



SECTION 12A APPLICATION

## Proposed Harbourfront Revitalisation: A New Cultural Entertainment Destination

Hoi Yu Street, Quarry Bay, Hong Kong

# Planning Statement – Volume 1

SEPTEMBER 2025

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### **Applicant**

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## EXECUTIVE SUMMARY

- S1. This Section 12A application (S.12A) relates to a waterfront site on Hoi Yu Street, Quarry Bay, zoned “Other Specified Uses (1)” annotated “Cultural and/or Commercial, Leisure and Tourism Related Uses” (“OU(1)”) on the Approved Quarry Bay Outline Zoning Plan No. S/H21/28. The application seeks approval from the Town Planning Board to include ‘Flat’ as a use permitted on application and a minor amendment to the Building Height Restriction (BHR), for a cultural, leisure and tourism-led development supported by residential use.

## BACKGROUND

- S2. The “OU(1)” Application Site is partly private land identified as Inland Lots 8590 RP (Part) and 8723 RP (Part), and partly government land.
- S3. A set of general building plans for a 25-storey tall (about 80mPD) industrial building (IB) on the private lots (IL 8590 RP and IL 8723 RP) was approved in 2001. These approved plans are still valid. Construction of the IB commenced around mid-2017 but was halted at the request of the Government due to its incompatibility with the waterfront setting and planning intention. With no land premium requirement, it remains a commercially viable fallback option.
- S4. A Section 16 application at the “OU(1)” zone was subsequently submitted by the previous landowner of the private lots. It was approved in February 2019 for a scheme comprising primarily hotel and office use above a retail podium. It included a long, elevated walkway routing over the IEC and Quarry Bay Park to Hoi Tai Street near Tai Koo Place. The approval also included a minor relaxation of

Building Height Restriction (BHR) from 35mPD to 41mPD. (Approved Scheme) (Figure I) However, the implementation of the Approved Scheme did not proceed due to commercial unviability and financial challenges faced by the previous owner. The Approved Scheme which included retail, hotel, and office uses was determined to be not commercially viable based on discussions with multiple developers and prevailing market conditions.



*Figure I Approved Scheme with four blocks of Hotel and one block of Office above a retail podium, a linear waterfront promenade, and a minor relaxation of BHR to 41mPD.*

## THE OBJECTIVE AND VISION

- S5. The objective of this S.12A application is to expand the permitted uses to include “flat” to enable a commercially viable scheme that achieves the planning intention of the “OU(1)” zone and transform this unique and important site into a state-of-the-art cultural tourism hub that offers a multitude of public benefits to Hong Kong as a whole.

- S6. The vision for the site is to create a new waterfront destination with cultural, leisure and tourism uses at the heart of the development. It is envisaged that the proposed development will transform the locality into a vibrant harbourfront with a new iconic attraction that draws locals and visitors time and again.
- S7. Cultural, leisure and tourism uses will be the main focus, while residential use is proposed to support the viability of constructing the cultural and tourism component. The only change required to enable this is the inclusion of 'Flat' in Column 2 of the Notes to the "OU(1)" zone.
- S8. The site, with its strategic and scarce waterfront location, is of great significance to the holistic development of Victoria Harbour waterfront and to Hong Kong as a whole. The proposed development will be an important addition to Hong Kong's overall tourism offerings, as well as a refreshed hotspot of gathering and relaxation for the local community. To achieve such objectives, a minor amendment to the BHR is also requested in this application.
- S9. A Conceptual Scheme has been developed for this S.12A application to realise the vision of creating a new attractive waterfront destination that is financially viable. The Conceptual Scheme has a maximum building height of 44mPD. In response to departmental comments received during the pre-submission stage, an Alternative Conceptual Scheme has subsequently been formulated to achieve additional planning and design merits, which is enabled by a minor 3m increase in building height to 47mPD.

## **PROPOSED CONCEPTUAL SCHEME**

- S10. The proposed Conceptual Scheme is shown in Figure II.

### ***Iconic Cultural Venue***

- S11. An iconic dome-shaped architectural structure is proposed as the central piece. It will provide a high-quality, purpose-built, permanent cultural venue for immersive experience content providers. A new cultural tourism attraction will therefore be created for Hong Kong. This is a notable contrast with the Approved Scheme, which had no specific cultural, leisure or tourism attraction component. The Conceptual Scheme will better achieve the "OU(1)" planning intention and more effectively meet recent government policy objectives to boost the cultural and tourism sectors. The facility will be suitable for accommodating a wide range of cultural activities

### ***Innovative Design***

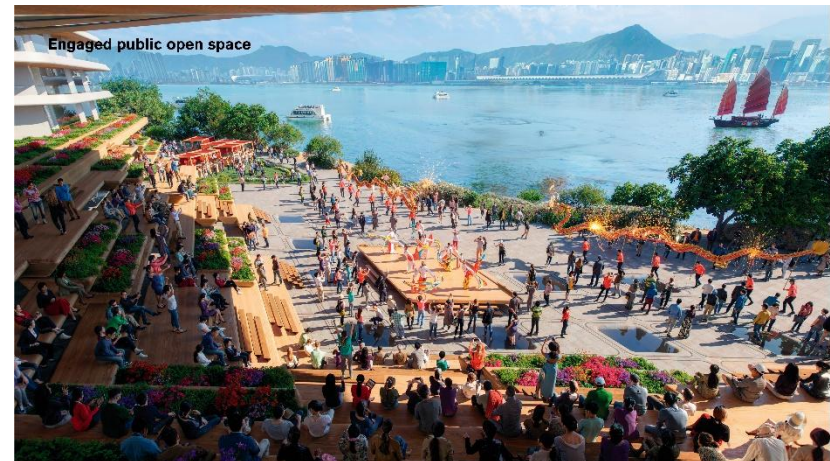
- S12. Recognising the site's unique waterfront location and its significance in redefining this part of Quarry Bay, the Conceptual Scheme has adopted visually interesting building forms and incorporated various design features. This includes building setbacks, stepped building height, terrace design and building gaps, which are enabled by the proposed building height (BH) of 44mPD. The result is an innovative and iconic architectural design that is unique, while maintaining a low to medium-rise profile to ensure compatibility with the surrounding environment.
- S13. The BH includes an approximately 1.5m increase in the existing site formation level for storm surge mitigation, ensuring a sustainable, climate-resilient development.

### ***Harbour Planning Principles***

- S14. Achieving the Harbour Planning Principles has been a significant part of the design process. The urban design and placemaking approach focuses on creating an engaging public realm at the lower levels that integrates with the harbourfront. More than 30% of the ground-level is available for public access. It features an extensive open space, including a waterfront piazza connected to a series of harbour steps, designed for people to relax, socialise and enjoy views of the harbour. This area will link directly to the cultural venue and ground-level shops and F&B facilities, transforming the harbourfront into a vibrant and attractive destination for public enjoyment. (Figure III) The harbour steps will provide opportunities for boarding boats. The proposal represents a significant improvement over the 10m-wide linear waterfront promenade in the Approved Scheme that would only serve as a passageway.
- S15. The Application Site is located at the eastern end of the new Boardwalk that is being implemented by the government under the IEC, linking to Wan Chai. This important waterfront pedestrian and cycle link will integrate with the proposed development as a prime waterfront focal point.



*Figure II Proposed Conceptual Scheme with Cultural Venue as the centre piece and residential components above and on the two sides. At the ground level is an engaging waterfront open space with harbour steps leading down to the water.*



*Figure III Conceptual Scheme Harbourfront Enhancement for Public Enjoyment*

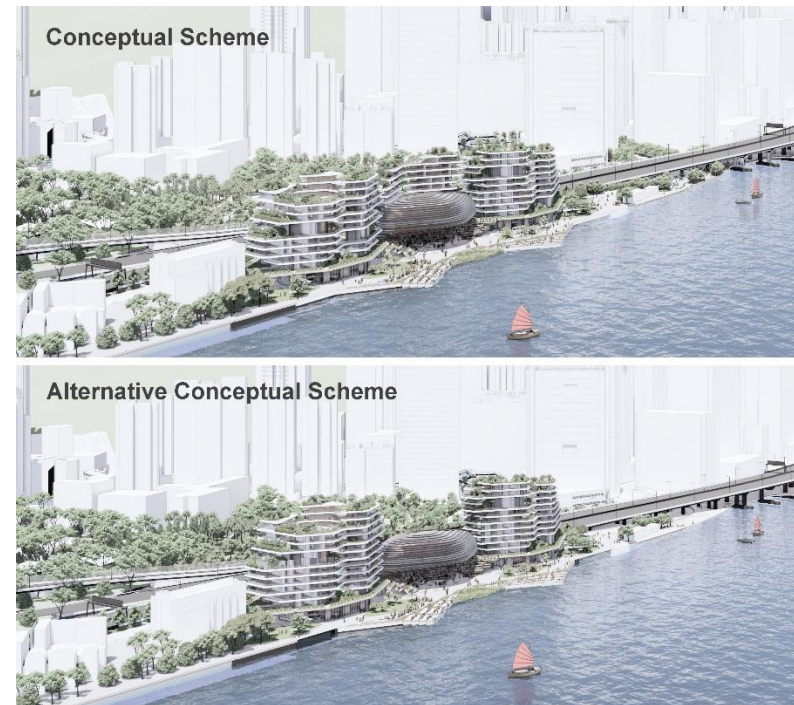


### ***Improved Pedestrian Connectivity***

- S16. The previously proposed footbridge over the IEC that cuts across Quarry Bay Park would have significant adverse impacts on the existing trees within the Park. As an improved alternative, two vital connections are proposed: 1) a ground-level connection through Quarry Bay Park, and 2) a shorter footbridge across the IEC connecting the “OU(1)” site to Quarry Bay Park. These connections will enable pedestrians to enjoy a green, leisurely walk through Quarry Bay Park, with the bridge providing a more efficient and direct access to the waterfront. The footbridge will lead pedestrians from the park to the central piazza in the development and down to the waterfront (see Figure III).

### ***Alternative Conceptual Scheme Enabling Greater Planning and Design Merits***

- S17. An Alternative Conceptual Scheme is also included in this S.12A application as a response to comments received during the Pre-submission stage. The Alternative Conceptual Scheme maintains the same floor area. It has been simply modified by the removal of the residential component located above and behind the cultural venue. To achieve this, a further minor BH increase of +3mPD, to 47mPD is proposed (Figure IV). The slight increase in BH (about 1 storey) allows for greater planning and design merits to be achieved, such as improved BH variation, greater visual and air permeability, enhanced iconic feature and removal of interface issues between residential and cultural and community uses.



*Figure IV Comparison of the Conceptual Scheme and the Alternative Conceptual Scheme. The main difference is that the residential component above the cultural venue in the Conceptual Scheme has been relocated to the two towers on either side in the Alternative Conceptual Scheme. The cultural venue is then a free-standing building in the centre.*

### **TECHNICALLY FEASIBLE**

- S18. Various technical assessments have been carried out based on the Conceptual Scheme, including Traffic Impact Assessment, Environmental Assessment (including noise impact assessment), Air Quality Impact Assessment, Air Ventilation Assessment (Expert Evaluation), Visual Impact Assessment, Tree Preservation Proposal and Landscape Master Plan. It was found that with appropriate mitigation measures, the proposed amendment to include residential use at the “OU(1)” site is technically feasible.



## **PUBLIC BENEFITS**

- S19. The proposal encompasses a range of public benefits. In addition to introducing a new privately funded and operated cultural attraction for the public to enjoy, the proposed scheme will provide ample open space accessible to the public, enhance the public realm and the harbourfront, and improve the connectivity and walkability throughout this part of Quarry Bay. The cultural attraction, featuring technologically advanced forms of entertainment, will also support the growth of local arts and cultural sectors, boost the tourism industry, and contribute positively to Hong Kong's economy.
- S20. Without the Conceptual Scheme or Alternative Conceptual Scheme, the IB remains the only commercially viable fallback option. The IB is not compatible with the waterfront setting and planning intention. It has no public benefits. It also obstructs the new Boardwalk's connection to the eastern harbourfront. The comparison is clear.

## **PROPOSED AMENDMENTS TO THE NOTES**

- S21. To facilitate the implementation of a commercially viable cultural, leisure and tourism-led development that would achieve the planning intention of the "OU(1)" zone, and to ensure that the proposed planning, design merits and public benefits can be fully realised, the following amendments are proposed to the Notes of the "OU(1)" zone:
- i. Inclusion of "Flat" in Column 2 of the Notes; and
  - ii. Minor amendment to the Building Height Restriction from 35mPD to 47mPD.

- S22. The Board is invited to favourably consider the proposed amendments to the Notes, to facilitate the transformation of the site into a vibrant waterfront destination that will enrich Hong Kong's tourism, cultural, and arts sectors, enhance its identity and attractiveness, and contribute to its economic growth.

## 行政摘要

(聲明：中文譯本僅供參考，如中文譯本和英文原文有差異時，應以英文原文為準。)

- S1. 本第 12A 條修訂圖則申請涉及位於鰂魚涌海裕街的海濱用地。根據鰂魚涌分區計劃大綱核准圖編號 S/H21/28，該用地位於「其他指定用途(1)」註明「文化及 / 或商業、消閒及與旅遊有關的用途」地帶。本申請旨在獲得城市規劃委員會的批准，將「分層住宅」納入必須取得城規會的許可方可進行的用途或發展，並略為放寬建築物高度限制，以住宅用途支持文化、休閒和旅遊為主的標誌性項目。

## 背景

- S2. 位於「其他指定用途(1)」的申請地點，部分為私有土地（即內地段第 8590 號餘段（部分）和第 8723 號餘段（部分）），部分為政府土地。
- S3. 早於 2001 年，一套涉及於私人土地（內地段第 8590 號餘段及內地段第 8723 號餘段）上 25 層高（約主水平基準上 80 米）的工業大廈的建築圖則獲得核准。這套已核准的建築圖則到目前仍然有效。該工業大廈約於 2017 年中開始施工，唯項目因不符合海濱環境和規劃意向，整個項目應政府要求暫停。由於此工業大廈發展項目無需補地價，因而仍是商業上可行的後備方案。
- S4. 隨後，私人土地的前擁有人在「其他指定用途(1)」地帶提交了一份第 16 條的規劃許可申請。該申請於 2019 年 2 月獲批。獲批方案中主要規劃了一個零售平台，並在其上層用作酒店及辦公室用途，同時包括一條貫穿東區走廊和鰂魚涌公園，至太古坊附近的海泰街的高架行人走廊。獲批方案還包括將

建築物高度限制從主水平基準上 35 米放寬至主水平基準上 41 米（下稱「已核准的發展計劃」）（圖 I）。然而，由於已核准的發展計劃缺乏商業可行性，且前土地擁有人面臨財務困難，該計劃最終未能實施。經與多家發展商討論並評估現行市場狀況後，該包含零售、酒店和辦公室用途的已核准的發展計劃方案最後因被確定商業可行性不足而未能如期執行。



圖 I：已核准的發展計劃：包括位於零售平台上的四座酒店和一座辦公大樓，一條海濱長廊，以及建築物高度限制略為放寬至主水平基準上 41 米。

## 目標與願景

- S5. 本第 12A 條申請的目標是擴大核准的用途，包括納入「分層住宅」，實現符合「其他指定用途(1)」地帶規劃意向的商業可行方案並將此獨特而重要的地點轉變為一個世界級的文化旅遊焦點，為整個香港的公眾及旅遊業帶來多重裨益。

- S6. 該地點的願景是創造一個嶄新的海濱區，以文化、休閒和旅遊用途作為發展的核心。項目預期為社區增添活力，將海濱區發展成吸引本地居民和遊客的標誌性景點。
- S7. 文化、休閒和旅遊用途將是項目重點，而納入住宅用途的主要目的是提升設立文化和旅遊項目的可行性。決定性的要素是要將「分層住宅」納入「其他指定用途(1)」註釋的第二欄中。
- S8. 項目位於優越及珍貴海濱地段，對維多利亞港海濱及香港的整體發展具有重大意義。擬議發展將進一步鞏固香港作為盛事之都的旅遊地位，同時為社區提供一個耳目一新的聚集和休憩熱點。為達致上述目標，本申請同時擬議略為放寬建築物高度限制。
- S9. 第 12A 條申請已擬備了一個概念方案，實現創建一個具有商業可行性及吸引力的海濱盛事區的願景。概念方案的最高建築物高度為主水平基準上 44 米。根據在申請前階段收集的部門意見，申請人隨後制定了一個替代概念方案，通過將建築物高度略為放寬 3 米至主水平基準上 47 米，為方案增添額外的規劃和設計優勢。

### **擬議的概念方案**

- S10. 擬議的概念方案見圖 II。

### **標誌性的文化場所**

- S11. 擬議的核心部分為一個標誌性的圓頂形建築結構，為沉浸式體驗創造者提供一個專為文化活動而建的永久性文化場所，為香港創造一個新的文化旅遊景點。這與已核准的方案形成了鮮明對比，後者並沒有特定的文化、休閒或旅遊性元素。

概念方案的設施適合舉辦各類文化活動，更能實現「其他指定用途(1)」的規劃意向，貼近政府的政策目標，促進文化和旅遊產業發展。

### **創新設計**

- S12. 鑑於申請地點獨特的海濱位置及其在重新定義鰂魚涌分區特色中扮演的重要角色，概念方案採用了具視覺趣味的建築形式，並融合各種設計特色，包括建築物後移、階梯式建築高度、露台梯級式設計和建築物間距，這些都是基於擬議的主水平基準上 44 米的建築物高度設計。結合上述設計特色，創造一個創新且標誌性的建築設計，同時保持低至中層的輪廓，確保與周圍環境互相兼容。
- S13. 建築物高度包括對現有地盤平整水平提高 1.5 米，以應對風暴潮，確保可持續、具氣候韌性的發展。

### **海港規劃原則**

- S14. 實現海港規劃原則是設計過程中的重要部分。透過城市設計和環境營造的方式，在建築物底座創造一個具有吸引力的公共空間，與海濱相結合。地面層超過 30%可供公眾使用，設有廣闊的休憩空間，包括與一系列海岸堤階相連的海濱廣場，旨在讓人們放鬆、交流及欣賞海港的景色。該區域將直接連接到文化場所和地面層的商店及餐飲設施，將海濱轉變為一個充滿活力和吸引力的地點，供公共享用（圖 III）。海岸堤階將提供登船的設施。概念方案相比於已核准的方案中 10 米寬僅作為通道的海濱長廊而言，有一個顯著的改善。
- S15. 申請地點位於政府設計的東區走廊下之行人板道的東末端，連接灣仔。這一重要的海濱行人和自行車連接將與提議的發展融合，成為海濱的焦點。





圖 II 擬議的概念方案以文化場所為核心，上方和兩側為住宅用途。地面層為一個動感多元的海濱開放空間，設有通向水體的海岸堤階。



圖 III 海港優化概念方案供公眾享用

### 提升行人暢達性

- S16. 先前擬議橫跨東區走廊以及鰂魚涌公園的行人天橋將對公園內的現有樹木產生重大的負面影響。改良後的方案，提出兩個重要的擬議連接：1) 通過鰂魚涌公園的地面連接，2) 一條短的行人天橋，跨越東區走廊，將「其他指定用途(1)」地帶與鰂魚涌公園相連。這些連接令行人能夠享受通往鰂魚涌公園現有的綠色步行徑，天橋則提供更高效和直接的通道通往海濱。天橋將引導行人從公園到達概念方案的中央廣場，直達海濱（見圖 III）。

### 替代概念方案實現更大的規劃和設計優勢

- S17. 本第 S.12A 申請中，還包括了一個替代概念方案，以回應在申請前階段收集的意見。替代概念方案保持相同的樓面面積。它僅通過簡單修改，移除位於文化場所上方和後方的住宅樓層。為此，方案擬進一步略為放寬建築物高度 3 米至主水平基準上 47 米（圖 IV）。建築高度的輕微放寬（約 1 層）允許實現更大的規劃和設計優勢，如提升建築物高度變化、視覺和空氣滲透度、標誌性特徵等，以及消除住宅與文化及社區用途之間的介面問題。

