

**Harbour-front Enhancement Committee
Sub-committee on Harbour Plan Review
Proposed Erection of Ground Standing Signboards
at Austin Road West, West Kowloon Reclamation Area**

1. INTRODUCTION

1.1 Purpose

- 1.1.1 This paper is prepared on behalf of Bingo City Limited (tenant of KX2337) and Sowell Resources Limited (tenant of KX2403) (“the Applicants”) to brief and seek comment from Members on the proposed ground standing signboards at Austin Road West, Kowloon Reclamation Area.

2. SITE CONTEXT

2.1 Site Location, Land Status and Existing Use

- 2.1.1 The site comprises two pieces of Government Land at Austin Road West, West Kowloon Reclamation Area. The land has been let respectively to Bingo City Limited and Sowell Resources Limited under short term tenancies KX2337 and KX2403 for staging recreational and entertainment activities. The site is currently vacant with on-going installation works in preparation for the up-coming events.

3. PROPOSED ERECTION OF GROUND STANDING SIGNBOARDS

3.1 Previous Applications

- 3.1.1 Previous proposals for the ground standing signboards (12 nos. of signboards each with width of 15m and height of 10m) was disapproved by Lands Departments on 6 August 2007 and thus led to the disapproval by the Buildings Department (BD) on 21 September 2007 on the following grounds:

- a) The use of the proposed signboards is not acceptable under the user restriction of the First Schedule of the subject tenancy agreement; and

- b) The use, design, height and location of the proposed signboards are not acceptable under Special Condition No. 3 of the Second Schedule of the subject tenancy agreement in view of Tsuen Wan and West Kowloon District Planning Officer's comment on possible adverse visual impact to be experienced by pedestrians.

3.1.2 It is stated in the letter from BD dated 21 September 2007 that justification and detailed assessments should be provided to substantiate the need for the proposed signboards.

3.2 Current Revised Proposal

3.2.1 In the current revised proposal, there would be a total of 10 ground standing signboards to be erected along the southern boundary of the subject site fronting onto the Victoria Harbour. The signboards will comprise the logo and the name “中天地 POP TV” in both Chinese and English with one character on each signboard. The size of each signboard will be 8m in width and 10m in height with gap of 13 to 34m between two signboards (as compared to the previous proposals of 15m in width and 10m in height and with gap of 6m in between). The background of the signboard is transparent wire mesh (see **Appendix A**). The signboards will be lit by LED lighting during night time.

4. JUSTIFICATIONS

4.1 In-line with the Lease Conditions

4.1.1 The subject site is proposed to be used for staging recreational and entertainment related activities for the public. The reason for the erection of the signboards is to allow the public to know the location and name of the venue which is to be known as “POP TV Arena”. In the immediate future, several events have already been scheduled to take place at the subject site between the period of December 2007 and February 2008. Similar recreational and entertainment related events will be staged at the subject site thereafter. Early publicity to let the public know of the existence of this venue is important to the success of these events that will eventually bring life and vibrancy to the otherwise idle waterfront.

4.1.2 The information on the planned events to be taken place at the subject site from December 2007 to February 2008 are as follows:

Table 4.1 Planned Events to be taken place at the subject site

Name of Event	Organizer	Location	Period
China Space Exhibition	China Space Museum	KX2337	12 Dec 2007 to 29 Feb 2008
Run with Your Heart	Hong Kong Jockey Club/ Hong Kong Elite Athletes Association/ Sports Federation & Olympic Committee of Hong Kong, China	KX2403	31 Dec 2007
Jacky Cheung World Tour 2007 Concert	Fun Entertainment	KX2403	18 Jan to 4 Feb 2008

- 4.1.3 The proposed signboards are totally in-line with the lease condition as stated in the First schedule of Tenancy Agreement KX2337 and KX2403. According to the First Schedule of the agreements, the premises may be used for “recreational and entertainment activities and such ancillary facilities as may be approved in writing by the District Lands Officer who may, in granting approval, impose such terms and conditions as he may deem appropriate”. It is also stated in Special Condition No. 10 of the Second Schedule of the tenancy agreement that “no advertisement sign shall be posted on site except such notices and signs as may be approved by District Lands Office (DLO) denoting the Tenant’s business operation on site as is permitted in the tenancy agreement.” As mentioned earlier, the proposed signboards will be used for showing the name of the venue and to allow the public to know the existence of this new entertainment venue for upcoming recreational and entertainment activities. Hence the proposed signboards should be considered totally in-line with the lease conditions.

