

APPLICATION PERMISSION
UNDER SECTION 16 OF THE TOWN PLANNING ORDINANCE

APPLICATION NO. A/H17/143

- Applicant** : Gold Shine Investment Limited represented by KTA Planning Limited
- Site** : The Pulse, No. 28 Beach Road, Repulse Bay
- Site Area** : 4,230m² (about)
- Lease** : Rural Building Lot (RBL) No. 368 Remaining Portion
(a) governed by Conditions of Exchange No. 3381 for a term of 75 years from 12.1.1922 (renewable for 75 years) and is restricted for the erection of a pavilion except with the consent of the Governor
(b) consent and approval were given to the building erected on the Lot in accordance with a prescribed set of building plans approved by the Building Authority (BA) pursuant to a Consent Letter dated 15.10.2014
- Plan** : Approved Shouson Hill & Repulse Bay Outline Zoning Plan (OZP) No. S/H17/13
- Zonings**¹ : “Other Specified Uses” annotated “Beach Related Leisure Use” (“OU(BRLU)”) [about 4,047.8m² or 95.7%]
- restricted to a maximum building height (BH) of two storeys, or the height of the existing building, whichever is the greater

“Government, Institution or Community” (“G/IC”) [about 144.4m² or 3.4%]
- Application** : Proposed Hotel (Partial Conversion of Existing Shopping Mall)

1. The Proposal

- 1.1 The applicant seeks planning permission for proposed conversion of B1/F (part), UG/F and 1/F within the existing shopping mall, The Pulse, located at 28 Beach Road (the Site) to hotel use. The Site is primarily zoned “OU(BRLU)” with a minor portion zoned “G/IC” on the approved Shouson Hill & Repulse Bay OZP No. S/H17/13 (**Plan A-1**). According to the Notes of the OZP, ‘Hotel’ use requires planning permission from the Town Planning Board (the Board) in both “OU(BRLU)” and “G/IC” zones.

¹ About 19.8m² (0.5%) of the Site falls within an area zoned “Open Space”, while around 16.7m² (0.4%) falls within an area shown as ‘Road’. These portions could be regarded as minor boundary adjustments according to the covering Notes of the OZP.

- 1.2 The western frontage of the Site is directly facing the Repulse Bay Beach and its eastern frontage is facing Beach Road (**Plan A-2**). It is accessible by vehicles through the ingress on the UG/F fronting Beach Road and by pedestrians through the entrances on the LG/F fronting Repulse Bay Beach and on the UG/F facing Beach Road (**Drawings A-4 and A-5**).
- 1.3 The proposed hotel will occupy the B1/F (part), UG/F and 1/F of the existing shopping mall (**Drawings A-3, A-5 and A-6**). These floors currently house shops and restaurants, with some units being vacant. The hotel will have a gross floor area (GFA) of 6,590m² and 96 guestrooms. Guestrooms, the hotel lobby, the hotel shop and the hotel restaurant will be situated on the UG/F and 1/F, while the gym room and spa will be located on the B1/F. The proposed conversion also includes modifications to parking layouts on the B3/F and UG/F to accommodate car/motorcycle parking spaces and loading and unloading (L/UL) bays for van-type goods vehicles on B3/F, as well as L/UL bays for heavy/light goods vehicle (HGV/LGV), taxi/private car and tour bus on UG/F (**Drawings A-1 and A-5**). These internal parking facilities will serve both the proposed hotel and the retained retail use at the Site. Furthermore, there will be structural changes involving partial demolition and setback of the UG/F and 1/F facades facing Repulse Bay Beach to create hotel rooms with balcony (**Drawings A-9 and A-10**), along with removal of a portion of floor slab of 1/F to ensure sufficient headroom for L/UL facilities on UG/F (**Drawing A-6**). New E&M facilities for the proposed hotel will be housed in an enclosed structure on the R/F (**Drawing A-7**). According to the applicant, the BH of the converted building will remain unchanged at 18.05mPD (main roof level), and the total GFA will not exceed the existing total GFA of the original building (i.e. 13,728m²) upon conversion.
- 1.4 Comparison of the major development parameters between the existing development and the proposed conversion scheme is summarised below. The floor plans and schematic section plan are at **Drawings A-1 to A-8**.

	Existing Development (a)	Proposed Conversion Scheme (b)	Change (b)-(a)
Site area (about)	4,230m ²	4,230m ²	No change
Total GFA (about)	13,728m ²	13,728m ²	No change ⁽ⁱ⁾
• Shops and Restaurants, E&M Facilities	13,728m ² (B2/F – 1/F)	5,841m ² (B2/F – LG/F)	-7,887m ²
• Hotel (including hotel rooms, lobby, gym, spa, hotel shop and hotel restaurant)	Nil	6,590m ²⁽ⁱⁱ⁾ (B1/F, UG/F & 1/F)	+6,590m ²
• Car Parking Spaces	Nil ⁽ⁱⁱⁱ⁾	1,297m ²⁽ⁱ⁾	+1,297m ²
Building Height (main roof)	18.05mPD	18.05mPD	No change
Number of Storeys	6 (including 3 basement levels)	6 (including 3 basement levels)	No change
No. of Hotel Room	Nil	96 ^(iv)	+96

Parking Spaces			
• Private Car	58 ^(v) (including 1 accessible parking space)	58 ^(vi) (including 2 accessible parking spaces)	No change
• Motorcycle	0	6	+6
L/UL Bays and Lay-bys			
• Light Goods Vehicle	1	2	+1
• Heavy Goods Vehicle	0	2	+2
• Van-type Goods Vehicle	4	5	+1
• Taxi and Private Car	0	2	+2
• Single Deck Tour Bus	0	1	+1

