

**S16 PLANNING APPLICATION
APPROVED TSIM SHA TSUI OUTLINE ZONING PLAN NO. S/K1/30**

**Proposed 'Flat' (In-situ Conversion)
in "Commercial (7) Zone,
No. 18 Salisbury Road, Tsim Sha Tsui, Kowloon
(Kowloon Inland Lot No. 9844 (part))**

SUPPORTING PLANNING STATEMENT

October 2025

Project Proponent:

Hong Kong Island Development Limited

Consultancy Team:

KTA Planning Limited

MVA Hong Kong Limited

Ramboll Hong Kong Limited

PricewaterhouseCoopers Advisory Services Limited



PLANNING LIMITED
規 劃 顧 問 有 限 公 司

Executive Summary

The Applicant is seeking approval from the Town Planning Board ("TPB") under section 16 of the Town Planning Ordinance for the proposed 'Flat' (In-situ Conversion) at K11 ARTUS, Victoria Dockside, No. 18 Salisbury Road, Tsim Sha Tsui, Kowloon ("the Premises"). The Premises is located within an area zoned "Commercial (7)" on the Approved Tsim Sha Tsui Outline Zoning Plan No. S/K1/30, in which the 'Flat' use (covering apartments or apartment-like serviced apartments) requires TPB's permission. The proposal involves converting the existing hotel-like serviced apartment in-situ into a maximum of 205 flats at the Premises.

The Government has endeavoured to position Hong Kong as a leading destination for wealth and asset management. Echoing the trends set by other major global cities, there is a rising demand in Hong Kong from family offices, business leaders and top talents for residences in the vibrant heart of the Central Business District, known for its refined living, business convenience, cultural richness and natural beauty. In this context, the In-situ Conversion Proposal presents a long-term, high-end residential option which could serve as a catalyst to entice these influential individuals to make homes in the city and nurture a sense of place attachment, in turn supporting Government's goal to enhance Hong Kong's status as a world-class asset and wealth management centre.

Victoria Dockside itself is a one-of-a-kind "Arts and Cultural" themed development along the Victoria Harbour. As have been an accommodation part in the complex, the Premises have prioritised cultivating appreciation in arts and culture through a variety of events and engagements within Victoria Dockside, which will continue to be supported by the In-situ Conversion Proposal. By residing in the Premises, future residents will become long-term integral members of the community, forging more lasting connections to the arts and culture ecosystem.

In addition, the In-situ Conversion Proposal is also supported by the following justifications:

- The area involved will account for only around 10% of the total GFA of the subject "Commercial" zoning upon conversion, while the positioning of this "Arts and Cultural" themed commercial and tourism node will remain intact. Therefore, the proposal will continue to align with the planning intention.
- The proposed conversion will contribute to maintaining the existing mixed-use character of most parts of Tsim Sha Tsui, where commercial activities are located on lower floors complemented by domestic use atop. This mixed-use neighbourhood will maintain a constant footfall on the streets and commercial activities at different times of the day, fostering "vitality" and "liveliness" of the waterfront area. This also complements the Government's recent mixed-use proposal for the Hung Hom Waterfront Development, which designates around 40% of the total GFA for residential use, to fully utilise the prime harbourfront location and elevate vibrancy to the harbour.
- The proposal will continue to respect the strategic significance of the harbourfront and adhere to the Harbour Planning Principles.

- The proposal will not disrupt the overall supply of hotel-like serviced apartments or hotels offering long-stay accommodations in Tsim Sha Tsui, where options abound. Indeed, an hotel-like serviced apartment option could still be available on the Site viz. Rosewood Residences Hong Kong.
- Careful design considerations have been taken to minimise any potential disturbances arising from the proposed conversion. This includes maintaining adequate physical segregations between different uses via separate entrances, lift lobbies, etc. Additionally, as a design enhancement, the Applicant proposes to upgrade the existing crossing at Salisbury Road/Chatham Road South junction to a signalised pedestrian crossing to facilitate a safe passage for pedestrians to the Premises and the waterfront.
- This in-situ conversion is deemed sustainable, as it significantly reduces construction waste, pollutants and energy use as compared to demolition and redevelopment in many other remodelling exercises, whilst supporting greater flexibility on uses. Additional greenery initiatives, including relocating the greenery treatment to lower levels to improve visual access for pedestrians, along with the addition of plantings and greenery at pedestrian level, also exemplify efforts to enhance sustainable built environment.
- There will be no increase in building height nor overall development bulk of the subject building. Also, the proposal will not have any negative impacts in terms of traffic, noise, air quality and sewerage aspects, as demonstrated by the technical assessments.

In light of the above, this planning application should be supported by the TPB from planning and technical perspectives.

申請摘要

(如中文版本與英文版本有所偏差，須以英文版本為準。)

申請人根據《城市規劃條例》第 16 條，申請將尖沙咀梳士巴利道 18 號維港文化匯內之寓館(下稱「申請處所」)原址改裝作「分層住宅」用途。申請處所在《尖沙咀分區計劃大綱核准圖編號 S/K1/30》上位處於「商業(7)」地帶，而「分層住宅」用途（可涵蓋住宅或住宅式的附服務設施住宅）須得到城市規劃委員會的核准。寓館現時為酒店式的服務式公寓，申請人擬議將之原址改裝為最多 205 個「分層住宅」單位。

政府近年致力將香港定位為主要資產及財富管理中心。一如其他全球領先城市的趨勢，家族辦公室、商界領袖和頂尖人才追求居住處能具備精緻生活質素、商業便利、豐富文化和自然美景等條件，位於中心商業區的住宅需求因而不斷增長。是次原址改裝建議將提供長期而高端的居住選擇，有助催化及吸引這些有影響力的人士在香港安家，增強歸屬感，從而有助提高香港作為世界級資產和財富管理中心的潛能。

申請處所所位處之維港文化匯，本身是維多利亞港沿岸獨特以「藝術與文化」為主題的發展項目。申請場所一向透過維港文化匯內各種活動，培養及促進住客對藝術和文化的欣賞和參與，擬議原址改裝後亦將繼續。透過引入長期居住元素，申請場所可凝聚一個更穩定的社區，有助與藝術和文化生態系統建立更持久而牢固的聯繫。

是次規劃申請亦建基於以下理據：

- 改裝部分後僅佔有關「商業」地帶內約百分之十的總樓面面積，不會影響以「藝術與文化」為主題的商業和旅遊中樞的定位。因此，擬議改裝計劃將繼續符合有關地帶的規劃意向。
- 擬議的原址改裝將維持尖沙咀大部分地區現有的混合用途特質：商業活動位於較低樓層，在其之上則為住宅用途。這個混合用途將確保社區一天中不同時間都有足夠的人流，以營造一個更有活力及朝氣的海濱。這也與政府近期提出的紅磡海濱綜合用途發展計劃（住宅用途佔其總建築面積約 40%）相輔相成，從而充份利用優越的海濱位置，提升海港的活力。
- 擬議計劃能繼續尊重維多利亞港的重要性，符合海港規劃原則。
- 擬議計劃將不會影響尖沙咀區內眾多的酒店或服務式公寓長期住宿供應，包括維港文化匯內本身已有的酒店式的服務式公寓 - 香港瑰麗府邸。

- 擬議計劃將透過仔細設計，如維持獨立出入口、電梯大堂等，把發展項目內不同用途分開，盡量避免對將來住客造成滋擾。申請人亦建議將梳士巴利道/漆咸道南交界處的一個現有過路處提升為設有燈號的行人過路處，以方便行人安全通行至申請處所及海濱。
- 與許多改變用途方案所採取之「拆卸和重建」方法相比，原址改裝能減少建築廢棄物、污染物和能源損耗，能增強用途彈性之餘亦具顯著可持續性。擬議計劃的其他綠化舉措，例如將綠化移至較低樓層以增強可見度、增加行人路面上植物和綠化等，也體現申請人對增強可持續建築環境的努力。
- 原址改裝不涉及增加現時建築物的高度或體積。各技術評估亦證明擬議計劃的技術可行性，並不會對交通、噪音、空氣質素和污水處理產生負面影響。

根據以上各點，申請人希望是次規劃申請能在規劃及技術層面上獲城市規劃委員會支持。

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in "Commercial (7)" Zone,
No. 18 Salisbury Road,
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(Kowloon Inland Lot No. 9844 (part))**

Supporting Planning Statement

1 INTRODUCTION

1.1 Purpose

1.1.1 This Planning Application is prepared and submitted on behalf of Hong Kong Island Development Limited ("**the Applicant**") to seek approval from the Town Planning Board ("**the Board**" / "**TPB**") under section 16 of the Town Planning Ordinance for proposed 'Flat' (via in-situ conversion) at K11 ARTUS ("**the Application Premises**" / "**the Premises**"), Victoria Dockside, No. 18 Salisbury Road, Tsim Sha Tsui, Kowloon ("**the Site**").

1.1.2 The Application Premises are zoned "Commercial (7)" ("**C(7)**") on the Approved Tsim Sha Tsui Outline Zoning Plan No. S/K1/30 ("**the Approved OZP**"). The proposal involves in-situ conversion of the existing hotel-like serviced apartment at the Premises into a maximum of 205 nos. of units under the 'Flat' use (covering apartments or apartment-like serviced apartments). This Supporting Planning Statement is to provide TPB with necessary information to facilitate consideration of this Planning Application.

1.2 Report Structure

1.2.1 Following this Introduction, the site and planning context of the Premises will be briefly set out in **Section 2**. International case studies relevant to this planning application are provided in **Section 3**. The In-situ Conversion Proposal is detailed in **Section 4**, while its planning merits and justifications are discussed in **Section 5**. **Section 6** concludes and summarises this Supporting Planning Statement.

2 SITE AND PLANNING CONTEXT

2.1 Site Location and Existing Condition

Victoria Dockside (The Site)

- 2.1.1 Victoria Dockside, completed in 2019, is located at No. 18 Salisbury Road, Tsim Sha Tsui. It is bounded by Salisbury Road to its north, Salisbury Garden to its west, Regent Hong Kong to its southwest and Tsim Sha Tsui Promenade to its east, southeast and south (**Figure 2.1** refers). It comprises, *inter alia*, Grade A office space (K11 ATELIER), a five-star hotel (Rosewood Hong Kong) and hotel-like serviced apartments (Rosewood Residences) at the high-rise block; and another hotel-like serviced apartments (K11 ARTUS / the Application Premises) at the low-rise block. Both blocks are situated above and interconnected by a podium accommodating a shopping mall namely K11 MUSEA (**Figure 2.2** refers).
- 2.1.2 Victoria Dockside is infused with a strong "arts and culture" theme within each of its components. In particular, K11 MUSEA, often referred to as "the Heart of Victoria Dockside - K11 Art and Cultural District", is hailed as "Hong Kong's Silicon Valley of Culture". This all-in-one destination for retail, dining and entertainment offers the visitors an immersive experience featuring museum-level art pieces. K11 MUSEA also includes multi-purpose cultural spaces, an outdoor Sculpture Park and a landscape deck offering views of the world-class Victoria Harbour for public enjoyment. Themed tours are regularly arranged for the public to explore and appreciate the diverse elements within the arts and cultural retail space.

