

**S16 PLANNING APPLICATION  
APPROVED SHOUSON HILL & REPULSE BAY OZP No. S/H17/13**

**Proposed Conversion of Part of The Pulse into Hotel  
in “Other Specified Uses (Beach Related Leisure Use)” and  
“Government, Institution or Community” Zones  
at No. 28 Beach Road, Repulse Bay**

**SUPPORTING PLANNING STATEMENT**

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**February 2025**

**Applicant**

**Gold Shine Investment Limited**

**Consultancy Team**

**KTA Planning Ltd.**

**T. K. Tsui & Associates Ltd.**

**CKM Asia Ltd.**

**C.M. Consulting (H.K.) Ltd.**



**PLANNING LIMITED**  
規 劃 顧 問 有 限 公 司

## **Executive Summary**

This Supporting Planning Statement is prepared and submitted on behalf of Gold Shine Investment Limited (the “Applicant”) to seek approval from the Town Planning Board (“TPB”) under section 16 of the Town Planning Ordinance for Proposed Conversion of Part of The Pulse into Hotel at No. 28 Beach Road, Repulse Bay (the “Site”). The Site has an area of about 4,230m<sup>2</sup>, primarily falling within an area zoned “Other Specified Uses” annotated “Beach Related Leisure Use” (“OU(BRLU)”) on the Approved Shouson Hill & Repulse Bay Outline Zoning Plan (the “Approved OZP”) No. S/H17/13. According to the Notes of the Approved OZP, ‘Hotel’ is a Column 2 use within the “OU(BRLU)” zone.

The Proposed Conversion involves some demolition and alteration works for converting the B1/F, UG/F and 1/F of existing building into a hotel with 96 guest rooms (about 6,590m<sup>2</sup>). The building height will remain unchanged at 18.05mPD (main roof level). The existing shops and restaurants on LG/F and B1/F will continue to serve visitors to The Pulse and Repulse Bay Beach.

The Proposed Conversion is fully justified for the following main reasons:

- The Proposed Hotel fully respects the history of Repulse Bay and helps to reinvigorate the legend of Repulse Bay as a famous weekend resort area.
- The Proposed Hotel would improve the existing supporting tourism facilities and strengthen Repulse Bay as a renowned tourism spot.
- The Proposed Conversion would conform with the prevailing planning intention of “OU(BRLU)” zone.
- In view of the limited beachside hotels in Hong Kong, the Proposed Hotel would widen the variety of accommodation for tourist.
- The Proposed Hotel is in-line with tourism development trend in Hong Kong according to the “Hong Kong 2030+: Towards a Planning Vision and Strategy Transcending 2030”.
- There is no increase in building bulk including building height and development scale as all alteration and addition works will take place within the existing building.
- Technical assessments have been carried out and the results revealed that the Proposed Conversion will not lead to adverse traffic and sewerage impacts.

In light of justifications given throughout the Supporting Planning Statement, we sincerely request the TPB to give favourable consideration to this Planning Application.

## 行政摘要

(內文如有差異，應以英文版本為準)

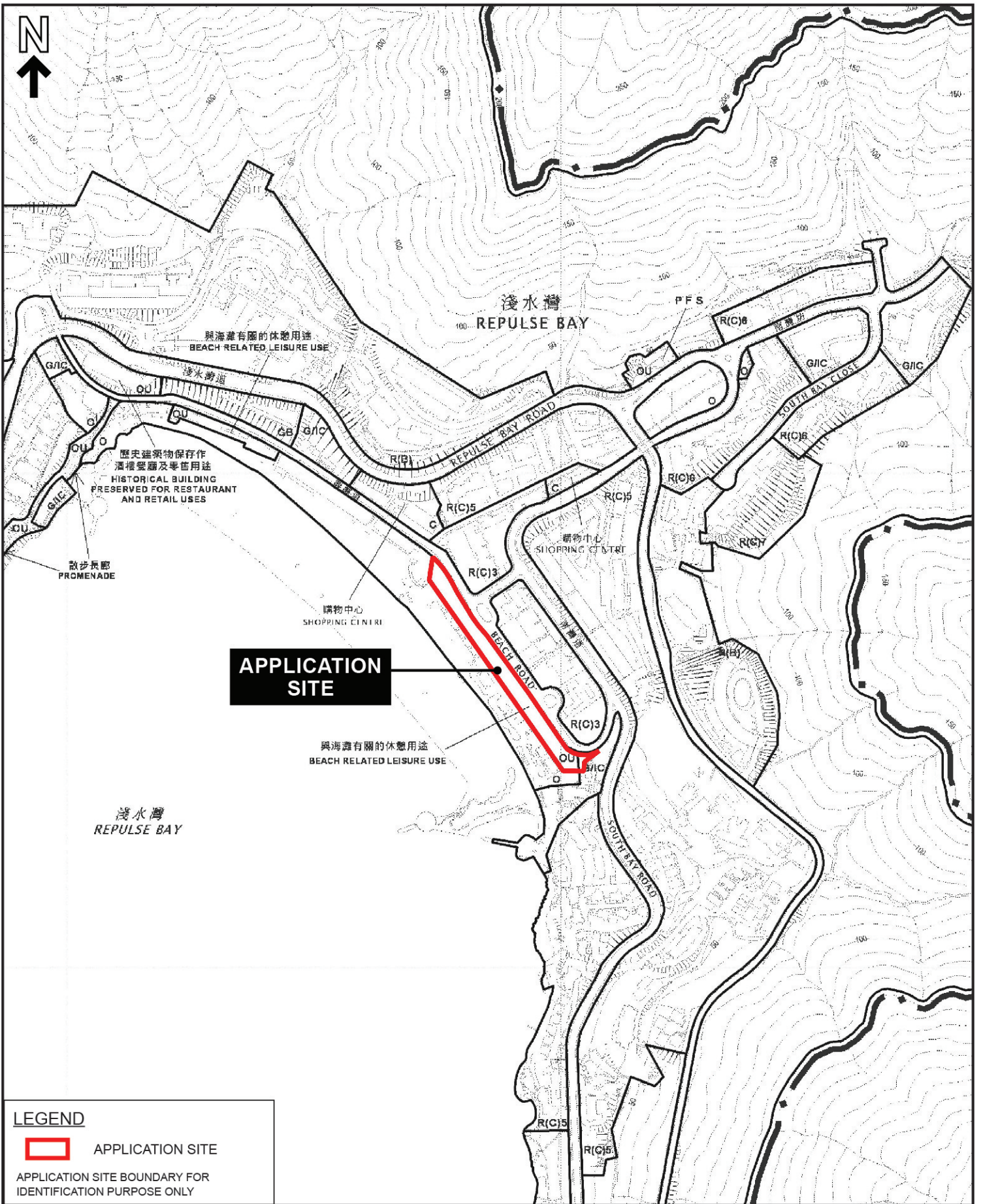
本規劃申請書是代表申請人通耀投資有限公司(下稱「申請人」)根據城市規劃條例第16條，向城市規劃委員會(下稱「城規會」)提出規劃申請，擬議將淺水灣海灘道28號The Pulse的部份樓層(下稱「申請地點」)改建為酒店。申請地點面積約4,230平方米。根據壽臣山及淺水灣分區計劃大綱核准圖(下稱「核准圖」)編號S/H17/13，申請地點大部份被劃為「其他指定用途」註明「與海灘有關的休憩用途」地帶。擬議「酒店」屬該地帶內的第二欄《須先向城規會申請以獲准許的用途》。