Notes:

- (i) According to the applicant, the GFA attributed to the car parking facilities is subject to further review, consideration and approval by the BA at the General Building Plan (GBP) submission stage. In any case, the total GFA upon conversion will not exceed the existing total GFA.
- (ii) Hotel concession for Back-of-House (BOH) facilities under Practice Notes for Authorized Persons, Registered Structural Engineers and Registered Geotechnical Engineers (PNAP) APP-40 has not been taken into account in the proposed GFA. According to the applicant, up to approximately 330m² (i.e. equivalent to 5% of the hotel GFA) may be used as BOH facilities, which is subject to further review, consideration, and approval by the BA at the GBP submission stage.
- (iii) The existing car parking facilities are exempted from GFA calculation.
- (iv) The guestroom sizes range from about 18.6m² to 74.3m², with most rooms of about 27.9m², subject to revision in the detailed design stage.
- (v) According to the GBP approved by BA on 9.11.2012, 97 car parking spaces would be provided. According to the applicant, only 58 car parking spaces are currently available at the Site.
- (vi) Among the 58 car parking spaces, 42 are provided in accordance with the Hong Kong Planning Standards and Guidelines (HKPSG) (including 3 for hotel use and 39 for retail use). The applicant states that the remaining 16 spaces exceed the HKPSG requirements and provide additional capacity to meet the demand for parking in the Repulse Bay area.

1.5 Major uses by floors of the proposed conversion are summarised in the following table:

Floor	According to the Approved GBP	After Conversion
R/F	Roof Terrace and E&M Facilities	Roof Terrace and E&M Facilities
1/F ⁽¹⁾	Restaurants	Hotel Rooms
UG/F ⁽¹⁾	Shops	Hotel Rooms, Hotel Lobby, Hotel Restaurant, Hotel Shop & L/UL Facilities for Hotel and Retail Uses
LG/F	Shops and Restaurants	Shops and Restaurants
B1/F ⁽¹⁾	Shops and Changing Rooms ⁽²⁾	Hotel Spa & Gym and Shops
B2/F	E&M Facilities	E&M Facilities
B3/F	Carpark	Carpark ⁽³⁾

Notes:

- (1) Subject of the current application.
- (2) Changing rooms were previously provided on the B1/F. The applicant confirms that no changing rooms are currently provided within the Site.
- (3) Parking spaces for both the hotel and retail uses will be provided at this level.

1.6 According to the applicant, to maintain the vibrancy of the beach and provide essential retail and food and beverage (F&B) services for both the beach and the

wider area, the beachfront shops and restaurants located on the LG/F and part of the B1/F of the building will be retained (**Drawings A-3, A-4, A-9 and A-10**). Moreover, to ensure accessibility and connectivity, the existing pedestrian connections linking Beach Road and Repulse Bay Beach through the Site will be maintained (**Drawings A-4 and A-5**). These elements will enable The Pulse to blend harmoniously with the environment of Repulse Bay Beach and preserve the existing beach-related character upon conversion.

- 1.7 According to the submitted Traffic Impact Assessment (TIA), the road junctions, local roads and footpaths in the vicinity of the Site will operate within capacity even during the peak summer swimming period after the proposed partial conversion to hotel use. To minimise potential traffic impact, the applicant has proposed traffic management measures, including (a) publicising on the official website that visitors should use South Bay Road and South Bay Path to reach the hotel²; (b) relocating the entry drop bar from the UG/F to B3/F to provide additional vehicle queuing space; (c) encouraging tenants and the hotel operator to schedule L/UL activities during off-peak periods and limiting such activities to early Saturday morning³; and (d) closely monitoring the L/UL of tour buses, goods vehicles, and taxi/private car pick-up/ drop-off activities by hotel staff and management office. In addition, the provision of internal transport facilities will adopt high-end requirements stipulated in the HKPSG.
- 1.8 For the environmental aspect, according to the assessments conducted by the applicant, the proposed hotel will rely on a centralised air-conditioning system for ventilation. There will be no air-sensitive uses, including openable windows⁴, fresh air intakes, and recreational uses in open space, within the 5m buffer from Beach Road, ensuing compliance with the relevant air-quality buffer requirement in the HKPSG. Because the traffic generated by the proposed conversion is relatively low, the noise levels are expected to meet the applicable noise limits. The road traffic noise impact due to the proposed conversion is therefore considered insignificant. Standard measures, including enclosures with acoustic louvres for the new boiler room and air-conditioning plant room, will be installed to mitigate operational noise arising from the proposed hotel. Regarding waste management, the applicant commits to provide refuse collection and storage facilities in accordance with the Buildings Ordinance (BO). With the implementation of effective control measures, adverse waste management issues are not anticipated during construction and operation phases. Other technical assessments, including the submitted Sewerage Impact Assessment (SIA) and Water Demand Assessment (WDA) also demonstrate that the proposed conversion will not create any insurmountable issues. According to the applicant, as The Pulse is an existing development on a fully paved land, and the proposal involves only alteration and addition (A&A) works to the existing building, there will be no change to the runoff condition, and hence a Drainage Impact Assessment (DIA) for the proposed conversion is not required.

² This measure aims to discourage vehicles from entering Beach Road from Repulse Bay Road, hence reducing traffic flow along Beach Road.

³ Goods vehicles are prohibited to enter Beach Road between 12noon and 7pm on Saturday, and all day on Sundays and General Holidays.

⁴ Windows are not opened under normal circumstances. They are opened only for emergencies or maintenance purposes.

