong Kong Tourism Board.

3.3 [According to OZP No. S/K1/29 ES para 8.1]: The “C” zone is intended primarily for commercial developments, which may include uses such as office, shop, services, place of entertainment, eating place and hotel, functioning as a territorial business center and regional or district commercial/shopping centres. These areas are major employment nodes and major tourist hub. The current composite old building should be redeveloped to reflect the intended commercial use.

4. The Proposed Hotel Scheme

4.1 The proposed hotel will provide quality tourist accommodation in TST; maximize scarce land resource therein by maximizing PR to 15 (from 12 → 15); compatible with building height of the adjoining ‘The One’ and Yau Ma Tei OZP standard (140mPD) to ensure visual harmony.

4.2 **Appendix I** is the schematic Master Layout Plan (“MLP”) of the proposed hotel development within the lot boundary. The proposed MLP takes into consideration of site constraints and the views from hotel rooms. The proposed quality hotel development will meet tourists’ expectations.

4.3 The 35-storey building includes two storey of basement car park of site area of about 1,141.12m² and the total gross floor area (“GFA”) of about 17,116.8m², which refers to plot ratio of 15. Upon completion in 2029/30, it will provide 159 hotel units. **Table 1** summarizes the key development parameters of the proposed development.

Table 1 Key Development Parameters of the Proposed Development

1. Application Site (m ²)	1,141.12
2. Non-domestic Plot Ratio	15
3. Total Non-domestic GFA (m ²)	17,116.8
4. Site coverage (above 15m)/(under 15m)	65%-92%(PNAP APP-132)/not more than 97.5%

5. No. of Storeys	35 (including 2 basement floors)
6. Building Height (main roof)	+140mPD
7. No. of Hotel Units	159

4.4 The ground floor is designed for access and lobby; and the typical hotel room floors are from 19/F to 37/F (Drawing No. SK-19 in **Appendix I**). 1/F to 17/F for commercial use such as function rooms, conference rooms and F&B etc. The roof top floors accommodate the plant rooms for electrical and mechanical service (E&M), and 2 basement floors are car parks with partial portion reserved for E&M. The ingress/egress point is at Kimberly Road, connecting to the 2 lay-bys for taxi and private car and the hotel drop-off area at ground floor. There are 2 loading and unloading bays and one single-deck tour bus parking at Basement Level 1. 30 car-parking spaces and 3 motorcycle spaces are set on Basement Levels 1 & 2.

4.5 The mean street level is 10.845 mPD with floor-to-floor height in 3.5m for standard hotel room floors, 9m for G/F entrance lobby, and 4m for floors used as function rooms, conference rooms and F&B. There is a set-back of 1.5m from the lot boundary and the main flat roof of the building is at 140mPD.

5. Justifications for Minor Relaxations and Building Height Restriction

5.1 Boosting Hong Kong Hotel Industry

- i. [According to Colliers Paper on 2024 Overview & 2025 Outlook –Hong Kong Hospitality Insights, Feb 2025]: Occupancy (OCC) for 2024 was up 3% year-on-year (y-o-y) to 85%, while the Average Daily Rate (ADR) stood at HKD1,332, down 4.5%. The figures were skewed by sturdy performance early in the year.
- ii. Therefore boosting hotel facilities and style to suit new market should be supported by the Government. In particular, the recent campaign for ‘Mega’ events need more hotel rooms in order to support the local economy. However, the difficulty in hotel industry needs more strategies to deal with:
 - Cost-conscious travelers;
 - Labour shortages and pressure on costs;
 - Limited non-room / food and beverage (F&B) revenue; and
 - Outflow of Hong Kong residents’ spending to Greater Bay Area

5.2 Planning for Mega Event Economy

- i. The Government is vigorously promoting mega event economy. In the first half of 2024 alone, more than 100 mega events have been held in Hong Kong. Without the sufficient support of quality hotel, the effort will be abortive. The Government has to join hands with all sectors (hotel operator) of society to propel and attract more international mega events to be held in Hong Kong, promoting mega event economy and reinforcing Hong Kong's status as a global city.
- ii. However, under this planning context, planning controls have to be relaxed for the completion of the mission for achieving the 'Mega Event' economy. The relaxation needs to foresee this plan's vision to revitalize sites a higher PR and BH. The current statutory plan, TST OZP intent: [According to OZP No. S/K1/29 Notes for "C" para 16] as extracted below, should be flexible in development controls for the revitalization of the old building:

'Notwithstanding ..., relaxation of the building height restrictions may be considered by the Town Planning Board on application under section 16 of the Town Planning Ordinance for sites with an area not less than 1 800m² on individual merits.'