擬議改建將涉及清拆和改裝工程，以將地庫一層，地下高層及一樓改建成酒店並提供約96間客房(樓面面積約為6,590平方米)。建築物高度將維持不變，為主水平基準上18.05米。地下低層及地庫一層將繼續用作商店及餐廳用途，以服務The Pulse和淺水灣海灘的遊客。

擬議改建的主要理據如下：


- 擬議酒店充分尊重淺水灣的歷史，並希望藉此機會重振淺水灣作為著名週末度假勝地的名聲。
- 擬建酒店可改善淺水灣現有的旅遊配套設施，並加強淺水灣作為著名旅遊景點的吸引力。
- 擬議改建符合現行「其他指定用途」註明「與海灘有關的休憩用途」地帶的規劃意向。
- 鑑於香港海濱酒店數量有限，擬議酒店可為旅客提供更多住宿選擇。
- 根據“香港2030+：邁向2030年規劃遠景與策略”，擬議酒店發展與香港旅遊業的發展方向吻合。
- 現有建築物內的改建及加建工程並不會增加建築物的體積包括高度及發展規模。
- 各項技術評估經已完成，評估結果顯示擬議改建於交通、污水方面不會帶來不良影響。

基於以上各項規劃理據，申請人希望是次的規劃申請能獲城規會支持。



**APPLICATION SITE**

**LEGEND**

 APPLICATION SITE

APPLICATION SITE BOUNDARY FOR IDENTIFICATION PURPOSE ONLY



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**LOCATION PLAN**

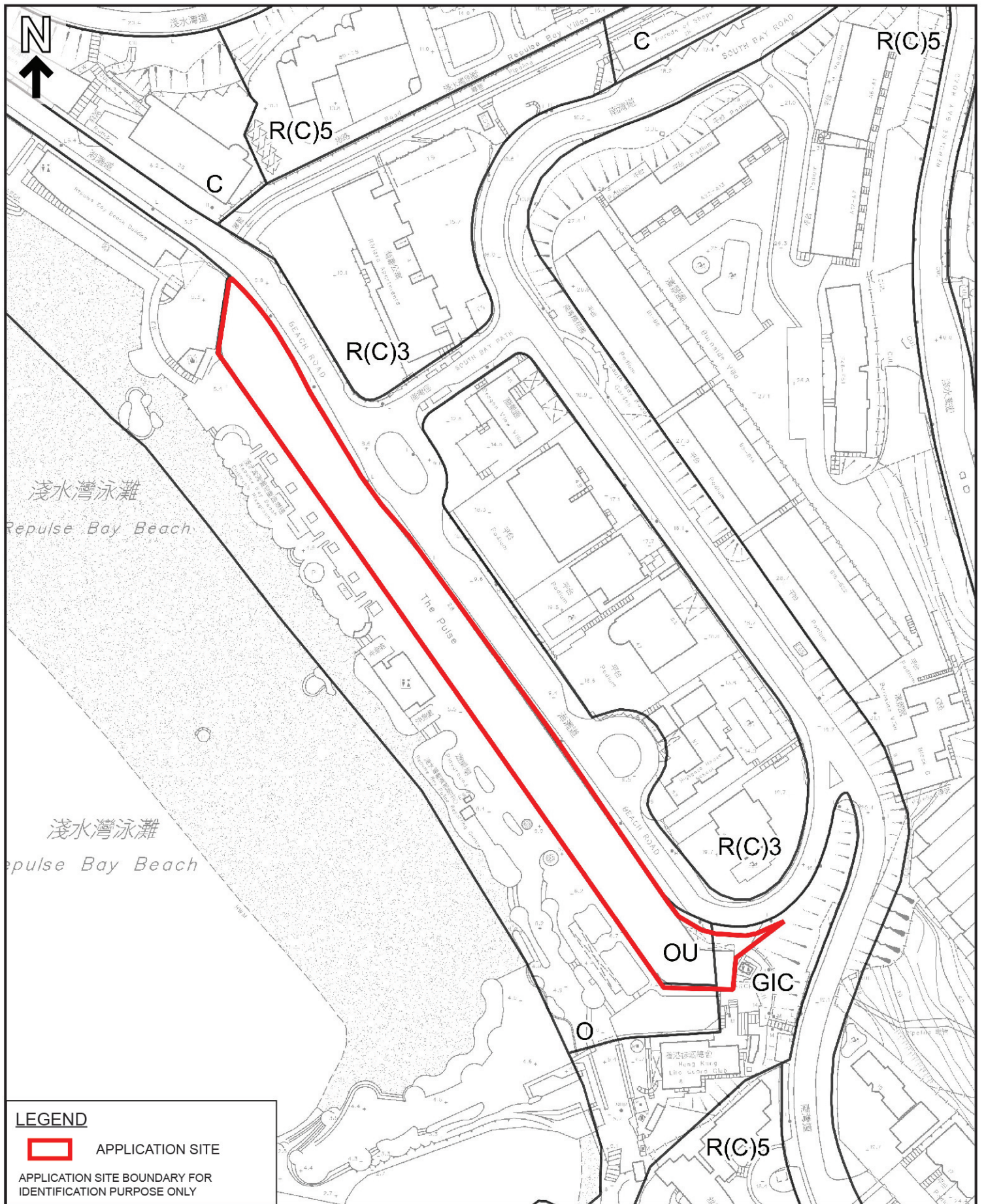
Proposed Conversion of Part of The Pulse into Hotel in "Other Specified Uses (Beach Related Leisure Use)" and "Government, Institution or Community" Zones at No. 28 Beach, Repulse Bay

SCALE 1 : 5000

**PLAN 1**

Extract plan based on the Approved Shouson Hill & Repulse Bay Outline Zoning Plan No. S/H17/13 approved on 5.11.2013