1.9 In support of the application, the applicant has submitted the following documents:

- (a) Application Form received on 7.2.2025 (Appendix I)
- (b) Consolidated Supporting Planning Statement (Appendix Ia)
(SPS) received on 17.9.2025

(SPS received on 7.2.2025, Supplementary Information (SI) received on 10.2.2025 as well as Further Information (FI) received on 19.5.2025[#], 8.8.2025[#], 5.9.2025*, 11.9.2025* and 16.9.2025* were superseded and are attached at **Appendices Ib** to **Ih** respectively.

**accepted and exempted from recounting requirements*

[#]accepted but not exempted from recounting requirements

1.10 On 28.3.2025 and 18.7.2025, the Metro Planning Committee of the Board (the Committee) agreed to defer making a decision on the application for two months each as requested by the applicant.

2. **Justifications from the Applicant**

The justifications put forth by the applicant in support of the application are detailed in the consolidated SPS and FI at **Appendices Ia** to **Ih**, which are summarised as follows:

In line with the “Hong Kong 2030+: Towards a Planning Vision and Strategy Transcending 2030” (“HK2030+”)

- (a) The proposed conversion aligns with HK2030+, which encourages adopting a proactive way to enhance the receiving capacity, such as increasing the supply of hotel rooms, to ensure the long-term and healthy development of Hong Kong’s tourism industry.

In line with the Planning Intention

- (b) The proposed conversion is in line with the planning intention of the “OU(BRLU)” zone of the OZP, which intends to enhance the role of Repulse Bay as a recreational and tourism district, as well as maintaining the existing beach-related character of the developments. Since the demolition of the Repulse Bay Hotel in the 1980s, Repulse Bay has lacked accommodations for short stays for both local and foreign visitors. The proposed hotel will address this gap by providing guestrooms and ancillary facilities, including restaurants, gym and spa, thereby enriching the tourism facilities in Repulse Bay. The applicant also proposes to promote water-based activities and training courses such as kayaking that align with the beach character of Repulse Bay.
- (c) To preserve the character of Repulse Bay, the existing BH and building bulk will remain unchanged upon conversion. Relevant guidelines set out in the Joint Practice Note No. 5 on Development Control Parameters Building Height Restriction will be followed for the new rooftop structure. Besides, the LG/F and part of the B1/F will continue to house shops and restaurants to serve both the beach and the wider community. The existing pedestrian connections linking Beach Road

and Repulse Bay Beach through the Site will also be maintained, ensuring uninterrupted public access.

Widening the Variety of Accommodation for Tourists

- (d) Repulse Bay is recognized by the Government as a must-visit destination in Hong Kong. It is also the Government's objective to promote diversified tourism experiences. The proposed hotel, situated adjacent to Repulse Bay Beach, will offer tourists a unique beachside resort accommodation currently unavailable in Hong Kong, and providing them with a distinctive experience.

Maintaining Facilities for Locals and Tourists

- (e) The Pulse is a shopping arcade that provides services and spaces for locals and tourists to gather, relax and shop. The nature of The Pulse will remain unchanged upon the partial conversion. The B1/F and LG/F of the converted building will continue to house shops and restaurants to serve both visitors and the community, thereby providing a gathering space for both locals and tourists, while synergising with Repulse Bay Beach. Moreover, on top of the parking spaces required under the HKPSG, extra 16 parking spaces will be provided to maintain the existing parking spaces provision to meet the parking demand in the Repulse Bay area. A balance has been achieved by considering development needs, local requirements, and tourism demands. Besides, there are three existing shopping facilities, namely Beach Centre, 35 Beach Road and Parade of Shops, providing essential shops and services to locals and tourists in the vicinity.

Protecting Privacy and Security of Hotel Guests

- (f) To protect the privacy and security of hotel guests, the proposed hotel will adopt various security measures. These include using tinted or reflective glass for guestrooms facing Beach Road, installing window curtains and window locks, adopting raised floor to create sufficient level difference, and deploying closed-circuit television in common areas. Two lifts in the existing shopping mall will be designated for exclusive use by the proposed hotel.

Preserving Tranquility of the Repulse Bay Beach

- (g) Rather than attracting a large influx of tourists to Repulse Bay, the proposed high-end boutique hotel is designed to encourage longer and overnight stay in the area. With only 96 guest rooms planned, a significant increase in visitor numbers is not anticipated.

No Adverse Technical Impact

- (h) Various technical assessments have concluded that, with the implementation of mitigation measures (see paragraphs 1.7 to 1.8), the proposed hotel is technically feasible and will not generate adverse impacts on the surrounding area.

3. Compliance with the "Owner's Consent/Notification" Requirements

The applicant is the sole "current land owner". Detailed information would be deposited at the meeting for Member's inspection.

4. Previous Applications

- 4.1 The Site is the subject of five previous applications. Four of these applications (No. A/H17/51, A/H17/56, A/H17/60 and A/H17/62) were submitted by the applicant of this application. The first three applications sought the Board's permission for retail shop and private club⁵ use. They were rejected by the Committee in 1994, 1996 and 1997 respectively, mainly on the grounds that the proposed uses, development intensity and BH were not compatible with the beach; the provision of car-parking facilities and internal vehicular circulation were unsatisfactory; and there were adverse traffic impacts on the local road network. Application No. A/H17/62 for retail shop, recreation facilities, and a public car park was approved with conditions by the Committee on 22.5.1998, having considered that there were improvements in building bulk and building design; pedestrian linkages between Beach Road and the beach would be provided; traffic circulation within the subject building was improved; and sufficient car parking and L/UL bays would be provided. Extension of time for commencement of the approved development for two years was approved by the Board on 6.4.2001. However, the approved application was not implemented and the planning permission lapsed on 23.5.2003.
- 4.2 The remaining application (No. A/H17/135) for proposed social welfare facility (a child care centre) within a premises of the building was approved with conditions by the Committee on 17.7.2015, mainly on the consideration that the proposed use was not incompatible with the planning intention and existing uses within the subject building, and the proposal would not have adverse impacts. The child care centre was not implemented and the planning permission lapsed on 18.7.2019.
- 4.3 Details of these applications are summarised at **Appendix II** and their locations are shown on **Plan A-1**.