- iii. The subject site (Block B, Champagne Court) is only 1,141.12m² so it does not meet with the condition stated in the Notes for minor relaxation of building height. However, planning **flexibility** on individual merits is required for this old building as compulsory sale for redevelopment is very difficult. The Government has adopted a dual-track approach for the urban renewal strategy covering redevelopment and rehabilitation.
- iv. In view of the rapid aging of buildings in Hong Kong, the Government took a major step on 6 December 2024, under the Land (Compulsory Sale for Redevelopment) Ordinance (Cap. 545) ("the Ordinance"), to expedite the consolidation of private property interests. However, the recent legislation will not make redevelopment in TST easy, as the threshold remains at 70% and it is not classified as a designated area under the Ordinance. The only designated areas are listed below:
 1. Sai Ying Pun & Sheung Wan Outline Zoning Plan (No. S/H3/34);
 2. Wan Chai Outline Zoning Plan (No. S/HS/31);
 3. Yau Ma Tei Outline Zoning Plan (No. S/K2/24);
 4. Mong Kok Outline Zoning Plan (No. S/K3/36);

5. Cheung Sha Wan Outline Zoning Plan (No. S/KS/39);
6. Ma Tau Kok Outline Zoning Plan (No. S/KI0/30); and
7. Tsuen Wan Outline Zoning Plan (No. S/TW/35)



Annex

Comparison of Compulsory Sale Application Thresholds Before and On /After 6 December 2024 - For Reference Only

Class of lot		Thresholds before 6 December 2024 (regardless of location)	Thresholds on / after 6 December 2024, once the Amendment Ordinance is in force	
Building type	Building age (years)		Designated areas ¹	Non-designated areas
Private buildings	< 50	90%	90%	
	≥ 50 but < 60	80%	70%	80%
	≥ 60 but < 70		65%	70%
	≥ 70		65%	
Industrial buildings not located within industrial zone	≥ 30	80%	70%	
A lot with each of the units on the lot representing more than 10% of all the undivided shares in the lot	All age	80%	80%	

- v. If the planning context is viewed to make 'YTM' (Yau Tsim Mong) a tourist district, YTM should be regarded as a single tourist area. There is no difference in Yau Ma Tei, where building height is restricted to **140mPD BHR**, and TST (**Figure 2** above). As Hong Kong's economy undergoes reform, statutory planning should anticipate community needs and support initiatives to create more hotel rooms in TST. Agreeing to minor relaxations in this neighborhood is justified, especially as neighboring developments (e.g., The One) already reach 156mPD, and the "C" zone in Yau Ma Tei and Mong Kok indicates that relaxation of plot ratio (PR) and building height (BH) should be considered.

5.3 'Arts District' set out in Hong Kong Planning Standards and Guidelines

- i. As a melting pot of the East and West, Hong Kong is an important hub for cultural exchange and serves as a platform to promote the appeal of Chinese culture in the international community. The inaugural Chinese Culture Festival will be held from June to September.
- ii. The inaugural Hong Kong Performing Arts Expo, sponsored by the Culture, Sports and Tourism Bureau and organised by the Hong Kong Arts Development Council, will bring a series of exciting world-class performing arts programmes in October. In addition, CENTRESTAGE to be held in September is an iconic fashion event in Asia. The other events

from sports, finance, economy innovation and technology as well as many conventions and exhibitions.

- iii. The M+ and Hong Kong Museum of Art will demonstrate Hong Kong's charm of inclusive and multifaceted culture, and attracting locals and visitors from different places. Once the tourists spend days in Hong Kong, hotel facilities would be in demand and justified

5.4 Enhancement of Pedestrian Movement

- i. Upon the redevelopment of the old building, a planning gain of 1.5m footpath widening can be achieved.
- ii. The two lay-bys for taxis and private cars are arranged in the most effective and efficient manner, allowing pick-up and drop-off activities to occur within the proposed hotel rather than along the Kimberly Road kerbside. Consequently, this is to avoid pick-up or drop-off demand on public roads.

5.5 Insignificant Adverse Traffic Impact

- i. The requirements of car parking and loading/unloading facilities have been be estimated, taking into consideration of the Hong Kong Planning Standards and Guidelines (HKPSG) requirements. The required car parking and loading/unloading facilities for the proposed building is listed in **Table 2**.