DATE: 4.2.2025



**LEGEND**

 APPLICATION SITE

APPLICATION SITE BOUNDARY FOR IDENTIFICATION PURPOSE ONLY



**PLANNING LIMITED**  
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**SITE PLAN**

Proposed Conversion of Part of The Pulse into Hotel in "Other Specified Uses (Beach Related Leisure Use)" and "Government, Institution or Community" Zones at No. 28 Beach, Repulse Bay

SCALE 1 : 1500

**PLAN 2**

Extract plan based on the Survey Sheet Nos. 15-NE-1D & 6B

DATE: 4.2.2025

**OTHER SPECIFIED USES**

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<p>Column 1 Uses always permitted</p>	<p>Column 2 Uses that may be permitted with or without conditions on application to the Town Planning Board</p>
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For "Beach Related Leisure Use" only

<p>Barbecue Spot Changing Room Eating Place Place of Recreation, Sports or Culture Playground/Playing Field Public Convenience Public Vehicle Park (excluding container vehicle) Shop and Services</p>	<p>Government Use <span style="border: 1px solid black; padding: 2px;">Hotel</span> Private Club Public Clinic Social Welfare Facility Utility Installation not ancillary to the Specified Use</p>
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Planning Intention

This 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.

Remarks

- (a) 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 a maximum building height of two storeys or the height of the existing building, whichever is the greater.
- (b) Based on the individual merits of a development or redevelopment proposal, minor relaxation of the building height restriction stated in paragraph (a) above may be considered by the Town Planning Board on application under section 16 of the Town Planning Ordinance.

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**S16 Planning Application  
Approved Shouson Hill & Repulse Bay OZP No. S/H17/13**

**Proposed Conversion of Part of The Pulse into Hotel  
in “Other Specified Uses (Beach Related Leisure Use)” and  
“Government, Institution or Community” Zones  
at No. 28 Beach Road, Repulse Bay**

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**Supporting Planning Statement**

**1. INTRODUCTION**

**1.1 Purpose**

1.1.1 The Application is prepared and submitted on behalf of Gold Shine Investment Limited (the “Applicant”) to seek approval from the Town Planning Board (“TPB”) under section 16 of the Town Planning Ordinance for the Proposed Conversion of Part of The Pulse into Hotel at No. 28 Beach Road, Repulse Bay (the “Site”). The Site primarily falls within an area zoned “Other Specified Uses” annotated “Beach Related Leisure Use” (“OU(BRLU)”) on the Approved Shouson Hill & Repulse Bay Outline Zoning Plan (the “Approved OZP”) No. S/H17/13. This Supporting Planning Statement is to provide the TPB with necessary information to facilitate consideration of this Application.

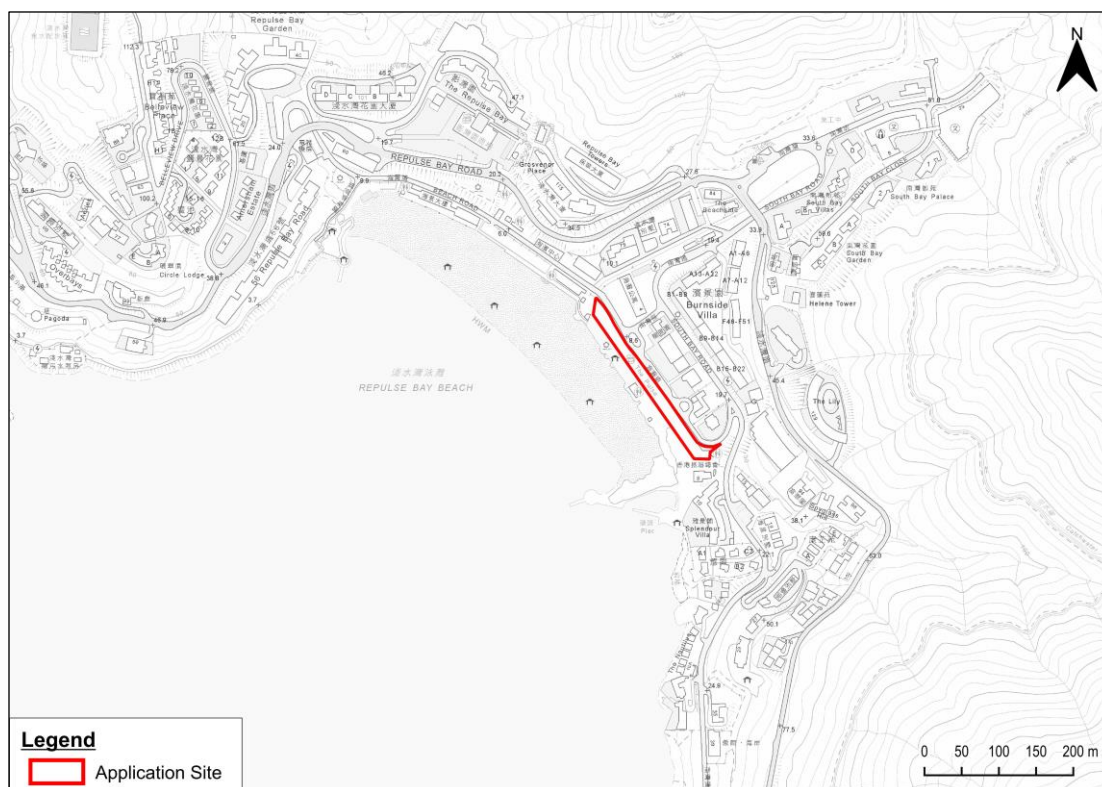
**1.2 Report Structure**

1.2.1 Following this introductory section, the site and planning contexts will be briefly set out in Section 2. The proposed conversion scheme is included in Section 3, followed by planning merits and justifications for the Planning Application in Section 4. Section 5 concludes and summarises this Supporting Planning Statement.

## 2. SITE AND PLANNING CONTEXT

### 2.1 Site Location

2.1.1 The Site is situated at No. 28 Beach Road on the eastern part of Repulse Bay (**Figure 2.1** refers). The linear site along Beach Road fronts directly onto the large crescent shaped beach of the renowned Repulse Bay. The Site has an area of approximately 4,230m<sup>2</sup>.



**Figure 2.1: Site Location Plan**

### 2.2 Existing Condition of the Site

2.2.1 The Site is currently occupied by an existing development, namely The Pulse. It is a 6-storey beachside retail complex officially opened in 2015, with a Gross Floor Area (GFA) of about 13,728m<sup>2</sup>. Various retail facilities including restaurants, cafe, retail shops, clinic, beauty parlour, education centre, and real estate agency, etc. are provided and diversified activities such as thematic display, art workshops, pet parade and weekend bazaar are also regularly held to attract visitors (**Photo 2.1** refers).