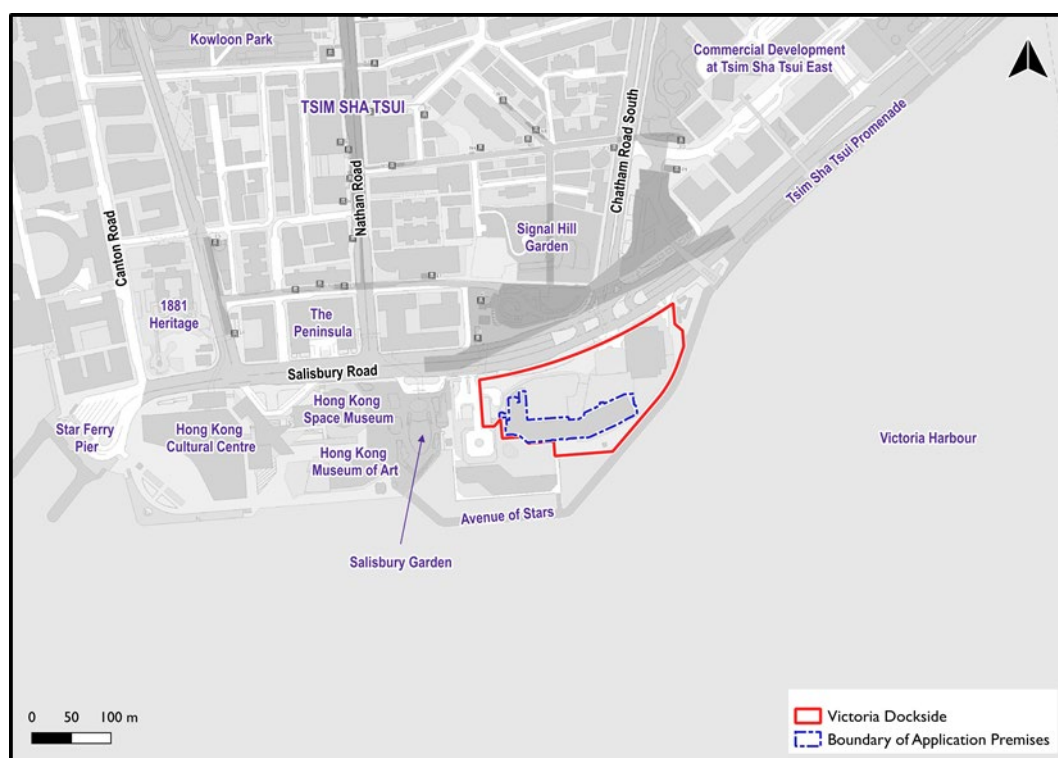


Figure 2.1 Site Location Plan

K11 ARTUS (The Premises)

- 2.1.3 K11 ARTUS is one of the serviced apartments within the Victoria Dockside complex that holds a hotel licence. The existing premises feature about 287 suites and are positioned to be a residential-style boutique hotel with a strong focus on art, architecture, design and culture. The Premises are located at 8/F to 21/F of the lower block atop the shopping mall (**Figures 2.1 and 2.2** refer).



Figure 2.2 Entities within the Site – “Victoria Dockside”

2.2 Zoning and Development History

- 2.2.1 The Site was formerly Holts Wharf and Godown, owned and operated by John Swire & Sons (Swire Group) and Blue Funnel Line. The wharf was opened in 1910, and with the launch of the Kowloon and Canton Railway in the same year, the area became a global freight and logistics hub in Tsim Sha Tsui which contributed to the making of Hong Kong as “Gateway to the Far East”. The Site was first zoned “Commercial/Residential/Warehouse”, “Government, Institution and Community” and “Public Open Space” on the first statutory plan covering the Tsim Sha Tsui area, namely Draft Tsim Sha Tsui Outline Zoning Plan (“**Draft OZP**”) No. LK 1/40 gazetted on 10 December 1965.
- 2.2.2 After the Site was conveyed, the construction of New World Centre began in 1973. It was later rezoned to “Commercial/Residential” (“**C/R**”) on the Draft OZP No. LK 1/56 gazetted on 2 July 1976. New World Centre Phase 1 and Phase 2 were

completed in 1978/1979 and 1981, respectively¹. The Site was then rezoned from "C/R" to "C" on the Draft OZP No. S/K1/6 gazetted on 24 December 1993.

- 2.2.3 The redevelopment of New World Centre commenced in the late 2000s. The Site was later rezoned to "C(7)", with a maximum GFA restriction of 324,078 m² and a building height restriction ranging from 30mPD to 265mPD, as indicated on the Draft OZP No. S/K1/23 gazetted on 25 April 2008 to reflect the development restrictions upon lease modification. Construction works began in 2012 and the entire new mixed-use development, known as Victoria Dockside, was completed in 2019.

2.3 Accessibility

- 2.3.1 The Site is accessible via two ingress/egress points on the east and west sides at Salisbury Road. MTR Tsim Sha Tsui Station and East Tsim Sha Tsui Station are connected to the Site via underground walkways. These walkways also lead to the Avenue of Stars and the waterfront areas through K11 MUSEA. Franchised bus and green minibus stops are available along Salisbury Road and Nathan Road. Tsim Sha Tsui Ferry Pier, which provides daily cross-harbour ferry services to and from Central and Wan Chai, is about 500m away from the Site.
- 2.3.2 The Application Premises can be accessed via the separate entrances for East and West Wings on G/F, ensuring the privacy and security of the future residents.

2.4 Planning Context

Statutory Planning Context

- 2.4.1 The Premises are located within a "C(7)" zone on the prevailing Approved OZP No. S/K1/30 (**Figure 2.3** refers). According to the Notes of the Approved OZP, the planning intention of "C" zone is *"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 centre and regional or district commercial/shopping centres. The areas under this zoning are major employment nodes"*.
- 2.4.2 'Flat' is a Column 2 use which may be permitted by the TPB under section 16 of the Town Planning Ordinance. According to the Remarks of the "C" zone, no redevelopment of an existing building in the entire "C" zone shall result in a total development and/or redevelopment in excess of a maximum GFA of 324,078m² and a building height exceeding the stipulated limits of 30mPD to 265mPD as stipulated on the Plan.

¹ Together with The Regent Hotel which was sold in 2000 and is excluded from the Site.

Non-Statutory Planning Context

- 2.4.3 In the Explanatory Statement attached to the Approved OZP, it is stated that “Since part of the proposed development and/or redevelopment up to a height of 265mPD is among the tallest in the Area, application for minor relaxation of building height restrictions in this sub-zone is not allowed”. It also notes that “any redevelopment of the existing buildings at the site has to follow the stipulated building height restrictions and cannot claim existing heights”. Additionally, it is further set out that “given the strategic waterfront location of the site, a visual and/or view corridor aligning with Chatham Road South shall be maintained for any future development and/or redevelopment at the site”.

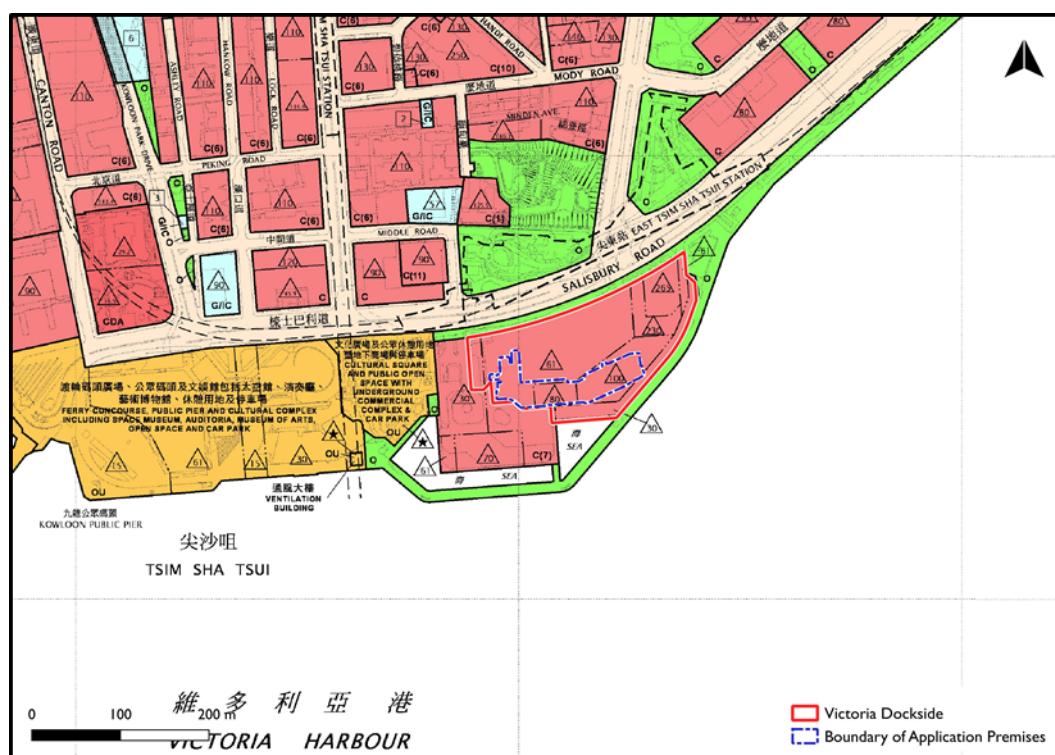


Figure 2.3 Zoning Context Plan (Extracted from OZP No. S/K1/30)

2.5 Surrounding Land Use Context

- 2.5.1 The Site is surrounded by a long strip of “Open Space” zone on the northern, eastern, southern and western sides where the public promenade linking up Hung Hom Station of MTR East Rail Line and Hong Kong Coliseum (in the east) with Hong Kong Cultural Centre (in the west) is located. There are two other “Open Space” zones across from Salisbury Road which include Middle Road Children’s Playground, Signal Hill Garden (with preservation of Signal Tower) and Tsim Sha Tsui East Waterfront Podium Garden. To the west of the Site is an area zoned “Other Specified Uses” annotated “Cultural Square and Public Open Space with Underground Commercial Complex & Carpark” where Salisbury Garden is located (Figure 2.3 refers).

- 2.5.2 To the further west of the Site, there are various museums, together with Hong Kong Cultural Centre, within the zone of "Other Specified Uses" annotated "Ferry Concourse, Public Pier and Cultural Complex including Space Museum, Auditoria, Museums of Arts, Open Space and Car Park". Prior to the development of West Kowloon Cultural District, this "Cultural Complex" - encompassing Hong Kong Cultural Centre (completed in 1989), Hong Kong Museum of Arts (completed in 1992), Hong Kong Space Museum (completed in 1980) and abutting public open spaces - served as the first generation "Arts and Cultural Hub". It continues to be a prominent Arts and Cultural District in Hong Kong (**Figure 2.4** refers).