4.2 No Adverse Visual Impact

- 4.2.1 It is understood that Tsuen Wan and West Kowloon District Planning Office (TWKDPO) raised concern previously on the visual impacts associated with the extent of the proposed signboards along the waterfront. To address this concern, the number of signboards has been reduced from 12 to 10 and the width of the signboard has been reduced from 15m to 8m. The spacing between each signboard has been increased from 6m to 13m – 34m. Photomontages (see **Appendix B**) showing the day view and night view from various viewpoints have been prepared to demonstrate that the proposed signboards will not lead to adverse visual impact to be experienced by the public. From the photomontages, it can be seen that the visual impacts are likely to be slight given the viewing distance involved and the scale of the signboards. No adverse visual impact will be experienced by the public, especially the pedestrians along Austin Road

West. It is believed that unrestricted and convenient visual and physical access will be maintained at all time for pedestrians. Upon circulation, TWKDPO has no further comment on the revised Building Plans submitted to BD on 6 November 2007. TWKDPO also advised the Applicants to present the proposal to the Harbourfront Enhancement Committee (HEC) for comments.

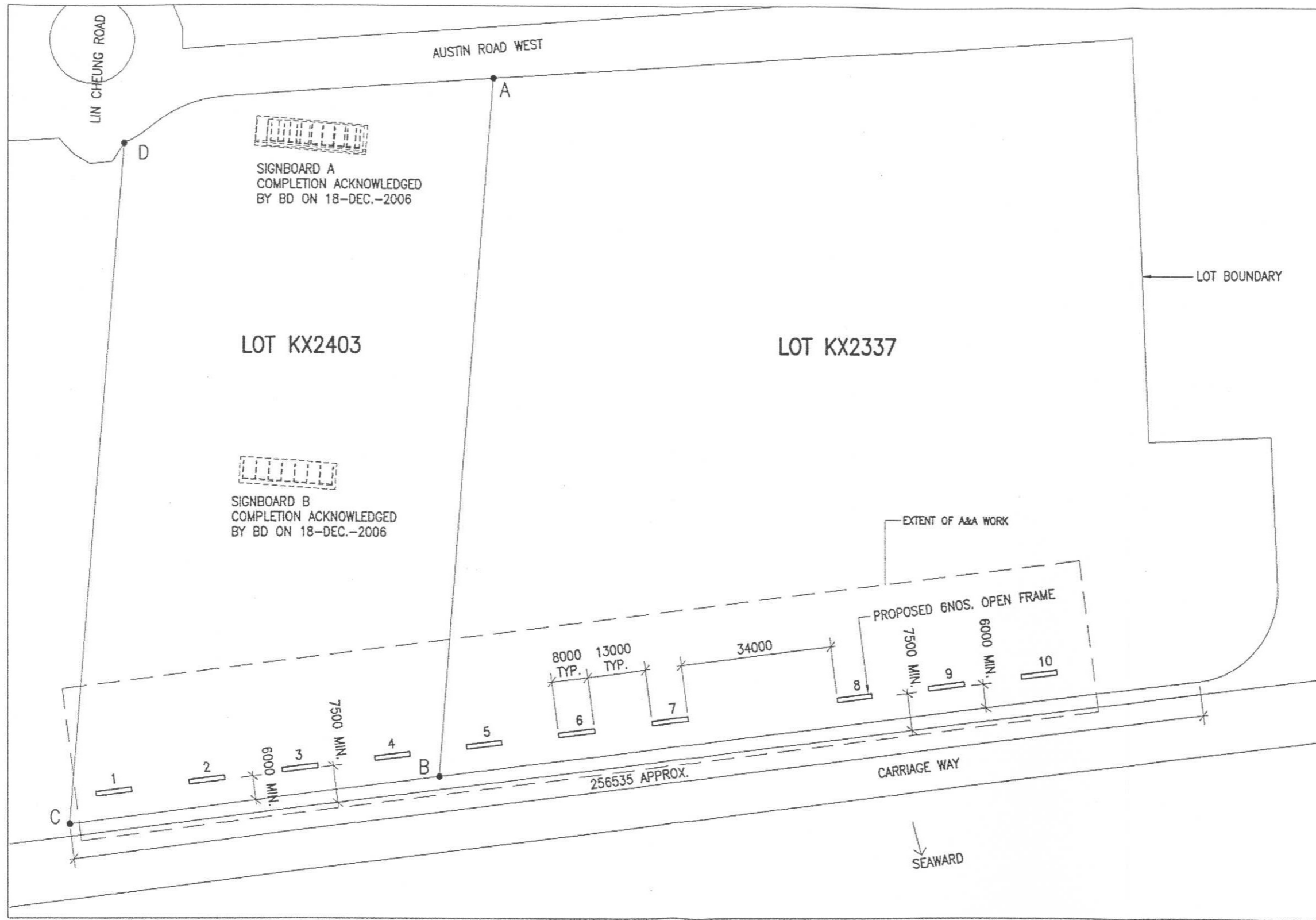
5. CONCLUSION

- 5.1 In view of the above, the proposed signboards to be erected at the subject site are to allow people to know the name of the venue which is for staging recreational and entertainment related activities. It is also proven from the photomontages that no adverse visual impact will be experienced by the public. It is believed that the proposed erection of signboards at the subject site has been fully justified and will be supported by the HEC.

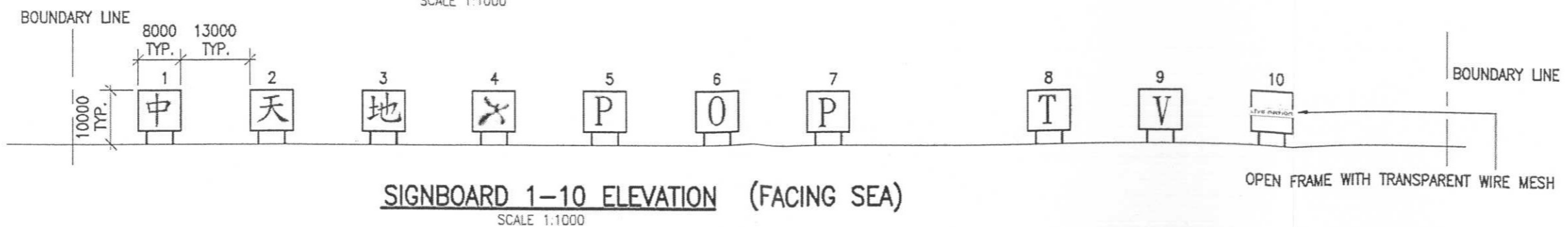
Kenneth To & Associates Ltd.
January 2008