2.2.2 While the vehicular entrance is located on UG/F abutting Beach Road, the carpark is provided on B3/F. Shops and restaurants at LG/F front directly onto the Beach, promenade and children play area, enjoying a panoramic sea view. The floor uses as per the latest approved General Building Plan (GBP) are shown in **Table 2.1**.



Photo 2.1: Site Photos

Table 2.1: Floor Uses According to Latest Approved GBP

Floor	Use(s)
R/F	E&M facilities
1/F	Restaurants
UG/F	Shops
LG/F	Shops & Restaurants
B1/F	Shops & Changing Rooms
B2/F	E&M facilities
B3/F	Carpark

## 2.3 Development History of Repulse Bay

### Repulse Bay Hotel (now renamed as The Repulse Bay)

2.3.1 The Hongkong Hotel Company, owned by the Kadoorie family, had a vision to make Repulse Bay into seaside resort area and subsequently opened the Repulse Bay Hotel in 1920<sup>1</sup>. Since then, Repulse Bay has become a famous weekend resort area in the Far East and Asia. Former Repulse Bay Hotel was a well-known refuge for royalty and celebrities as well as a filming site for classical movies until its closure in 1982 and subsequently redeveloped as a luxury apartment (i.e. The Repulse Bay) in 1989.

<sup>1</sup> Source: SCMP (Available at: <http://www.scmp.com/lifestyle/travel-leisure/article/2127407/hong-kong-district-stories-repulse-bay-deep-water-bay-and>)

Lido of Repulse Bay Hotel / Lido Complex (now renamed as The Pulse)

2.3.2 Following the success of Repulse Bay Hotel, the Kadoories soon expanded their business empire with the Lido of Repulse Bay Hotel (淺水灣酒店麗都浴場), which is the subject site of this Planning Application. Opened in 1935 by Lady Southorn - wife of then-governor Sir Wilfred Thomas Southorn, the Lido is a beachside entertainment complex built in an art deco style. It included a restaurant, dance hall, public and private changing rooms, public swimming cabins and a swimming raft, nicknamed the ‘Lady Lido’, which had a sun canopy and water slide. The Lido was once a popular holiday spot for people from all walks of life.

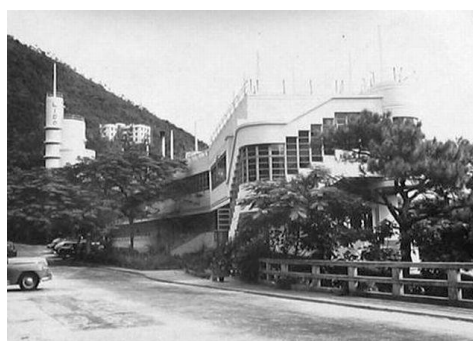


Photo 2.2: The Lido of Repulse Bay Hotel in 1940s (Source: Gwulo)

LIDO, Repulse Bay.	
DINNER DANCE nightly in the airconditioned Ballroom. Restaurant and Soda Fountain.	
BATHING SECTION — TARIFF OF CHARGES	
FURNISHED CABIN-DE-LUXE containing private verandah, two dressing rooms, shower and overhead fans .....	Week-days \$30.00
FURNISHED CABIN-DE-LUXE containing private verandah, two dressing rooms, shower and overhead fans .....	Sundays and holidays 50.00
PRIVATE CUBICLE (one or two persons) .....	Week-days 5.00
PRIVATE CUBICLE (one or two persons) .....	Sundays and holidays 6.00
GENERAL (MEN ONLY) Dressing Room with Locker .....	2.00
GENERAL (MEN ONLY) Dressing Room with Locker (Servicemen in Uniform) .....	1.00
TENTS in the shady garden .....	Week-days 6.00
TENTS in the shady garden .....	Sundays and holidays 15.00

COME AND ENJOY YOURSELVES.  
For further information phone 92235.  
THE HONGKONG & SHANGHAI HOTELS, LTD.

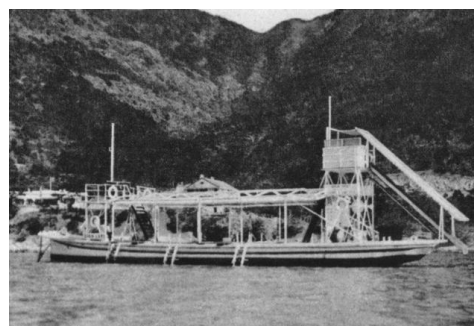


Photo 2.3: Lido Repulse Bay Tariff in 1952 (Source: Gwulo)

Photo 2.4: The Swimming Raft nicknamed the ‘Lady Lido’ (Source: Gwulo)

2.3.3 However, the Lido was closed on 31 October 1951<sup>2</sup> and was later converted into a shopping centre, which housed a number of restaurants and barbecue places.

2.3.4 Built in 1935, the Lido of Repulse Bay Hotel was already in place before the gazettal of the first statutory plan in 1987. According to the Explanatory Statement of the then Draft Shouson Hill & Repulse Bay OZP No. S/H17/1, it is stipulated that “two prominent beach front sites at Repulse Bay, the

<sup>2</sup> Source: Flickr (Available at: <https://www.flickr.com/photos/10766387@N05/2182254649/in/photostream/>)

*Lido and Seaview Buildings are also included in this zone and annotated “Beach Related Leisure Use”<sup>3</sup>. It is also stated that “this is to ensure the beach related character of developments on these sites would be maintained; and future developments/redevelopments would blend in harmoniously with the environment in terms of use and design”.*

2.3.5 In 2002, the Lido Complex was demolished and later redeveloped into a retail complex, namely The Pulse.

#### Repulse Bay Beach

2.3.6 Coincided with the development of Repulse Bay Hotel in 1920, the Government also planned to develop the Repulse Bay Beach into a seaside resort at the same juncture. Pebbles on the beach were cleared up and changing rooms made of wood were provided on the beach<sup>3</sup>.

2.3.7 As the Repulse Bay Beach gained popularity, these wooden changing rooms were later removed and replaced by matsheds in 1930s, which is a rentable temporary shelter made of bamboo and palm leaves, with verandah in front and changing rooms in the back<sup>4</sup>. The whole beach was lined with matsheds at the time (**Photo 2.5** refers). Upon completion of the Lido in 1935, public changing rooms were provided therein, offering great convenience to the public and enabling them to enjoy the beach without renting a matshed.