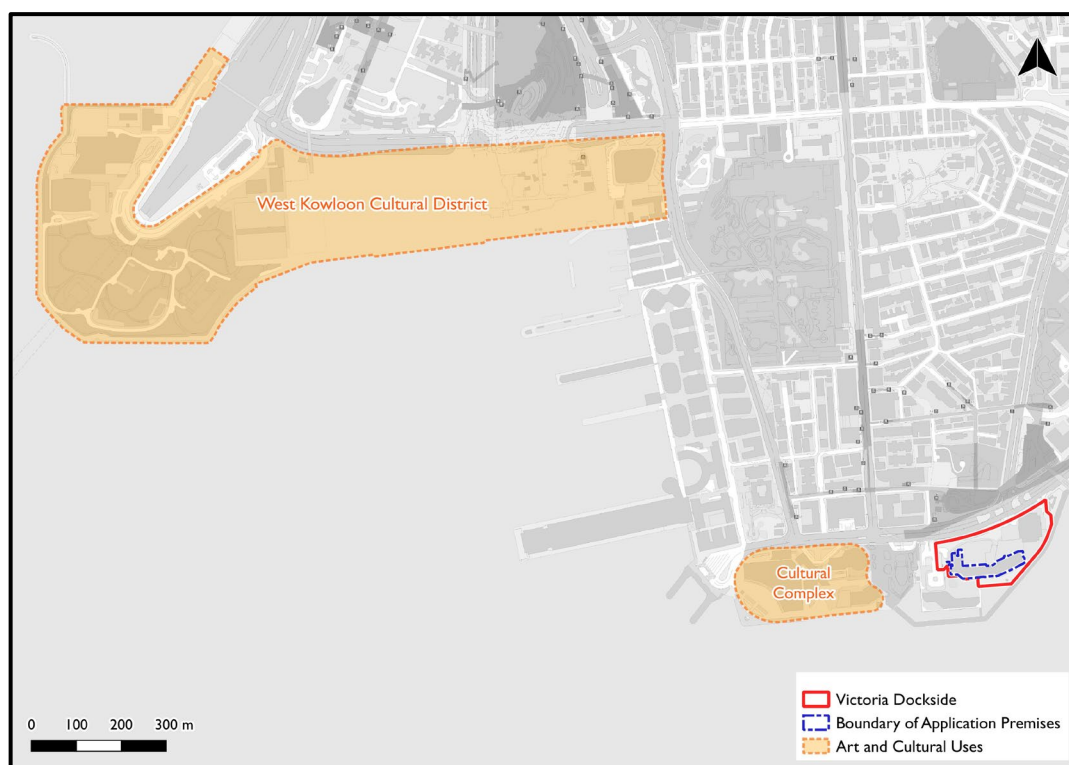


Figure 2.4 The Site and the "Arts and Cultural Hubs" in Hong Kong

2.6 Relevant Government Policies

- 2.6.1 The Premises offers an unobstructed view of Victoria Harbour and is often regarded as a symbol of prestige. The proposed residential use at the Premises has the potential to enhance this appeal by providing more stable accommodation options that the elite demographic increasingly demands. Thoughtful repurposing of the Premises could also bolster the cultural mission by offering a balanced approach that considers (a) the needs of the community; (b) the potential socio-economic impacts; (c) the alignment with the strong arts and culture theme of Victoria Dockside; and (d) the strategic directions for "Arts and Cultural Hubs" in the proximity. Importantly, it is essential that any repurposing/remodelling exercises of the Premises should align with current Government initiatives to celebrate and synergise the harbour's vibrancy. Relevant Government policies have been reviewed and summarised below.

Strengthening Hong Kong's Status as an International Asset and Wealth Management Centre and Promoting Family Office Development

- 2.6.2 In the Chief Executive's Policy Addresses for 2024 and 2025, a series of enhancement measures were unveiled to provide comprehensive support for family office decision-makers looking to establish a presence in Hong Kong. These measures aim to strategically solidify Hong Kong's status as a premier international hub for asset and wealth management.
- 2.6.3 One of the most significant advancements is the enhancement of the "New Capital Investment Entrant Scheme," which notably relaxes the criteria for net asset assessment and calculation. This change is poised to attract a greater influx of affluent individuals, business leaders and innovative entrepreneurs to participate in the scheme. These enhancements could also create synergies with the tax concession regime for funds and single-family offices, further positioning Hong Kong as a compelling destination for cross-border wealth management and family office businesses². By fostering a favourable and dynamic environment, Hong Kong could reaffirm its commitment to attracting the world's most distinguished financial talents to help them thrive.

Blueprint for Arts and Culture and Creative Industries Development

- 2.6.4 The Government promulgated the "Blueprint for Arts and Culture and Creative Industries Development" ("**Blueprint**") in November 2024. It sets out a clear vision, principles and strategic directions to promote the development of the arts, culture and creative industries with an aim to developing Hong Kong as an "East-meets-West centre for international cultural exchange". The Blueprint presents a total of 71 measures under four strategic directions, including (a) promote profound traditional Chinese culture and develop cultural contents with Hong Kong character; (b) develop diverse arts and culture industries with international perspective; (c) establish international platforms to foster east-meets-west and cultural exchange; and (d) enhance the ecosystems for the arts, culture and creative industries.
- 2.6.5 In essence, the support and involvement of the private sector are crucial for the development of diverse arts and culture industries with an international focus. The Government is leveraging market forces and encouraging private developers to integrate more arts, culture and creative offerings into their projects to cultivate a vibrant atmosphere in the community. The Government is also promoting private sector participation and investment in anchoring Hong Kong's ecosystem of arts, culture and creative industries.

² A family office is a privately held company that handles investment management and wealth management for wealthy individuals or families with the goal to effectively grow and transfer wealth across generations.

Hung Hom Waterfront Development

- 2.6.6 The Government has recently announced plans to transform the area around Hung Hom Station and its waterfront – located to the east of the Premises – into a new harbourfront landmark. This development will include a mix of residential and commercial spaces, as well as facilities for yacht berthing. The goal is to enhance Hong Kong's appeal as a top tourist destination.
- 2.6.7 A key feature of the project will be a signature 50-storey tower along the waterfront, which will consist of residential units, hotel rooms, and retail and dining facilities. In addition to this tower, the plan includes integrated entertainment and commercial facilities at the former pier site, residential development along the eastern waterfront, yacht berthing within the harbour, and improved connectivity to the waterfront. This mixed-use harbourfront development will allocate approximately 57% of the GFA for hotel, retail and other commercial uses, 40% for residential purposes and 3% for marina club facilities, altogether aiming to bring greater vibrancy and vitality to Victoria Harbour. Notably, a mixed-use development approach is highlighted in the proposal, allowing for appreciation of the iconic Victoria Harbour in an engaging and enjoyable manner.

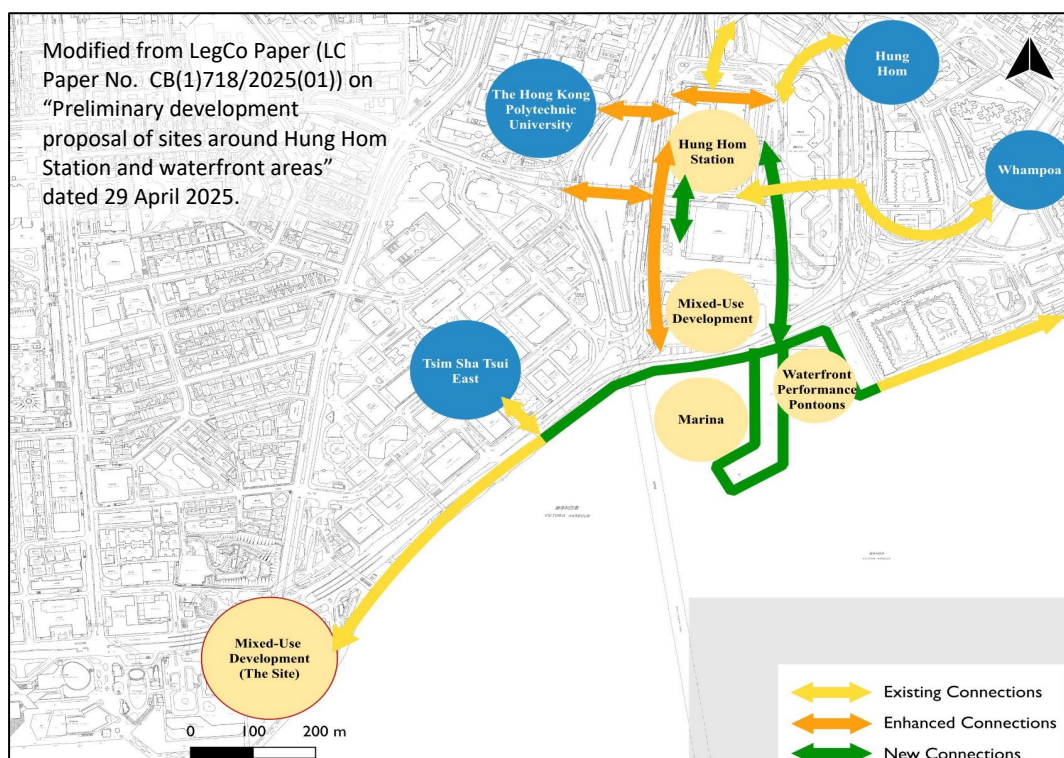


Figure 2.5 The Site and the Plan for Hung Hom Waterfront Development

2.7 Harbour Planning Principles

- 2.7.1 Due to the strategic location of the Premises at Victoria Harbour, the principles on harbour planning should be meticulously observed. The Harbour-front Enhancement Committee ("HEC") Sub-committee on Harbour Plan Review formulated a set of Harbour Planning Principles ("HPP") as part of the Harbour

Plan Review. The Principles encompass Vision and Mission Statements that guide all individuals and organisations in the sustainable planning, preservation, development and management of Victoria Harbour and the harbour-front areas. The HPPs listed below are pivotal for creating a vibrant and resilient harbourfront that benefits our community for generations to come:

Preserving Victoria Harbour: Victoria Harbour must be protected and preserved for Hong Kong people and visitors as a special public asset, a natural and cultural heritage asset, and a driver for the creation of economic and social values.

Stakeholder Engagement: All sectors of the community must be engaged at an early stage and on an on-going basis in the planning, development and management of Victoria Harbour and its harbour-front areas through transparent and inclusive consensus building processes.

Sustainable Development: The planning, development and management of Victoria Harbour and its harbour-front areas should embrace the principles of sustainable development to balance and cater for the economic, social and environmental needs of all sectors of the present generation, without compromising the needs of future generations.

Integrated Planning: Integrated and long-term planning, development and management of infrastructure, land and marine uses, and water quality is essential to ensure that Victoria Harbour and its harbour-front areas support and enhance the economic, environmental and social aspirations of Hong Kong.