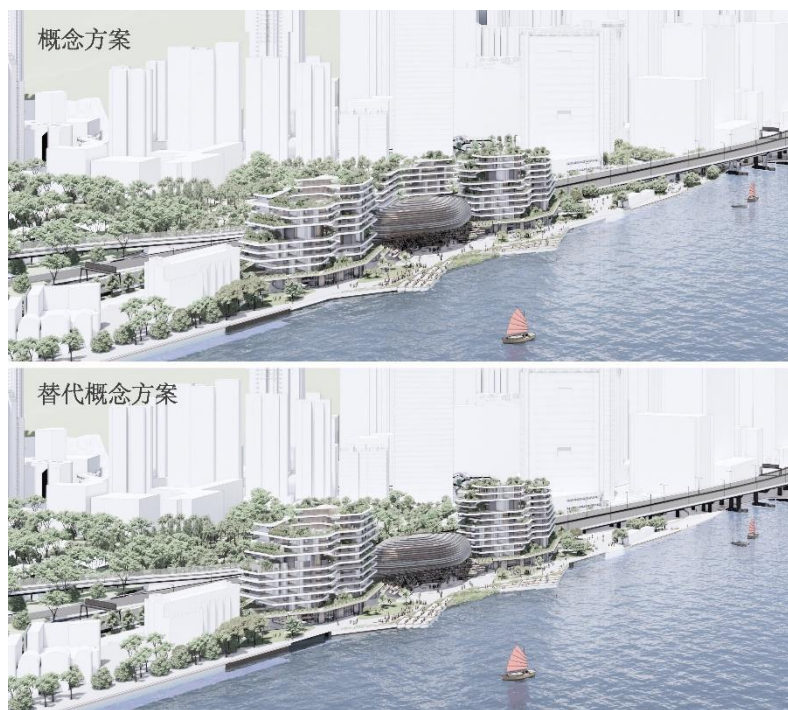


圖 IV 概念方案與替代概念方案的比較。主要區別在於，概念方案中位於文化場所上方的住宅部分已被遷移到替代概念方案兩側的兩座大樓中。文化場所從而成為位於中央的獨立建築。

## 技術可行性

S18. 申請人已就概念方案進行了各種技術評估，包括交通影響評估、環境評估（包括噪音影響評估）、空氣質量影響評估、空氣流通影響評估（專家評估報告）、視覺影響評估、樹木保護提案和園境設計總圖。經評估，通過適當的緩解措施，將住宅用途納入「其他指定用途(1)」地帶的擬議修訂在技術上是可行的。

## 公眾利益

S19. 擬議方案涵蓋了一系列公眾利益。除了為公眾引進一個嶄新以私營資金去開創和運營的文化景點外，方案還能提供充足的公共休憩空間，建立休憩用地和海濱相連的用地網絡，改善項目內鰂魚涌區的連接性和易行度。具特色的文化景點，配備先進的娛樂形式，不單能支持本地藝術和文化行業的發展，還能促進旅遊業，對香港經濟作出正面貢獻。

S20. 倘無概念方案或替代概念方案，工業大廈將仍是唯一具商業可行性的後備方案。然而，該方案既與海濱環境及規劃意向不相容，亦未能帶來公眾利益，更會阻礙新東區走廊下之行人板道與東部海濱的連接。優劣對比，顯而易見。

## 擬議的註釋修訂

S21. 為了促使落實具備商業可行性的文化、休閒和旅遊為主的發展以符合「其他指定用途(1)」的規劃意向，並確保擬議的規劃、設計優勢和公眾利益能夠充分實現，擬議方案希望對「其他指定用途(1)」區的註釋進行以下修訂：

- i. 在註釋第二欄中納入「分層住宅」；及
- ii. 將建築物高度限制從主水平基準上 35 米略為放寬至主水平基準上 47 米。

S22. 申請人懇請城市規劃委員會從優考慮對註釋的擬議修訂，促使申請地點成為一個充滿活力的海濱文化區，為香港的旅遊、文化和藝術領域增添活力，確立旅遊地位及帶動整體經濟增長。

## Section 12A Application

### **Proposed Amendment to the Notes of the Approved Quarry Bay OZP No. S/H21/28 to include “Flat” in Column 2 and Minor Amendment to the Building Height Restriction of the “Other Specified Uses” zone annotated “Cultural and/or Commercial Leisure and Tourism Related Uses”**

#### **1. Introduction**

- 1.1. On the 22 February 2019 the Metro Planning Committee considered application No. A/H21/150 and approved a development which consisted of a hotel, office, shops and services, with eating place and places of recreation sports and culture (subsequently referred to as the Approved Scheme).
- 1.2. On the 21 December 2021 the Lands Department offered basic terms for a land exchange to implement the Approved Scheme. However, the then owner of the land did not accept the offer and the scheme has not proceeded to implementation.
- 1.3. The Approved Scheme has been reassessed by the current owner and is considered not financially viable and incapable of successful implementation. The purpose of this application is to amend the schedule of uses to include “Flat” so that a financially viable scheme can be approved and the planning intention for the site could be achieved.
- 1.4. In March of 2025, a Pre-submission of this proposal was made to the Planning Department and it was circulated to relevant departments. Comments received on that

submission have been taken into account in preparing this formal submission. A Conceptual Scheme has been developed to support this S.12A application and in response to specific design comments received during the Pre-submission stage, an Alternative Conceptual Scheme has also been formulated. Both of these schemes are included in this application.

#### **2. The Application Site**

- 2.1. The Application Site is located at Hoi Yu Street in Quarry Bay with the site fronting the sea on the northern side. Part of the Application Site is private land identified as Inland Lots 8590 RP (Part) and 8723 RP (Part) and part of it is government land. The site is flat and the private land is currently vacant. The government land is currently used as a temporary public car park.
- 2.2. The location of the Application Site can be seen in **Figure 1**.

#### **3. Current Zoning Context**

##### ***OU Cultural and/or Commercial Leisure and Tourism Uses (1) Zone***

- 3.1. The current zoning of the site is primarily for “Other Specified Uses” annotated “Cultural and/or Commercial Leisure and Tourism Related Uses (1)” (“OU(1)”). **Figure 1** is an extract from the Approved Quarry Bay OZP No. S/H21/28 and provides a broad view of the planning context for the whole neighbourhood. The statutory planning intention for the Application Site is:

*“This zone is primarily to provide land intended for cultural, leisure and tourism uses taking advantage of its waterfront setting”.*

- 3.2. The Notes to this zone do not permit any use as of right and all uses are listed in Column 2 of the Notes. This means that all of the uses are subject to approval by the Town Planning Board (TPB) by application under Section 16 of the Town Planning Ordinance (TPO). The site is also subject to a maximum building height restriction (BHR) of 35 metres above Principal Datum (35mPD). A minor relaxation of this BHR is possible by application to the TPB and as detailed in Section 5 of this Statement, a previous Section 16 approval at the site allowed a minor relaxation of BHR to 41mPD.
- 3.3. The purpose of the zoning is further elaborated in the Explanatory Statement (ES) paragraphs 9.9.3 and 9.9.4 which, in summary, state the *“planning intention of encouraging the development of these areas for cultural, leisure and tourism uses taking advantages of its waterfront setting”*. It also states that *“in view of the waterfront location and the need to preserve public views to and from the harbour, development within this zone is restricted to a maximum of 35mPD. Innovative design should be employed to minimise the wall effect created by the building mass along the waterfront. The design should also integrate with the proposed waterfront promenade. Setting back at street level and creation of piazza is encouraged to provide a more interesting and spacious pedestrian environment”*. Various technical requirements such as traffic impact assessment are also stated as being necessary.

### **Open Space Zone**

- 3.4. A waterfront promenade is intended along the Hoi Yu Street waterfront. Part of that has already been implemented on the government land. The ES relevant to this zoning requires the extension of the promenade through the private land portion of the Application Site to link up with the Quarry Bay Park promenade. The general width requirement is 10m.

### **OU(Elevated Walkway)**

- 3.5. Also shown on the OZP is a strip zoned for an elevated walkway, stretching from Hoi Yu Street to Hoi Tai Street near Tai Koo Place. This is zoned “OU(Elevated Walkway (Subject to detailed design)”. The planning intention of the zone is “primarily to provide land intended for provision of the main pedestrian link to connect the waterfront with its hinterland”. This link was included in the previously Approved Scheme and incorporated in the land exchange documents.
- 3.6. The ES explains the purpose in more detail in paragraph 9.9.6:-

*“It will be the main pedestrian link, providing north-south connection across IEC linking the Hoi Yu Street waterfront with its hinterland. The alignment shown on the Plan is just one option to provide the pedestrian connection. Upon detailed investigation, other alignments could be considered. In determining the alignment and form of the pedestrian connection, the following requirements should be taken into account:*

- a. *the design of this proposed pedestrian connection should blend in with the open space setting of the*



*Quarry Bay Park and preferably also the theme of the leisure and tourism development at Hoi Yu Street waterfront. Interesting architectural forms for this proposed pedestrian connection should be explored; and*

- b. the indicative alignment of this proposed pedestrian connection may interface with 3 existing water mains. The integrity of these mains should be safeguarded in the design and construction of this proposed pedestrian connection. Moreover, upon detailed study, alternative alignment options which may blend in better with the open space and provide more efficient connection with the existing pedestrian walkway system in the Quarry Bay hinterland should be considered”.*

3.7. The opportunity and encouragement provided by this statement, to find a form of connection which best integrates with the Quarry Bay Park is appreciated. There are alternative connections which are explored as part of the reassessment of this project. The difficulty and cost of constructing the whole of this link, as an elevated structure is a significant factor affecting the viability of the whole project. As suggested by the ES, alternative alignments and forms have been investigated.



**Figure 1:** Extract from the Quarry Bay OZP showing Application Site Location

#### **4. Purpose of this Application**

##### ***Inclusion of Flat***

- 4.1. The main purpose of this application is to identify an alternative way for achieving the planning intention for the “OU(1)” zone. The planning intention is retained as in the Notes to the zone and the “cultural and/or commercial, leisure and tourism” related uses will be the main focus. The only change proposed is to request the inclusion of “Flat” in Column 2 of the Notes to the “OU(1)” zone.
- 4.2. This is to provide an opportunity for the Applicant to present to the TPB an alternative form of development which is a commercially viable way to achieve the objective. The cultural, leisure and tourism activities are supported and enabled by an associated residential component. The previously Approved Scheme did not have any specific cultural, tourism or leisure use component. The income generator was to be the office development, while the tourism component was the hotel. The economic outlook has significantly changed since the scheme was approved in 2019. Both office and hotels are facing a difficult time with over-supply in both areas.
- 4.3. The proposal in this application is to provide space for specific cultural and tourism features which will add to Hong Kong’s attraction as a tourist location. The harbour-side location will provide a unique opportunity for this. The inclusion of “Flat” in Column 2 will enable the Applicant to formally submit such a scheme to achieve this and will more likely be financially viable. The Conceptual Scheme and Alternative Conceptual

Scheme included in this application are presented as illustrations of how this can be achieved.

#### **5. Background**

- 5.1. The Application Site has a long planning and development history. The private lots are the result of a land exchange proposal for relocating a former oil depot which was located to the south of what is now the Eastern Harbour Crossing entrance. When reclamation occurred, the Government provided a replacement lot in the new waterfront, which is the current location. Following the land exchange, a series of planning and development processes have taken place in relation to the new lot, and a brief summary of the main points is outlined below.
- 5.2. The Applicant is the owner of replacement lots I.L. 8590 RP (Part) and I.L. 8723 RP. A set of general building plans for the development of a 25-storey industrial building (IB) of about 80mPD with a plot ratio of about 15 (i.e. a GFA of about 37,158 m<sup>2</sup>) was approved in 2001 when the lots were zoned “Industrial” (“I”) on the then Quarry Bay OZP. The industrial lease is still in place and the approved industrial building is still valid. The industrial building remains a fallback position for the Applicant.
- 5.3. On 21.3.2003, the TPB agreed to propose amendments to the OZP to rezone part of the Applicant’s lots and the adjoining areas to “OU(1)” subject to the maximum BHR of 35mPD, an area further along the waterfront to “OU(2)” subject to the maximum BHR of 25mPD, and an area near the Eastern Harbour Crossing to “O”. The then OZP No. S/H21/18 incorporating the amendments were

gazetted on 4.4.2003, and these zonings remain unchanged since then.

- 5.4. A Section 16 planning application No. A/H21/122 was submitted by the same Applicant for a mixed tourism, entertainment and commercial development at the “OU(1)” and “OU(2)” sites at Hoi Yu Street. The “OU(1)” site was proposed for a mix of hotel, retail and office development with a site area of 8,100 m<sup>2</sup>, plot ratio of 6.05 and building height of 34mPD. The proposal also included a footbridge connecting the “OU(1)” site to the Quarry Bay Park.
- 5.5. The application was rejected by the Metro Planning Committee in January 2005, then by the Board upon review in May 2005, and dismissed by the Town Planning Appeal Board in September 2008. The main reasons for rejection by the Board included that excessive provision of office use (i.e. a GFA of 14,869 m<sup>2</sup>) was not in line with the planning intention; the scale and intensity (i.e. plot ratio of about 6.05) of the proposed development was considered excessive in view of the prominent waterfront location; the implementability of the proposed development was in doubt; the submission had not demonstrated that spacious environment was provided for the pedestrians; insufficient information to demonstrate that the proposed development was acceptable in terms of traffic impact; and the proposed footbridge did not provide a direct and convenient linkage for the pedestrian connection between the proposed development and the hinterland of Quarry Bay.
- 5.6. The building plans for the industrial building were approved before the rezoning mentioned in 5.3 above. Following rejection of the proposal mentioned in

paragraph 5.5 above, construction of the industrial building commenced around mid-2017. In view of changing public aspirations and to better align with harbourfront planning and public use of waterfront, the Development Bureau (DevB) approached the owner to explore alternative development options to replace the industrial development with something that was more compatible with the surrounding environment and planning intention. On 5th July 2018 it was announced that the approval of the Executive Council would be sought for an in-situ land exchange for waterfront development in place of the industrial development subject to the approval of the TPB.

- 5.7. On the 22 February 2019 the Metro Planning Committee considered application No. A/H21/150 and approved a scheme which comprised four blocks of hotel and one block of office with shop and services, eating place, place of recreation, sports and culture and an elevated walkway. The Approved Scheme included a minor relaxation of the building height from 35mPD to 39 - 41mPD. Details of the Approved Scheme are in **Table 2** where a comparison with the current proposal is included.
- 5.8. At the time of consideration of the application in 2019 the proposal was supported by the Commissioner of Tourism because there was a very high occupancy rate for hotels, so in that respect it would meet the planning intention of providing tourism facilities. It was considered that additional hotel rooms would enhance the appeal of Hong Kong as an international convention, exhibition and tourism capital.
- 5.9. The Approved Scheme is presented in **Figure 2**.





**Figure 2:** Image of Approved Scheme

## 6. The Applicant

- 6.1. The original owner of the private lots was Fine Tower Associates Limited (Fine Tower). Fine Tower obtained building plan approval for the industrial building on the lot in accordance with the lease and commenced construction of the building in 2017. Fine Tower applied to the TPB for the mixed-use development which was approved in February 2019. Subsequently Fine Tower applied to the Lands Department for a land exchange and basic terms were presented. As explained in Section 8 below, the basic terms were not accepted and the project did not proceed.
- 6.2. This application is lodged by the current registered owner of the site which is Marine Riches III (Marine Riches). Marine Riches obtained ownership of the property when it purchased the property in a receivership sale process.

## 7. Land Administration

- 7.1. The private lots comprise about 11% of the Application Site, while the remainder is government land.
- 7.2. I.L. 8590 RP and I.L. 8723 RP are owned by the Applicant and lots are restricted for industrial and/or godown purposes including the bulk storage and distribution of petroleum products and other petrochemical fluids, and for such other ancillary purposes as may be approved by the Director. A maximum height restriction of 85.34mPD is applied under the lease.
- 7.3. The proposed development for purposes other than industrial or godown purposes is in conflict with the

related lease conditions. If the Conceptual Scheme or Alternative Conceptual Scheme as proposed in this planning application is approved by the Board, the owner will need to apply to Lands Department for a land exchange. In the event that any such application is approved, it would be subject to such terms and conditions including, amongst others, the payment of a premium and administrative fee as imposed by Lands Department.

7.4. Following the approval by the TPB of the previous scheme Fine Tower applied to Lands Department for a land exchange. On 3 March 2021 it was announced by Government that the approval of the Executive Council had been obtained to implement an in-situ land exchange for the waterfront development approved by the TPB. The implementation was subject to the acceptance of the terms of a land exchange. On the 21 December 2021 an offer of Provisional Basic Terms was made to the owner by Lands Department, based on the relevant policy support to include the area of government land within the site, in accordance with that approved by the TPB.

7.5. The Applicant understands from previous correspondence with Lands Department that the existing private lots will need to be surrendered as part of the land exchange process and the Government would require payment of a land premium for the new lot.

## **8. Failure to Implement the Approved Scheme**

8.1. The previous owner of the site, Fine Tower, did not accept the basic terms offer, which subsequently lapsed. Fine Tower was not in a financial position to be able to proceed with the development, especially as the

proposed development package was not commercially viable. The combination of uses on the site of retail, hotel and office development was not suitable for the location and too small in scale to be financially viable.

8.2. There was also the cost involved in developing the public open space and other facilities, including the very long elevated pedestrian bridge across the Island Eastern Corridor, above Quarry Bay Park and leading to Taikoo Place. Further, there was the land premium that the Government would charge for the land exchange and the amount remains an unknown factor. Also, the Basic Terms required in advance, the provision of undertakings and bank bonds for the provision of the public open space and the covered elevated footbridge.

8.3. The implementation of the Approved Scheme was therefore not possible. In 2022 the current owner tried to sell the Approved Scheme but there was no reasonable offer for it. A stalemate has been reached and the planning intention cannot be implemented.

## **9. Construction of the Approved Industrial Building is still the Viable Option**

9.1. The existing lease for the private lots requires the construction of an industrial building. Initially a form of oil depot had to be constructed on the site, and once that was completed, it was possible to commence construction of the industrial building.

9.2. The owner has approval to construct an industrial building on the site in accordance with the lease conditions. The industrial building plans were approved on 1.9.2001 before the site was rezoned to "OU(1)" on the 4 April 2003. The approved industrial scheme is at a

plot ratio of about 15 and has a GFA of approximately 37,158 m<sup>2</sup>. The proposed height of the building at about 80mPD and 25 storeys conforms with the lease, and therefore the development can proceed.

- 9.3. Construction of the industrial building commenced with work on foundations in 2017 and were suspended when the Development Bureau approached the owner to see if they would consider a scheme which was more appropriate to the current planning intention and public aspirations for a more vibrant waterfront.
- 9.4. The incomplete foundation works remain on the private lots which are currently largely vacant. It is worth noting that the Basic Terms offer required the completion of the foundation works which is redundant if the construction of the industrial building is not to proceed.
- 9.5. The construction of the 25-storey industrial building on the private land portion of the site is still an attractive financial option for the current owner. All approvals are in place and there are minimal delays to actually re-commencing construction. There is no need to negotiate a new lease and the development can proceed without payment of a land premium. There is also no requirement to build a elevated footbridge and no need to provide land for a public promenade or public open space.

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<sup>1</sup> Hong Kong Tourism Industry Snapshot by Hong Kong Tourism Board (December 2024)

## 10. Changed Circumstances and Context

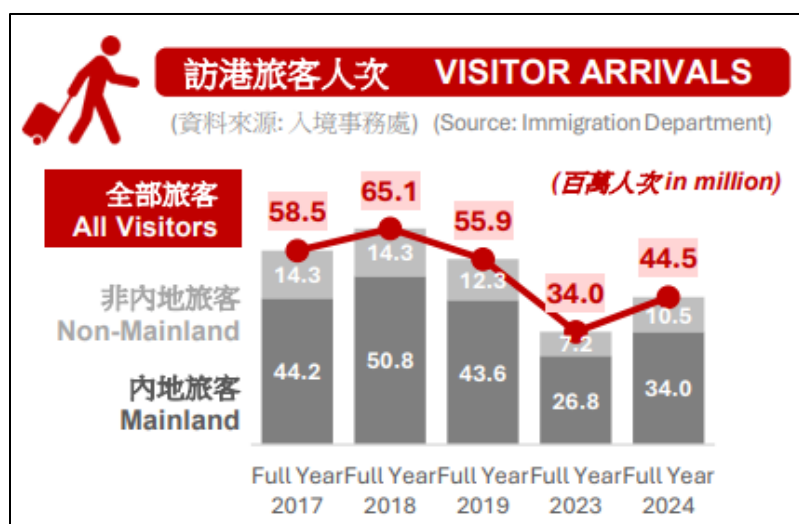
### *Hong Kong Economy*

- 10.1. Since the S.16 approval in 2019, there has been significant changes to Hong Kong's economic landscape. The sociopolitical incident in 2019 followed by the outbreak of Covid-19 have caused significant challenges to Hong Kong's economy, with disruptions to inbound tourism and substantial contraction in demand for office space. Whilst all Covid-19 restrictions have been lifted, Hong Kong is still on the path to full recovery, as it continues to face economic challenges including high vacancy rates in the office sector, as well as shift in consumer behaviour and gloomy economic outlook.
- 10.2. Amid economic uncertainties and weak demands in the hotel and office sectors, the approved S.16 scheme, which mainly consisted of hotel and office use, is considered to be not financially viable.