**Photo 2.5: Matsheds on Repulse Bay Beach in 1930s (Source: Historical Photographs of China)**

2.3.8 During the period between 1980s and 1990s, the Repulse Bay Beach had undergone various improvement works, including sewerage works to divert polluting stormwater drains away in late 1980s, construction of sewage pumping facilities, namely Repulse Bay Chlorination Plant in

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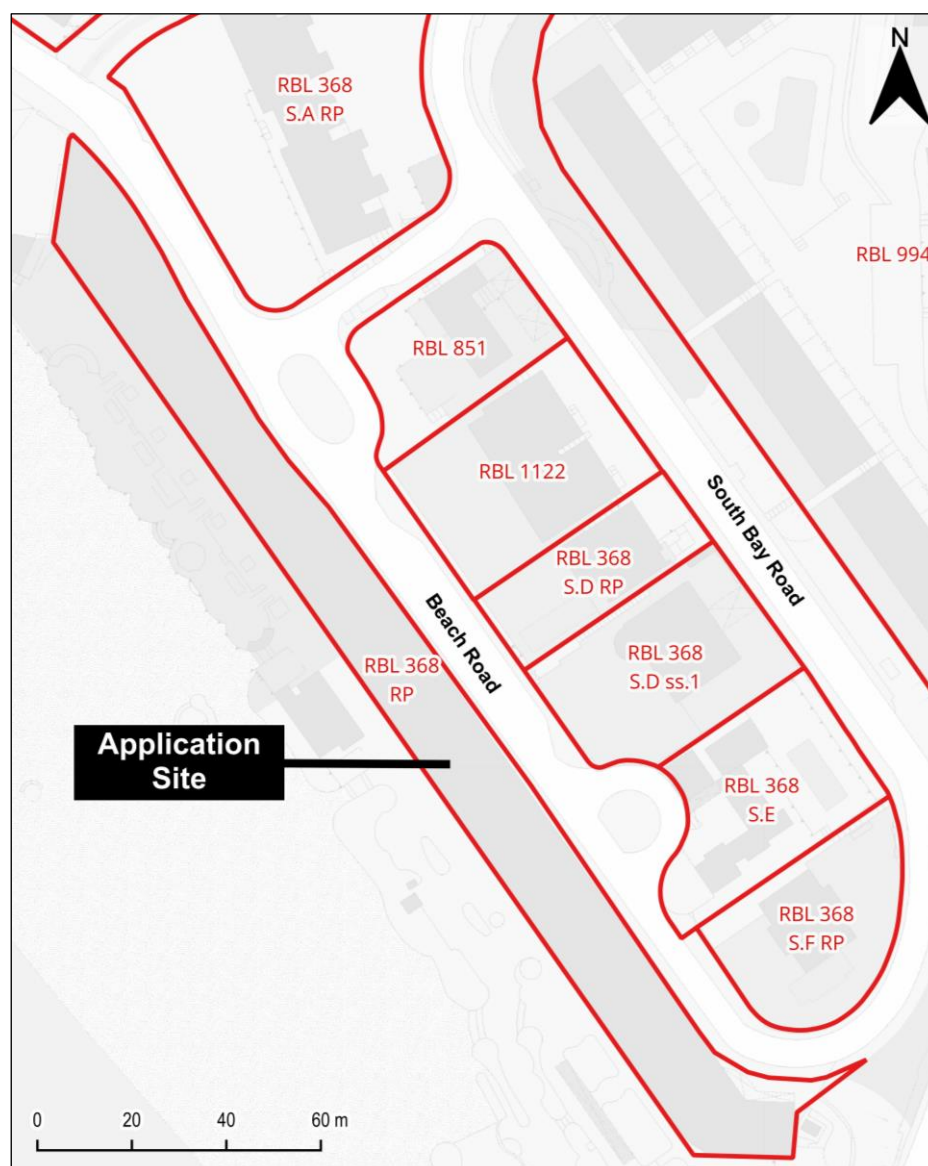
<sup>3</sup> Source: 老香港. 歲月留情 (Available at: [https://archive.org/details/20190818\\_20190818\\_0808/page/18/mode/2up](https://archive.org/details/20190818_20190818_0808/page/18/mode/2up))

<sup>4</sup> Source: zolimacymag (Available at: <https://zolimacymag.com/a-place-to-escape-hong-kongs-beach-culture-through-the-years/>)

1989<sup>5</sup>, as well as the major beach replenishment works in 1990<sup>6</sup>. The Repulse Bay Beach Building (#8 in **Figure 2.4**), containing public toilets, changing rooms, shower area, first aid room and beach office, was centrally in the beach and completed around 1999. Since then, it has provided essential amenities and served countless beach visitors.

## 2.4 Land Status

2.4.1 The Site is registered as Rural Building Lot (RBL) No. 368 Remaining Portion (RP). The said private lot has a total area of about 4,230m<sup>2</sup> and is wholly owned by the Applicant. The Lot Index Plan is provided in **Figure 2.2** below.



**Figure 2.2: Lot Index Plan**

<sup>5</sup> Source: EPD (Available at: [https://www.epd.gov.hk/epd/misc/beach\\_report/2005/eng/page1.htm](https://www.epd.gov.hk/epd/misc/beach_report/2005/eng/page1.htm))

<sup>6</sup> Source: minutes of Southern District Council dated 27.9.2010 (Available at: <https://www.districtcouncils.gov.hk/archive/south/english/welcome.htm>)

## 2.5 Statutory Planning Context

2.5.1 Majority portion of the Site (about 4,080m<sup>2</sup>, 96.5%) falls within an area zoned “OU(BRLU)”, with minor portion (about 150m<sup>2</sup>, 3.5%) falling within “Government, Institution or Community” (“G/IC”) zone on the Approved OZP (Figure 2.3 refers).

### “OU(BRLU)”

2.5.2 According to the Statutory Notes of the OZP, the planning intention of the “OU(BRLU)” zone is as follows:

*“This 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.”*

2.5.3 According to the Notes of the OZP, ‘Hotel’ is a Column 2 use within the “OU(BRLU)” and “G/IC” zones, requiring planning permission from the TPB.