Proactive Harbour Enhancement: The planning, development and management of Victoria Harbour must proactively enhance the harbour and its harbour-front areas as Hong Kong's symbol of urban design excellence and Hong Kong's brand identity to the international community.

Vibrant Harbour: It is essential to balance the use of the harbour to provide both a maritime and logistics hub for the safe and efficient passage of people and goods, and as a cultural and leisure facility. Both marine and land-side activities must cater to and balance with the aspirations of all sectors of the community.

Accessible Harbour: Victoria Harbour must integrate with the hinterland in a comprehensive manner, including ample unrestricted and convenient visual and physical access for pedestrians, preferably at grade, to and along the Harbour as well as the harbour-front areas.

Public Enjoyment: The planning, development and management of Victoria Harbour and its harbour-front areas should maximise opportunities for public enjoyment. Land required for and the impact from infrastructure developments, utility installations and land uses incompatible with the harbour planning principles should be minimised.

3 INTERNATIONAL CASE STUDIES

3.1 Overview

- 3.1.1 Landmark residential developments at prime locations of the world-class cities, particularly those in close proximity to vibrant arts and cultural scenes, are increasingly prevalent. Three case studies from New York City, London and Guangzhou are briefly discussed below, while additional studies can be found in **Appendix 6 - Qualitative Insights on Conversion for Residential Use at Victoria Dockside**.

3.2 Central Park Tower in New York City

- 3.2.1 Central Park Tower, completed in 2021, is a residential building located at 225 West 57th Street in the Midtown Manhattan neighbourhood of New York City. As the second tallest building in the city, it offers residents luxurious living combined with convenient access to a premier shopping experience, featuring a luxury department store on its lower levels.
- 3.2.2 This tower is situated in an area known as "Billionaires' Row", which encompasses a collection of ultra-luxury residential skyscrapers near the southern end of Central Park. The neighbourhood is renowned for having some of the world's most expensive residences, along with close proximity to cultural landmarks, luxury shopping and gourmet dining. Residents benefit from easy access to nearby museums and upscale stores along Fifth Avenue. The building is surrounded by some of the city's finest museums, including the Metropolitan Museum of Art, the Museum of Arts and Design, and the Solomon R. Guggenheim Museum, enriching residents' appreciation of arts and culture. (**Figure 3.1** refers).
- 3.2.3 Since its completion in 2021, more than 60% of the 179 units in the building have already been occupied.³ This includes the duplex penthouse of 12,557 square feet featuring 7 bedrooms and sweeping views of Central Park and the city skyline.⁴ The building has attracted a mix of domestic and international investors/buyers, primarily from Asia and the Middle East, who are looking to invest in one of Manhattan's finest neighbourhoods.

³ Source: <https://www.cityrealty.com/nyc/midtown-west/central-park-tower-217-west-57th-street/closing-history/58211>

⁴ Source: <https://robbreport.com/shelter/homes-for-sale/central-park-tower-penthouse-closes-115-million-1235661595/>

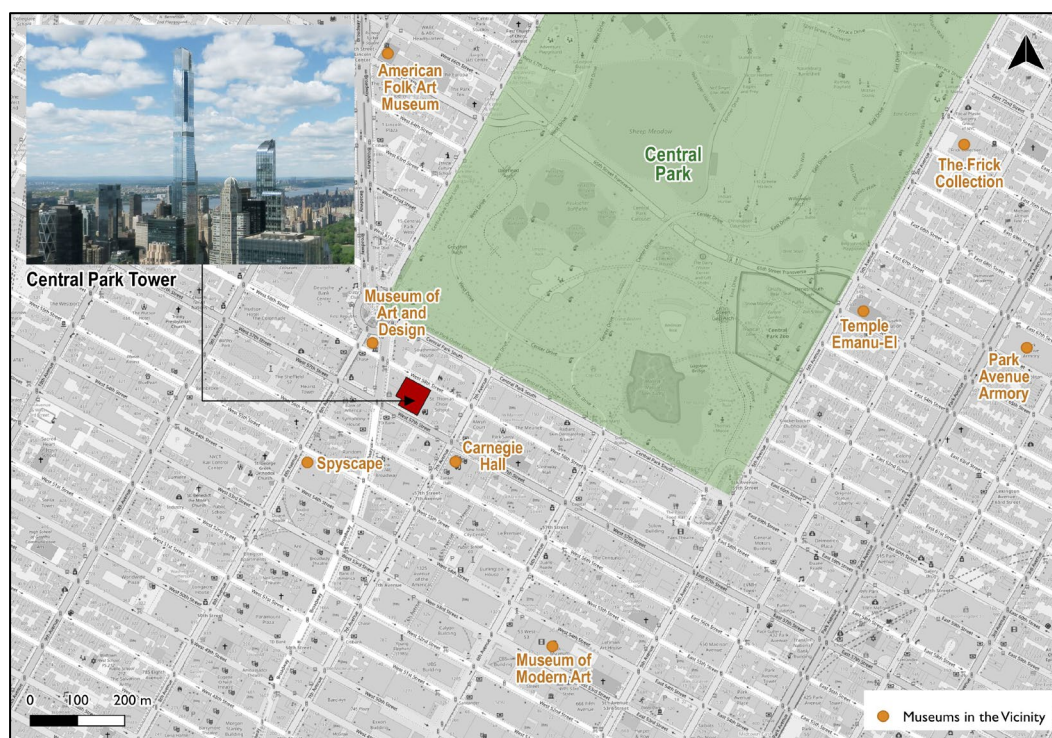


Figure 3.1 Location of Central Park Tower in Midtown Manhattan, New York

3.3 The Whiteley in London

- 3.3.1 The Whiteley in London is a landmark redevelopment project in Bayswater close to several prominent art and cultural districts. This iconic building, which was originally a department store, has been transformed into a high-end residential and hospitality destination. The development features 139 unique residences, ranging from one-bedroom apartments to penthouses. Adjacent to the UK's first Six Senses hotel and spa, residents enjoy exclusive access to wellness and sustainability-focused amenities. The complex also includes spa facilities, restaurants, 20 bespoke retail stores, a high-profile public art program, and a large central public space. This redevelopment is part of a broader initiative to renew the streetscape of Queensway, making it modern, green and pedestrian-friendly — creating a new gateway to Hyde Park, one of the most beautiful royal parks in Europe (see **Figure 3.2**).
- 3.3.2 The Whiteley is located in proximity to some of London's most vibrant cultural areas, such as the renowned West End, famous for its theatres and art galleries, and South Kensington, home to the Victoria and Albert Museum, the Natural History Museum and the Science Museum. This prime location provides residents with a rich cultural experience and easy access to a variety of artistic and historical attractions.

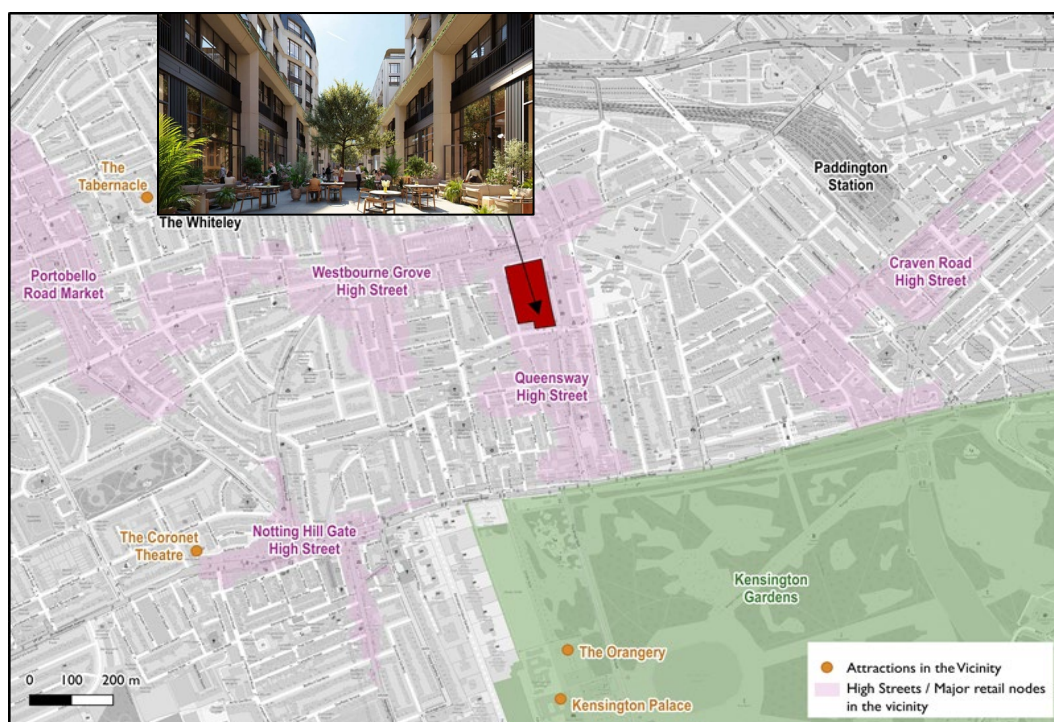


Figure 3.2 Location of The Whiteley in Bayswater, London

3.3.3 Over 70% of the 139 apartments at The Whiteley have been occupied. The average price per square foot is also 120% higher than the average in the surrounding area.⁵ Even amidst a slowdown in London's luxury property market, demand has remained robust, including the sale of a penthouse for £40 million. Buyers are drawn to The Whiteley due to its architectural excellence and the surrounding neighborhood, with the added assurance of the presence of Six Senses located within the same development complex.

3.4 The Bayview and Canton Place in Guangzhou

3.4.1 The Bayview (僑鑫匯悅台) and The Canton Place (廣粵天地) are both located in Zhujiang New Town – a premier CBD and a sought-after tourist destination renowned for museums, high-end retail and hotel facilities (**Figure 3.3** refers):

- The Bayview, completed between 2012 and 2018, is one of Southern China's most exquisite high-end properties. With 419 residences offering 270-degree views of Pearl River, it features amenities including an art gallery, an indoor basketball court, a cigar room, and a gym overlooking a lush garden.
- The Canton Place consists of 12 buildings with over 500 luxury apartments of 170-500m². It is situated to the north of the Pearl River Park, which spans 280,000m². This development has established as a "life landmark" that integrates unique Cantonese culture with international influences by hosting a

⁵ Source: https://themalaysianreserve.com/2025/02/12/developers-aim-to-tackle-central-londons-last-luxury-frontier/?_cf_chl_tk=G_w7DYqMSEz7AySS5x3iFHkzxPXyGTn7U3MKzBj5O0M-1742802744-1.0.1.1-SGSsxiNH7hzFy2Je_algjkYOIG28kPWzYK0poW6PNNA#google_vignette

variety of high-end activities, including art and music events, international exhibitions, immersive experiences, etc.