5. Similar Application

There is no similar application for proposed hotel in the Shouson Hill and Repulse Bay area.

6. The Site and Its Surrounding Areas (Plans A-1 to A-2 and photos on Plans A-3 to A-7)

- 6.1 The Site is:
- (a) currently occupied by a 6-storey (including 3 basement levels) shopping mall comprising mainly shops and restaurants with some vacant units on B1/F to 1/F, L/UL bays on UG/F, E&M facilities on B2/F, and car parking spaces on B3/F; and
 - (b) accessible by Beach Road to its east.

⁵ According to the Notes of the OZP at that time, retail shop and private club were Column 2 uses which required planning permission from the Board. The Notes of the subject "OU(BRLU)" zone was amended in 2004, in which 'Shop and Services' use was moved from Column 2 to Column 1, while 'Private Club' use remains under Column 2. 'Hotel' use was also added to Column 2.

6.2 The surrounding areas have the following characteristics:

- (a) to its immediate west is Repulse Bay Beach, which is well-visited by locals and tourists, and the Repulse Bay Beach Children's Playground. Some ancillary facilities of the Beach, such as changing rooms, toilets and car parking spaces, are located to the northwest. To the south is another tourist attraction, Kwun Yam Shrine with Kwun Yam and Tin Hau statues;
- (b) to the east across Beach Road are low and medium-rise residential developments;
- (c) some low-rise commercial developments, such as Beach Centre and Sea View Building, providing retail shops and restaurants, are located further northwest along Beach Road. To the further northwest across Repulse Bay Road is another shopping mall, namely The Repulse Bay Arcade; and
- (d) the area is served by public transport, including buses and mini-buses. The Site is within walking distance of Repulse Bay Road, where the public transport can be found.

7. Planning Intentions

- 7.1 The "OU(BRLU)" zone is intended to enhance the role of Repulse Bay as a recreational and tourism district, as well as maintaining the existing beach related character of the developments. Future development/ redevelopment should blend in harmoniously with the environment in terms of use and design.
- 7.2 The "G/IC" zone is intended primarily for the provision of Government, institution or community facilities serving the needs of the local residents and/or a wider district, region or the territory. It is also intended to provide land for uses directly related to or in support of the work of the Government, organizations providing social services to meet community needs, and other institutional establishments.

8. Comments from Relevant Government Departments

- 8.1 The following government departments have been consulted and their views on the application are summarised as follows:

Land Administration

- 8.1.1 Comments of the District Lands Officer/Hong Kong West and South, Lands Department (DLO/HKW&S, LandsD):

- (a) the Site falls within the Remaining Portion of RBL No. 368 ('the Lot'). The Lot is governed by Conditions of Exchange No. 3381 for a term of 75 years from 12.1.1922 (renewable for 75 years) and is restricted for the erection of a pavilion except with the consent of the Governor. Pursuant to a Consent Letter dated 15.10.2014, consent and approval were given for the building erected on the Lot in accordance with a prescribed set of building plans approved by the

BA. The proposed hotel at the B1/F, UG/F and 1/F does not tally with the Consent Letter; and

- (b) if planning approval is granted for the application, the owner of the Lot is required to apply to the LandsD for prior written consent under the lease or an amendment to the Consent Letter dated 15.10.2014 to implement the proposal. Upon receipt of the formal application, LandsD will process such application in the capacity of a landlord, and there is no guarantee that the application will be approved. If approved, it will be subject to such terms and conditions, including payment of premium and administrative fee, as may be imposed by LandsD at its absolute discretion.

Traffic

8.1.2 Comments of Commissioner for Transport (C for T):

- (a) no adverse comment on the application from a traffic engineering viewpoint;
- (b) after reviewing the revised TIA (Appendix 3 in **Appendix Ia**), it is noted that the road junctions, road links and footpaths in the vicinity of the Site have sufficient capacity to cater for the traffic and pedestrian flows after conversion, even during the peak summer swimming season;
- (c) it is also noted that the internal transport facilities will be provided in accordance with the HKPSG requirements. In addition, 16 extra car parking spaces will be provided on top of the HKPSG requirements to meet the parking demand;
- (d) the applicant should implement the traffic management measures identified in the revised TIA, including the relocation of the existing entry drop bar from UG/F to B3/F, to minimize the potential traffic impact on Beach Road; and
- (e) approval conditions in relation to internal transport facilities and traffic management measures in paragraph 11.2 below are suggested should the application be approved.