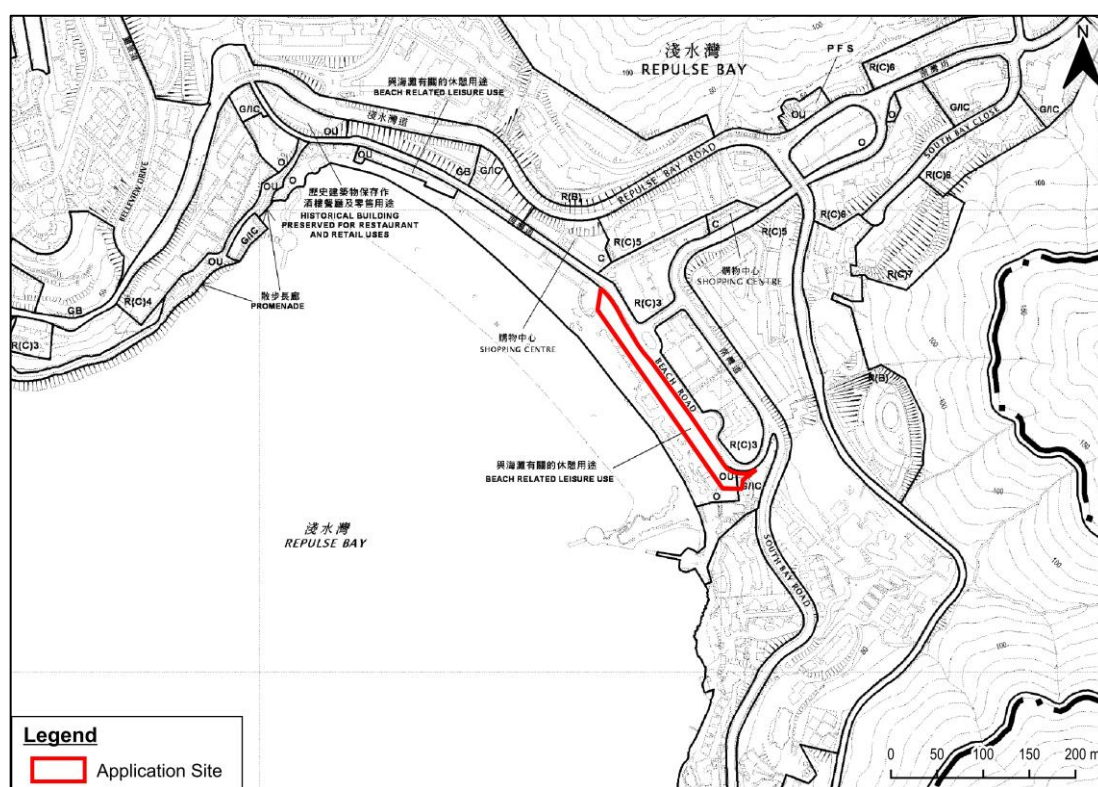


Figure 2.3: Zoning Plan (Extracted from the Approved OZP)

## **2.6 Surrounding Land Use Pattern**

2.6.1 Characterised by the renowned Repulse Bay Beach, the Site is located in a neighbourhood predominately occupied by low to medium-rise residential developments (**Figure 2.4** refers):

- Upmarket residential towers and low-rise houses are mostly enclosed by hillsides overlooking the scenic Repulse Bay Beach to the north, east and south of the Site;
- To its immediate southeast is a “G/IC” zone where the twin statues of the deities Kwun Yam and Tin Hau as well as the Hong Kong Life Guard Club are located;
- To the immediate south and southwest is the Repulse Bay Beach and an “Open Space” (“O”) zone;
- To its north across Beach Road is a “Commercial” (“C”) zone covering an existing local shopping centre, namely Beach Centre; and
- To its further northwest on the western part of Repulse Bay Beach is another beach front site zoned “OU(BRLU)”, which is currently occupied by the Seaview Building and rented by a private club offering banquet services (#11 in **Figure 2.4**).





5 Shops and Restaurants on LG/F fronting directly onto the Promenade



6 Repulse Bay Police Reporting Centre



7 Hong Kong Life Guard Club & Statues of Kwun Yam and Tin Hau



8 Repulse Bay Beach Building



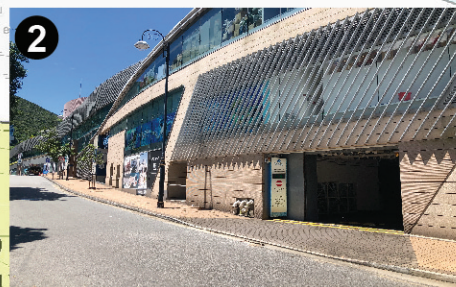
9 Beach Centre, a neighbourhood shopping centre on Beach Road



4 Repulse Bay Beach Children's Playground



3 Beach Road



2 Egress Point of the Pulse on Beach Road



1 The Application Site - The Pulse



10 Repulse Bay Beach



11 Seaview Building



12 The Repulse Bay Arcade



13 The Repulse Bay (Former Repulse Bay Hotel Site)



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## Site and Surrounding Context

Proposed Conversion of Part of The Pulse into Hotel in "Other Specified Uses (Beach Related Leisure Use)" and "Government, Institution or Community" Zones at No. 28 Beach, Repulse Bay

Figure: 2.4

Scale: 1:5000 (A3)

Source: Survey Sheet No. 15-NE-A

Date: 12 July 2024

### 3. PROPOSED CONVERSION SCHEME

#### 3.1 Alteration and Addition Works for the Proposed Hotel

3.1.1 The Proposed Conversion involves some demolition and alteration works for converting the B1/F, UG/F and 1/F of the existing building, which are currently occupied by changing rooms, shops and restaurants, into a hotel with provision of 96 guest rooms. While the external facade of UG/F and 1/F will be partially demolished and set back to make way for the hotel rooms with balcony, portion of 1/F will also be removed in order to allow sufficient headroom for Loading/unloading (L/UL) facilities. The existing building height will remain unchanged at 18.05mPD (main roof level). Shops and restaurants on B1/F and LG/F will continue to serve visitors to The Pulse and Repulse Bay Beach. L/UL facilities and carparking spaces will be provided at UG/F and B3/F respectively. The Indicative architectural drawings and artist impression are devised and presented in **Appendices 1 & 2** of this Supporting Planning Statement, while the key development parameters and floor uses are shown in **Tables 3.1** and **3.2** respectively.

**Table 3.1: Key Development Parameters**

	Parameters (approx.)
<b>Site Area</b>	4,230m <sup>2</sup>
<b>Total GFA (approx.)</b>	12,431m <sup>2</sup>
<ul style="list-style-type: none"> <li>• Shops &amp; Restaurants (B1/F &amp; LG/F)</li> <li>• Hotel (B1/F, UG/F &amp; 1/F)</li> </ul>	5,841m <sup>2</sup> 6,590m <sup>2</sup>
<b>No. of Hotel Room</b>	96
<b>Building Height at Main Roof</b>	18.05mPD

**Table 3.2: Floor Uses Upon Proposed Conversion**

Floor	Use(s)
<b>R/F</b>	E&M facilities
<b>1/F</b>	Hotel
<b>UG/F</b>	Hotel & L/UL facilities
<b>LG/F</b>	Shops & Restaurants
<b>B1/F</b>	Hotel & Shops
<b>B2/F</b>	E&M facilities
<b>B3/F</b>	Carpark

3.1.2 Upon conversion, a total GFA of approx. 12,431m<sup>2</sup> will be attained. The Proposed Hotel would account for a GFA of approx. 6,590m<sup>2</sup>. There will be a decrease in total GFA without any increase in building bulk. For the ease of reference, a comparison of the major development parameters of the existing development and the Proposed Conversion scheme are provided in **Table 3.3**. It is anticipated that the Proposed Conversion would be completed by 2027.