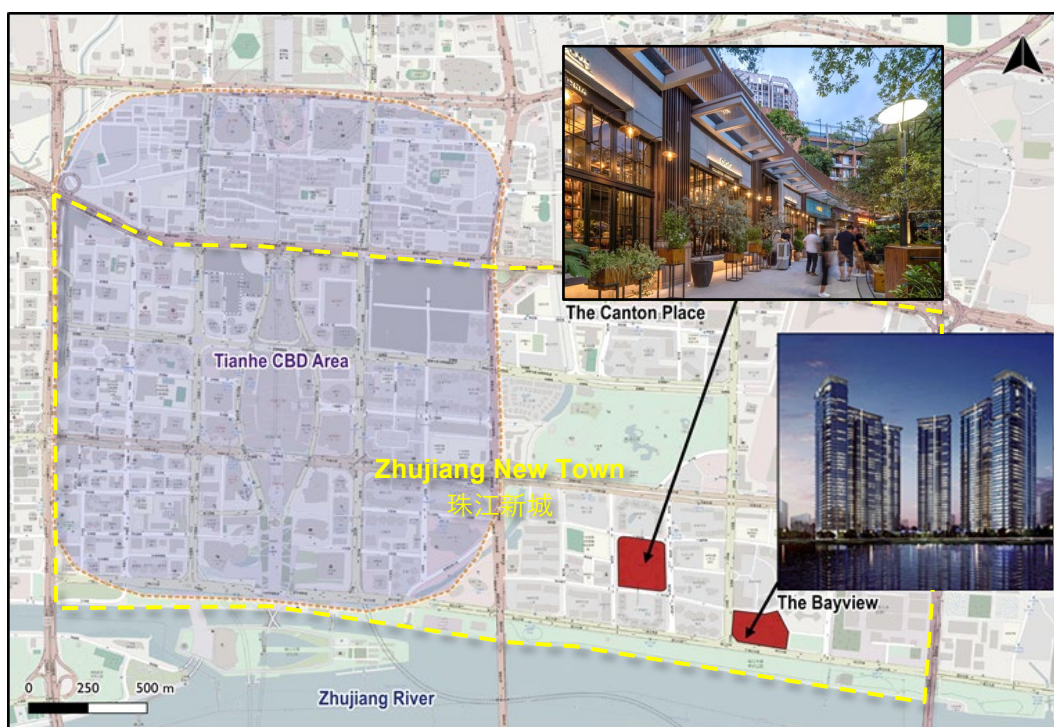


Figure 3.3 Location of The Bayview and The Canton Place in Guangzhou

3.4.2 Dedicated to creating a vibrant international community filled with cultural experiences, the developments in the same precinct offer an unparalleled sophisticated lifestyle in Zhujiang New Town, thus becoming particularly enticing for the expatriate population in the city. It has also become a representative of elite housing in Guangzhou for an upscale urban experience.

3.5 Summary

3.5.1 Not all luxurious properties fulfil the desires of the affluent individuals. To truly captivate this discerning clientele, a property must offer spacious living areas, exquisite design, stunning architecture and exceptional supportive services.

3.5.2 Central Park Tower in New York City, The Whiteley in London, and The Bayview and The Canton Place in Guangzhou share several key similarities that make them highly attractive to affluent individuals. All these developments offer a blend of luxury living, cultural richness and natural beauty. They are situated in prime locations with access to renowned cultural institutions, such as museums, theatres and galleries, providing a vibrant and sophisticated lifestyle. Each development incorporates ample greeneries and serene environments, offering a peaceful retreat from urban life. Additionally, they feature high-end services and amenities, including luxury hotels, wellness centres and fine dining options, ensuring a comprehensive and indulgent living experience. These qualities collectively cater to the refined tastes and preferences of affluent individuals, making these properties exceptionally desirable for drawing in this clientele.

4 THE IN-SITU CONVERSION PROPOSAL

4.1 The Proposed 'Flat' Use

4.1.1 The Proposal involves the in-situ conversion of K11 ARTUS at Victoria Dockside into a maximum of 205 flats. The existing hotel-like serviced apartment units, entrance lobbies, common area, E&M facilities, building/lift cores and ancillary recreational facilities located at G/F, 8/F to 21/F and R/F (16 storeys in total) of the Application Premises will largely be maintained, except for reconfiguration of certain units to improve the variety of flat mix for accommodation in longer terms. The completion of this conversion proposal is anticipated to be in 2029.

4.1.2 A comparison of key parameters between the existing hotel-like serviced apartment and the proposed 'Flat' use at the Premises, along with the proposed floor uses, is provided in **Tables 4.1 and 4.2** below, respectively:

Table 4.1 Comparison of Key Development Parameters

Key Parameters	Existing Hotel-like Serviced Apartment	Proposed In-Situ Conversion
Total GFA for the In-Situ Conversion (about) ⁽¹⁾	33,358 m ² (non-domestic)	33,358 m ² (domestic)
No. of Storeys	16 nos. (including G/F & R/F; excluding TR/F ⁽²⁾)	16 nos. (including G/F & R/F; excluding TR/F ⁽²⁾)
No. of Units	About 287 nos.	Maximum 205 nos.
Estimated Population ⁽³⁾	N/A	About 636
Private Open Space Provision	N/A	Not less than 636 m ²

Note:

- (1) Total existing GFA and plot ratio of Victoria Dockside (the Site) are 342,059.183 m² and 8.45, respectively. The proposed conversion only involves the portion of K11 ARTUS (the Premises).
- (2) Total areas of enclosed structures on roof-top of the building do not exceed 50% of the roof area of the floor below. The existing floor-to-floor heights of the Premises will also be maintained.
- (3) A persons-per-flat ratio of 3.1 is assumed, with reference to the 2021 Population Census.

Table 4.2 Proposed Floor Uses

Floor	Proposed Uses
G/F	Entrance Lobbies (East and West Arrival Lobbies)
8/F – 10/F	Residential Units (Living Salon at 10/F)
11/F	Residential Units, Ancillary Clubhouse, Private Open Space (with swimming pool), E&M Facilities
12/F – 21/F	Residential Units (E&M Facilities at 17/F)
R/F	Flat Roof, E&M Facilities
TR/F	E&M Facilities

4.2 Key Components

- 4.2.1 The In-situ Conversion Proposal will retain the existing key components and design features of K11 ARTUS for the creation of the high-end residential development. While the relevant architectural drawings can be referred to at **Appendix 1**, the key considerations and elements are as follows:

World-Class Luxury Living Space

- 4.2.2 The building, interior and landscaping of K11 ARTUS were designed by Asia's most celebrated designers and some of the world's most respected architectural firms. Over 90% of the residences features balconies, many offering open-air panoramic views of Victoria Harbour and the Hong Kong's skyline. The suites are well equipped with kitchens/pantries, bathrooms and storage space to enhance the comfort and convenience for future residents. The In-situ Conversion Proposal will offer a variety of flat mix tailored to meet the diverse needs of prospective occupants. Existing quality amenities serving the residents including outdoor infinity pool, gymnasium facilities and a library will also be maintained.

The "Artisanal Home" Concept

- 4.2.3 K11 ARTUS stands as the first luxury residence in Hong Kong dedicated to supporting and promoting modern China's cultural renaissance with the preservation and reinvigoration of China's cultural heritage across five major traditional craft areas. Important traditional and contemporary artworks are preserved and showcased through regular exhibitions and displays of selected masterpieces by renowned artists at the Premises. The communal areas including entrance lobbies, corridors and lounges are complemented by artworks and masterpieces. The Living Salon on 10/F embodies Hong Kong's favourite cultural pursuits, such as calligraphy, literature, string instruments and chess, and is an informal community space for gatherings, relaxation and co-working while enjoying the harbour view. It serves as an extension of one's home and a social space for both residents and guests.

Separate Resident Access and Entrance

- 4.2.4 Separate entrances for East and West Wings of K11 ARTUS are provided, as shown in **Photos 1** and **2**, which are conveniently located on G/F and will be easily accessible from the pedestrian footpath along Salisbury Road at all times (see the Circulation Plan at **Appendix 1**). The design ensures optimal privacy and security of the future residents. Whilst, with K11 MUSEA situated right at the doorstep, future residents can enjoy unparalleled convenience to meet daily needs.



Photo 1 East Arrival Entrance



Photo 2 West Arrival Entrance

- 4.2.5 As part of the enhancements under the Proposal, the existing crossing at Salisbury Road/Chatham Road South junction is proposed to be upgraded to a signalised pedestrian crossing. This enhancement will not only facilitate safe passage to the East Arrival Entrance of the Premises, but also ensure the safety of pedestrians to other entrances to shopping mall and office in the complex, as well as the waterfront. For further details, please refer to the details in the Traffic Impact Assessment at **Appendix 2**.

Urban Oasis

- 4.2.6 The design of the low-rise block features a terraced podium design which allows for extensive urban greening, covering 30% of the total site area. In particular, the private open space on 11/F of the Premises (which will be accessible by the residents in future) will include curated landscaping treatments. The deliberate building design with ample greenery provision will not only cultivate a high-quality living space for residents, but will also further reinforce the landmark status of Victoria Dockside by the incorporation of multi-level greenery that softens the building mass and enhances the overall amenity of the development.

4.3 Access Arrangement and Internal Transport Facilities Provision

- 4.3.1 Vehicular access to the Premises will be via the existing ingress/egress points at Salisbury Road, as indicated on the Circulation Plan at **Appendix 1**.
- 4.3.2 There are a total of 866 private carparking spaces, 64 loading/unloading bays for tourist buses, trucks or lorries and 6 loading/unloading bays for goods vehicles within the lot under the lease. Upon the in-situ conversion, it is proposed to have a total of 208 ancillary carparking spaces and 1 loading/unloading space for

goods vehicles for the residential use.⁶ The internal transport facilities will be provided at B/F of the Site.

4.4 Landscape and Private Open Space Provision

- 4.4.1 To reinforce the "Urban Oasis" theme of the development, the Applicant is endeavoured to further enhance the existing greenery provision at the low-rise block by re-organising the greenery treatment. This includes relocating the greenery from upper levels and roof-top – areas that are not visible to pedestrians – to lower levels to improve visual access to greeneries. The proposed enhancements also feature the addition of vertical green walls at the West Wing entrance of the Premises and various edge plantings at lower levels of the low-rise block facing the waterfront frequented by pedestrians. These additional multi-level greenery elements will help further softening the building mass and will improve the overall amenity of the development, creating a more inviting and visually appealing space for residents and visitors alike, especially in front of the international landmark of Victoria Harbour, as a result of these enhancements arising from the Proposal.
- 4.4.2 Private open space will be provided upon the in-situ conversion in accordance with the requirement of Hong Kong Planning Standards and Guidelines ("HKPSG") of 1 m² per person. Not less than 636 m² (for an estimated population of 636 nos.) of outdoor open space with existing recreational facilities on 11/F, including the outdoor infinity pool, pool deck, courtyard garden and water features, will be maintained for the enjoyment of future residents (see **Appendix 7**).