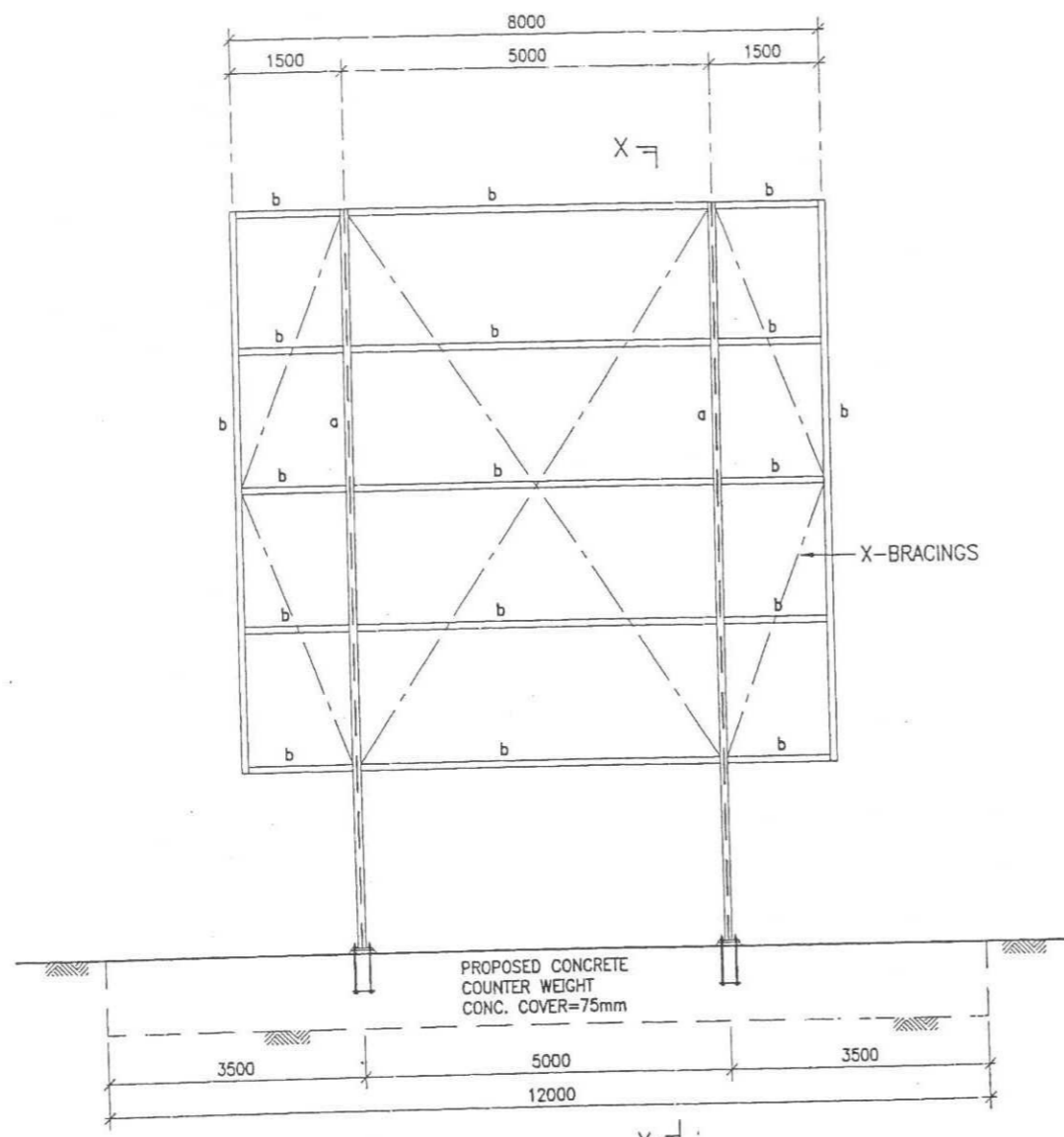
Appendix A

Layout Plan & Design of a Typical Panel

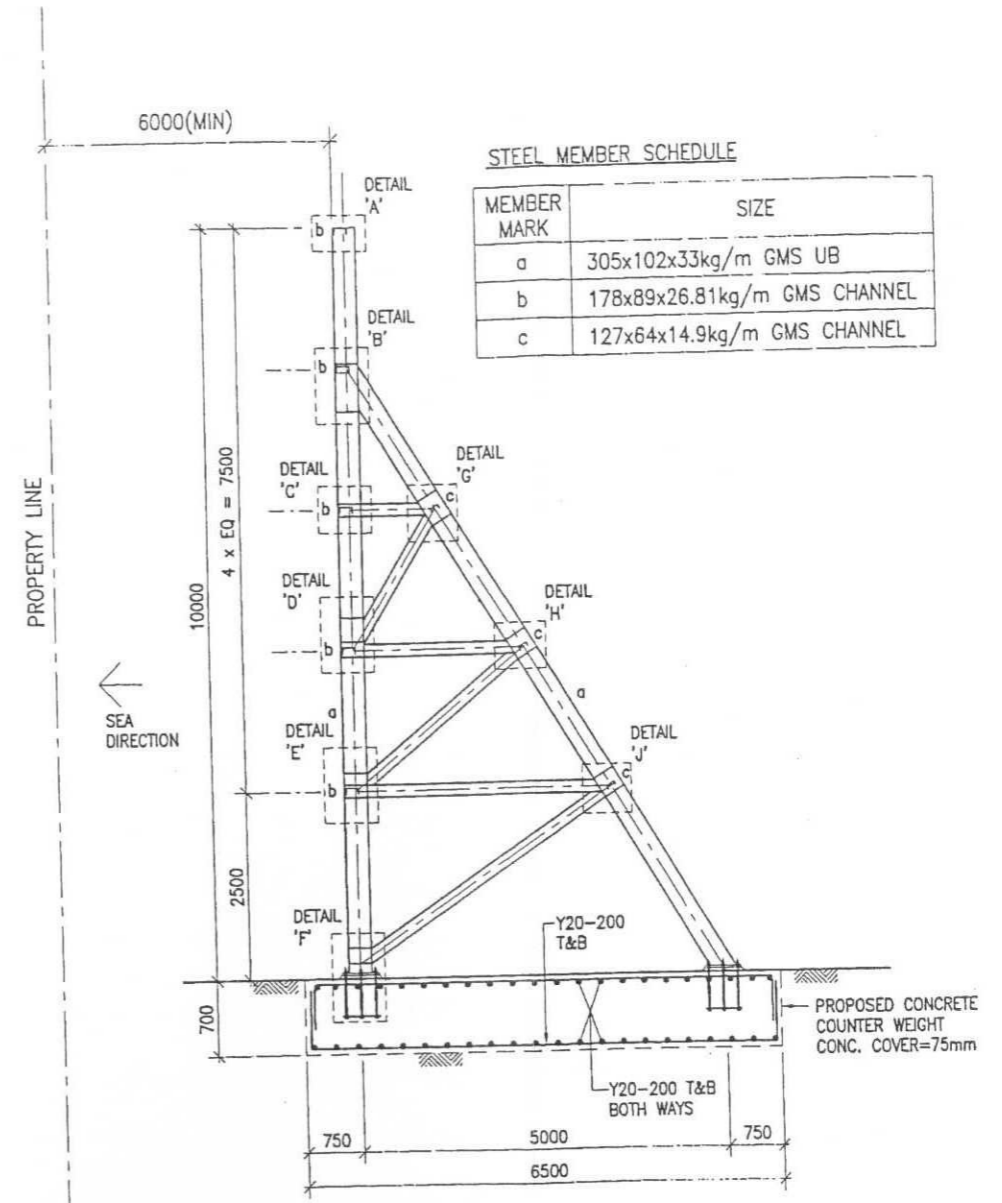


LAYOUT PLAN (OPEN FRAME SIGNBOARDS 1-10)
SCALE 1:1000





FRAMING ELEVATION (FACING SEA)
SCALE 1:100