Table 2 Car Parking and Loading/Unloading Facilities

Component	HKPSG Requirements	Required Provision Under HKPSG		Proposed Provision	
		Nos.	Dimension	Nos.	Dimension
Hotel – 159 guestrooms and 5,921.563 m² GFA for Conference and Banquet Facilities;					
Car Parking Space	<u>Guestroom:</u> 1 car space per 100 rooms	2		2	
	<u>Conference and banquet facilities:</u> 0.5 – 1 car space				

	per 200m ²	15 – 30		28 ⁽¹⁾	
TOTAL CAR PARKING		17 – 32	16 – 31 @ 5.0m(L) x 2.5m(W) x 2.4m (L) 1 @ 5.0m(L) x 3.5m(W) x 2.4m (L)	30	29 @ 5.0m(L) x 2.5m(W) x 2.4m (L) 1 @ 5.0m(L) x 3.5m(W) x 2.4m (L)
Loading/ Unloading Space	1 goods vehicle bay per 100 rooms	2	1 @ 11.0m(L) x 3.5m(W) x 4.7m (L) 1 @ 7.0m(L) x 3.5m(W) x 3.6m (L)	2 ⁽²⁾⁽³⁾	2 @ 8.0m(L) x 3.5m(W) x 3.6m (L)
Motorcycle Parking Space	5 – 10 % of total provision for private cars	1 – 3	1 – 3 @ 2.0m(L) x 1.0m(W)	3	3 @ 2.0m(L) x 1.0m(W)
Lay-by for Taxi and Private Car	2 spaces for ≤ 299 rooms	2	2 @ 5.0m(L) x 2.5m(W) x 2.4m (L)	2	2 @ 5.0m(L) x 2.5m(W) x 2.4m (L)
Lay-by for Single-Deck Tour Bus	1 space for ≤ 299 rooms	1	1 @ 12.0m(L) x 3.5m(W) x 3.8m (L)	1 ⁽³⁾⁽⁴⁾	1 @ 8.0m(L) x 3.5m(W) x 3.6m (L)

Notes:

- (1) 0.93 car space per 200m² is adopted for Conference and Banquet Facilities.
- (2) Due to site constraint, only LGV loading/unloading bays are provided.
- (3) The spaces can be share-used by goods vehicles and light buses and are therefore proposed to be 8.0m (L) x 3.5m (W).
- (4) Due to site constraint, only light bus parking space are provided.

- ii. The proposed hotel will provide a total of 30 car parking spaces, 2 LGV loading/unloading bays, 3 motorcycle parking spaces, 2 lay-bys for taxi and private cars and 1 light bus lay-by to meet the HKPSG requirements. The car park layout plan is enclosed in **Appendix II** and it is clearly demonstrated that two basement floors are fully utilized to provide internal transport facilities which are serving by two car-lifts.
- iii. In designing the ground floor layout, two taxi and private car lay-bys are arranged to conduct pick-up and drop-off activities within the proposed hotel, instead of along the Kimberly Road

curbside. As a result, it is not anticipated that there will be additional pick-up or drop-off demand on the public road.

- iv. The proposed hotel will generate an additional two-way traffic flow of 46 pcu/hr during both the AM and PM peak hours. This is considered insignificant for the surrounding road network since tourist traffic will not coincide with these time periods. The hotel is also highly accessible, located within a 5-minute walk from the nearby Tsim Sha Tsui MTR station and bus stops along Nathan Road.

5.6 No Adverse Visual Impacts Anticipated

- i. The proposed hotel is located within a cluster of tall building so no significant adverse impacts on visual aesthetics or air ventilation are expected. The relaxed building height and plot ratio will not cause overshadowing, wind tunnel effects, or visual intrusion in such existing urban fabric as shown in **Figure 2** above.

6. Conclusion

- i. The minor relaxations for PR and BHR are reasonable, necessary, and in the public interest, balancing development potential with urban design coherence. The PR 15 (together with BHR up to 140mPD) would maximize the land resources while incentivize the redevelopment of the old building in this high tourist priority area. There will not be any significant adverse traffic and visual impact anticipated.
- ii. The increase in development potential aligns with the Government's economic policies to allow Hong Kong to be a tourist hub for all kind of activities in culture, sports and leisure.
- iii. We urge the Board to approve this application to facilitate a high-quality, policy-compliant hotel development that enhances TST's tourism infrastructure.