⁶ Based on the occupancy data record from March 2024 to February 2025, the Victoria Dockside has a spare capacity of >270 carparking spaces. Hence, it is anticipated that the available parking spaces will sufficiently meet the residential carparking requirements necessary for the in-situ conversion in accordance with HKPSG. Please refer to Traffic Impact Assessment at Appendix 2 for details.

5 PLANNING MERITS AND JUSTIFICATIONS

5.1 In Line with Government's Policies on Strengthening Hong Kong as an International Asset and Wealth Management Centre

5.1.1 Hong Kong has firmly established itself as one of the world's most important financial centres and one of the world's largest cross-border wealth management hubs. The industry has forecasted that by 2028, Hong Kong will become the world's largest cross-boundary wealth management centre. The Government has endeavoured to make Hong Kong a more desirable place for wealth and asset management and attract more family offices to Hong Kong.

5.1.2 Notably, Hong Kong is home to the highest number of affluent individuals among the global cities. These individuals are increasingly drawn to properties situated in central core or prime locations, highlighting their desire for exclusivity and prestige. Recent reports reveal a remarkable surge in demand for high-end properties in Hong Kong, driven by the burgeoning population of affluent individuals and the rise of family offices.⁷

5.1.3 The proposed in-situ conversion of the Application Premises for the provision of maximum 205 nos. of high-end residential units allowing longer terms of accommodation is a strategic response to the growing influx of affluent individuals and top talents, alongside their family offices. The Proposal will not just fulfil the rising demand for luxury residences, it will also allow these individuals to establish deep roots and meaningful connections in the city, ensuring a living environment that aligns with their refined standards and sense of prestige. Furthermore, the Premises could serve as a catalyst for enriching Hong Kong's flourishing landscape, fostering a community where these influential figures can contribute to the city's vibrancy and cultural diversity.

5.1.4 In this context, the Proposed Conversion Proposal is in line with the Government's ongoing commitment to strengthening Hong Kong as an international leader in asset and wealth management. By investing in this vision, a living experience is anticipated that embodies both luxury and cultural significance, setting a new standard for high-end living in the city much needed by these individuals. Please also refer to **Appendix 6** for further details.

5.2 Complement Hong Kong's Position and Image as a Global Financial Hub

5.2.1 The availability of quality residential options is a fundamental "hardware" precondition for a successful financial hub that attracts global capital. By offering exceptional residential developments in prime locations, particularly next to the

⁷ With reference to "Hong Kong Market Report Q2 2025" by Knight Frank, in terms of luxury residential sales, the number of transactions for properties exceeding HK\$78 million were recorded a 29% growth Quarter on Quarter (QoQ). The total consideration reached HK\$78.5 billion, marking a 45.8% QoQ increase, indicating renewed momentum in the luxury segment.
(Report accessible at <https://content.knightfrank.com/research/3026/documents/en/hong-kong-quarterly-hong-kong-quarterlyq22025-12319.pdf>).

Victoria Harbour, not only affluent individuals could be retained, but also the level of place attachment and a sense of stability/ownership could be fostered that strengthens their ties to the city more.

5.2.2 Residential developments in prime locations often play a crucial role in invigorating local economies through improving essential services and creating jobs across construction, hospitality and retail sectors. Major global financial hubs like New York, London and Guangzhou exemplify the success of blending residential living with arts and culture in prestigious locations. These examples highlight the appeal of creating vibrant communities that attract individuals seeking a lifestyle enriched by creativity and cultural engagement. In this light, the Proposal presents a good complement to Government's vision to elevate Hong Kong's status as a premier global financial hub.

5.2.3 Furthermore, landmark buildings often serve as a defining feature of any city. Victoria Dockside, recognised as a well-established "Arts and Cultural Compound," stands as an iconic landmark alongside Victoria Harbour. By introducing residential elements to the Site – featuring a presence of high-profile individuals, artists and celebrities as residents – Hong Kong's soft power and status on the world stage will be enhanced, solidifying its reputation for culture and creativity while captivating international interest, akin to Central Park Tower in New York City as discussed. This mixed-use approach with residential element also synergises with the Government's ongoing proposal for the Hung Hom Waterfront Development, which will unleash the potential of the prime waterfront location ⁸.

5.3 Continue to be In-line with the Planning Intention of the "Commercial" Zone

5.3.1 The Proposal involves only conversion works, ensuring that all existing key components and design features of K11 ARTUS will be retained in the creation of the high-end, long-term residential option. The residential portion within the "C(7)" zone accounts for a modest 10% of the total GFA only in the subject zoning upon conversion. Importantly, there will not be any alterations to other entities, including K11 MUSEA, within Victoria Dockside. The art and cultural foundation of this commercial and tourism node will remain intact. This arrangement also helps to maintain a mixed-use character, integrating compatible uses functionally and physically over the spatial area, without jeopardising opportunities for street-level retail, dining and entertainment activities, thereby sustaining the vitality and diversity along the waterfront. As such, the In-Situ Conversion Proposal will continue to be in line with the planning intention of the "C" zone for functioning as *"a regional or district commercial/shopping centre"*.

5.3.2 Previous Planning Applications for residential use within area zoned "C" in Tsim Sha Tsui have been approved by the TPB, affirming that 'Flat' is a suitable and compatible use at commercial sites with the support of various technical

⁸ With reference to para. 21(b) of Minutes of 1337th Meeting of the Town Planning Board held on 13.6.2025 on *"Preliminary Development Proposal of Sites around Hung Hom Station and Waterfront Areas"*.

assessments. A summary of previously approved planning applications in the same area is presented in **Table 5.1**.

Table 5.1 Approved Planning Applications involving 'Flat' Use in "Commercial" Zones in Tsim Sha Tsui

Approval Date	Address of the Site	Zoning	Details of Application
22 May 2015	Nos. 68, 68A, 70, 70A, 72, 72A, 72B and 72C Kimberley Road, Tsim Sha Tsui	"C"	Proposed Flat and Permitted Shop and Services / Eating Place Uses (Planning Application No. A/K1/244)
12 Jan 2024	43-49A Hankow Road, Tsim Sha Tsui, Kowloon	"C(6)"	Proposed Flat with Permitted Office, Shop and Services and Eating Place Uses (Planning Application No. A/K1/269)

5.3.3 It is important to highlight that the Premises, as part of the Victoria Dockside development, were designed to function as hotel-like serviced apartment offering accommodation. The domestic nature of the use per se will remain unchanged as compared to the existing serviced apartments. Meanwhile, by allowing longer-term accommodation as opposed to solely transient occupancy, a consistent flow of residents and visitors at various times throughout the day will be ensured. This will further strengthen the planning intention of the "C" zone by providing robust support to the vitality of commercial developments, including shops, services, places of entertainment, eating places and hotel services. Collectively, these elements will foster a vibrant and appealing environment, benefiting all stakeholders involved.

5.4 Maintain the Existing Mixed-use Character of Tsim Sha Tsui

5.4.1 The Site was mainly zoned "Commercial/Residential/Warehouse" on the first OZP No. LK1/40 gazetted in 1965 and was later rezoned to "C/R" on the Draft OZP No. LK1/56 in 1976. Residential use was allowed at the Site under the previous OZPs until it was blanketly rezoned from "C/R" to "C" on the Draft OZP No. S/K1/6 gazetted in 1993. Historically, most of the Tsim Sha Tsui area was zoned "C/R". The zoning allowed for a flexible mix of commercial and residential uses, with no development restrictions in the "C/R" zone.

5.4.2 Similar to the rest of Tsim Sha Tsui, the flexibility provided by the former "C/R" zone contributed to the current mixed and organic pattern of the area. The mixed land use pattern persists in the area, regardless of the blanket rezoning from "C/R" to "C" is shown in **Figure 5.1**.

5.4.3 Tsim Sha Tsui is a major employment node and a popular tourist destination,

renowned for its diverse shopping and dining experiences. The In-situ Conversion Proposal with the introduction of residential elements would preserve the existing mixed-use character of Tsim Sha Tsui, with bustling commercial activities at lower floors and inviting domestic use atop. The residential use would be compatible with the surrounding land uses and would not adversely affect the character and environment of the neighbourhood, ensuring a harmonious and thriving community for both residents and visitors alike. This concept has indeed been acknowledged in the Stage II Study on Review of Metroplan and The Related Kowloon Density Study Review which states that the former "C/R" zoning *"promotes a mix of uses which can bring certain planning advantages"* including *"to promote a livelier ambience compared with areas which are homogeneously in office or residential use"*.

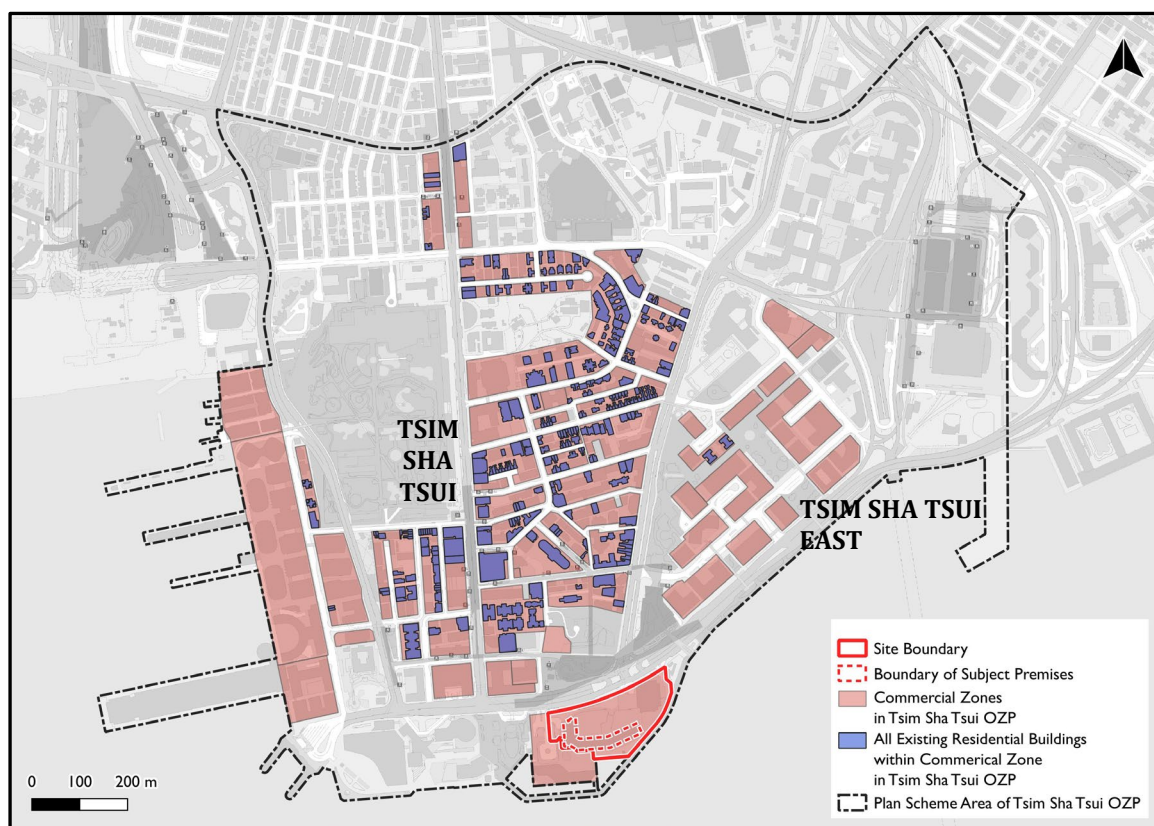


Figure 5.1 Residential Developments within "Commercial" Zone

5.5 Comply with the Harbour Planning Principles

5.5.1 The Site is located within the waterfront area. The proposed conversion works will not increase the building bulk of the development, ensuring that the strategic significance of the location will be duly respected. The Victoria Dockside development is committed to continuing to realise the vision of Victoria Harbour to make it *"attractive, vibrant, accessible and symbolic of Hong Kong: a harbour for people and a harbour of life"*. The In-situ Conversion Proposal not only adheres to the Harbour Planning Principles but actively strengthens them, as illustrated in **Table 5.2**.