### *Hong Kong Tourism Sector*

- 10.3. Whilst there is visible recovery in the hotel and tourism industries, it has not fully returned to that prior to the sociopolitical incident and COVID-19 pandemic. As of December 2024, inbound visitor levels to Hong Kong have only recovered to 68% of the 2018 benchmark (**Figure 3**)<sup>1</sup>, and between January and May 2025, the number of international visitors still lags 22% behind the 2018 peak<sup>2</sup>.

<sup>2</sup> Hong Kong's Retail, Hospitality, Tourism Navigate Recovery in H1 2025 Amid Shifting Consumer Trends, CBRE Press Release (28 July 2025)



**Figure 3:** Total visitor arrivals to Hong Kong have still not fully recovered to pre-covid levels

10.4. As for the hotel sector, there has been a downward trend of Average Daily Rates (ADR) with H1 2025 ADR for hotels in Hong Kong down 10.8% from H1 2024's figure<sup>3</sup>, and the Revenue per Available Room is still 10% down from 2018<sup>4</sup>. This is amidst an economic environment where inflation has been going up in Hong Kong, with the Composite Consumer Price Index increasing from 100 in 2019 to 108 in 2025<sup>5</sup>. One of the challenges the hotel industry is facing is the shift in consumer behaviour. Many inbound visitors would spend the day in Hong Kong but not the night, as visitors are aware of the much lower hotel room rates across the boundary.

<sup>3</sup> Hong Kong Hospitality Insights August 2025 by Colliers

<sup>4</sup> Hong Kong tourism rises 11.9% with Mainland travel rebound by Hong Kong Business (29 July 2025)

<sup>5</sup> Consumer Price Indices published by Census and Statistics Department

- 10.5. As hotel earnings remain considerably lower than pre-2019 levels, over the past few years investment activity in the local hotel sector has become subdued. Since the pandemic, there has been a growing trend for investors to repurpose hotel properties to seek alternative and more profitable opportunities. Hotels have primarily been converted into student accommodations.<sup>6</sup> This is further pushed by the Government's 'Hostels in the City Scheme' launched in July 2025 that seeks to incentivise investors to convert under-performing hotels and offices to student accommodation.
- 10.6. Given the prevailing challenges of reduced hotel demand from visitors and the dampened investor sentiment amid economic uncertainty and unfavourable market conditions, new hotel development in Hong Kong is considered financially and commercially not a viable option in the foreseeable future.
- 10.7. To address the pressing need for revitalisation in Hong Kong's tourism sector, it is essential to make the city a more attractive destination for visitors, as opposed to developing additional hotels. Recent national and local policy initiatives reflect this shift, emphasising a holistic approach that integrates tourism with cultural development. The following sections will elaborate on these policies and their potential to foster a vibrant tourism and cultural landscape in Hong Kong.

<sup>6</sup> Hong Kong Hotel Report – Navigating New Directions (February 2024); and Investing in Student Living Opportunities in Hotel Conversions (February 2025) by Knight Frank



## *Government Policies on Tourism and Cultural Development*

### *i) National Context*

- 10.8. In navigating new opportunities and challenges in the tourism sector, in May 2024, directives from the State President emphasised the importance of promoting “high-quality development in the tourism industry through concrete actions to ensure its steady and sustainable growth”<sup>7</sup>. Efforts have been urged to advance tourism with culture, and deepen international tourism exchanges and cooperation. Meanwhile, the 14<sup>th</sup> National Five-Year Plan reaffirms Hong Kong’s status as an East-meets-West Centre for International Cultural Exchange.
- 10.9. Hong Kong’s role in fostering cultural and tourism development within the Greater Bay Area is further outlined in the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, and the Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area. These plans seek to strengthen Hong Kong’s position as an international tourism hub and international cultural metropolis by diversifying its tourism offerings and enhancing the competitiveness of the tourism industry. This includes tapping into new areas of consumption growth.

### *ii) Local Context*

- 10.10. The 2022, 2023 and 2024 Policy Addresses outlined several initiatives aimed at revitalising tourism, boosting

the economy and promoting the arts and cultural sector. The Government is committed to promoting tourism development, boosting local consumption, and attracting companies and investment to Hong Kong. It plans to coordinate with relevant sectors to create new attractions with characteristics at suitable locations to increase visitor numbers. More specifically, it seeks to develop signature tourism products and more thematic tours to showcase the diverse cultural landscape of Hong Kong.

- 10.11. Echoing the national policies and plans in positioning Hong Kong as an East-meets-West Centre for International Cultural Exchange, cultural development has remained a priority in the Chief Executive’s Policy Address in recent years. The Government has set out initiatives aimed at upgrading cultural infrastructure and promoting the development of cultural and creative industries. This includes to devise measures to encourage the provision of arts and cultural facilities in private developments, leveraging market resources, and facilitating the industries to explore business opportunities. The introduction of Pop Culture Festival, and the Signature Performing Arts Programme Scheme that seek to nurture world-class performing arts productions and international cultural brands that are representative of Hong Kong, further highlight the Government’s ongoing efforts towards cultural development.
- 10.12. A 10-year development blueprint on arts and cultural facilities to enhance cultural offerings has also been introduced. As outlined in the 2023 Policy Address, the Government proposes to increase the number of

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<sup>7</sup> [The National Committee of The Chinese People’s Political Consultative Conference](#) (May 2024)

museums by over 33% and boost average annual museum attendance by 80%<sup>8</sup> during Phase 2 (2027-2032) of this blueprint.

- 10.13. In November 2024, the Culture, Sports and Tourism Bureau published the “Blueprint for Arts and Culture and Creative Industries Development” to take forward the policies set out by the Chief Executive.

*Changing Travel and Consumption Habits in Hong Kong*

- 10.14. With the current policy context of developing the tourism and cultural sectors, including to create new attractions and to upgrade cultural infrastructure, it is important to take into consideration the recent changing travel and consumption habits. A recent survey conducted by Hong Kong Tourism Board<sup>9</sup> indicated that more visitors seek experiences beyond shopping. There is a growing demand for in-depth and immersive experiences, particularly in arts and cultural tourism. Visitors now place greater emphasis on the spiritual satisfaction brought by cultural experiences, reflecting a shift in priorities in the tourism sector and highlighting the synergy between tourism and cultural development.

***Reduction in the need for Offices***

- 10.15. Similar to the tourism and hotel sectors mentioned in paragraphs 10.3 to 10.7, global economic uncertainty, challenging macroeconomic and geopolitical environments are significantly impacting the demand for

office space in Hong Kong. Amid economic uncertainty, companies are staying cautious about their business outlook. As a result, many businesses are seeking to streamline operating costs, including re-evaluating their office rentals and usage, as well as planning to downsize their office footprints in the city.

- 10.16. In addition, there has been a substantial new supply of offices including those in Central CBD such as The Henderson, Cheung Kong Center II, as well as Site 3 Central Harbourfront Development which is currently under construction. The multitude of influencing factors has led to an oversupply of office space. The office vacancy rate in Hong Kong soared to a record high of 17.4% as of Q2 2025 (**Figure 4**)<sup>10</sup> and the vacancy rate for grade-A offices is projected to rise to 19% by the end of 2025.<sup>11</sup> Prime office rents have continued to fall since 2019 (**Figure 5**), and the overall office rental level is forecasted to drop 7-9% in 2025<sup>12</sup>.

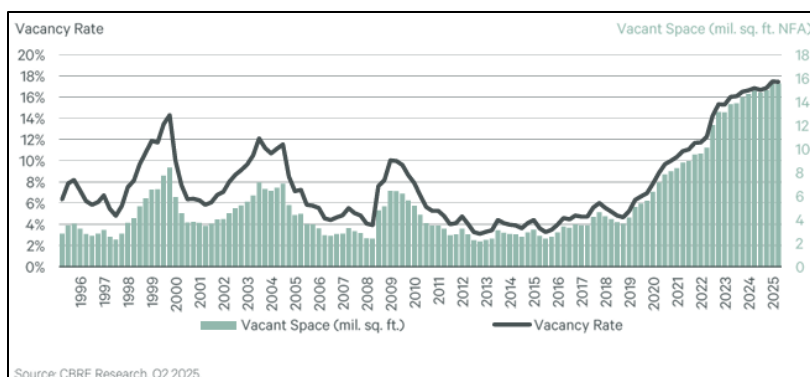
<sup>8</sup> The Chief Executive’s 2023 Policy Address, Annex: Indicators for Specified Tasks

<sup>9</sup> LC Paper No. CB(4)373/2024(02), Legislative Council Panel on Economic Development: Hong Kong Tourism Board Work Plan for 2024-25,

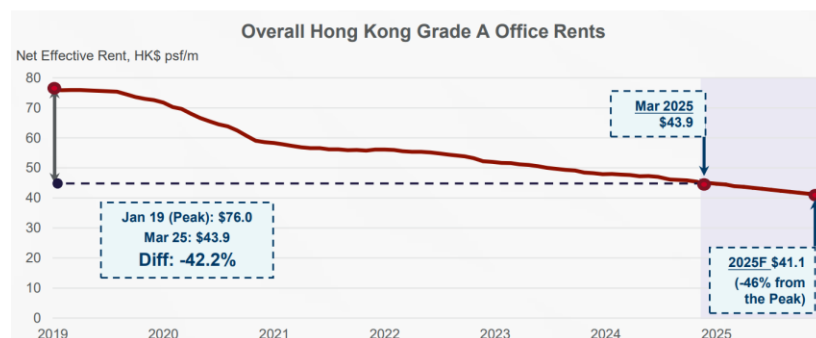
<sup>10</sup> [Hong Kong Figures - Office Q2 2025, CBRE](#) (July, 2025)

<sup>11</sup> “Fitch sees Hong Kong office vacancy rising to 19% by 2025” published by Hong Kong Business (June 2025)

<sup>12</sup> Hong Kong Office, Retail & Residential Markets by Cushman & Wakefield (Q1 2025)



**Figure 4:** Hong Kong office vacancy rates over the years.  
Source: CBRE Research, Q2 2025



**Figure 5:** Decline of overall Hong Kong Grade A office rents since 2019. Source: Hong Kong Office, Retail & Residential Markets by Cushman & Wakefield (Q1 2025)

10.17. In addition to the effects of economic uncertainties, COVID-19 has driven a transition from the traditional in-person office work model to hybrid and remote work arrangements. In adapting to the pandemic and the social distancing measures at the time, companies

adopted hybrid or remote work models. Whilst many companies are returning to the traditional work setting post-Covid-19, not all have reverted, as there is an increasing preference for flexible hybrid work or remote arrangements. According to the Global Workplace Study by Morgan McKinley, 80% of respondents in Hong Kong express a strong preference for continuing in a hybrid or remote work model.<sup>13</sup>

10.18. As a response to this growing preference for hybrid or remote work model, the Labour Department has published a guide titled “Flexible Work Arrangements: Win-win for Employers and Employees”, encouraging the adoption of flexible work arrangements. It is promoted as a way to help employees achieve work life balance, enhance morale and efficiency and thus, improving productivity and competitiveness of enterprises.

10.19. It is therefore expected that more companies will adopt hybrid or remote work models to attract and retain talent. With such flexible work arrangements, it would lead to a reduction in the need for offices, further prompting businesses to cut office floor space.

#### 2025-2026 Budget

10.20. The difficulties facing the commercial office market were recognised in the recent budget speech by the Financial Secretary. In paragraph 185 it is stated that “*The commercial property market has been facing considerable challenges in the past few years. In view of the high vacancy rates of offices in recent years and the relatively ample supply in the next few years, the*

<sup>13</sup> [Remote Resistance: Despite Company Mandates, Employees Seek Flexibility in Hong Kong](#), Morgan McKinley (March, 2024)

*Government will not roll out any commercial site for sale in the coming year to allow the market to absorb the existing supply”.*

10.21. In summary, the 2025-2026 Budget indicates that:-

- No commercial sites will be put on sale in the coming year;
- The Government will consider rezoning some of the commercial sites into residential use and allowing greater flexibility of land use; and
- The Government will make available land for about 80,000 private housing units in the coming 5 years.

### ***Harbourfront Development***

#### ***Round-the-Island Trail***

10.22. The development of “Round-the-Island Trail” was announced by the Government in the 2022 Policy Address, which seeks to connect the urban and natural landscapes, historical heritage, and cultural landmarks of Hong Kong Island, offering visitors with recreational facilities and diverse leisure activities. The Trail encourages visitors to gain a deeper appreciation for Hong Kong’s unique landscapes and culture.

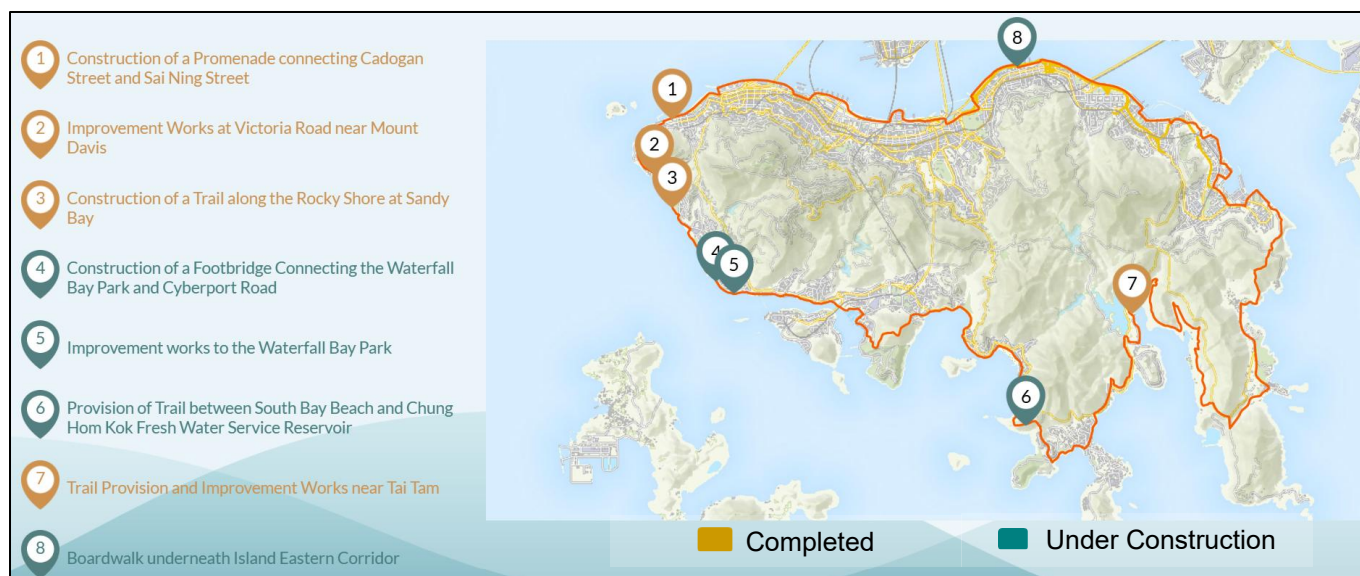
10.23. The project is currently in progress (**Figure 6**). Once completed, it would connect waterfront promenades on the northern shore of Hong Kong Island, including the waterfront promenade at the Application Site, and a number of existing promenades and countryside walking trails in the Southern District.

#### ***Boardwalk underneath Island Eastern Corridor***

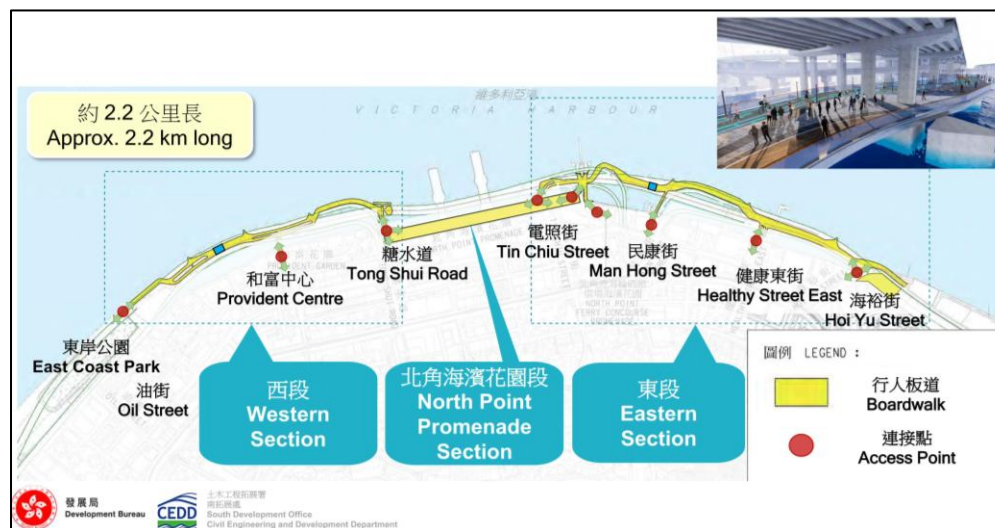
10.24. A part of the Round-the-Island Trail is the Boardwalk underneath Island Eastern Corridor (IEC), aimed at enhancing the connectivity and vibrancy of the harbourfront on the northern shore of Hong Kong Island (**Figure 7**). The proposed IEC Boardwalk is approximately 2.2 km long, starting from Oil Street and ending at Hoi Yu Street, where the Application Site is located. With this, the northern shore of Hong Kong Island stretching from Shek Tong Tsui in Western District to Aldrich Bay in Shau Kei Wan will be fully connected for public enjoyment.

10.25. The IEC Boardwalk features an overall design concept of “Citywave” with eight thematic sections that take into consideration the characteristics of localities. The IEC Boardwalk will include a leisure zone for more passive activities, a shared zone for pedestrians, joggers, cyclists, pet owners and other user groups, as well as viewing and fishing platforms. It aims to create a vibrant public space for both relaxation and recreation, making the northern shore of Hong Kong Island more accessible and enjoyable. The first phase (western section) of the IEC Boardwalk was recently completed in February 2025 (**Figure 8**) and the second phase (eastern section) is set to be completed by end 2025.





**Figure 6:** Round-the-Island Trail Project Progress. Source: Civil Engineering and Development Department



**Figure 7:** Proposed Boardwalk underneath IEC connecting the northern harbourfront of Hong Kong Island. The western section is now opened, and the remainder is to be completed by end-2025.



**Figure 8:** Western Section of the IEC Boardwalk is open for public access and is a spectacular new viewing route along the waterfront

## ***Development in Quarry Bay***

### ***Business Hub at Taikoo Place***

- 10.26. Taikoo Place, located to the south of the Application Site, is an integrated business hub spanning 10 office towers including One Island East, One Taikoo Place and Two Taikoo Place, the latter two being completed in 2018 and 2022, respectively. Taikoo Place has been established as a comprehensive office hub providing a range of business and leisure amenities, green space, restaurants and cafes, and multipurpose venues.

### ***Changes near North Point Ferry Pier***

- 10.27. To the west of the Application Site near the North Point Ferry Pier is the site of the former North Point Estate which has been demolished. The site has been transformed into a mixed-used waterfront hub in recent years, attracting visitors and locals. It is a comprehensive development with residential towers, a shopping mall, Public Transport Interchange (PTI), open space, a pet-friendly waterfront promenade as well as a hotel, namely, Hyatt Centric Victoria Harbour Hong Kong.