Environmental

8.1.3 Comments of the Director of Environmental Protection (DEP):

She has no in-principle objection to the application, subject to the assessments findings and the implementation of the following measures:

- (a) for the operational phase, as stated in the Air Quality Impact Assessment (AQIA) (Appendix 6 in **Appendix Ia**), the proposed hotel will be served by a central air ventilation system, thereby eliminating the need to rely on open windows for ventilation. The fresh air intake points will be appropriately located to comply with the buffer distance requirements from roads as stipulated in the

HKPSG. Additionally, mitigation measures set out in the relevant subsidiary regulations under the Air Pollution Control Ordinance will be implemented to minimize the air quality impact during the construction phase;

- (b) standard practices recommended in the ProPECC PN 1/24 “Minimizing Noise from Construction Activities” will be applied to mitigate construction noise associated with the proposed hotel. In addition, the recommendations in the “Good Practices on Control of Noise from Electrical & Mechanical Systems” will be applied to the proposed fixed plants (e.g. new boiler room and air-conditioning plant room) to minimize the operational noise. Since the proposed hotel will rely on a central air ventilation system, adverse traffic noise impact on the proposed hotel is not anticipated;
- (c) the general waste management approach specified in the Waste Management Assessment (WMA) (Appendix 8 in **Appendix Ia**) for construction activities, together with a standard refuse handling approach, will be implemented in the construction and operation phases respectively; and
- (d) the SIA (Appendix 4 in **Appendix Ia**) concluded that there will be a slight reduction in sewage generation compared to existing conditions, taking into account the operation of the spa and restaurant.

Urban Design and Visual

8.1.4 Comments of the Chief Town Planner/Urban Design and Landscape, Planning Department (CTP/UD&L, PlanD):

- (a) according to the information submitted by the applicant, the applicant seeks planning permission to convert the existing building (known as The Pulse) from shops and restaurants to hotel use. The proposed conversion does not involve increase in building bulk and BH;
- (b) as the proposal involves converting the uses within the existing building (The Pulse) with minor changes to the built form; and there will be no change in BH and the overall scale, adverse visual impact on the surroundings is not anticipated. It is noted that the existing building has a glass façade on the top two levels facing Repulse Bay. According to the artist impression submitted by the applicant (**Drawings A-9 to A-12**), glass façade and balconies with glass parapet will be used for the proposed hotel; and
- (c) in view of the minor changes to the existing building, there is no comment on the proposed demolition and construction of the façade facing Repulse Bay.

8.1.5 Comments of the Chief Architect/Advisory & Statutory Compliance, Architectural Services Department (CA/ASC, ArchSD):

- (a) no comment from architectural and visual impact perspectives; and
- (b) based on the information provided, it is noted that the building bulk and the BH at 18.05mPD of the development remain unchanged. There is no particular comment from an architectural and visual impact perspectives. However, the applicant may wish to consider the treatment or articulation of the building façade facing Repulse Bay in the design stage to blend in more harmoniously with the surrounding neighbourhood as Repulse Bay is one of the tourism attractions.

Tourism and Hotel Licensing

8.1.6 Comments of the Commissioner for Tourism (C for Tourism):

- (a) it is noted that the Site falls within an area partly zoned “OU(BRLU)” and partly zoned “G/IC” on the relevant OZP, under which ‘Hotel’ is a use that may be permitted with or without conditions on application to the Board. Nonetheless, the development of hotels is a matter of commercial decision, and it would be up to developers to decide whether or not to develop a hotel; and
- (b) the COVID-19 pandemic had seriously affected Hong Kong’s tourism industry, leading to a steep fall in the number of visitor arrivals since early 2020 and bringing about an unprecedented challenge to the hotel sector. Following the full resumption of normal travel between Hong Kong and the rest of the world since February 2023, overnight visitor arrivals surged from 0.57 million in 2022 to 17.16 million in 2023 and 21.94 million in 2024. The number of overnight arrivals reached 2.23 million in January 2025, returning to 82% of the level in January 2019. The hotel occupancy rate likewise rose to 85% in 2024. In particular, the occupancy rate in 2024 for hotels in the Eastern and Southern Districts was also 85%, which was higher than the rest of Hong Kong Island. In anticipation of continuous improvement in inbound tourism over time, it is expected that there will be increasing demand for tourism-related facilities.

8.1.7 Comments of the Chief Officer (Licensing Authority), Home Affairs Department (CO(LA), HAD):

- (a) no objection to the application;
- (b) according to the Hotel and Guesthouse Accommodation Ordinance (Cap. 349) (“HAGAO”), “hotel” and “guesthouse” mean any premises whose occupier, proprietor or tenant holds out that, to the extent of his available accommodation, he will provide sleeping accommodation at a fee for any person presenting himself at the premises, unless all accommodation in the premises is provided for a period of 28 consecutive days or more for each letting, which is

exempted under the Hotel and Guesthouse Accommodation (Exclusion) Order (Cap. 349C);

- (c) if the mode of operation falls within the definition of “hotel” or “guesthouse” under the HAGAO, a licence under the HAGAO must be obtained before operation;
- (d) under the HAGAO, a hotel licence will only be issued for premises approved or accepted by the BA for hotel use. The applicant should submit a copy of an occupation permit or acknowledgement letter for the completion of the A&A works issued by the BA for the proposed hotel when making an application under the HAGAO;
- (e) the licensed area in one application must be physically connected and shall not be separated by other private occupancy or uses not connected with the operator’s business; and
- (f) detailed licensing requirements will be formulated upon receipt of an application under the HAGAO, if applicable.

Building Matters

8.1.8 Comments of the Chief Building Surveyor/Hong Kong West, Buildings Department (CBS/HKW, BD):

- (a) no objection to the application;
- (b) the proposal should in all aspects comply with the BO and allied regulations;
- (c) the requirements of the hotel concession should be complied with in accordance with Building (Planning) Regulation (B(P)R) 23A and PNAP-APP 40;
- (d) service lane should be provided in accordance with B(P)R 28;
- (e) adequate lighting and ventilation should be provided in accordance with B(P)R 30 and 31 for the hotel. Due calculation demonstrated by the applicant will be checked upon receipt of the building plan submission;
- (f) adequate provision of refuse collection facilities should be provided in accordance with Building (Refuse Storage and Material Recovery Chamber and Refuse Chutes) Regulations;
- (g) barrier free access and facilities should be provided in accordance with B(P)R 72 and the Design Manual: Barrier Free Access 2008 (2024 Edition); and
- (h) detailed comments under the BO will be provided upon building plan submission.