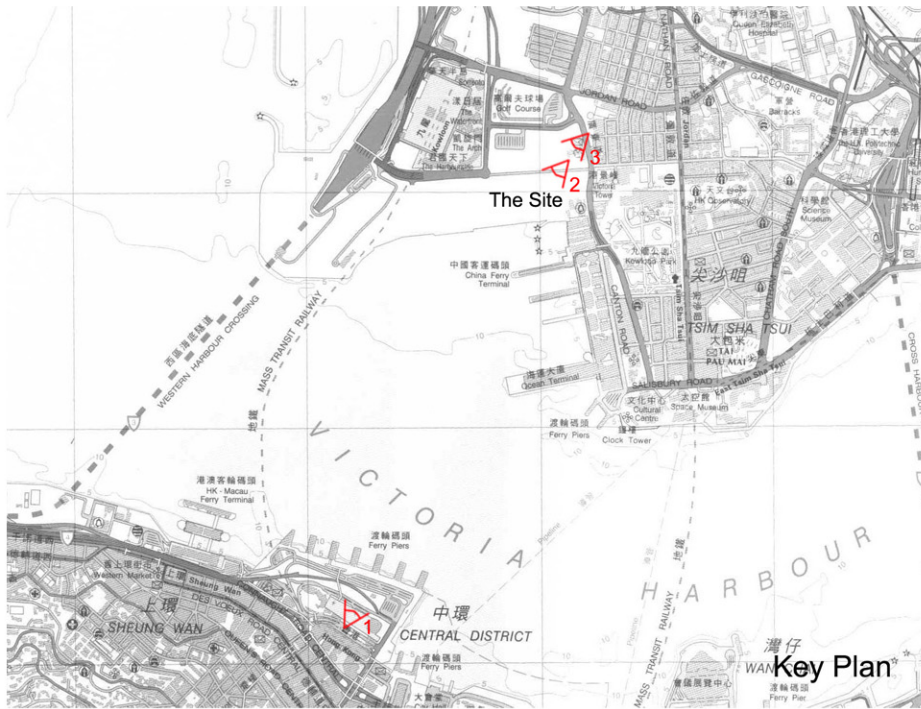


SECTION X-X

Appendix B

Photomontages (Day & Night Views)

Photomontages for the Proposed Erection of Signboards



Viewpoint 2





Photomontages for the Proposed Erection of Signboards

Viewpoint 1 (Night)



Viewpoint 2 (Night)