**Table 3.3: Comparison of Major Development Parameters**

	Existing Development (a)	Conversion Scheme (b)	Differences (%) (b) - (a)
<b>Site Area</b> (approx.)	4,230m <sup>2</sup>	4,230m <sup>2</sup>	No Change
<b>Total GFA</b> (approx.)	13,728m <sup>2</sup>	12,431m <sup>2</sup>	<b>-1,297m<sup>2</sup> (-9.4%)</b> <sup>®</sup>
• Shops & Restaurants	13,728m <sup>2</sup> (B2/F - 1/F)	5,841m <sup>2</sup> (B2/F - LG/F)	<b>-7,887m<sup>2</sup></b>
• Hotel	Nil (-)	6,590m <sup>2</sup> (B1/F, UG/F & 1/F)	<b>+6,590m<sup>2</sup></b>
<b>No. of Hotel Room</b>	Nil	96	<b>+96</b>
<b>No. of Storey</b>	6 (including 1/F, UG/F, LG/F, B1-B3/F)	6 (including 1/F, UG/F, LG/F, B1-B3/F)	No Change
<b>Building Height</b> (at Main Roof)	18.05mPD	18.05mPD	No Change

<sup>®</sup> The reduction of accountable GFA is mainly due to the removal of slab at 1/F and L/UL area at UG/F. The GFA concession will be subject to the consideration of BD under GBP submission stage.

### 3.2 Access and Transportation Provisions

3.2.1 The vehicular accesses to the existing building are situated at LG/F and UG/F via the ingress/egress points on Beach Road. Upon conversion, 40 nos. and 4 nos. of parking spaces for private car and motorcycle will be provided respectively at B3/F. The carparking space provision will follow the high-end requirement set out in the HKPSG and the no. of private car parking space will be reduced to 40 nos. corresponding to the significant decrease in retail GFA.

3.2.2 Regarding L/UL facilities, the existing lay-by for loading and unloading near the eastern end of The Pulse along Beach Road will be converted into a lay-by for single deck tour bus, while the existing loading and unloading area on UG/F of The Pulse will be modified to provide new L/UL bays for heavy goods vehicle (HGV) and light goods vehicle (LGV). The proposed internal transport facilities, including carparking spaces for private car and motorcycle, L/UL bays for HGV, LGV and van-type vehicle, as well as lay-by for taxi and private car and single deck tour bus will meet

the operational needs of the proposed hotel. Details of the internal transport facilities provision are summarised in **Table 3.4** below.

**Table 3.4: Internal Transport Facilities Provision**

Type of Facilities	Provision
<b>Car Parking Spaces</b>	<b>44</b>
<ul style="list-style-type: none"> <li>• <i>Private Car</i></li> <li>• <i>Motorcycle</i></li> </ul>	<i>40 (including 1 no. of accessible carparking space)</i> 4
<b>L/UL Bays</b>	<b>9</b>
<ul style="list-style-type: none"> <li>• <i>HGV</i></li> <li>• <i>LGV</i></li> <li>• <i>Van-type Vehicle</i></li> </ul>	2 2 5
<b>Lay-by</b>	<b>3</b>
<ul style="list-style-type: none"> <li>• <i>Taxi and Private Car</i></li> <li>• <i>Single Deck Tour Bus</i></li> </ul>	2 1

3.2.3 A Traffic Impact Assessment (“TIA”) has been carried out to assess the impact of the Proposed Conversion onto the surrounding road network and is annexed at **Appendix 3** of this Supporting Planning Statement.

#### **4. PLANNING MERITS AND JUSTIFICATIONS**

##### **4.1 Respecting the History of Repulse Bay**

4.1.1 The once renowned Repulse Bay Hotel is of paramount importance in developing Repulse Bay as a sought-after seaside resort area. It constitutes such a vital part of the Repulse Bay’s legendary story over the past decades. Numerous celebrities and royalties around the world, such as writers Eileen Chang, Ernest Hemingway and George Bernard Shaw, American actors William Holden and Marlon Brando and Spanish Crown Prince Juan Carlos and Crown Princess Sofia, used to stay at the Repulse Bay when they visited Hong Kong.

4.1.2 Since the demolition of the Repulse Bay Hotel during the 1980s, the Repulse Bay has nil provision of accommodation for short stays for both local and foreign visitors. The Proposed Conversion could help to reinvigorate the legend of Repulse Bay as a famous weekend resort area while at the same time respecting the history of the area and enhancing its attractiveness.

##### **4.2 Premier Tourism Attraction Recognised and Promoted by Government and Quasi-government Organisations**

4.2.1 Standing as one of Hong Kong’s most renowned and stunning beaches, Repulse Bay is often branded as a must-visit spot of Hong Kong by Government and quasi-government organisations. While the Home Affairs Department has listed Repulse Bay under the *Hong Kong Fun in 18 Districts*, it is also a tourist spot heavily promoted by the Hong Kong Tourism Board. These have highlighted the status and significance of the Repulse Bay as a premier tourism attraction of Hong Kong.

##### **4.3 Strengthening Repulse Bay as a Renowned Tourism Spot**

4.3.1 Being one of the prestigious scenic and popular tourist spots in Hong Kong, the Repulse Bay Beach is well visited by tourists, local residents as well as people from other parts of the Territory. Apart from the Beach, Repulse Bay has other tourist attractions including colonial architectures and the statues of the deities Kwun Yam and Tin Hau.

4.3.2 Development of diversified tourism experiences is recently prompted by Government to elevate the tourism appeal and uphold competitiveness<sup>7</sup>. Other than the usual tourism attractions (e.g. the Peak and Victoria Harbour), Repulse Bay Beach, together with the other tourist attractions as mentioned above, offer an alternative option for an enriching and immersive tourism experience, presenting a different charm of Hong Kong.

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<sup>7</sup> Legislative Council Panel on Economic Development Hong Kong Tourism Board Work Plan for 2024-25 (Available at: <https://www.legco.gov.hk/yr2024/english/panels/edev/papers/edev20240402cb4-373-2-e.pdf>)

The Proposed Hotel would improve the supporting tourism facilities at the Repulse Bay and further enhance the area's appeal to locals and visitors.