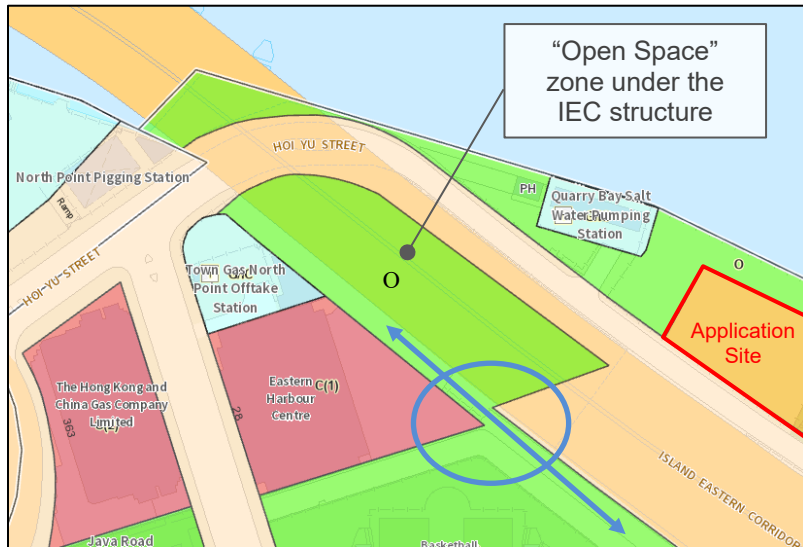
## **11. Ground Level Pedestrian System Makes Elevated Footbridge Over Quarry Bay Park Unnecessary**

- 11.1. Based on the information included in paragraphs 3.4 to 3.7 and 10.22 to 10.25 above, the whole situation regarding pedestrian access to the waterfront is undergoing a major change. At the time of the inclusion of the “OU(Elevated Walkway)” zone on the OZP there was no proposal for an integrated walkway system along the waterfront. The major reason for the footbridge was

to provide a connection with the hinterland at Quarry Bay. No major east-west pedestrian connection along the waterfront was envisaged.

- 11.2. The construction of the walkway and cycle path will transform the area under the IEC in the vicinity of Hoi Yu Street into a major pedestrian focal point. The existing ground level will be the landing point for the IEC Boardwalk, providing the main pedestrian flows through an east-west connection. Convenient connections will be available from this focal point into the hinterland through Java Road, Kings Road to the Quarry Bay MTR station, and Hoi Chak Street. The provision of the waterfront promenade past the Application Site will provide a continuous connection to the east, which is an existing popular waterfront promenade.
- 11.3. Part of the area under the IEC structure adjacent to Hoi Yu Street is zoned as “Open Space” and is currently a temporary works area for government departments. See **Figure 9**. The IEC Boardwalk project has recognised the importance of this area as a pedestrian focal point and is proposing significant landscaping of the area under the IEC structure. This will become an important part of the pedestrian focal point that will be developed at the end of the IEC Boardwalk.

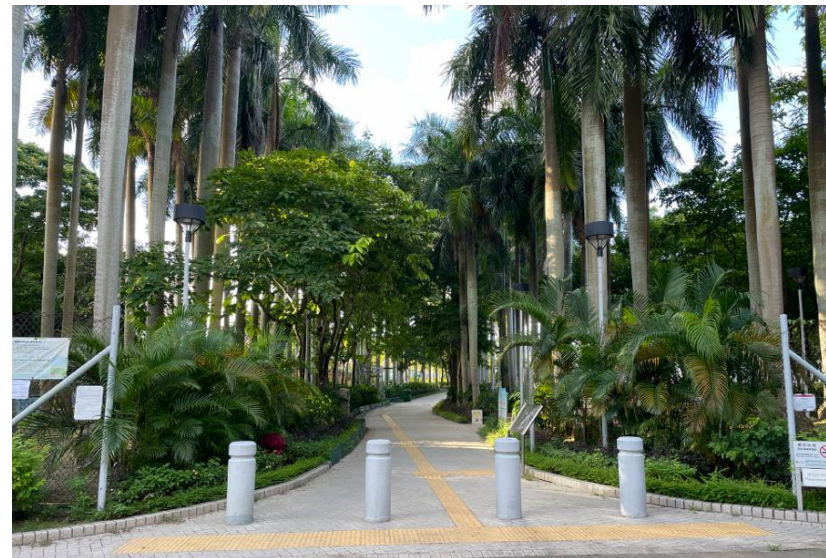




**Figure 9:** Extract from the Quarry Bay OZP indicating the “O” zone under the IEC structure which is linked to Quarry Bay Park, as circled and shown with the arrow.

11.4. Given the importance of this ground level pedestrian focal point at the end of the IEC Boardwalk, a comprehensive analysis has been made of current and future planned pedestrian facilities in the surrounding neighbourhood, including Quarry Bay Park. This analysis is included in **Appendix 1**. The conclusion is that a comprehensive network of pedestrian facilities can be provided throughout the neighbourhood. This is a multi-route network which links the waterfront to the hinterland in several ways and reduces the need for the long pedestrian footbridge over the IEC and Quarry Bay Park from the “OU(1)” site to the hinterland.

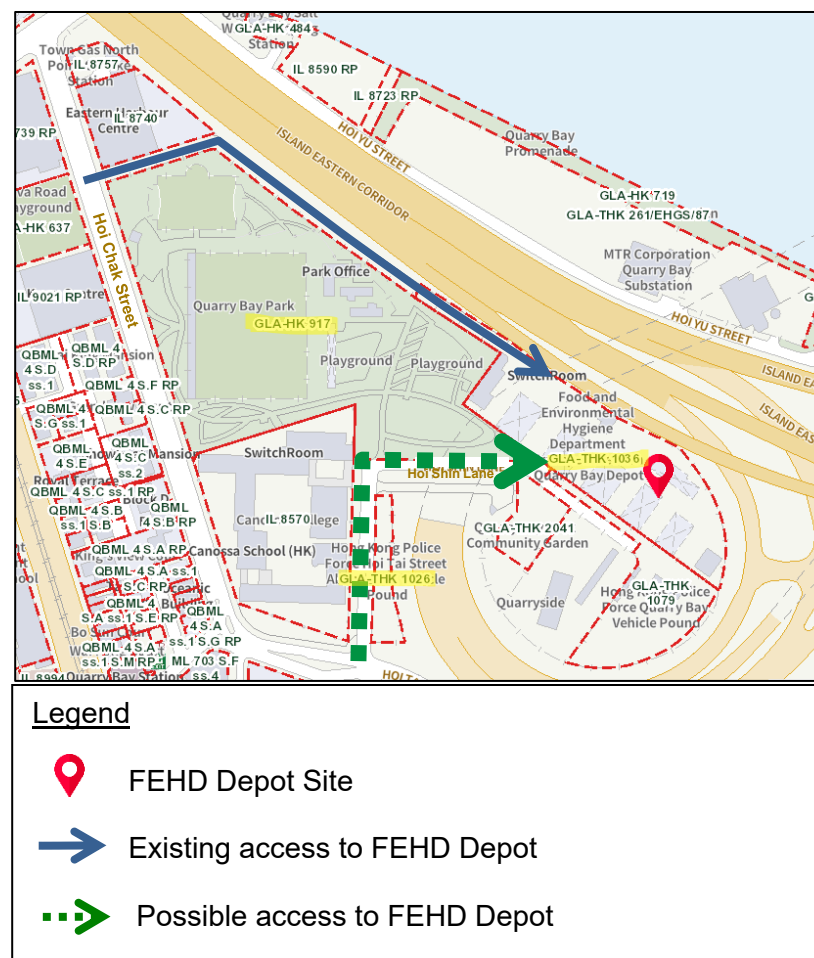
11.5. There is a well-developed ground level series of routes located within or around Quarry Bay Park. These connections are fringed by mature vegetation and provide very good pedestrian environments. The construction of the previously approved elevated route over Quarry Bay Park from Hoi Shin Lane to the IEC would involve the unnecessary removal of significant numbers of mature trees (approximately 120 nos.). **Figure 10** is a photograph of the approximate alignment that the footbridge would take above the existing footpath and resulting in the removal of a significant number of the existing boulevard of mature trees.



**Figure 10:** The alignment of the previously approved Elevated Footbridge would be approximately above the existing footpath and would unnecessarily result in the removal of mature trees.

11.6. The locations of the various lots and government land allocations in the area are shown on the plan included as **Figure 11**:

- (a) The main government land allocation is for Quarry Bay Park GLA-HK-917. The other is the FEHD Quarry Bay Depot GLA-THK-1036. The access road from Hoi Chak Street to the Depot runs to the south of the Eastern Harbour Centre and then runs parallel to the Island Eastern Corridor (shown in dark blue arrow). The FEHD depot could be provided with vehicular access direct from Hoi Shin Lane, an existing vehicular road, which serves the adjacent Police Vehicle Pound GLA-THK-1079 (shown in green dotted arrow).



**Figure 11:** Possible alternative vehicular access to FEHD Depot via the existing vehicular road on Hoi Shin Lane

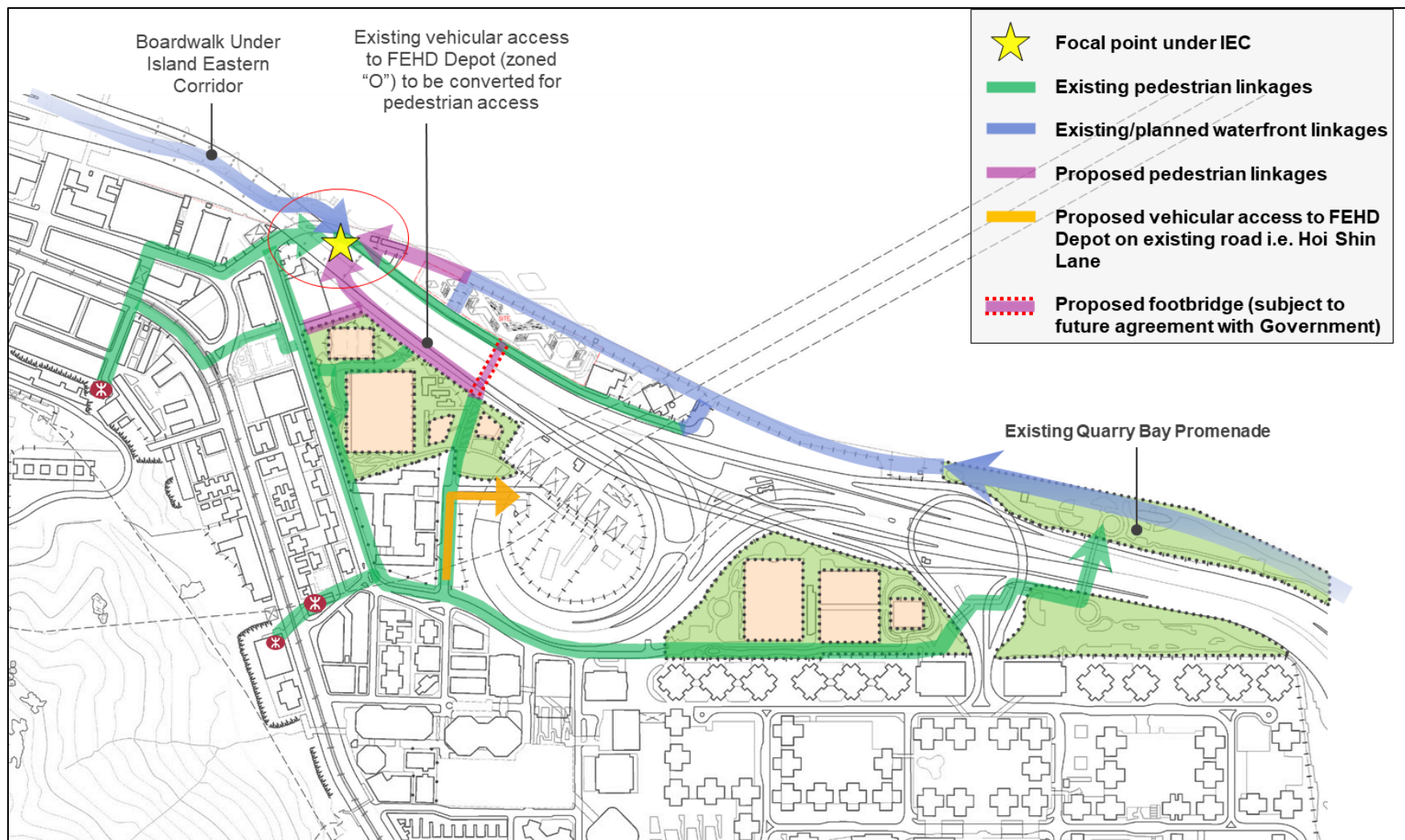


(b) This means that:-

- i) Most of the existing access road to the FEHD Depot can be converted to a pedestrian access in the vicinity of the Eastern Harbour Centre. Here a new ground level pedestrian link could be provided along the gap between the IEC and Eastern Harbour Centre boundary to the pedestrian focal point under the IEC structure. This would be on government land in the “Open Space” zone as shown on **Figure 9**.
- ii) A shorter footbridge could be built by the applicant or by government over the IEC from the access road/pedestrian way near the Park Office, crossing Hoi Yu Street to the “OU(1)” site. The proposed development at the “OU(1)” site will be designed and constructed with the flexibility to accommodate a future footbridge connection.
- iii) By adopting primarily, a ground-level approach to pedestrian movement would mean that the existing Quarry Bay Park would not be significantly affected, except for a new pedestrian entrance being provided near the Park Office leading to the pedestrian way and footbridge landing. The pedestrian way would become a public footpath. In terms of the requirement in the ES to “blend in with the open space setting”, this can best be achieved by integrating with the existing pathway system and by retaining the existing mature vegetation.

#### *Conclusion regarding the Elevated Footbridge*

- 11.7. Given the current and future provision of pedestrian facilities in the area, and in particular the creation of a pedestrian focal point at the end of the IEC Boardwalk, there is less justification for an elevated walkway over the IEC, and no justification for an elevated walkway above Quarry Bay Park. Adequate alternative connections are available leading to the pedestrian focal point which is to be created by the Government. A direct connection at ground level from the pedestrian focal point to a new gate into Quarry Bay Park would be direct and convenient.
- 11.8. In view of this analysis and the identification of several practical alternatives, it is proposed that only a short elevated footbridge over the IEC be implemented by the applicant as part of the development proposed in this application. This proposal would be subject to future agreement between the applicant and government on covering the cost of constructing the bridge. After construction, the proposed elevated walkway would be handed to government for future management and maintenance.
- 11.9. The proposed linkages to create a comprehensive pedestrian network connecting the waterfront and hinterland is shown in **Figure 12**.



**Figure 12:** Proposed comprehensive pedestrian network including ground-level connection between the focal point under IEC and Quarry Bay Park, and an elevated footbridge across IEC from the Quarry Bay Park to the "OU(1)" site

## 12. Proposed Addition to Hong Kong's Tourism and Cultural Attractions

- 12.1. The Notes to the zone are included in **Table 3**. It can be seen that there are no uses permitted as of right in this zone. All uses must be approved by the TPB by way of a Section 16 application, including those that are directly related to culture, leisure and tourism. This includes uses, such as "Place of Entertainment", "Place of Recreation, Sports or Culture" and "Exhibition or Convention Hall". It also includes supporting uses such as "Exhibition or Convention Hall", "Eating Place", "Hotel" and "Shops and Services". It also permits "Office" development which has no relationship to the uses mentioned in the planning intention, but was a supporting commercial element.

### *The Approved Scheme*

- 12.2. The Approved Scheme consisted of one block of Office, four blocks of Hotel, over a single-storey retail podium. The blocks were to be connected by skybridges at different levels. See **Figure 2**. It was the intention that the four blocks of Hotel would be operated and managed by a single operator. It would have had approximately 400 rooms. It had no specific cultural, entertainment or recreational component and was a typical development above a retail podium, and no themed attraction. The development was to be financed through the office and hotel income.

## *The Proposed Development: A New Waterfront Destination*

- 12.3. The approach taken with this new proposal is for the "OU(1)" site to include specific cultural and tourism attractions that will help create a new node of facilities. The proposal is to dedicate a significant portion of the development to cultural and entertainment facilities which will be owned and managed by the private sector. Research by the Applicant has shown that one of the main disadvantages faced by those wanting to provide entertainment and cultural activities in Hong Kong is the short period of time that a venue can be made available for an event, show or an exhibition - at a reasonable cost. This is preventing the expansion of cultural events and attractions. It is also not enabling innovative events to be introduced to Hong Kong for the local public and tourists.
- 12.4. The Applicant has been in discussion and signed a Memorandum of Understanding with Neon Global<sup>14</sup>, a leading immersive experience content provider in the industry on forging a long-term partnership to bring immersive experience entertainment contents to Hong Kong. In Hong Kong, there is no scaled and privately owned venue dedicated for such exhibitions. The Applicant intends to build dedicated floor space customised for such immersive experience exhibition to attract leading content providers like Neon Global to be anchor tenants for a range of additional cultural and entertainment facilities and supporting retail. The total floor space to be dedicated to these activities would be 7,703 square metres GFA (about).

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<sup>14</sup> Neon Global homepage: <https://www.neonglobal.com/>

### ***Attraction of Visitors***

- 12.5. Based on the Applicant's survey with top content providers like Neon Global, their other locations throughout the world and their understanding of the future of tourism and local visitation in Hong Kong, it is anticipated that about 5,000 visitors a day could be achieved in Quarry Bay. The additional entertainment activities to be established within the site would likely add to the numbers achieved.
- 12.6. A comparison of visitations to other Hong Kong attractions is included in **Figure 13**. This indicates that with a comparatively small site area, the number of visitors going to the Quarry Bay cultural venue would be close to double of Hong Kong Palace Museum and close to 70% of M+. This comparison indicates that the proposed development will make a significant new contribution to the cultural, entertainment and tourism scene in Hong Kong.
- 12.7. The inclusion of this type of attraction is far beyond the tourism and cultural content of the Approved Scheme. The proposal is a positive new contribution to the cultural and entertainment capacity of Hong Kong and will be a permanent attraction for Hong Kong residents and tourists. The venue will be designed to be flexible in terms of use and periodically the content will be changed, providing a constantly evolving attraction which can meet developing trends in entertainment. The Approved Scheme with office development and hotels would not be able to contribute in the same way, as it would not be an attraction in its own right.
- 12.8. The provision of new attractions is consistent with the Government's current policy to make Hong Kong more

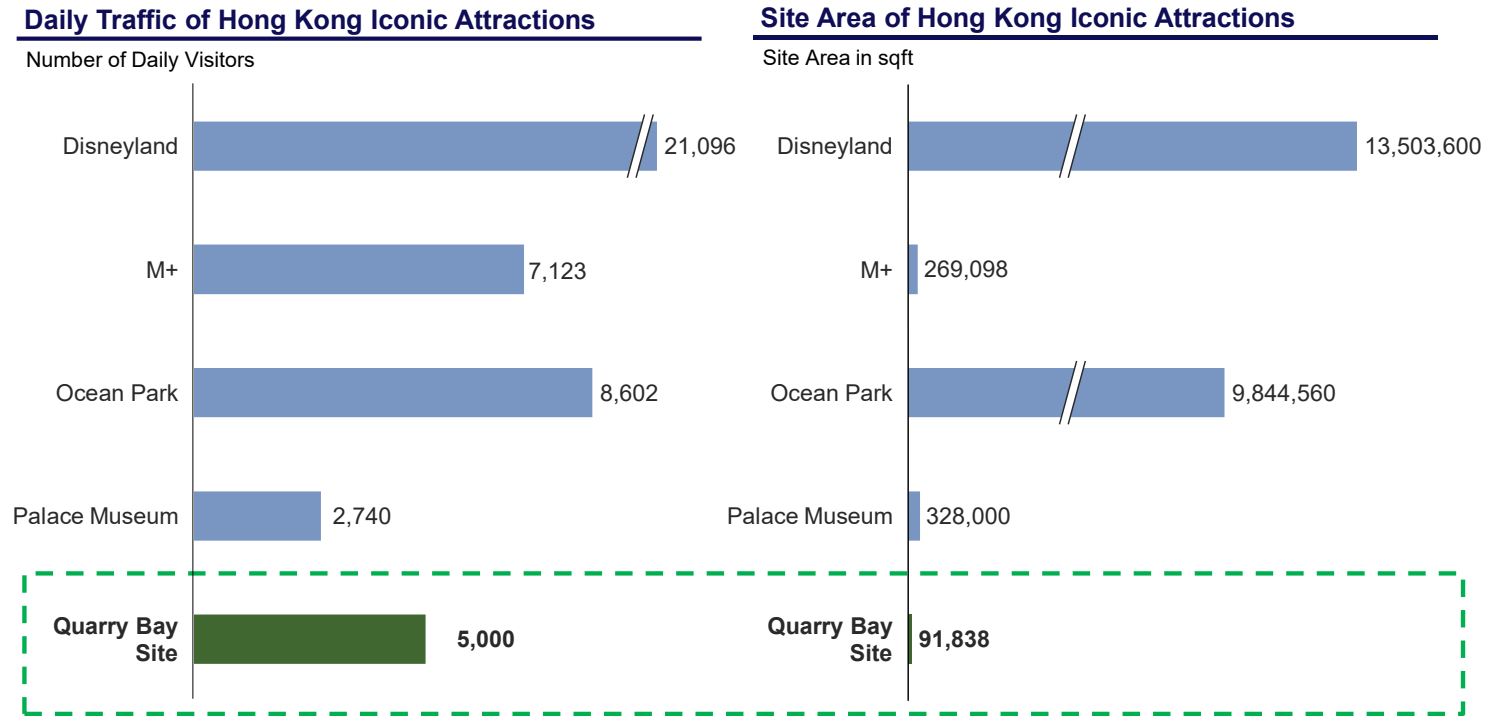
attractive to visitors and to stay longer. The proposed venue, customised for immersive experience entertainment, will be a significant additional attraction which is completely different to any other tourism development in Hong Kong, such as Disneyland, Ocean Park and West Kowloon Cultural District.