Fire Safety

8.1.9 Comments of the Director of Fire Services (D of FS):

- (a) no objection to the application;
- (b) no comment on the application, subject to water supplies for firefighting and fire service installations being provided to the satisfaction of his department. Detailed fire service requirements will be formulated upon receipt of formal submission of GBPs or the referral from the licensing authority; and
- (c) the applicant should be reminded that the emergency vehicular access provision shall comply with the standard as stipulated in Section 6, Part D of the Code of Practice for Fire Safety in Buildings 2011, which is administered by the BD.

Others

8.1.10 Comments of the Chief Engineer/Hong Kong & Islands, Drainage Services Department (CE/HK&I, DSD):

- (a) no comment on the application in drainage and sewerage assessment aspects;
- (b) while there is no drainage impact assessment in the submission, the Site has been fully paved already, and there should be no adverse drainage impact after development;
- (c) the sewerage impact assessment should be subject to the agreement of the Sewerage Infrastructure Group, Environmental Protection Department; and
- (d) regarding the public concerns about flooding in Repulse Bay area, his department collaborates with other relevant departments, such as Food and Environmental Hygiene Department, to inspect and clear drains that are prone to blockages caused by fallen leaves and debris, so as to reduce the risk of flooding during heavy rain. Additionally, his department will immediately activate its Emergency Control Centre and deploy emergency response teams to address public requests for assistance and handle flooding cases during inclement weather.

8.1.11 Comments of the Director of Food and Environmental Hygiene (DFEH):

the works shall not occupy area of the Repulse Bay Public Toilet (near Life Saving Association) and the connected allocated land (No. GLA-HK 1129), which is very close to the Site, and affect daily operation of the aforesaid public toilet.

8.1.12 Comments of the Director of Leisure and Cultural Services (DLCS):

- (a) no adverse comment on the application on the understanding that the conversion will only take place within the private commercial building and no beach nor park facilities will be affected;
- (b) no objection in principle to the proposed conversion, provided that the proposed works will not occupy the area of Repulse Bay Beach, occupy area or alter park facilities and equipment of the Repulse Bay Beach Children's Playground, and affect daily venue operation of both areas aforesaid; and
- (c) no comment on converting the premises originally for changing room on B1/F to hotel use.

District Officer's Comments

8.1.13 District Officer (Southern), Home Affairs Department:

- (a) no comment on the application;
- (b) the application was discussed in the Development Planning Committee (DPC) under the Southern District Council (SDC) on 18.3.2025. DPC members raised the following concerns on the application:
 - (i) The Pulse has been providing important retail and F&B facilities for the neighbourhood. Converting it into a hotel may affect the daily life of nearby residents;
 - (ii) the proposed hotel may impose pressure on existing traffic network, which has already been congested during peak travel seasons. Traffic assessments and traffic management plans are suggested to ease the traffic burden brought by the proposal;
 - (iii) in view of the limited public transport and car parking facilities in Repulse Bay, increasing car parking spaces is suggested to cater for the potential traffic demand due to the proposal; and
 - (iv) the traffic condition in Repulse Bay may be affected during the construction period. A traffic management plan during the construction period is suggested. Besides, the application should include assessments on the potential environmental impact during the construction period.

8.2 The following government departments have no objection to/no comment on the application:

- (a) Chief Highway Engineer/Hong Kong, Highways Department (CHE/HK, HyD);
- (b) Chief Engineer/Development 2, Water Supplies Department (CE/D(2), WSD);
- (c) Director of Electrical and Mechanical Services (DEMS); and

- (d) Commissioner of Police (C of P).

9. Public Comments Received During the Statutory Publication Periods

- 9.1 During the statutory publication periods, 349 public comments were received, including 2 supporting comments (**Appendix IIIa**), 345 objecting comments (**Appendix IIIb**), 1 comment providing views (**Appendix IIIc**) and 1 comment expressing no opinion on the proposed hotel (**Appendix IIId**). Amongst the public comments, 206 of them are through 36 types of standard comments. There is also a comment jointly submitted by residents of 10 South Bay Road.

Supporting Comments

- 9.2 The supporting comments are submitted by local residents. While they support the proposed hotel as it will attract tourists to stay at the beach, they emphasize that the construction period should be as short as possible and every effort should be made to limit construction noise and pollution.

Objecting Comments

- 9.3 The objecting comments are submitted by Incorporated Owners and Owner Committees from nearby residential developments (i.e. South Bay Garden, Splendour Villa, and Tropicana Court), local residents, and members of the general public. The objection grounds and concerns are mainly as follows:
- (a) a hotel is considered as high-density development, which is incompatible with the low-density characteristics of Repulse Bay. The proposal may also increase the height of the building, affecting the compatibility with the environment, natural scenery and view. The residential character of the area will be altered;
 - (b) The Pulse is regarded by nearby residents as an important provider of daily services, retail facilities, and a social gathering space. The proposed conversion would greatly reduce retail floor space and affect residents' quality of life. Besides, The Pulse provides convenient retail and F&B services to beachgoers and tourists. The loss of retail space will negatively affect the beach related character of Repulse Bay. A comprehensive retail review is required;
 - (c) the proposed hotel may increase competition in the area, affecting the viability of the existing businesses, and leading to job losses;
 - (d) the proposal is mainly tourism-driven, and has not adequately considered local sentiments and needs. Communication between the applicant and the local community has been lacking, so the development will only benefit a small part of the population;
 - (e) the proposal will increase the crime rate and lead to security issues in the vicinity;
 - (f) there are already other hotels in the surrounding areas, such as Wong Chuk Hang and Ocean Park. The proposed hotel is small in scale, with its small

rooms and concealed gym, is considered substandard and will downgrade the image of Repulse Bay as a renowned tourist destination. It is questionable whether tourists will be attracted to stay overnight at Repulse Bay;