#### **4.4 Continuing to Meet the Prevailing Planning Intention**

4.4.1 The Proposed Conversion is in line with the planning intention of the “OU(BRLU)” zone of the OZP which 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*”. The Proposed Hotel will continue to meet the planning intention and will not deviate from the planned use of the Site at all.

#### **4.5 Widening the Variety of Accommodation for Tourist**

4.5.1 Since the demolition of the Repulse Bay Hotel, the Repulse Bay has no hotel accommodation. At present, the Stanley Oriental Hotel in Stanley (about 2.3km away from the Site) is already the nearest hotel in the vicinity of the Repulse Bay for tourists, which provides only 9 guest rooms.

4.5.2 In fact, there are limited beachside hotels in Hong Kong and the Gold Coast Hotel in Tuen Mun and the Silvermine Beach Hotel in Mui Wo are two of them. The Proposed Hotel, which adjoins the Repulse Bay Beach, will provide a great alternative for tourists and offer distinctive touches and experience to overnight visitors.

#### **4.6 In-line with Tourism Development Trend in Hong Kong**

4.6.1 In the “*Hong Kong 2030+: Towards a Planning Vision and Strategy Transcending 2030*” published by Planning Department, HKSAR Government in October 2016, it was stated within the report titled “Baseline Review: Population, Housing, Economy and Spatial Development Pattern”<sup>8</sup> that “*...The continued growth in visitor arrivals will generate demands for different tourism-related facilities, such as hotels.... The proactive way out is to enhance our receiving capacity, including ...increasing the supply of hotel rooms...to ensure the long-term and healthy development of Hong Kong's tourism industry. On these... the Government has been taking forward several initiatives, such as ...continuing to adopt a multi-pronged approach to increase the supply of hotel rooms, etc.*”. Thus, the Proposed Conversion of retail facilities into hotel use is in line with the long-term strategic direction for tourism-related facilities.

#### **4.7 No Adverse Impact on the Repulse Bay Beach**

4.7.1 In view that adequate public changing rooms are available in the Repulse Bay Beach (i.e. Repulse Bay Beach Building provided by LCSD), converting the existing changing rooms on B1/F of The Pulse would neither have any adverse impact on the beach, nor diminish the

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<sup>8</sup> Source: “Baseline Review: Population, Housing, Economy and Spatial Development Pattern”, November 2016, paragraph 3.65, page 57

experience of the beachgoers. Nonetheless, the public toilets on LG/F would be retained and continue to serve the public.

#### **4.8 No Increase in Building Bulk**

4.8.1 It should be noted that there will be no change in the physical building bulk, building height and development scale of the existing retail complex. The existing building height of The Pulse will remain unchanged at 18.05mPD (main roof level). The Proposed Conversion simply intended to convert part of The Pulse (i.e. B1/F, UG/F and 1/F), which are currently used for changing rooms, shops and restaurants, into a hotel. It would only require some demolition and alteration works within the existing building. The shops and restaurants on B1/F and LG/F will continue to serve the visitors to The Pulse and Repulse Bay Beach. In this regard, the Proposed Conversion is considered appropriate and no out of context development will be resulted.

#### **4.9 No Adverse Traffic Impact**

4.9.1 A TIA has been carried out (**Appendix 3** refers). It is estimated that, during weekend, the Proposed Conversion would reduce some 14 pcu/hr (2-way) and some 38 pcu/hr (2-way) in the AM peak and PM peak respectively, comparing to the existing development. With the increase of L/UL facilities and lay-by, the proposed internal transport facilities in association with the Proposed Hotel will be improved and considered acceptable. The surveyed junctions would continue to have sufficient capacity to accommodate the future traffic growth and the additional traffic generated by the Proposed Hotel. No adverse traffic impact would be resulted.

#### **4.10 No Adverse Environmental Impact**

4.10.1 Since The Pulse fronts directly onto the tranquil beach in the southwest and is located away from the busy Repulse Bay Road, traffic noise from the surrounding road network will not cause noise impact upon the Proposed Hotel. Similar to ordinary hotel development, the hotel guest rooms will be provided with air-conditioning. It is anticipated that the Proposed Hotel will not be subject to adverse noise impact.

4.10.2 In terms of air quality, dust control requirement as stipulated in the Air Pollution Control (Construction Dust) Regulation and relevant mitigation measures for dust emissions will be followed and implemented. It is revealed the Beach Road is classified as a Local Distributor. According to the HKPSG, the recommended buffer distance for Local Distributor shall be 5m. The Proposed Hotel will rely on centralised air-conditioning for ventilation, and that fresh air intake are positioned outside the buffer zone. There is also no industrial chimney locating within the 500m radius of the Site. In view of the above, adverse air quality impact during construction and operation phase is therefore not anticipated.

**4.11 No Adverse Sewerage and Water Supply Impact**

- 4.11.1 The estimated daily sewerage flow of the existing B1/F, UG/F and 1/F of The Pulse, which are currently occupied by changing rooms, shops and restaurants, is approx. 353.5m<sup>3</sup>/day (**Appendix 4** refers). It is estimated that the daily sewerage flow would decrease to 333.4m<sup>3</sup>/day after the Proposed Conversion. The estimation implies that the sewerage generation from The Pulse will be lower and no adverse sewerage impact is anticipated.
- 4.11.2 In addition, as revealed in the water demand assessment (**Appendix 5** refers), the proposed conversion to hotel will result in a reduction in water demand as compared with the existing level.



## **5. CONCLUSION AND SUMMARY**

5.1.1 In light of the above, it is believed that the Proposed Conversion should be favourably considered by the TPB from a planning and technical point of view.

5.1.2 The Planning Department and Members of the TPB are respectfully requested to give favourable consideration to support the on the following main reasons:

- The Proposed Hotel fully respects the history of Repulse Bay and helps to reinvigorate the legend of Repulse Bay as a famous weekend resort area.
- The Proposed Hotel would improve the existing supporting tourism facilities and strengthen Repulse Bay as a renowned tourism spot.
- The Proposed Conversion would conform with the prevailing planning intention of “OU(BRLU)” zone.
- In view of the limited beachside hotels in Hong Kong, the Proposed Hotel would widen the variety of accommodation for tourist.
- The Proposed Hotel is in-line with tourism development trend in Hong Kong according to the “Hong Kong 2030+: Towards a Planning Vision and Strategy Transcending 2030”.
- There is no increase in building bulk including building height and development scale as all alteration and addition works will take place within the existing building.
- Technical assessments have been carried out and the results revealed that the Proposed Conversion will not lead to adverse traffic and sewerage impacts.