### ***Additional Community Benefits***

- 12.9. Having a permanent high-tech entertainment programme operating in Hong Kong will have additional benefits beyond the provision of entertainment. Based on experience in other locations these will include:-
- (a) Expansion of technical expertise through training programmes and employment opportunities;
  - (b) Collaboration with like-minded institutions such as polytechnics and universities interested in technology and design, and providing for student immersion programmes, scholarships and internships;
  - (c) Collaboration with local artists to develop art pieces inspired by the content of the productions provided at the venue;
  - (d) Introduce cutting-edge explorations, global entertainment trend research and curation, concept design with creative implementation of immersive guest experiences for the community to work in;
  - (e) Community outreach with social service agencies, beneficiaries from disadvantage backgrounds and individuals with disabilities;



- (f) By becoming a focus for international visits by dignitaries and trade associations to showcase Hong Kong's expertise in the relevant fields.



**Figure 13:** Comparison of anticipated visitation to the Quarry Bay site and its site area compared with other attractions in Hong Kong<sup>15</sup>

<sup>15</sup> Data on number of daily visitors for existing attractions in Hong Kong is based on the latest publicly available annual reports from respective attractions.

### 13. Extensive Prior Experience in Attraction Building and Management of the Applicant

13.1. The Applicant and current landowner, Marine Riches, is majority owned by MBK Partners (“MBKP”). Founded in 2005, MBK Partners is the largest independent private equity firm in North Asia with an exclusive focus on the region. One of its core areas of expertise is investing in and managing cultural, entertainment, and tourism destinations. With extensive experience in developing and operating world-class attractions, MBKP has successfully overseen the growth of several landmark projects, including:

- (a) **Universal Studios Japan (USJ), Osaka, Japan** – Acquired by MBKP in 2009, USJ underwent a remarkable transformation under MBKP’s ownership and strategic management. Leveraging its expertise in large-scale entertainment investments, MBKP implemented an ambitious turnaround plan, optimizing operations, enhancing visitor experiences, and driving revenue growth. A key milestone was the successful launch of The Wizarding World of Harry Potter in 2014, which significantly increased park attendance and revenue. MBKP introduced advanced data-driven marketing strategies, dynamic pricing models, and innovative event programming to maximise visitor engagement. As a result, USJ became the most visited Universal Studios theme park globally and a premier entertainment destination in Asia.
- (b) **Haihean Ocean Parks, China** – A leading operator of four ocean-themed parks in Qingdao, Chengdu, Wuhan, and Tianjin. MBKP’s investment in Haihean

marked a significant expansion into China’s fast-growing tourism and entertainment sector. As the majority owner, MBKP provided strategic leadership, operational expertise, and capital resources to drive Haihean’s growth and market positioning. Haihean offers interactive experiences that educate visitors on marine life and environmental conservation.

- (c) **Inspire Integrated Resort, Korea** – A 461,666 m<sup>2</sup> entertainment complex featuring upscale hotels, an indoor water dome, Korea’s largest banquet hall, and various entertainment offerings. The resort also includes an immersive digital street and Le Space, Korea’s largest immersive art experience venue, catering to the growing demand for experiential tourism. MBKP is supporting Inspire’s growth as a key investor.

13.2. Building on these successes, the Applicant is well-positioned to lead the development of Hong Kong’s premier immersive experience venue, bringing world-class attractions to the city’s dynamic tourism and entertainment landscape.

### 14. The Conceptual Scheme

14.1. The proposed amendment to include “Flat” in the Notes to the OZP, is supported by a Conceptual Scheme which has been developed to illustrate how the planning intention can be achieved with the inclusion of a residential component. This is included in the Design Statement and architectural drawings at **Appendix 2** and **3**, respectively.

14.2. In preparing this Conceptual Scheme the following design aspects required by the ES and included in the previous application have been incorporated: -

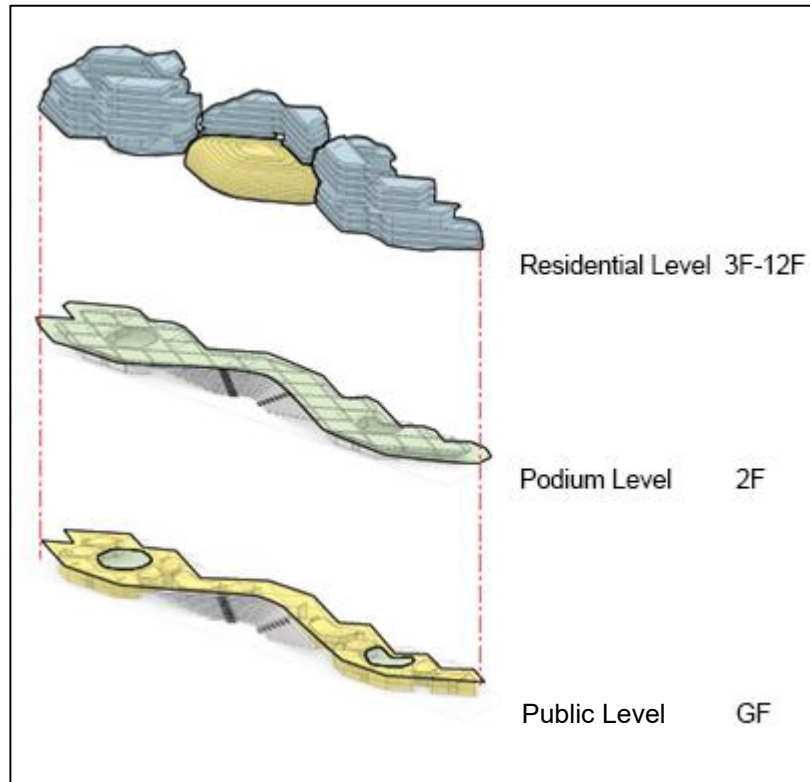
- (a) Encouraging development of the site for cultural, leisure and tourism uses taking advantage of its waterfront setting;
- (b) The need to preserve public views to and from the harbour;
- (c) Innovative design is employed to minimise the possible wall effect created by the building mass along the waterfront, including variations in building heights;
- (d) Integrate with the waterfront promenade;
- (e) Setting back at street level and creation of a piazza to provide a more interesting and spacious pedestrian environment;
- (f) Activation of frontages with openings for public access and activities that create a vibrant waterfront;
- (g) To present an innovative, unique and iconic design which will add visual interest to the Quarry Bay waterfront; and is compatible with the locality and the surrounding context in terms of scale;
- (h) To present a better response to the public planning requirements of site development than the approved Section 16 Application;

(i) To replace the unacceptable approved industrial building plan and present a potential alternative which is interesting and financially viable; and

(j) To enliven the area with a well-designed development comprising a rich mix of uses and activities that can draw more people to the harbourfront, providing them with fun activities and choices, and enhance the attractiveness and vibrancy of the Quarry Bay waterfront.

14.3. While **Appendix 2** contains a fully illustrated discussion of how the proposed incorporation of tourism, cultural and entertainment facilities could be included on the site, a simplified diagrammatical presentation of the approach is included in this section. It also shows the conceptual relationship of the residential component to the overall design.



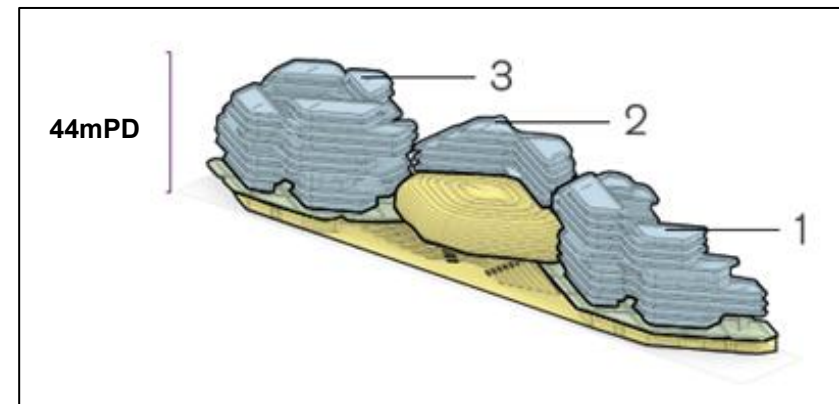


**Figure 14:** Composition of the Conceptual Scheme

14.4. **Figure 14** indicates how the various uses are incorporated vertically. The main emphasis is the creation of active public levels adjacent to the waterfront promenade for the whole length of the site. This will incorporate the retail, entertainment and cultural activities and will involve the Basement 1 Level and the GF level. In the centre of the site, acting as the major visual and activity focal point will be the main cultural and tourism venue. This will extend upwards for some 3 to 4

floors. Throughout these levels there will be extensive landscaped areas available for public access.

- 14.5. The main separation of the public areas from the private residential areas will be provided by a podium garden level which extends across the whole of the site at Level 2.
- 14.6. The residential flats would mainly be located to the east and west of the central cultural, entertainment focal point. However, some flats and/or the residential club house could also be constructed behind and above this focus. **Figure 15** illustrates how these three zones of different uses and activities can be brought together.



**Figure 15:** The basic illustration of how the various levels come together in the overall scheme

- 14.7. This diagrammatic concept has been further developed to illustrate how the proposed development would fit into the Quarry Bay context and this is illustrated in **Figure 16**. It also presents possibilities of how the waterfront promenade could be modified and improved by including harbour steps with viewing spaces, similar to those

which are being provided by government in the IEC Boardwalk.



**Figure 16:** An image of the proposed Conceptual Scheme looking to the west and illustrating the central cultural focal point, the public areas at the lower levels integrated with the waterfront promenade and the residential component, mainly on the east and west.

- 14.8. Unlike the Approved Scheme, the proposal includes extensive areas within the site which will be made available to the public for a range of activities related to the entertainment, cultural and tourism facilities. These will operate at the basement and ground levels, extending to the Cultural Deck on Level 2. How this could be accommodated, and how it could be integrated

with the promenade and harbour steps is indicated in **Figure 17**.



**Figure 17:** The design is closely integrated with the waterfront promenade and the cultural and entertainment facilities provided within the development. The combination of design and activities will present a major tourism focal point attracting similar numbers of daily visitors as do Ocean Park and the Hong Kong Palace Museum.

## 15. Harbour Planning Principles

- 15.1. The Harbourfront Commission has established the Harbour Planning Principles to guide the design and use of developments around Victoria Harbour. These are relevant to the design and development of the Conceptual Scheme. **Table 1** is a summary of the guidelines and how they have been applied to the development. The proposal is able to meet all of the requirements.

**Table 1: How the Conceptual Scheme Achieves the Harbour Planning Principles**

| Harbour Planning Principles                          | How the Conceptual Scheme Achieves the Harbour Planning Principles                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Principle 1:</b><br>Preserving Victoria Harbour   | The proposal is within the existing formed land and does not affect Victoria Harbour. The existing harbour is therefore preserved. However, there is scope under the Protection of the Harbour (Amendment) Ordinance 2025 to improve the relationship between the water and the public promenade by including harbour steps. This is not a necessity and would be minimal intrusion into the harbour which could be included if considered by the authorities to be appropriate.                                                                                                                                                                                                                                                                                   |
| <b>Principle 2:</b><br>Stakeholder Engagement        | The views of the Harbourfront Commission and the Eastern District Council will be sought. On submission, the Application will follow the statutory procedures for public inspection and consultation under the Town Planning Ordinance. Should the application be approved then further consultations will be undertaken as the proposal proceeds to the planning permission stage under Section 16.                                                                                                                                                                                                                                                                                                                                                               |
| <b>Principle 3:</b><br>Sustainable Development       | The relevant standards for sustainable development and good building design, such as the Sustainable Building Design Guidelines and BEAM Plus, will be applied. The sustainability approach will ensure that the facility on the harbourfront is available for appreciation by future generations. The formation level has been raised to mitigate against climate change and storm surge.                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Principle 4:</b><br>Integrated Planning           | The Conceptual Scheme is to implement the planning intention for the site which is part of the long-term integrated planning, development and management of arts and cultural venues, public waterfront areas, retail and commercial uses along the Victoria Harbour. The implementation of this scheme will be a focus of activity at the end of the new IEC Boardwalk linking the east west movement along the waterfront. It will enhance the economic, environmental and social aspirations of the city. Implementing the residential component will be part of the integrated planning and development process in eastern Hong Kong Island, and provide a new quality of residential accommodation for Hong Kong people that is lacking in the neighbourhood. |
| <b>Principle 5:</b><br>Proactive Harbour Enhancement | The planning and development of the site is accompanied by an offer to proactively manage the waterfront promenade and the open spaces within the development which are accessible for public enjoyment. These areas will be closely integrated with the cultural and entertainment facilities activating the site. It will become a recognised venue on the harbourfront for a wide variety of public activities and events, a symbol of design excellence and an addition to Hong Kong's international identity.                                                                                                                                                                                                                                                 |
| <b>Principle 6:</b><br>Vibrant Harbour               | The scheme actively promotes a dynamic and vibrant culture along the waterfront. The urban design approach and integrated placemaking efforts focus on the development of a public realm at the lower levels supported by a new residential neighbourhood at the higher levels. While the development is largely dedicated to entertainment and culture, the residents living in the flats will enjoy the waterfront spaces and further enhance the vibrant nature of Quarry Bay. It could balance this with marine connectivity through landing facilities for vessels as indicated.                                                                                                                                                                              |
| <b>Principle 7:</b><br>Accessible Harbour            | The opening of the IEC Boardwalk at the end of 2025 will completely change the pedestrian movements in the area. The connection with Hoi Yu Street will become a major pedestrian connector. An analysis has been carried out to establish convenient ground level connections as required by this principle, connections to Quarry Bay Park in the hinterland and harbourfront. A footbridge connection is proposed from Quarry Bay Park to the centre of the development across the IEC.                                                                                                                                                                                                                                                                         |
| <b>Principle 8:</b><br>Public Enjoyment              | The 15km continuous waterfront promenade from Kennedy Town to Shau Kei Wan will create enormous opportunities for public enjoyment. The lower levels of the development will be designed as a vibrant cultural and entertainment focal point. The building will be a visual landmark, an identifying feature not provided anywhere else along the waterfront. It will contain a unique combination of public open space integrated with the harbourfront promenade, space for exhibitions, performances, arts and cultural activities, as well as retail and dining opportunities.                                                                                                                                                                                 |

## **16. The Content of the Proposed Development**

- 16.1. This section is a simplified presentation of what the Conceptual Scheme would contain and how it would be incorporated into the design. **Table 2** includes a comparison with the Approved Scheme over the various types of uses.

### ***Cultural, Commercial, Leisure and Tourism Content***

- 16.2. It is proposed that a total of about 12,935 m<sup>2</sup> GFA would be provided for the cultural, commercial, leisure and tourism uses, which is approximately 33% of the total floor space in the development. Of this area a typical exhibition or immersive experience content would require approximately 5,000 m<sup>2</sup> for exhibition/show space and back of house space. According to top content providers such as Neon Global that the Applicant has been in discussion with, a facility of this scale is optimal in terms of viability and operational efficiency. It is anticipated that this cultural, entertainment and tourism venue will attract some 5,000 visitors on a daily basis, which is similar to attendance at M+.
- 16.3. About 4,617 m<sup>2</sup> GFA of associated retail and eating places is proposed, which would include publicly accessible open areas to be used as part of the commercial activities, such as indoor-outdoor dining. In addition, the design of the cultural venue would create

about 615m<sup>2</sup> of covered public open space. These outdoor spaces could account for some 30% of the ground plane, which would be accessible for public enjoyment. Part of this space will be in the form of a central piazza leading from the waterfront promenade up to the pedestrian bridge over the IEC.

- 16.4. This will result in approximately 2,700 m<sup>2</sup> being available for other entertainment and cultural activities. With a high-level attraction like immersive experience being the anchor activity, it is anticipated that the additional entertainment and supporting activities will enhance the overall appeal and attractiveness of the site, contributing to the creation of a vibrant waterfront destination. This type of cultural and entertainment development could develop into a major Hong Kong attraction and the largest privately owned facility of its kind.

### ***Residential Content***

- 16.5. The balance of the available GFA will be included in the residential component of the development and will be approximately 26,545 m<sup>2</sup>. This portion of residential GFA would make the proposed development financially viable. At unit sizes ranging from 45 to 105 m<sup>2</sup> that would enable provision of maximum 225 flats. The residential component will have ancillary private open space provided at various levels including a landscaped deck on Level 2, as well as ancillary clubhouse facilities.

**Table 2: Comparison of Approved Scheme and Proposed Conceptual Scheme**

| Major Parameters                                                           | Approved Scheme                                                           | Proposed Conceptual Scheme                                                                                                      |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Total Site Area<br>- Portion Zoned "OU(1)"<br>- Public Elevated Footbridge | 12,036 m <sup>2</sup><br>- 8,532 m <sup>2</sup><br>- 3,504 m <sup>2</sup> | 8,532 m <sup>2</sup> #<br>- 8,532 m <sup>2</sup>                                                                                |
| Total GFA                                                                  | 37,155 m <sup>2</sup> (about)                                             | 39,480 m <sup>2</sup> (about)                                                                                                   |
| Total Non-domestic GFA                                                     | 37,155 m <sup>2</sup> (about)                                             | 12,935 m <sup>2</sup> (about)                                                                                                   |
| - Cultural, Leisure and Entertainment uses                                 | - 0                                                                       | - 7,703 (about)                                                                                                                 |
| - Hotel                                                                    | - 17,548 m <sup>2</sup>                                                   | - 0                                                                                                                             |
| - Office                                                                   | - 8,070 m <sup>2</sup>                                                    | - 0                                                                                                                             |
| - Eating Place and Shops and Services                                      | - 11,537 m <sup>2</sup>                                                   | - 4,617 m <sup>2</sup> (about)*                                                                                                 |
| - Covered Public Open Space                                                | - 0                                                                       | - 615 m <sup>2</sup> (about)                                                                                                    |
| Total Domestic GFA                                                         | 0                                                                         | 26,545 m <sup>2</sup> (about)                                                                                                   |
| Plot Ratio (Portion Zoned "OU(1)")                                         | 4.40 (about)                                                              | 4.63 (about)                                                                                                                    |
| No of Blocks                                                               | 5                                                                         | 4                                                                                                                               |
| Maximum Building Heights<br>- Non-domestic<br>- Domestic                   | - 34mPD, 39mPD, 41mPD<br>- N/A                                            | - 26.3mPD<br>- 40.7mPD, 44.0mPD                                                                                                 |
| No. of Storeys                                                             | 10, 11, 12, 13<br>Including 1-storey of podium and 2 basement levels      | 8, 13, 14<br>Including 1 storey of podium (i.e. eating place and shop and services at ground floor level) and 3 basement levels |
| Site Coverage                                                              | On G/F: 92% (about)<br><br>Up to 41mPD: 36% (about)                       | On L02 deck level (11.9mPD): 60% (about)<br>Roof levels (44mPD): 55% (about)                                                    |
| Number of Hotel Units                                                      | 400                                                                       | 0                                                                                                                               |
| Number of Flats                                                            | 0                                                                         | 189 - 225                                                                                                                       |
| Estimated Number of Residents                                              | N/A                                                                       | 530-630^                                                                                                                        |
| Total Private Open Space                                                   | 3,780 m <sup>2</sup> (about)                                              | 5,010 m <sup>2</sup> (about)                                                                                                    |
| - Private Open Space Accessible to the Public                              | - 0 m <sup>2</sup>                                                        | - 2,315 m <sup>2</sup> (about)                                                                                                  |
| - Private Open Space                                                       | - 3,780 m <sup>2</sup> (about)                                            | - 2,695 m <sup>2</sup> (about)                                                                                                  |



|                                                                                                        |                                                                                            |                                                                                |
|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Total Public Open Space (POS)                                                                          | 3,990 m <sup>2</sup> (about) @❖                                                            | 4,918m <sup>2</sup> (about) @                                                  |
| - POS outside the site to be constructed, managed and maintained by the Applicant                      | - 0 m <sup>2</sup>                                                                         | - 4,080 m <sup>2</sup> (about) (Includes promenade and proposed harbour steps) |
| - POS outside the site to be constructed by the Applicant and managed and maintained by the Government | - 3,152 m <sup>2</sup> (about)<br>- 838 m <sup>2</sup> (about) (Re-provisioned Pet Garden) | - 838 m <sup>2</sup> (about) (Re-provisioned Pet Garden)                       |

Remarks:

# The footbridge area of about 538 m<sup>2</sup> is not part of the S.12A Application Site boundary as no amendments to the Plan are proposed in relation to the proposed footbridge. However, the footbridge is an integrated part of the Conceptual Scheme, and its final alignment and area will be determined at the detailed design stage.