Table 5.2 Harbour Planning Guidelines and the In-situ Conversion Proposal

Harbour Planning Principles	The In-situ Conversion Proposal
Preserving Victoria Harbour	▪ The In-situ Conversion Proposal does not involve any reclamation nor destruction to the harbour. Victoria Harbour is preserved as a natural asset to the public. ▪ The Site, with an iconic building complemented by a stepped building height profile and multi-level greeneries, is a landmark along the Victoria Harbour. It is considered to be visually compatible with the existing developments and would add visual interest along the harbour.
Stakeholder Engagement	▪ All relevant stakeholders will be consulted on the S16 Planning Application during the 3-week statutory public consultation period. Any comments received will be thoroughly considered by the Applicant and incorporated into the Proposal as far as practicable.
Sustainable Development	▪ The building heights of the development at the Site form a stepped building height profile with the surrounding developments in the harbourfront setting. The multi-level greeneries at the low-rise block, together with the additional vertical green walls at the West Wing entrance of the Premises at the pedestrian level, will soften the building mass and enhance the overall amenity of the development. ▪ The In-situ Conversion Proposal will not alter the existing commercial mix at the Site. The existing retail and dining facilities will continue to promote the vibrancy and liveliness of the area by offering opportunities for on-street activities throughout the day and night. ▪ Various technical assessments have been conducted and the results indicate that the In-Situ Conversion Proposal is technically feasible.
Proactive Harbour Enhancement	▪ The In-situ Conversion Proposal will not alter the building bulk of the development at the Site, ensuring that the building height profile is maintained. The stepped height profile of the Site, together with the multi-level greeneries at the low-rise block, will continue to promote visual interest and create an iconic harbour image.

Harbour Planning Principles	The In-situ Conversion Proposal
Vibrant Harbour and Public Enjoyment	The retail and dining facilities at the Site will continue to enhance the liveliness and vibrancy of the waterfront area. They will bring about diversity in land uses and offer opportunities for on-street pedestrian activities to add life and vitality to the harbourfront.
Accessible Harbour	The Site will continue to create great synergy and provide direct connection to attract people to the Tsim Sha Tsui Waterfront Promenade and harbour. Please refer to Appendix 1 for the connectivity diagram.

5.6 The Uniqueness of the Site for High-End Residential Development

- 5.6.1 Since its launch in 2019, the Site firmly established itself as the first ever and one-of-a-kind "Arts and Cultural" themed private development along the Victoria Harbour. With its iconic tower of 265mPD and a contemporary design with ample greeneries, the Site has rapidly become a landmark and is positioned as the definitive "Arts and Cultural Compound" in the heart of Hong Kong.
- 5.6.2 Residing in this iconic, world-class "Arts and Cultural Compound" in the heart of Hong Kong would complement their lifestyle and further ignite their passion for arts. The prestigious living environment, with high-quality living space and top-tier amenities that celebrate arts and culture, will amplify the appeal of this unique development. Discerning individuals will find an ideal backdrop to engage into the vibrant arts and cultural ecosystem.
- 5.6.3 Luxury properties in Hong Kong are predominantly nestled in The Peak, Repulse Bay, Deep Water Bay, etc. Whilst these locales have access to iconic views (such as a distant glimpse of Victoria Harbour and/or natural scenery), their locations tend to be more remote. In contrast, prime properties in other world-class cities are typically centrally located with easy access to CBD, which provides convenience for residents with close proximity to workplaces, exquisite F&B options, upscale retail facilities and lively entertainment. The Premises, with its unparalleled location next to the arts and cultural activity venues/entities within Victoria Dockside, offers a one-of-a-kind residential experience that is found nowhere else in Hong Kong.
- 5.6.4 The uniqueness of the Site lies in its prime location at the core of the CBD, its position as an "Arts and Cultural" themed commercial and tourism node, its status as a world-class landmark, and its close proximity to the Cultural Complex. These distinctive attributes make the Site a highly desirable and suitable location for high-end residential development in Hong Kong.

5.7 The Creation of a Mixed-Use Neighbourhood will Foster "Vitality" and "Liveliness" of the Waterfront Area

5.7.1 The Site, alongside most of Tsim Sha Tsui, has embraced a mixed-use nature since the gazettal of the first OZP. The In-Situ Conversion Proposal, which includes residential flats above the existing commercial complex, will be fully compatible and congruous with this dynamic mixed-use character of the neighbourhood. Most importantly, as briefly discussed in the previous sections, the residential population can maintain a constant round-the-clock footfall on the streets and commercial activities, ensuring urban vitality. Given its enviable proximity to the waterfront, the Site would lead people to the harbour where a tapestry of activities takes place. By cultivating and reinforcing a mixed-use neighbourhood, a steady flow of residents and visitors at different times of the day will be ensured, captivating the sense of "vitality" and "liveliness" of the waterfront area.

5.7.2 Indeed, this In-situ Conversion Proposal complements the Government's recent mixed-use proposal for the Hung Hom Waterfront Development, which designates approximately 40% of the total GFA for residential use (paragraphs 2.6.6 and 2.6.7 above refer). By maximising the potential of this prime harbourfront location, the vibrancy of the area could be elevated, creating a continuously dynamic environment that benefits the community and stakeholders alike.

5.8 Integral Part of the Thriving Arts and Cultural Ecosystem of Hong Kong

5.8.1 Hong Kong is among the top five globally in terms of spending on art and antiques, and is establishing itself as a vibrant hub in the arts and cultural market. Alongside London and New York, Hong Kong ranks among the top three art trading centres worldwide. Recent spearheading initiatives in the dynamic art ecosystem include the Airport Authority Hong Kong's innovative vision called "SKYTOPIA", which aims to consolidate facilities bespoke for artwork under one roof. As investments in masterpieces by renowned artists continue to rise, asset management companies and affluent individuals are increasingly enticed by this dynamic landscape, recognising that art not only signifies exclusivity but also embodies unparalleled prestige in the realm of real estate.

5.8.2 The Site is a celebration of arts and culture, showcasing museum-level artworks serving as the heart of the "Arts and Cultural District" and "Hong Kong's 'Silicon Valley of Culture'". The various entities within the Victoria Dockside development including K11 ARTUS prioritise the cultivation of arts and culture appreciation and engagement, inviting visitors to immerse themselves into the creativity surrounding them. The synergy created with various arts and cultural outlets at the "Cultural Complex" to the west also invigorates Hong Kong's arts and culture ecosystem.

5.8.2 Insights from the various international case studies in **Section 3** above reveal that the integration of residential element into an Arts and Cultural district offers residents the unique opportunity to live amidst creativity, enriching exposure to and

appreciation of arts and culture. This blend not only nurtures a sense of place in the place-making, but also fosters social cohesion within both the residential community and the wider public. Having art incorporated into a high-end residential environment, it elevates the perceived value of artistic expression and creates an association which fuels a higher demand for art.

- 5.8.3 Arts and Culture infuse residential spaces with aesthetics and liveliness. By residing at the Premises, future residents will become long-term integral stakeholders and contribute to the permanent commitments/partnership in the flourishing arts and cultural ecosystem of Hong Kong. K11 MUSEA and the adjacent "Cultural Complex" will continue to host a diverse array of arts and cultural events, providing an enriching experience for public enjoyment. Moreover, the future residents of the Premises will enjoy dedicated invitations to these events held at K11 MUSEA and the Premises which will allow them to be deeply connected to the arts and cultural scene. This engagement will in turn foster their sense of belonging for building a stronger community and creating a greater synergistic relationship with the Arts and Cultural sector, which adds intangible benefits to the Proposal. Hence, the In-situ Conversion Proposal is poised to reinforce the overall dynamism and livability of the area.

5.9 No Impact to the Supply of Serviced Apartments in the Area

- 5.9.1 A comprehensive review of the supply of hotels providing long-stay packages in the Tsim Sha Tsui area – particularly those eligible for 28 consecutive nights (equivalent or similar to the one currently offered by K11 ARTUS) – has been carried out. With the 186 nos. of rooms at Rosewood Residences (also in terms of hotel-like serviced apartments), there are around 20 nos. of 4-star or above hotels which provide long-stay packages in Tsim Sha Tsui (**Figure 5.2** refers). As the region offers a remarkable total of approximately 9,479 available rooms, including those already featured within the Site (**Table 5.3** refers), the In-situ Conversion Proposal will not impact the supply of long-stay accommodation in the Tsim Sha Tsui area. This rich availability of options, even within the Site or in the neighbourhood, ensures that visitors will still find ample comparable services in the locale.