- (g) the proposal will worsen traffic congestion, illegal parking, car accidents, and parking space shortages in the area. The increased traffic will also affect residents' mobility, the efficiency of emergency services, and the safety of schoolchildren and pedestrians. Besides, it may put burden on existing public transport, and the linkage between Beach Road and Repulse Bay Beach will be blocked;
- (h) the proposal will worsen pedestrian environment because of the existing narrow roads, conflicts among vehicles and pedestrians, and the noise and air pollution generated by vehicles;
- (i) the proposal, through its induced traffic and future events, may lead to various types of pollution, including noise, air, ecological, light and poorer hygiene, all of which will affect the daily lives of nearby residents. It will also increase energy consumption and carbon emissions, posing sustainability concerns. The proposal will cause disruption to residents, visitors, and existing tenants during construction. The natural beauty, tranquillity and peaceful and quiet character of Repulse Bay will be affected, which will also reduce its attractiveness and unique value for residents and tourists;
- (j) the proposal will overload utilities such as water, electricity supplies, and sewerage systems, as well as public facilities such as restrooms, changing rooms, the beach, beach facilities and the carpark. In particular, there will be loss in changing rooms and car parking spaces in The Pulse with no re-provisioning;
- (k) traffic noise impact assessment (TNIA), AQIA, environmental assessment or Environmental Impact Assessment are required⁶. Repulse Bay area is prone to flooding and thus DIA is also required. The proposed refuse storage is not large enough, which may induce illegal refuse disposal and illegal parking of refuse collection vehicles. The TIA SIA, and WDA are considered unreasonable;
- (l) the application may set an undesirable precedent encouraging applications at nearby "OU" and "Commercial"⁷ zones for similar conversion of their retail floor space to hotel use. This will lead to cumulative impacts in terms of technical and infrastructural capacity, the loss of retail/ F&B facilities for the local neighbourhood and the beach, change in local character, as well as car parking space shortage;

⁶ No traffic noise impact assessment or air quality impact assessment was submitted by the applicant in the original submission. However, these assessments, together with a waste management assessment, have been submitted under the 2nd FI.

⁷ According to the Notes of the OZP, 'Hotel' use is under Column 2 which requires planning permission from the Board.

- (m) the proposed hotel use at this locality contradicts a previous decision of the Board (i.e. a proposal to rezone Sea View Building and the adjoining car park at Beach Road from “OU (BRLU)” and “Open Space” (“O”) to “Comprehensive Development Area” (“CDA”) zone for commercial/hotel use in 2008 and 2009); and
- (n) the applicant’s ability and willingness to operate the commercial development is also doubted, as there have been few promotions and special events, and many premises have been left vacant for an extensive period of time.

Providing Views

- 9.4 The comment suggests that there should be restaurants, coffee shops, and bars serving local residents and visitors on the street level, with the boutique hotel occupying a small part on the upper floors.

10. Planning Considerations and Assessments

- 10.1 The application seeks planning permission for the proposed partial conversion of an existing shopping mall (B1/F (part), UG/F and 1/F), namely The Pulse, which is primarily zoned “OU(BRLU)” on the OZP, into a hotel with a GFA of approximately 6,590m², providing 96 guestrooms and ancillary facilities. According to the proposal, there will be no changes to the BH (18.05mPD at the main roof) and the total GFA (13,728m²) of the existing building upon conversion. As the western frontage of the Site is directly facing the Repulse Bay Beach, the applicant proposes to retain the beachfront shops and restaurants located on the LG/F and part of the B1/F of the building to serve both locals and visitors so as to ensure the vibrancy of the beachfront.

Planning Intention and Land Use Compatibility

- 10.2 The proposed hotel will enhance the tourism facilities in the Repulse Bay area, which is in line with the planning intention of “OU(BRLU)” zone to strengthen Repulse Bay’s role as a recreational and tourism district. As advised by C for Tourism, the occupancy rate for hotels in the Eastern and Southern Districts in 2024 was 85%, higher than the rest of Hong Kong Island. With the anticipated continuous improvement in inbound tourism over time, it is expected there will be increasing demand for tourism-related facilities. The proposed hotel will help meet this demand.
- 10.3 The proposed hotel use is not incompatible with the retained shop uses of the converted building and the wider neighbourhood. The proposed hotel is located on the B1/F (part), UG/F and 1/F of the existing six-storey shopping mall, and it is compatible with the continuous operation of shops and restaurants on the B1/F and LG/F of the building after conversion. The immediate neighbourhood includes Repulse Bay Beach with beach-related facilities and the Kwun Yam Shine, all being popular tourist attractions. On the opposite side of the Site along Beach Road, there are primarily low and medium-rise residential developments and a shopping centre (i.e. Beach Centre). Further northwest across Repulse Bay Road is another shopping mall, namely The Repulse Bay Arcade (i.e. the ex-Repulse Bay Hotel).

The proposed hotel is considered not incompatible with the other uses of the shopping mall and the surrounding area in terms of land use.