\*As mentioned in paragraph 16.3, a portion of the ground level include publicly accessible open areas to be used as part of the commercial activities, such as indoor-outdoor dining. This has been counted as part of the Eating Place and Shops and Services GFA, and so it has been excluded from the overall open space calculation.

^Assuming a Person-Per-Flat ratio of 2.8, based on the average domestic household size in Eastern District in 2021 released by Census and Statistics Department.

@ Subject to detailed design, and discussion and agreement with the Government.

❖ The 2019 Approved Scheme proposed to reinstate about 7,200 sqm of public open space outside the Application Site, including the reprovisioned pet garden, however 3,210 sqm of this space is partly the IEC Boardwalk now being implemented by the Government, and partly an existing promenade.

## 17. Proposed Amendments to the Notes

### *Inclusion of “Flat” in Column 2 of the Notes*

#### *Finding a Viable Implementation Model*

- 17.1. There was no specific cultural, tourism or entertainment activity included in the Approved Scheme. Instead, this requirement was met in a passive way by the provision of a 400-room hotel and associated retail facilities. The development of the scheme was to be funded primarily by the hotel development and by one block of office development. Unfortunately, this scheme has been shown to be unviable. As explained in Section 8 above, the previous owner, Fine Tower, did not accept the basic terms offered by Lands Department as the development package of the Approved Scheme was not commercially viable.
- 17.2. The income generated by the operation of cultural and tourism facilities is usually unable to fund the capital cost of construction of the building and facilities. There are two types of implementation that could be followed firstly funded externally or secondly provided by the Government.
- (a) In Hong Kong the examples of the first type with external funding are Ocean Park, Hong Kong Disneyland and the West Kowloon Cultural District Authority.
  - (b) The second type includes the public facilities provided by the Government through the Leisure and Cultural Services Department.

17.3. In both of the above cases there is often some form of subsidy covering the operational costs.

17.4. In contrast, without the burden of the capital cost of construction, the cultural and tourism facilities in the proposed Conceptual Scheme are expected to be financially sustainable without any form of subsidy from the Government. The Applicant, having invested the income from the sale of residential units into the said facilities, is incentivised to maximise its return from such investment by operating the facilities to generate profits.

17.5. The Approved Scheme for the site has failed to be financially capable of implementation. At present the future of hotel operations, retail malls and office buildings are so uncertain that it is not viable to proceed with the approved combination of uses. Significant changes have occurred in these markets and this has required the project to be reassessed in terms of financial implementation and operational sustainability. Current issues relating to the successful provision of private sector cultural and tourism facilities in Hong Kong have also been examined.

#### *Two Prime Considerations have been Addressed*

17.6. The first concern that has been addressed is that there are no suitably designed premises which enable long term investment in cultural attractions by operators. The space available is usually not suitable for performance and display venues, and this constrains the effectiveness of the operation. Also, the space is not available for sufficiently long seasons of say 6 months or more, for a show or installation, to justify investment in setting up and installation.

17.7. The second concern is the cost of renting premises, even if they were available. The rent that is charged puts all of the risk on the show being able to cover performance cost, installation costs, as well as meeting the rent.

17.8. These two main issues will potentially be resolved through the following:-

- (a) Prospective content provider partner(s) such as Neon Global would become long-term partner in the cultural component and would be contracted on a long-term basis with the owner to operate the cultural venue, with profit sharing rather than paying fixed rent;
- (c) The premises would be purposely designed to meet the specific requirements of Neon Global and other prospective content provider partner(s).

17.9. The Applicant therefore proposes that “Flat” use be included in the Notes to the zone as that is the only practical way to make the project viable. By putting “Flat” in Column 2 of the Notes it will ensure that the TPB has the opportunity to review the detailed proposal when it is submitted in a Section 16 application for Planning Approval.

*Provision of Housing is an important Policy Objective*

17.10. The provision of housing has been a longstanding issue for Hong Kong. There has also been a consistent demand for the provision of larger flats and of a better quality. Hong Kong is often seen as not being able to

compete with other Asian cities in terms of size and quality of flats.

17.11. Given the location of the Application Site on the waterfront, it is the ideal opportunity for the provision of high-quality private housing. The proposal allows for the provision of larger flats with a living environment which will meet international standards and adds to Hong Kong being a suitable location for attracting the new levels of talent and investment to the city.

17.12. There was some concern previously whether the site would be suitable for housing given the location of the IEC to the south and the tunnel vent building located to the east. These two environmental issues of air quality and traffic noise have been looked at in relation to the Conceptual Scheme. The current environmental requirements can be met with suitable design and mitigation measures. Further details are provided in Section 20 *Technical Feasibility* of this Statement.

***Minor Increase in Building Height Restriction***

17.13. In accordance with the planning intention and Explanatory Statement (ES) relating to the “OU(1)” zone, the Applicant’s objective has been to develop a scheme that would create a waterfront cultural entertainment destination that is attractive to tourists.

17.14. The ES emphasises on creating a design that integrates with the proposed waterfront promenade, and that setting back at street level and creation of piazza is encouraged to provide a more interesting and spacious pedestrian environment.

- 17.15. The proposed development has adhered to the ES by incorporating a design that seamlessly integrates with the waterfront promenade. It features building setbacks at street level to create a piazza and large open spaces for public access. Not only does it enhance the pedestrian environment, but it also creates an inviting space that encourages people to stop and stay, rather than merely passing through. This design promotes a sense of community and engagement, making the area more attractive for both visitors and locals.
- 17.16. The proposed innovative design features at street level are made possible by the proposed minor increase in the maximum building height from 35mPD to 44mPD in the Conceptual Scheme. In comparison with the maximum building height of the Approved Scheme, it is a slight increase of 3m, from 41mPD to 44mPD. This allows for a more dynamic, functional and attractive urban waterfront environment, whilst ensuring that a sufficiently sized, purposely designed cultural entertainment facility is provided and can be viably implemented. Approximately 1.5 metres of this increase is required to accommodate the increase in the formation level of the stie to mitigate against climate change and increase in storm surge risk.
- 17.17. An Alternative Conceptual Scheme is also included in this S.12A application as a response to comments received during the Pre-submission stage. The Alternative Conceptual Scheme maintains the same floor area. It has been simply modified by the removal of the residential component located above and behind the cultural venue. To achieve this, a further minor BH increase of +3mPD, to 47mPD is proposed. The Alternative Conceptual Scheme was formulated to further enhance the planning and design merits of the

Conceptual Scheme. This includes greater building height variation, improved visual and air permeability, enhanced iconic characteristic of the cultural venue, and removal of interface issues between residential and cultural and community uses.

- 17.18. Additional explanation for the increase in building height is contained in paragraphs 19.13 to 19.16 and 19.27 below, and further details of the Alternative Conceptual Scheme and its merits are set out in Section 21 of this Statement.
- 17.19. The proposed amendments to the Notes for the “OU” zone are set out in **Table 3**.

**Table 3: Proposed Amendments to the Notes for the OU zone**

OTHER SPECIFIED USES

| Column 1<br>Uses always permitted | Column 2<br>Uses that may be permitted with or<br>Without conditions on application<br>To the Town Planning Board |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------|
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------|

For “Cultural and/or Commercial, Leisure and Tourism Related Uses” Only

Commercial Bathhouse/Massage Establishment  
Eating Place  
Exhibition or Convention Hall  
**Flat**  
Government Use  
Hotel  
Library  
Market  
Off-course Betting Centre  
Office  
Place of Entertainment  
Place of Recreation, Sports or Culture  
Private Club  
Public Clinic  
Public Convenience  
Public Transport Terminus or Station  
Public Utility Installation  
Public Vehicle Park (excluding container vehicle)  
Religious Institution  
Shop and Services  
Utility Installation for Private Project  
Utility Installation not ancillary to the Specified Use

Planning Intention

This zone is primarily to provide land intended for cultural, leisure and tourism uses taking advantages of its waterfront setting.

Remarks

- (1) No new development, or addition, alteration and/or modification to or redevelopment of an existing building shall result in a total development and/or redevelopment in excess of the maximum building height specified below:

| <u>Sub-area</u> | <u>Restriction</u>                                                                |
|-----------------|-----------------------------------------------------------------------------------|
| OU(1)           | A maximum building height of <del>35</del> <b>47</b> metres above Principal Datum |
| OU(2)           | A maximum building height of 25 metres above Principal Datum                      |

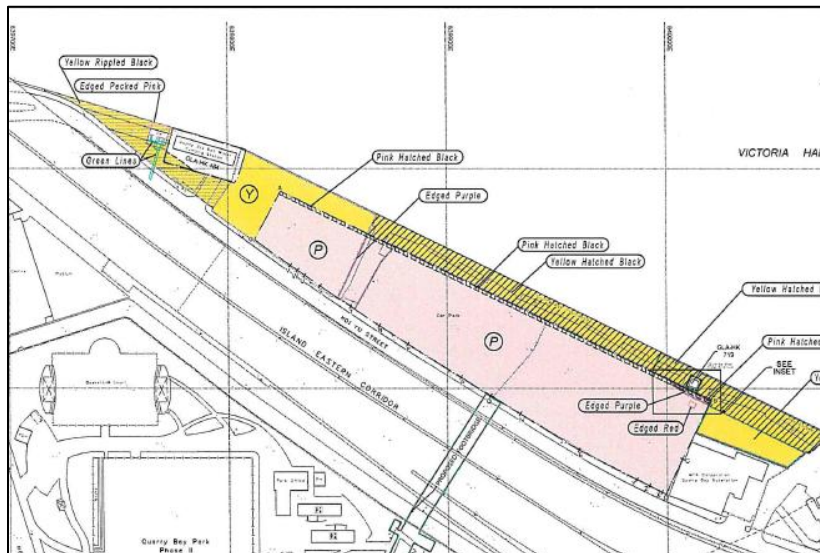
- (2) Based on the individual merits of a development or redevelopment proposal, minor relaxation of the building height restrictions stated in paragraph (1) above may be considered by the Town Planning Board on application under section 16 of the Town Planning Ordinance.

Proposed Additions in **bold**. Proposed deletions in ~~strikethrough~~.



## 18. Implementation of the Public Promenade and Pet Park

18.1. Part of the proposed promenade is already existing along the waterfront, between the government land portion of the Application Site and the sea wall. The requirement to extend the promenade through the private land portion and to form the area of open space at the western end of the site was incorporated in the basic terms lease conditions and on the lease plan. This is illustrated in **Figure 18**.



**Figure 18:** The draft lease conditions included a plan illustrating the yellow shaded areas which were to be formed into open space.

18.2. In the proposed Conceptual Scheme the design intention is to better integrate the promenade with the waterfront and with the proposed development than the previously Approved Scheme. To achieve this the

Applicant is prepared to construct, manage and maintain the waterfront promenade in front of the development and the area to the west of the building. This portion and the new promenade will link back to the IEC Boardwalk and have design and management similarities.

18.3. The existing Pet Park is integrated with the existing promenade and will be relocated by the Applicant to the same location as was proposed in the Approved Scheme. The Pet Park will be designed in accordance with LCSD's requirements who will manage and maintain it, as with the existing one. All areas accessible to the public within the Application Site will also be pet-friendly.

18.4. For further details on the proposed management and maintenance responsibilities of the public open space outside the Application Site, please refer to **Appendix 10** Landscape Master Plan.

## 19. Planning Justification and Assessment

### *In line with the Planning Intention*

19.1. The proposed development is in line with the planning intention of the "OU(1)" zone as set out in the OZP, which states that the zone is primarily for *"cultural, leisure and tourism uses taking advantage of its waterfront setting"*. The proposal will create a dedicated cultural, entertainment hub with a range of supporting facilities, eating places, shops and ample public open space that seamlessly integrate with the waterfront and will be well-connected to the surrounding areas. The development is designed to foster a vibrant and attractive waterfront destination for both locals and tourists.

- 19.2. In contrast to the Approved Scheme, which primarily included a hotel to fulfil the tourism component of the planning intention but lacked specific cultural, entertainment or recreational elements, the subject proposal for a new waterfront destination fulfils the “OU(1)” zone planning intention more effectively. It will add a significant, modern tourism and cultural entertainment attraction to Hong Kong, by providing a world-class and recognised immersive experience venue that attracts international content providers such as Neon Global to Hong Kong.

### ***Achieving the Harbour Planning Principles***

- 19.3. In developing the Conceptual Scheme, thorough consideration has been given to the Harbour Planning Principles. As demonstrated in **Table 1**, the proposed development will achieve the eight Harbour Planning Principles, as follows:
- i) Preserving Victoria Harbour
  - ii) Stakeholder Engagement
  - iii) Sustainable Development
  - iv) Integrated Planning
  - v) Proactive Harbour Enhancement
  - vi) Vibrant Harbour
  - vii) Accessible Harbour
  - viii) Public Enjoyment

- 19.4. In achieving the Harbour Planning Principles, the proposed development directly aligns with the Government’s Vision for Victoria Harbour:

*“To enhance Victoria Harbour and its harbour-front areas to become an attractive, vibrant, accessible and sustainable world-class asset: a harbour for the people, a harbour of life.”*

- 19.5. Integrating the proposed development with the harbour for public enjoyment has been a key design consideration. As such, a new waterfront public realm is proposed by opening up over a third of the ground plane for public enjoyment, and as an indicative design proposal, these public spaces will merge with the harbour via a series of harbour steps. Together with the proposed tourism, cultural, and entertainment facilities, the proposed development will create a vibrant, attractive and accessible waterfront destination for the local community and visitors, embodying the Government’s vision for Victoria Harbour. The extent of modification of the sea wall to include harbour steps and berth for boats to use will all be in compliance with the amended Protection of the Harbour Ordinance and the Foreshores and Seabed Ordinance.

- 19.6. Furthermore, in realising this vision, the development will set a precedent and act as a catalyst for other harbourfront sites in Hong Kong, including the “OU(2)” site further along Hoi Yu Street, encouraging further harbourfront enhancements to fully achieve this vision for Victoria Harbour.

### ***Compliance with Wider Policy Objectives***

- 19.7. The current proposal has been devised in response to the changing economic and social circumstances and contexts in Hong Kong, which have been reflected in recent government policies and initiatives as set out in Section 10 of this Statement. Accordingly, the proposed development is considered to be precisely what Hong Kong needs under these changed circumstances.

- 19.8. A major component of the proposed cultural entertainment hub is having an international operator and content provider such as Neon Global as an anchor tenant and a partner. In addition, the proposed cultural venue will have the capacity to accommodate exhibitions and/or events provided by multiple operators, and will therefore host a wide array of cultural and touristic attractions for locals and visitors.
- 19.9. In line with recent government policies and initiatives, the proposal will provide a high-quality development and a new attraction that advances tourism with culture. It will deepen international tourism and cultural exchanges and cooperation, diversify Hong Kong's tourism offerings and enhance the competitiveness of the city's tourism industry. At the same time, it will promote the art and cultural sector, elevating Hong Kong's status as an East-meets-West Centre for International Cultural Exchange. Therefore, the proposed development aligns with recent policy initiatives and is expected to add significant value to the city's growth.
- 19.10. Furthermore, the proposal will upgrade the existing cultural infrastructure in Hong Kong and provide a unique, privately operated cultural facility. Unlike most of the existing facilities in Hong Kong, where the design and suitability of space for immersive exhibitions and experiences are constrained, and the time available for a show or installation is limited, the proposed development offers arts and cultural operators a permanent, purpose-built and flexibly designed venue. This will enable installations and shows to operate for a much longer period of time, which in turn could enable long term investment in cultural attractions by local and international operators. The proposed development

would therefore significantly advance the cultural and tourism sectors.

### ***Unique, Iconic and Attractive Architecture***

- 19.11. The Application Site, a unique waterfront location, has the potential to redefine and give identity to the Quarry Bay segment of the northern shoreline of Hong Kong Island. Given the distinctiveness of the site and its significance to Hong Kong's cultural and tourism sectors, an iconic architectural design has been formulated with a cultural entertainment facility at the heart of the development. **(Figure 19)** The compelling architecture, along with the vibrant, spacious and inclusive public space on the ground level, the proposed development will become a visual focal point, an attraction and a destination, particularly for pedestrians coming from both sides of the waterfront promenade.
- 19.12. Albeit being an iconic architecture, the design ensures that it is compatible with its surrounding context. The relatively low yet varying building heights and the proposed green terraces enable the development to blend in with the surrounding built and natural environment, including Mount Parker and Braemar Hill in the backdrop.



**Figure 19:** Proposed cultural facility is at the heart of the development, designed to be an iconic architecture, redefining the Quarry Bay waterfront.

### ***Harmonious Development Scale, Building Height, and Massing***

- 19.13. The surrounding Quarry Bay context generally comprises high development intensity, tall buildings. The backdrop of the waterfront Application Site consists of tall buildings ranging from 114mPD to 295mPD. Behind these buildings are Mount Parker and Siu Ma Shan.
- 19.14. In comparison to the surrounding tall buildings, the Conceptual Scheme, with a maximum building height of 44mPD, has a relatively lower building height and development intensity (**Figure 20**). This ensures that the proposal maintains the stepped building height profile with lower buildings on the waterfront, as intended and set out in the Explanatory Statement of the OZP. It also preserves existing views to the ridgelines of Mount Parker from public vantage points at the waterfront promenade of the Kai Tak Development across the harbour.
- 19.15. While creating an iconic building and providing a new, spacious public realm on the ground floor, the scale and massing of the proposed buildings are kept to a minimum. By incorporating a terrace design, building gaps and varying building heights in the Conceptual Scheme, these design features create visual interest and help break up the massing of the buildings. The proposed development therefore ensures that the impact on the visual quality of the area is minimised, and that it respects and is harmonious with its surrounding buildings and waterfront context.
- 19.16. When compared with the Approved Scheme, as demonstrated in the supporting Visual Impact Assessment (**Appendix 8**), the scale, massing, and



building height are broadly similar. However, with its unique architecture and design features that enhance visual interest while minimising massing, the Conceptual Scheme represents an improvement over the Approved Scheme.



**Figure 20:** The scale, building height and massing of the proposed development is compatible with its surrounding context.

### ***Good Accessibility***

- 19.17. To transform the Application Site into a waterfront destination that is vibrant and attractive to people, the proposed development will ensure that the site is well-connected, easily accessible and sufficiently supported by transport facilities.
- 19.18. The proposed development is considered well-served by public transport services. The Quarry Bay MTR Station is located southwest of the Application Site and

is within 8-12 minutes walking distance. In addition, numerous road-based public transport services operate within 500m catchment area of the proposed development. These include up to 54 routes for Franchised Buses, 5 routes for Green Mini-Buses (GMB) and numerous routes for Public Light Buses (PLB). Tram services are also provided on King's Road.

- 19.19. Vehicular access to the site and drop-off areas will be provided via Hoi Yu Street. All car parking and internal transport facilities provision will be provided in accordance with the upper-end of the Hong Kong Planning Standards and Guidelines (HKPSG) requirements. This ensures adequate supply of car parking and servicing is provided for the proposed development as well as to serve the neighbourhood area.
- 19.20. Further details on transport facilities provisions are included in the Traffic Impact Assessment enclosed at **Appendix 4**.