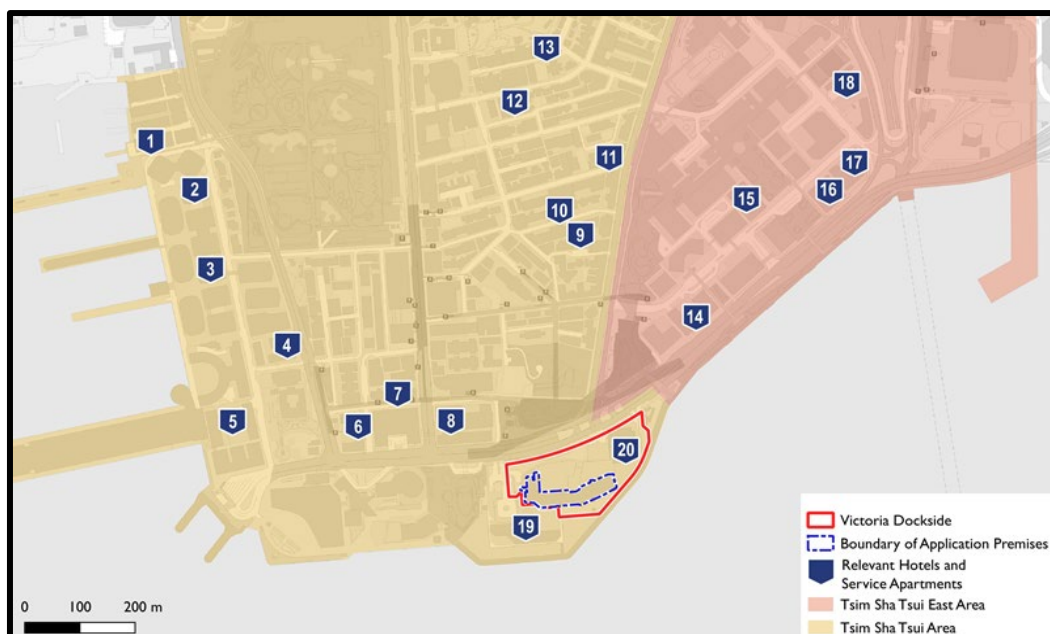


Figure 5.2 Location of Hotels with Long Stay Accommodation in Tsim Sha Tsui

Table 5.3 Hotels with Long-stay Accommodation in Tsim Sha Tsui

No.	Name of the Hotel / Service Apartment	No. of Rooms
1	Royal Pacific Hotel	677
2	Prince Hotel, Hong Kong	402
3	Gateway Hotel, Hong Kong	421
4	The Langham Hong Kong	500
5	Marco Polo Hongkong Hotel	710
6	YMCA of Hong Kong	380
7	The Kowloon Hotel	734
8	Sheraton Hong Kong Hotel & Towers	804
9	Dash Living on Prat	157
10	Oasis Avenue	245
11	The Mira Hong Kong	470
12	The Kimberley Hotel	534
13	Standford Hillview Hotel	178
14	Kowloon Shangri-la, Hong Kong	688
15	Regal Kowloon Hotel	597
16	Intercontinental Grand Stanford Hong Kong	572
17	New World Millennium Hong Kong Hotel	463
18	Hotel ICON	262
19	Regent Hong Kong	499
20	Rosewood Residences	186
Total:		9,479

5.10 No Increase in Development Bulk

5.10.1 The In-situ Conversion Proposal at the Premises will only involve converting the existing serviced apartment into a maximum of 205 nos. of units. Importantly, there will be no increase in building height (including floor-to-floor heights) nor development bulk of the subject building. The façade design and the overall appearance of the development will also remain unchanged, ensuring that the intended stepped height profile and its harmonious connection with the harbourfront remain intact. No visual concern is hence anticipated.

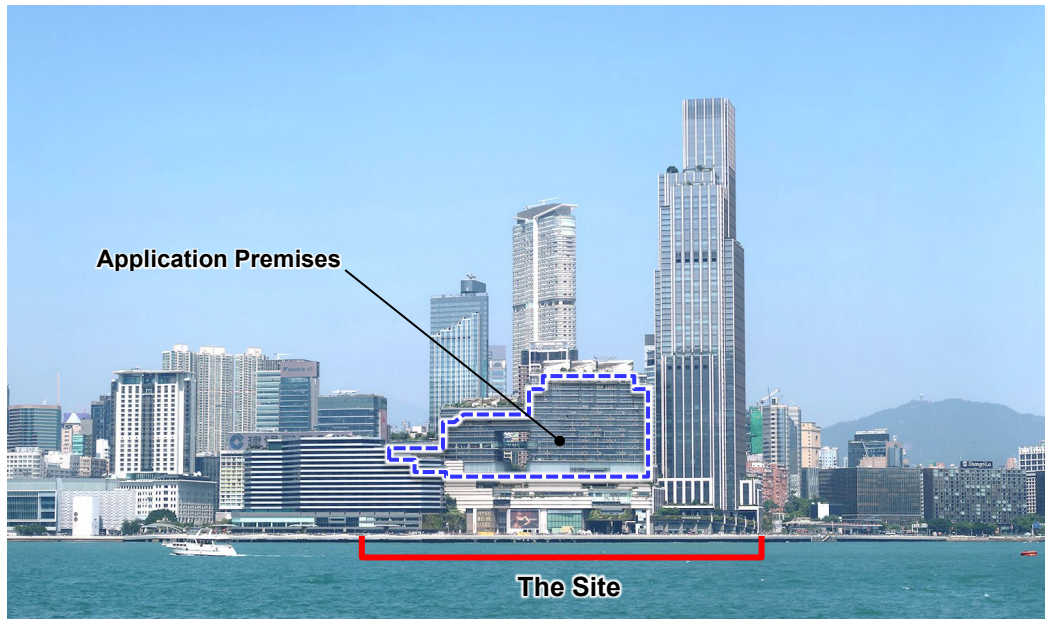


Photo 3 View of Victoria Dockside from Wanchai Harbourfront

5.11 No Nuisance and Interface Problem

- 5.11.1 The proposal has taken into consideration the potential interface issues that may arise between 'Flat' and other uses within the same complex. To minimise disturbances and ensure the comfort and privacy of the future residents uncompromised, adequate physical segregation will be retained through separate entrances, lift lobbies, etc. The careful planning aims to alleviate any interface issues between different uses without causing nuisance to the residents.

5.12 More Sustainable Development Option

- 5.12.1 The In-situ Conversion Proposal involves only in-situ conversion of an existing hotel-like serviced apartment into 'Flat' use without the need for demolition. This approach is more sustainable as it substantially reduces construction waste, pollutants and energy consumption – far surpassing the environmental impact of conventional demolition and redevelopment associated with other re-modelling efforts. The shortened works period will also lessen environmental disturbances to the surrounding neighbourhood.
- 5.12.2 The Applicant is also endeavoured to enhance the both sustainability and amenity of the Proposed Development by re-planning the greenery provisions, particularly those at upper levels and roof-top, while incorporating greeneries at lower levels to improve the visual access for the pedestrians. These proposed greenery enhancements also feature an addition of vertical green walls at the West Wing entrance of the Premises at pedestrian level, as well as edge plantings at the lower levels beneath the Premises, for greater visibility in front of the prominent waterfront frequented by the public. The greening initiatives are designed to provide environmental benefits and enhance the aesthetic qualities of the urban environment (**Appendix 7** refers).

5.13 No Insurmountable Impact

Traffic (Appendix 2 refers)

- 5.13.1 A Traffic Impact Assessment has been conducted to evaluate the anticipated traffic impact on the adjacent road network upon completion of the In-situ Conversion Proposal, based on the latest traffic conditions and planning assumptions. Operational performance of the identified key local junctions has been assessed based on the year 2032 reference and design traffic flows. It is revealed that the junctions would operate with adequate capacities in future. Hence, the proposal would not cause any adverse traffic impact to the surrounding road network.

Traffic Noise (Appendix 3 refers)

- 5.13.2 An assessment of the road traffic noise impact associated with the proposed conversion has been carried out. According to the predicted results, no unacceptable road traffic noise impact due to the surrounding roads on the proposal is anticipated. No road traffic noise mitigation measure is therefore deemed necessary.

Fixed Noise Sources (Appendix 3 refers)

- 5.13.3 A fixed noise source impact assessment has been conducted. The predicted noise levels of representative Noise Sensitive Receivers would comply with the criteria stipulated in the Noise Control Ordinance ("NCO"). Thus, it can be concluded that the In-situ Conversion Proposal will not be subject to adverse fixed noise source impact. Moreover, any potentially noisy equipment arising from the proposed conversion will be designed and installed with adequate noise mitigation measures to comply with the standards of HKPSG and NCO.

Helicopter Noise (Appendix 3 refers)

- 5.13.4 The impact of helicopter noise has been assessed. The maximum predicted noise level is L_{max} 80dB(A), which is below the noise criteria of L_{max} 85dB(A). Hence, helicopter noise exceedance at the Premises is not envisaged.

Air Quality (Appendix 4 refers)

- 5.13.5 An Air Quality Impact Assessment has been carried out. The predicted concentrations of assessment parameters (NO₂, RSP, FSP and SO₂) at all Air Sensitive Receivers of the Application Premises are expected to be within the relevant Air Quality Objectives. No air quality impact is anticipated.

Sewerage (Appendix 5 refers)

- 5.13.6 In comparison with the existing development, there will be a decrease in discharge (equivalent to 68.7m³/day) after the in-situ conversion, primarily due to a reduction of units. Based on the estimated flow, no adverse sewerage impact is anticipated from the Victoria Dockside development to the public sewerage network.

6 SUMMARY AND CONCLUSION

- 6.1 The Applicant is seeking permission from TPB for the proposed 'Flat' use (in-situ conversion), in form of apartments or apartment-like serviced apartments, at Victoria Dockside No. 18 Salisbury Road, Tsim Sha Tsui, Kowloon. The Premises are located in "C(7)" zone on the Approved OZP No. S/K1/30.
- 6.2 We respectfully request favourable consideration from the Planning Department and TPB Members to support this In-situ Conversion Proposal based on the followings:
- **Enhancing the City's Liveability and Round-the-Clock Vibrancy:** The proposal presents a prestigious long-term accommodation option that invites a stable community of talents and elites to deeply root themselves in the city, thereby fostering a vibrant sense of place and belonging for a competitive global financial hub. The residential population can also maintain a constant round-the-clock footfall on the streets and commercial activities in a prime city location, ensuring urban vitality, which will complement the Government's mixed-use proposal for the Hung Hom Waterfront Development.
 - **Synergising with Arts and Culture:** By continuing to embrace and celebrate arts and culture, this proposal will not affect the current efforts from Victoria Dockside and its synergy of with the nearby "Arts and Cultural Hubs", resonating with the Blueprint for Arts and Culture and Creative Industries Development. Also, since merely about 10% of the total GFA of the "Commercial" zoning is involved in the conversion, the main activities of this "Arts and Cultural" themed commercial and tourism node will remain intact. Therefore, the proposal will continue to align with the planning intention.
 - **Maintaining Supply of Different Options of Long-term Accommodation:** The proposal will not disrupt the overall supply of hotel-like serviced apartments or hotels offering long-term accommodation in Tsim Sha Tsui, where options abound (even on the Site and in the neighbourhood). It offers a further option for long-term and stable accommodation within the Central Business District of Hong Kong.
 - **Ensuring Good Interfaces and Sustainability:** Adequate separation will be maintained through distinct entrances and lift lobbies to minimise disturbances to residents. This in-situ conversion is also considered sustainable, as it greatly reduces construction waste, pollutants and energy use as compared to traditional demolition and redevelopment in many remodelling exercises. Moreover, the various additional greenery initiatives under the Proposal exemplify the efforts to enhance sustainable built environment.
 - **No Adverse Technical Impact:** The proposal only involves converting existing hotel-like serviced apartments with 287 rooms into a maximum of 205 units under the 'Flat' use, without changing the building height or size. No adverse impacts are anticipated regarding traffic, noise, air quality and sewerage.