Measures Enhancing Integration with the Beach Character

- 10.4 The applicant has proposed measures to enhance the integration between the subject building and Repulse Bay Beach after conversion. These include retaining the at-grade beachfront shops and restaurants to maintain vibrancy and provide retail and F&B services for the beach and the wider area, as well as maintaining the existing pedestrian connection between Beach Road and Repulse Bay Beach through the Site (**Drawings A-4 and A-5**). CTP/UD&L of PlanD advises that since the proposal only involves minor changes to the built form of the existing shopping mall, and there will be no change in BH and the overall building bulk, adverse visual impact on the surroundings is not anticipated. CA/ASC of ArchSD also has no adverse comments on the proposal from the architectural and visual perspectives but suggests the applicant to consider the treatment/ articulation of the building façade facing Repulse Bay Beach in order to blend in more harmoniously with the surroundings during the design stage. This suggestion is included in the recommended advisory clauses at **Appendix IV**.

Technical Considerations

- 10.5 Various technical assessments submitted by the applicant have demonstrated that the proposed hotel is technically feasible and would not induce adverse impacts on the surrounding environment from traffic, noise, air quality, waste management, water supplies and sewerage perspectives. According to the TIA submitted by the applicant, the road junctions, local roads and footpaths in the vicinity of the Site have sufficient capacity to accommodate the traffic generated by the proposed conversion. Besides, the high-end requirements stipulated in HKPSG will be adopted for parking spaces and L/UL bays provision for the proposed hotel and the retained shops. Moreover, 16 extra parking spaces will be provided to keep the existing parking spaces provision in the development to meet the parking demand in the Repulse Bay area. C for T has no adverse comments on the application from the traffic engineering perspective. As for the environmental aspect, the AQIA and NQIA have demonstrated that, with the implementation of mitigation measures as detailed in paragraph 1.8 above, the proposed hotel would not cause or be subject to adverse environmental impacts. The SIA also concluded that sewage generation of the proposed hotel is slightly lower than the existing shopping mall. DEP has no objection to the application. Other relevant departments consulted, including CBS/HKW of BD, CE/D(2) of WSD and CE/HK&I of DSD, have no objection to or no adverse comments on the application.

Public Comments

- 10.6 Regarding the concerns raised in the public comments and by the DPC members of SDC about traffic impact, transport facilities provision, sufficiency of the technical assessments, compatibility of the proposed use, reduction in retail facilities, and security and safety issues, etc., the planning assessments in paragraphs 10.1 to 10.5, the departmental comments in paragraph 9 and the applicant's justifications in paragraph 2 are relevant.
- 10.7 Regarding concerns that approval of the current application may set an undesirable precedent for similar applications in the area, any future applications will be

assessed on their individual merits, taking into account the planning intention, land use compatibility and technical feasibility.

- 10.8 As for the previous rezoning of the Sea View Building and the adjoining car park to “CDA” for commercial and/or hotel uses, the site was reverted to “OU(BRLU)” and “O” zones in 2009 due to public concerns, such as the privatization of public space, blockage of the view and access to the Beach, and adverse traffic and environmental impacts. However, the current application is different from this rezoning as the applicant has demonstrated that the proposed hotel use is in line with the planning intention of the “OU(BRLU)” zone, is compatible with Repulse Bay Beach in terms of land use and scale, and will not induce adverse impacts on the surrounding area.

11. Planning Department’s Views

- 11.1 Based on the assessments made in paragraph 10 above, and having taken into account the public comments mentioned in paragraph 9, the Planning Department has no objection to the application.
- 11.2 Should the Committee decide to approve the application, it is suggested that the permission shall be valid until 19.9.2029, and after the said date, the permission shall cease to have effect unless before the said date, the development permitted is commenced or the permission is renewed. The following approval conditions and advisory clauses are suggested for Members’ reference:

Approval Conditions

- (a) the design and provision of parking facilities, loading/unloading spaces and vehicular access for the proposed development to the satisfaction of the Commissioner for Transport or of the Town Planning Board; and
- (b) submission of a traffic management plan and implementation of the traffic improvement measures, if any, identified therein, to the satisfaction of the Commissioner for Transport or of the Town Planning Board.

Advisory Clauses

the recommended advisory clauses are attached at **Appendix IV**.

- 11.3 There is no strong reason to recommend rejection of the application.

12. Decision Sought

- 12.1 The Committee is invited to consider the application and decide whether to grant or refuse to grant permission.
- 12.2 Should the Committee decide to approve the application, Members are invited to consider the approval condition(s) and advisory clause(s), if any, to be attached to the permission, and the date when the validity of the permission should expire.

12.3 Alternatively, should the Committee decide to reject the application, Members are invited to advise what reason(s) for rejection should be given to the applicant.

13. Attachments

Appendix I	Application Form received on 7.2.2025
Appendix Ia	Consolidated SPS received on 17.9.2025
Appendix Ib	SPS
Appendix Ic	SI received on 10.2.2025
Appendix Id	1 st FI received on 19.5.2025
Appendix Ie	2 nd FI received on 8.8.2025
Appendix If	3 rd FI received on 5.9.2025
Appendix Ig	4 th FI received on 11.9.2025
Appendix Ih	5 th FI received on 16.9.2025
Appendix II	Previous Applications covering the Site
Appendix IIIa to IIId	Public Comments
Appendix IV	Recommended Advisory Clauses
Drawings A-1 to A-8	Floor Plans and Section Plans
Drawings A-9 to A-12	Artist Impression
Plan A-1	Location Plan
Plan A-2	Site Plan
Plans A-3 to A-7	Site Photos

**PLANNING DEPARTMENT
SEPTEMBER 2025**