### ***Improved Pedestrian Environment and Connectivity***

#### ***Integration with the Planned IEC Boardwalk***

- 19.21. Taking into consideration the Government's implementation of the Boardwalk underneath the IEC, which will be completed in late 2025, the Conceptual Scheme has been carefully formulated to integrate with the IEC Boardwalk, and to further enhance the connectivity and pedestrian experience of the harbourfront. This is achieved through the creation of an inviting connection from the end of the Boardwalk to the large and vibrant publicly accessible open areas and piazza proposed at the ground floor level, across the full



length of the site. Together with the proposed harbour steps, a widened waterfront promenade will effectively be provided. This is a substantial improvement in terms of pedestrian environment, connectivity and vibrancy, compared to the existing Quarry Bay Promenade and the passive, linear pedestrian connection proposed under the Approved Scheme.

#### *Existing Key Pedestrian Routes*

- 19.22. The key pedestrian routes accessing the site from the MTR Station or the nearby public transport services include travelling from King's Road to Java Road or Hoi Chak Street, and then to Hoi Yu Street. As such, improvement measures are proposed to enhance the pedestrian environment and the safety of these connections. This includes the widening of footpath at Hoi Yu Street outside the North Point Police Station and the existing cautionary pedestrian crossing at Hoi Chak Street. These are important improvements particularly given that the area under the IEC in the vicinity of Hoi Yu Street will be transformed into a major pedestrian focal point following the completion of the IEC Boardwalk.
- 19.23. The pedestrian crossings at the junction of Hoi Tai Street/ Hoi Chak Street/ Finnie Street/ Hoi Kwong Street are also proposed to be realigned and re-arranged to improve the pedestrian walking environment in the neighbourhood.

#### *Effective Ground Level Connection with the Hinterland*

- 19.24. The proposed development will provide an efficient ground level connection with the hinterland, whilst enhancing and providing a more comprehensive ground-level network of pedestrian connections (**Figure**

12). The proposed connection through the "O" zone under the IEC and the Quarry Bay Park seizes the opportunity to integrate with the Quarry Bay Park and utilise the existing, well-designed, landscaped footpaths to bring people to the harbour. This creates an additional connection that provides a safer, more comfortable and enjoyable pedestrian environment, linking the hinterland to the waterfront.

#### *Proposed New Footbridge Over IEC*

- 19.25. In addition to the proposed ground-level connection, a footbridge over IEC connecting Quarry Bay Park to the centre of the "OU(1)" site is also proposed. The footbridge will land at the open space accessible to the public on L02 of the Conceptual Scheme, which is an area with open harbour views and has steps directly leading down to the waterfront piazza, promenade and harbour steps on the ground level. The proposed footbridge will therefore enable a direct connection to the proposed waterfront cultural entertainment hub, further enhancing pedestrian connectivity in the area.
- 19.26. The proposed ground-level pedestrian link and footbridge over IEC complies with paragraph 9.9.6(b) of the ES relating to the "OU(Elevated Walkway)" zone, as it provides improved, alternative connections to the previously proposed lengthy elevated walkway. The new proposed pedestrian connections "blend in better with the open space and provide more efficient connection with the existing pedestrian walkway system in the Quarry Bay hinterland".
- 19.27. The proposed connections will complete the pedestrian network in the area, enhancing the pedestrian connectivity throughout Quarry Bay and its waterfront.

## ***Planning Gains***

### ***Public Benefits***

19.28. Given the unique waterfront location of the Application Site and the inherent planning intention of the “OU(1)” zone, it is only natural that the proposal places public benefits and public enjoyment at its core. This approach has guided the design process significantly. By prioritising public enjoyment, the proposal seeks to create an inviting and attractive environment that will foster the transformation of the site into a vibrant cultural hub. The public benefits of the proposed development include:

- i) Ample public space seamlessly integrated with the waterfront.

This includes giving back over 30% of the site on the ground level for public enjoyment, providing a new piazza and interesting public spaces designed for people to relax, socialise and enjoy the harbourfront environment.

- ii) Improved public realm

By integrating the proposed public piazza and public spaces with the waterfront promenade, the space created for the public will be significantly more than a 10m-wide promenade that was previously proposed in the Approved Scheme. The current proposal will provide a more open, spacious and welcoming environment, activated by the cultural venue at the centre of the site, as well as the restaurants, cafes and shops across the full length

of the site on the ground level. This proposal will enhance the public realm in and around the Application Site by creating high-quality public spaces. These will be characterised by improved urban aesthetics and active frontages that foster social interactions, and a comfortable, pedestrian-friendly and engaging harbourfront environment.

- iii) A new cultural entertainment venue for public enjoyment

The prime focus of the proposed development is to create a cultural, leisure and entertainment destination for locals and tourists. To achieve this, the proposal includes a flexibly designed cultural entertainment venue that can accommodate various types of shows and exhibitions. This cultural component will run multiple exhibitions simultaneously, with the content updated periodically to reflect evolving trends. This dynamic approach will ensure that the venue becomes a long-term attraction, consistently providing fresh entertainment for the public to enjoy.

- iv) Harbourfront enhancement

The proposed development will transform the existing condition of the harbourfront in this area into a vibrant and attractive waterfront destination. The urban design and integrated placemaking approach will enhance the harbourfront, providing a space for both the community and visitors to enjoy. The proposed development will be a catalyst for change for the Hong Kong harbourfront, and a catalyst for further enhancing the brand identity of Victoria Harbour to the local and international communities.

v) Improved connectivity, walkability and waterfront pedestrian environment

The design approach for the ground level public access, including extensive public spaces, aims to complement and connect with the Government's Boardwalk under IEC, creating a continuous and enhanced waterfront promenade. The proposed new covered footbridge, as well as the at-grade pedestrian link from Quarry Bay Park to the end point of the IEC Boardwalk on Hoi Yu Street and to the subject waterfront site will improve the connectivity between the hinterland and waterfront, while promoting an enjoyable, green leisure walking experience. The proposal will therefore improve the area's connectivity, walkability and enhance the pedestrian experience, which is a significant public planning gain.

vi) Community and social benefits

The proposed cultural venue will introduce technologically advanced forms of entertainment that are relatively novel in Hong Kong. Through training programmes and employment, it will create opportunities to nurture and expand local technical expertise.

The arts and cultural nature of the venue for immersive experience offers opportunities to collaborate with local educational institutions and

artists to foster talent and promote local art and culture. Additionally, drawing from other international venues such as the immersive exhibition hall at Battersea Power Station in London (for which Neon Global is the operator) that recently opened in spring 2025, where limited free tickets are provided to local schools, charities, community groups and youth organisations<sup>16</sup>, the proposed new cultural facility at the Application Site can offer similar initiatives, delivering valuable social benefits to the local community.

*Economic Benefits for Hong Kong*

- i) The proposed cultural tourism attraction is estimated to make a significant contribution to Hong Kong's economy. Despite a comparatively small site area, the new cultural facility is expected to exceed the daily traffic of Palace Museum, and reach close to 70% of the daily traffic of M+. The unique exhibitions at the proposed cultural venue will attract tourists and retain locals in Hong Kong, which would also benefit other businesses and attractions in the city. It is estimated that the proposed cultural venue would generate HKD2 billion value-add to the Hong Kong GDP per year<sup>17</sup>.
- ii) The proposed development will enhance the cultural sector and promote the development of art and culture in Hong Kong. In addition to job creation, the proposal will cultivate new skills locally by leveraging innovative technologies and entertainment content.

<sup>16</sup> "London's Newest Exhibition Venue Opening at Battersea Power Station In Spring 2025" (Battersea Power Station Official Website, January 2025)

<sup>17</sup> Calculated with reference to the value-add to Hong Kong by Hong Kong Disneyland in Fiscal Year 2023, as provided in LC Paper No. CB(4)884/2024(03) Legislative Council Panel on Economic Development: Update on Hong Kong Disneyland Resort.

As the cultural sector expands, it will further attract visitors, generate revenue, and support local businesses, creating a vibrant ecosystem that encourages innovation, investment and fosters creative entrepreneurship.

## **20. Technical Feasibility**

- 20.1. Various technical assessments have been carried out in support of the proposed development. A Pre-submission was made in advance of finalising the application for formal submission to the TPB. Departmental comments made in response to the technical submissions made at that time have been taken into account. The main purpose of this application is to show that it is appropriate for residential accommodation to be permitted on the site by inclusion of “Flat” in column 2 of the Notes. During the Pre-submission, the environmental impact of air quality and traffic noise were the main concerns and these have been given special attention in this application. It was found that the proposal is technically feasible. A summary of each technical assessment is included in the following paragraphs, while details are included in the relevant appendix.
- 20.2. The technical assessments have primarily been conducted based on the Conceptual Scheme, as the Alternative Conceptual Scheme is largely similar in technical terms. Where relevant, technical assessments of the Alternative Conceptual Scheme have also been carried out and are detailed further in Section 21 of this Statement.

### *Traffic Impact Assessment*

- 20.3. A Traffic Impact Assessment (TIA) has been carried out in support of the proposed development (**Appendix 4**). The traffic generations and attractions of the proposed development were estimated. It was found that the performance of those critical junctions identified in the study area would all be operating within their capacities in both the reference and design scenarios in year 2033. It revealed that the proposed development would not induce significant traffic impacts on the adjacent road network.
- 20.4. It is however anticipated that the left turn traffic of Java Road (eastbound) at the junction of Java Road/ Hoi Yu Street would become busier. In this regard, junction improvement to the Java Road/ Hoi Yu Street, in particular the left turn movement, is suggested. Details of the proposed junction improvement works are shown in Figure 5.1 of the TIA.

### *Pedestrian Traffic Impact Assessment*

- 20.5. In terms of pedestrian traffic, capacities of the identified critical sections of footpaths and crossings at Hoi Yu Street, Java Road and Hoi Chak Street/ Finnie Street/ Hoi Tai Street have been assessed. With the proposed development, the Level-Of-Service (LOS) of all the identified critical sections of footpaths/cautionary crossing would be operating with a LOS level of “A”. The identified critical crossings at Java Road would be operating with a LOS level of “B” or above.
- 20.6. However, the identified critical crossings at Hoi Kwong Street, Finnie Street and Hoi Tai Street are operating at their capacities in both the existing and future scenarios.

Improvement measures are therefore proposed by converting the staggered crossings to straight crossing at the junction of Hoi Yai Street / Hoi Chak Street /Finnie Street / Hoi Kwong Street.

- 20.7. The increased east-west pedestrian movements along the promenade and IEC Boardwalk have also been taken into account. The proposals included in the application will ensure a high quality of pedestrian connectivity.
- 20.8. There were comments made that indicate the need for a direct pedestrian bridge connection across the IEC and into the development. A short bridge has therefore been included in the application. This will significantly improve the accessibility of the cultural venue and the waterfront promenade, and is a major public planning gain.
- 20.9. All in all, the TIA concluded that the proposed development would not induce significant traffic impacts on the adjacent road network and is therefore supported from traffic engineering point of view.

#### *Environmental Assessment*

- 20.10. The Environmental Assessment (EA) (**Appendix 5**) has indicated that the proposed development will not generate any unacceptable environmental impacts during construction and operation phases, provided that all the recommended mitigation measures and good site practice are implemented. The EA has covered air quality, noise, water quality, waste management, land contamination and sewage impacts. The Applicant is committed to provide, implement and maintain the

mitigation measures as recommended in the EA report, as appropriate.

- 20.11. The assessments on noise and air quality impacts are discussed more specifically in the following paragraphs. The full details of these assessments are contained within the EA at **Appendix 5**.

#### *Noise Impact*

- 20.12. With regards to noise impacts during the operation stage, the proposed development would induce fixed plant noise impact due to the installation of outdoor E&M equipment, and might cause annoyance due to the noise generated by events that may be held at the outdoor open space. The outdoor E&M equipment shall be designed in accordance with the criteria stipulated in HKPSG and Noise Control Ordinance (NCO). Noise insulation and control measures shall be implemented as far as applicable. The event organiser shall follow the Noise Control Guidelines for Music, Singing and Instrument Performing Activities and implement appropriate management practice to prevent annoyance caused by events. It is anticipated that the proposed development would not cause adverse noise impact to the surrounding environment during its operation stage.
- 20.13. A preliminary road traffic noise impact assessment has been conducted based on the Conceptual Scheme. It is predicted that all the noise assessment points at the southern portion of the proposed development orienting towards the IEC will sustain a road traffic noise level of over  $L_{10} (1\text{-hour})$  70 dB(A), above the HKPSG traffic noise criteria, and at some floor levels will reach 79 dB(A).



Mitigation measures will be necessary, and the following are considered:

- i) Relocation of Noise Sensitive Area: The focus is on reducing the exposure to noise. It is suggested that the rooms at which external façades are facing IEC should be designed for non-habitation use. These areas would not be classified as noise sensitive uses, and can serve as insulation between the noise source and the rooms for sensitive use.
- ii) Acoustic Window and Acoustic Balcony: If opening toward IEC to satisfy ventilation requirement is found necessary during the detailed design stage, acoustic windows and/or acoustic balconies parallel to dominant line source can be adopted to provide a reduction of 6 to 8.5 dB(A), and a reduction of 8 to 10.5 dB(A) respectively.

The above measures would be effective and sufficient to mitigate traffic noise impact on the proposed development.

- 20.14. In summary, the preliminary road traffic noise impact assessment has demonstrated that the traffic noise impact on the proposed development is surmountable and can be mitigated through a series of mitigation measures. An updated road traffic noise impact assessment based on the finalised architectural design of the proposed development will be included in the later detailed design for the s.16 application. At that stage, the schedule of acoustic windows or acoustic balconies shall be determined.

#### *Air Quality Impact*

- 20.15. The air quality impact related to the construction and operation of the proposed development has been assessed. It is anticipated that the proposed development will not induce adverse construction air quality impact to the surrounding with the implementation of construction dust mitigation measures. The major air quality impact affecting the proposed development during its operation stage is identified to be vehicular emissions.
- 20.16. The emission sources have been identified to be the IEC, the Ventilation Building and portal of Eastern Harbour Crossing (EHC). During a site visit, a notice board was found at the entrance of the EHC Ventilation Building, which indicated that the building is used for air suction and air supply to EHC tunnel and will only exhaust smoke under fire or emergency. It is therefore expected that the Ventilation Building will not emit pollutant, and would not cause adverse air quality impact to the proposed development during normal operation of EHC.
- 20.17. Given that the prevailing wind direction of Hong Kong is north east, and that both IEC and EHC portal are at downwind position of the proposed development, it is not likely the proposed development will continuously and directly sustain emission from IEC and EHC portal.
- 20.18. Given these preliminary conclusions, EPD asked for a quantitative air quality impact assessment as part of the Section 12A application process. This has been carried out and is included in **Appendix 6**. The conclusion of the air quality modelling process has been that the site is in principle suitable for residential development. The

modelling shows that the new development will comply with Air Quality Objectives under Air Pollution Control Ordinance.

- 20.19. Should the TPB approve the inclusion of “Flat” in Column 2 of the Notes, a Section 16 application will be necessary to have the detailed scheme approved. At that stage, a quantitative air quality assessment could be carried out. Depending on the findings of that assessment, additional mitigation measures could be identified to facilitate reducing the impact. For example, it may require identifying air intake locations where the air quality is acceptable and mechanically ventilating the building.
- 20.20. Further details on the impacts of noise, air quality, water quality, waste management and land contamination can be found in the Environmental Assessment and Air Quality Impact Assessment at **Appendix 5 and 6**.

#### ***Air Ventilation Assessment***

- 20.21. The location of the proposed development on the harbourfront and the long nature of the site could adversely impact the flow of air through the site, especially to the area to the south. An Air Ventilation Assessment Expert Evaluation (AVA-EE) has been carried out and has compared the Conceptual Scheme with the scheme previously approved by the TPB. The AVA report is included as **Appendix 7**.
- 20.22. Compared to the TPB Approved Scheme, the Conceptual Scheme with a three-tower layout provides greater wind availability within the site and therefore better air flow and ventilation can be achieved. The three-tower layout also permits more wind to pass

through the site with more building separations and therefore reduces negative impacts on developments to the south, such as Quarry Bay Park.

- 20.23. The design of the Conceptual Scheme also prioritises permeability, allowing wind from the north and south to flow through. This is achieved through the arrangement of residential and cultural components, creating building separation that ranges in width from 3m to 23m, thus increasing permeability and avoiding a potential wall effect.
- 20.24. The AVA-EE has not identified any problem areas within the Conceptual Scheme that require further study. The wind penetration through the Application Site is generally good and no areas or locations of excessive wind or insufficient ventilation have been identified. No modifications to the design of the Conceptual Scheme are needed as the three-tower design appears to perform acceptably in terms of air ventilation. Therefore, it can be concluded that the good design features have contributed to less adverse wind impact on pedestrian level ventilation performance than the Approved Scheme.

#### ***Climate Change Mitigation : Increase in Formation Level***

- 20.25. The existing formation level of the application site and the surrounding roads and pedestrian promenade are generally at an existing level ranging from 3.8mPD to 4.3mPD. In the Pre-submission document this existing formation level was adopted for the proposed development site. Departmental comments advised to assess the coastal risks (e.g. coastal flooding or facility damage due to storm surge and overtopping wave) and

impacts; and implement appropriate coastal protection measures to reduce the coastal risks to the lot and the surrounding if necessary.

- 20.26. Reference has been made to the Port Works Design Manual and the likely impact of climate change and storm surge on the site during the life of the building. Based on that reference it is proposed to raise the site formation level from the existing 4.0mPD to 5.5mPD. It is proposed to increase the formation level of the promenade to a similar level. The actual formation levels across the site will be determined at the detailed design stage when pedestrian and vehicle accessibility will be determined. It is also assumed that at some stage the Government may increase the level of Hoi Chak Road to provide protection to public access. The increase in formation level by approximately 1.5m is one of the reasons why an increase in the maximum building height has been requested.

#### *Visual Impact Assessment*

- 20.27. A Visual Impact Assessment has been carried out (**Appendix 8**) to assess the source and magnitude of the proposed development on the existing visual character and amenity within the context of the site and its environs.
- 20.28. The selection of vantage points is comprehensive covering all of the potential viewing angles from publicly accessible locations. When viewed from the selected vantage points the Conceptual Scheme fits relatively comfortably within its context. This 'comfortable fit' is in part due to the scale of the proposals and the architectural enhancement measures designed into the Conceptual Scheme. The predicted visual impacts

arising from the Conceptual Scheme range from slightly adverse to negligible and are no more significant than the Approved Scheme. In fact, for many of the vantage points, the impacts are not significantly different to those arising from the Approved Scheme. Further it may be argued that the design represents an improvement to the Approved Scheme given the creation of an iconic architectural form.

- 20.29. Through the adoption of a responsive architectural design and maintaining a similar massing to the Approved Scheme, the implementation of the proposals would not significantly detract from the existing landscape and visual amenity of the local area. As such the proposals are considered to be visually compatible with their existing and future urban context. As such the proposals are considered to be visually compatible with their existing and future urban context. The proposals have sought and succeeded in creating an iconic urban form which will make a significant contribution to the urban fabric and skyline of Quarry Bay.

#### *Tree Preservation Proposal*

- 20.30. A Tree Preservation Proposal has been carried out and is attached at **Appendix 9**. The tree survey identified 24 nos. trees within the Application Site boundary and a further 60 nos. in areas located outside the Application Site within the areas potentially affected by the enhancement of the Quarry Bay Promenade and the pedestrian connections to Quarry Bay Park. These are common native or exotic amenity or fruit tree species. The Application Site contains no rare or protected tree species (based on Forests and Countryside Ordinance, Cap. 96). There are no trees within the Application Site

registered as Old and Valuable Trees or 'Trees of Particular Interest' (TPI).

- 20.31. The proposals have sought to provide a significant upgrading of the local area with an iconic architectural development and significant enhancements to the surrounding public realm, including connections to Quarry Bay Park, the Quarry Bay Promenade and the future IEC Boardwalk. The Conceptual Scheme adopts basements levels to minimise the above ground structures on the ground floor to maximise the space for public enjoyment. This basement extends throughout the Application Site and so it would not be possible to preserve the 24 nos. existing trees. 48 nos. new heavy standard trees are proposed to compensate for the trees affected, representing a 2:1 replanting ratio.
- 20.32. As part of the proposed extensive enhancement of the public realm in the area surrounding the Application Site some 35 nos. trees would also be affected. However, these would be compensated with 76 nos. new trees representing a replanting ratio of around 2.17:1.
- 20.33. As such, the number of new compensatory trees to be planted will be approximately double the number of trees recommended for felling. A summary of tree recommendations, including compensatory ratios, is presented in **Table 4**.
- 20.34. It should be noted that the majority of trees recommended for felling have an average to poor form, an average to poor health condition and structural condition, and a medium to low amenity value. All the affected trees also have a low suitability for transplantation.

**Table 4: Summary of Preliminary Tree Planting Proposal**

| New Tree Planting Metrics | Statistics / Ratio      |                          |
|---------------------------|-------------------------|--------------------------|
|                           | Within Application Site | Outside Application Site |
| No. of felled trees       | 24                      | 35                       |
| No. of new trees          | No less than 24         | No less than 35          |
| New Tree Planting Ratio   | 2 : 1<br>(48 : 24)      | 2.17 : 1<br>(76 : 35)    |

- 20.35. As an improved alternative to the originally proposed elevated walkway connection from Taikoo Place across Quarry Bay Park and the IEC to the Application Site, the Conceptual Scheme provides an at-grade pedestrian connection and a shorter elevated footbridge over IEC. This alternative approach will allow the preservation of approximately 113 nos. of existing mature trees within the Quarry Bay Park, which would have otherwise been felled as a result of the construction of the previously approved elevated walkway. The loss of these trees would have had a significant negative impact on the landscape character and visual amenity of the Park, which are currently enjoyed by the public.

#### *Landscape Master Plan*

- 20.36. A Landscape Master Plan has been prepared for the proposed development and is attached at **Appendix 10**. The concept underpinning the Landscape Master Plan for the Conceptual Scheme, presented as **Figure 21** is to integrate the proposals within their future landscape and visual context, provide a synthesis between the proposed architecture and its landscape setting, and

provide high quality open space in association with the development.

- 20.37. The design seeks to carefully balance two scales of landscape intervention; a wider, expansive landscape which connects the character of the site to its surroundings including links to Quarry Bay Park and the new Boardwalk below the IEC, and the immediate context in creating a series of intimate, connected spaces supporting the functions of an exciting landscape programme and activated spaces, creating a sense of vibrancy and providing an iconic destination.
- 20.38. The Conceptual Scheme provides about 5,010 m<sup>2</sup> of open space, which is about 32.7% increase to the 3,780 m<sup>2</sup> of open space in the Approved Scheme. The proposal includes two types of spacious open spaces within the Application Site, the "Privately Owned Open Space Accessible to Public" and the "Private Open Space". The proposed design creates a diversity of external spaces with varying scales and functions. The open spaces, particularly the "Privately Owned Open Space Accessible to Public", will be attractive to all types of users and inclusive, fitting together with the existing urban fabric.
- 20.39. Outside the Application Site, the Conceptual Scheme seeks to enhance the Quarry Bay Promenade, which forms one of the connective links between the existing landscape of Quarry Bay Park, the Quarry Bay Promenade, the future Boardwalk under the IEC, and the "OU(1)" site. This provides an opportunity to enhance the existing footpaths with new decorative paving, and tree and shrub planting. It is also envisaged that the promenade will host facilities such as F&B

booths to encourage pedestrians to dwell in the space and enhance the sense of vibrancy.

- 20.40. A Harbour Terrace is also proposed, providing a series of seating steps down to the waterline punctured at intervals by areas of planting and shaded by trees on the promenade above. The proposal embraces the concept of engagement with the harbour. These proposals outside the Application Site are proposed to be implemented, managed and maintained by the Applicant, subject to future agreement with relevant government departments.
- 20.41. During the Pre-submission stage, comments were made regarding the re-provision of the existing Quarry Bay Promenade Pet Garden. As such, a new pet garden is proposed, located to the east of the Application Site in a similar location to the Approved Scheme. All open spaces accessible to the public within the Application Site will also be pet-friendly.
- 20.42. All in all, the landscape proposal will provide a modern urban space designed to bring people together in an environment that creates potential for social exchange. The landscape spaces are sited and designed to form lively and secured public ways, and the objective is to provide spaces that are defensible and usable. A coherent design palette of landscape materials, pedestrian paths and vehicular surfaces, lighting, signage and street furniture is used throughout all communal spaces and will reflect the architectural design. These elements create both active gathering and contemplative spaces and reinforce linkages and gateways within the site and at its edge. Further details on the landscape design proposal is contained with the Landscape Master Plan (**Appendix 10**).



20.43. In terms of green coverage, it will not be less than 20% in accordance with Buildings Department Practice Notes PNAP APP-152 Sustainable Building Design Guidelines and DEVB Technical Circular (Works) No.2/2012. This includes a minimum of 10% at the Primary Zone (within 15m of mean street level). Based on the Conceptual Scheme, the site coverage of greening shall be no less than 2,150 m<sup>2</sup>, which is approximately 25%.



**Figure 21: Landscape Master Plan**

### ***Compatible and Appropriate Land Uses***

- 20.44. As demonstrated in paragraphs 19.1 and 19.2, the proposed non-domestic uses including the cultural venue and the supporting eating place and shops and services, are cultural, leisure and tourism uses, in line with the planning intention of the “OU(1)” zone. The proposed development also includes residential uses to financially support the implementation of the cultural facility.
- 20.45. The proposed residential use is considered a compatible and appropriate land use. As demonstrated by the various technical assessments, the proposed development is technically feasible. In particular, with appropriate measures to mitigate environmental impacts including noise and air quality impacts, the Application Site would be suitable for residential use. As such, the proposed development will provide a high-quality living environment by the waterfront, with an abundance of outdoor open space for future residents to enjoy. At the same time, future residents will have convenient access to and be able to enjoy the vibrancy, leisure and entertainment offered on site by the cultural facility and supporting restaurants and retail.

### ***A Financially Sustainable Cultural Venue***

- 20.46. The proposal is a financially viable scheme that can be implemented. The proceeds from the residential component of the scheme will enable the cultural facility to be financially viable.
- 20.47. As demonstrated in the above Planning Gains subsection of Section 19, Planning Justification and Assessment, with a cultural venue of merely about

7,703m<sup>2</sup> in size that is high-quality and flexibly designed, significant positive impacts on Hong Kong’s economy, tourism and cultural sector can be achieved. Through detailed analyses, the proposed mix of domestic and non-domestic uses is considered to be the most optimal in ensuring that the scheme is viable and financially sustainable.

- 20.48. The operation of the cultural venue will be under a long-term partnership with immersive experience content provider such as Neon Global. Such partnership may be based on a profit share, co-investment or other analogous arrangement. The proposal will therefore provide a privately funded, privately run solution to build a signature cultural tourism attraction in Hong Kong that does not require government funding.
- 20.49. With a cultural facility that is financially viable and sustainable, all of the abovementioned public benefits, planning and design merits, and economic benefits for Hong Kong can in turn be realised.

## 21. Alternative Conceptual Scheme

- 21.1. During the consideration of the Pre-submission scheme many comments were received in relation to the proposed design of the development. The BHR of 35mPD was considered to be unnecessarily restrictive given the visual context for the development. Even for the Approved Scheme the BH was relaxed to 41mPD. The relaxation was made to achieve greater variation in the heights of the buildings on the site.
- 21.2. The current application is based on the Pre-submission scheme (Conceptual Scheme). Similar to the Approved Scheme with a maximum building height (BH) of 41mPD and varied heights below that level. A BH of 44 mPD was derived for the Conceptual Scheme including an increase of approximately 1.5m for storm surge mitigation. Applying a new BHR of 47mPD allows greater design flexibility. An Alternative Conceptual Scheme has been formulated within this 47mPD limit, which also includes a 1.5m increase for storm surge mitigation.
- 21.3. The Alternative Conceptual Scheme has been simply modified by the removal of the residential component located above and behind the cultural venue. This residential GFA is relocated to the towers on either side. The cultural venue is now a freestanding independent structure not encumbered by the residential component. The difference can be seen in the two comparative images in **Figures 22 and 23**.
- 21.4. The two schemes are the same in terms of total GFA, the distribution of GFA between the various uses and the design of the cultural venue. The waterfront promenade on the ground floor and first floor level are the same in

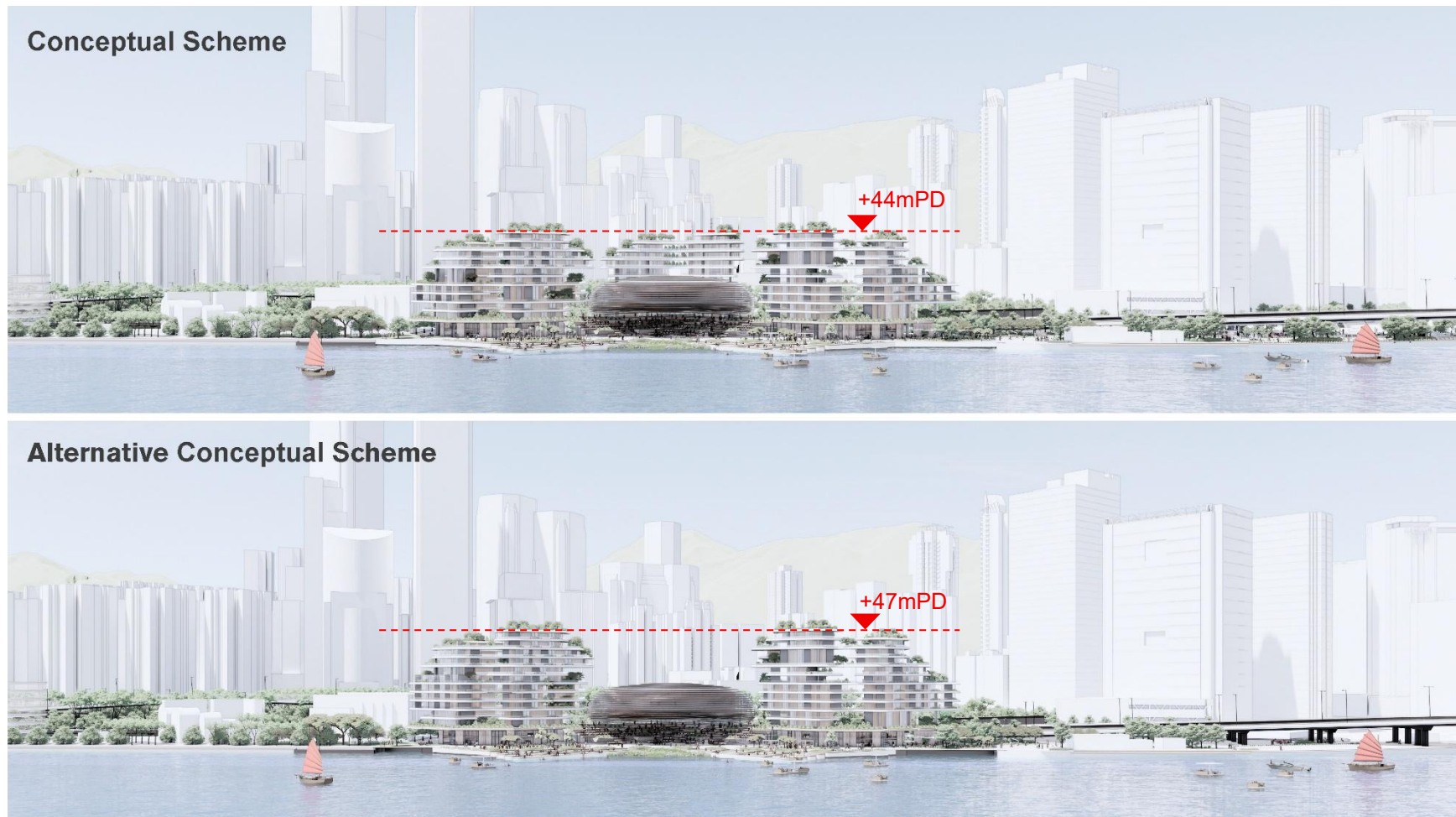
both schemes. The public use of these lower levels is the same in both schemes.

- 21.5. **Table 5** is a comparison of the Conceptual Scheme and Alternative Conceptual Scheme over a number of relevant criteria. The overall assessment is that the Alternative Conceptual Scheme performs better over most factors. Given the relatively small difference in BH it is considered that there is no significant negative impact of relaxing the BHR to 47mPD. In fact, by allowing this relaxation it can be seen that a number of significant benefits can be achieved.
- 21.6. The technical supporting studies for the Conceptual Scheme included with this application are equally relevant to the Alternative Conceptual Scheme. The VIA is obviously slightly changed to allow for the alternative scheme increase in BH and changed building form. This has been addressed in the VIA in **Appendix 8**. Should the TPB agree to include “Flat” in Column 2 a S.16 application would be required for the approval of the development scheme. At that stage a full set of technical assessments will be submitted.
- 21.7. Having considered all of the relevant factors, it is concluded that the best form of development that could be achieved on this site should have an amended maximum BHR of 47mPD. That is proposed as an alternative to the Conceptual Scheme of 44mPD.





**Figure 22:** Comparison of the Conceptual scheme and the Alternative Conceptual Scheme looking from an elevated position above the harbour back across Quarry Bay Park towards the residential buildings of Tai Koo Shing and commercial buildings of Tai Koo Place. The main difference is the residential component above the cultural venue in the Conceptual Scheme has been relocated to the two towers on either side in the Alternative Conceptual Scheme. The cultural venue is now seen as a free-standing building in the centre



**Figure 23:** Low level view from the harbour with the tall office buildings and mountains behind. The cultural venue is more significant visually and variation in heights is much more significant than the Conceptual Scheme. Space between and around the buildings is more pronounced.



**Table 5: Comparison of Conceptual Scheme and Alternative Conceptual Scheme**

| Conceptual Scheme                      |                                                                                                                                                                                                                                                                  | Alternative Conceptual Scheme                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Major Development Parameters</b>    | <p>Total GFA: 39,480 sqm</p> <p>Non-dom GFA: 7,703 sqm</p> <p>Dom GFA: 26,545 sqm</p>                                                                                                                                                                            | All major development parameters including GFA <u>remain the same</u> as the Conceptual Scheme.                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Building Height</b>                 | <p><b>Max. 44mPD</b></p> <ul style="list-style-type: none"> <li>Less BH variation possible</li> <li>Visual presentation of the cultural venue is compromised by the residential flats above.</li> </ul>                                                          | <p><b>Max 47mPD</b></p> <ul style="list-style-type: none"> <li>Alternative Conceptual Scheme is only +3mPD higher than the Conceptual Scheme, which is <u>minor</u>.</li> <li><u>BH variation is greater and more apparent</u>, which is a design merit.</li> </ul>                                                                                                                                                                                                                       |
| <b>Compatibility with Surroundings</b> | <ul style="list-style-type: none"> <li>Compatible with surroundings given relatively low BH on the waterfront</li> <li>Stepped height from harbourfront to hinterland</li> <li>Stepped green terraces and balconies compatible with mountain backdrop</li> </ul> | <ul style="list-style-type: none"> <li>Remains <u>compatible</u> with the surrounding environment, as it is still at a much lower BH than those in the background / Quarry Bay hinterland.</li> <li><u>Stepped height</u> and stepped green terraces within the site are retained</li> <li>The <u>enhanced BH variation</u> between the residential towers and the cultural venue echoes the skyline and undulating mountains in the backdrop more than the Conceptual Scheme.</li> </ul> |
| <b>Permeability</b>                    | <ul style="list-style-type: none"> <li>Less permeable with residential block above cultural venue</li> <li>More of a wall of buildings.</li> </ul>                                                                                                               | <ul style="list-style-type: none"> <li>Alternative Conceptual Scheme is much <u>more permeable in terms of visual impact and air ventilation</u>.</li> <li>The predicted visual Impact resulting from the Alternative Conceptual Scheme would be reduced compared with the Conceptual Scheme. Further</li> </ul>                                                                                                                                                                          |

| Conceptual Scheme                                      |                                                                                                                                                                                                                                                                                                                                                                       | Alternative Conceptual Scheme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                        |                                                                                                                                                                                                                                                                                                                                                                       | <p>details are contained in <b>Appendix 8</b> Visual Impact Assessment.</p> <ul style="list-style-type: none"> <li>The accompanying AVA-EE (<b>Appendix 7</b>) concluded that the slightly increased building height would not cause any additional impact on ventilation. With the central residential block removed, it would provide additional ventilation to the surrounding area, enhancing the overall ventilation performance.</li> <li>Increased permeability is a <u>planning and design merit</u> that can be achieved by the increased BH.</li> </ul> |
| <b>Iconic Cultural Architecture</b>                    | <p>Central residential block:</p> <ul style="list-style-type: none"> <li>Detracts from the iconic architecture of the cultural venue</li> <li>The visual impact of the cultural venue is lost in the total building mass,</li> <li>Central residential flats block views of cultural venue from certain angles e.g. views from buildings south of the site</li> </ul> | <p>Central Cultural Venue (without residential block above):</p> <ul style="list-style-type: none"> <li>The overall design is much bolder and the cultural venue is a standalone structure, and <u>more iconic</u>.</li> <li>Enhances the cultural venue as a <u>tourist attraction and destination</u></li> <li>Cultural venue is <u>more visible from different angles</u></li> <li>Stands out as an important visual component of the waterfront, being more iconic and attractive</li> </ul>                                                                  |
| <b>Interface between Residential and Cultural Uses</b> | <ul style="list-style-type: none"> <li>Potential complications with access and management given residential block sits right above the cultural venue</li> <li>Concerns over potential noise and disturbance from cultural venue.</li> </ul>                                                                                                                          | <ul style="list-style-type: none"> <li><u>Removes interface issues</u> between the cultural and residential uses</li> <li>Enables easier, <u>separate management</u> of the two uses</li> <li>Enables clear, <u>separate accesses</u> for the two uses</li> </ul>                                                                                                                                                                                                                                                                                                 |

| Conceptual Scheme |  | Alternative Conceptual Scheme                                                                                                                         |
|-------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   |  | <ul style="list-style-type: none"> <li>Physical separation addresses concerns over potential noise and disturbance from the cultural venue</li> </ul> |

## 22. Conclusion

- 22.1. This S.12A application seeks to make relatively minor changes to the Notes to the “OU(1)” zone on the OZP so that a financially viable situation is created to enable the planning intention for the zone to be achieved. The inclusion of residential use in the zone will help create a new waterfront destination at Hoi Yu Street that complies with the planning intention of the “OU(1)” zone. An iconic, cultural entertainment venue at the heart of the development will be the main focus. The proposed mix of uses is suitable for the site’s location and is responsive to the changed circumstances and context of Hong Kong.

### *Culture and Tourism*

- 22.2. The proposed mix of cultural entertainment, retail, eating place and residential uses strikes an ideal balance that fosters an attractive and vibrant harbourfront, while ensuring a high-quality living environment for future residents. The mix of domestic and non-domestic uses has been optimised, ensuring that the core of the development, namely the cultural entertainment facility, is financially viable and implementable.
- 22.3. The design of the scheme plays a vital role in creating a waterfront destination that is attractive to both locals and tourists. The proposed development will have a unique and iconic architectural form with expansive open space accessible to the public, while ensuring that the buildings harmonise with the surrounding context in terms of height, scale and massing.

### *Waterfront Location*

- 22.4. Recognising the site’s unique waterfront location and celebrating the harbour as a public asset, a commitment to providing public benefits has been a key design principle in the formulation of the Conceptual Scheme and Alternative Conceptual Scheme. This has been achieved through incorporating various planning and design merits, including making approximately more than 30% of the ground-level available to public access, redefining and enhancing the harbourfront experience through innovative design, and creating a new cultural entertainment venue for public enjoyment. These components represent a substantial improvement over the existing conditions, over the approved industrial building and significantly better than the Approved S.16 Scheme.

### *Connectivity*

- 22.5. The new pedestrian footbridge over the IEC and the ground level links will enhance the pedestrian network in the area, providing both an integrated ground-level connection and an elevated connection between the site, the hinterland, key public transport nodes, as well as the Boardwalk under the IEC. As opposed to the previously proposed lengthy elevated walkway, the proposal offers an improved and enjoyable green pedestrian experience, and a more environmentally sustainable and financially viable alternative.

### *Proposed Amendments to the OZP*

- 22.6. To facilitate the implementation of the proposed development and realise its planning gains and public

benefits, the following amendments are proposed to the Notes of the “OU(1)” zone:

- i) Inclusion of “Flat” in Column 2 of the Notes; and
- ii) Minor increase of the Building Height Restriction from 35mPD to 47mPD.

22.7. Various technical assessments have been carried out and concluded that the proposed development is technically acceptable.

22.8. In light of the above, the Board is invited to favourably consider the proposed amendments to the Notes of the “OU(1)” zone. This will facilitate the transformation of the site into a vibrant waterfront destination. Additionally, it will support the creation of a new cultural entertainment facility that will enrich Hong Kong’s tourism, cultural, and arts sectors, enhance its identity and attractiveness, and contribute to its economic growth.

Masterplan Limited  
September 2025