

Appendix 3

Visual Impact Assessment (VIA)

**Proposed Composite Redevelopment with
Trade Mart/Exhibition and Commercial,
Residential, Social Welfare Facilities and
School Uses and Minor Relaxation of
Building Height Restriction, New Kowloon
Inland Lot No. 6032, 1 Trademart Drive,
Kowloon Bay, Kowloon**

VISUAL IMPACT ASSESSMENT

January 2025

Project Proponent:

International Trademart Co. Limited

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**Proposed Composite Redevelopment with
Trade Mart/Exhibition and Commercial, Residential,
Social Welfare Facilities and School Uses and
Minor Relaxation of Building Height Restriction,
New Kowloon Inland Lot No. 6032,
1 Trademart Drive, Kowloon Bay, Kowloon**

Visual Impact Assessment

1. INTRODUCTION

1.1 Purpose

1.1.1 This Visual Impact Assessment (“VIA”) report is prepared on behalf of International Trademart Co. Limited (the “Project Proponent”) in support of S16 Planning Application for Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon (“the Site”).

1.1.2 The proposed redevelopment is divided into two portions: eastern and western portions. The eastern portion comprises one 29 storeys Mixed Block (with hotel/ commercial/ showroom) and one 27 storeys Office Tower atop 3 levels podium (with exhibition/showroom/commercial). While, the western portion comprises four 34 to 36 storeys residential towers atop a 4-storey podium with a commercial arcade (including a mezzanine floor underneath the portion below Towers 1 and 2) with social welfare facilities, podium garden and recreational facilities. The building height (BH) for the proposed residential scheme has a BH profile generally descending from 140mPD (hinterland) to 133.7mPD (towards Kai Tak Waterfront), while, both the proposed office tower and mixed block with BH of 140mPD, respectively are proposed along the eastern side of the Site facing Trademart Drive. All carparking spaces/ loading and unloading bays and part of the E&M facilities will be provided at the two levels of basement.

1.1.3 The Site is currently zoned “Other Specified Uses” annotated “Trade Mart and Commercial Development” with a tiny portion of it shown as “Road” under the Approved Kai Tak Outline Zoning Plan No. S/K22/8 (the “Approved OZP”) (**Figure 1.1** refers). Uses include ‘Exhibition or Convention Hall’, ‘Office’, ‘Eating Place’, ‘Shop and Services’, ‘Place of Entertainment’, ‘School’, ‘Social Welfare Facility’ (including Day Care Centre for the Elderly and Office Base of Social Work Service for Pre-primary Institutions) are all column 1

Facility' (including Residential Care Home for the Elderly) are column 2 uses (where planning permission is required). Nevertheless, a Visual Impact Assessment ("VIA") shall be submitted at the S16 Planning Application stage to demonstrate that the Proposed Redevelopment at the Site is visually acceptable with minor relaxation of building height restriction from 100mPD to 140mPD.

1.1.4 This VIA evaluates, in accordance with the Town Planning Board Guidelines on Submission of Visual Impact Assessment for Planning Applications to TPB ("TPB PG-NO.41"), the anticipated visual impacts of the Proposed Development on the Visually Sensitive Receivers ("VSRs") relevant to the Site and concludes with recommendation on mitigation measures if necessary.

1.2 Report Structure

1.2.1 Following this introductory section, the methodology adopted in this assessment will be set out in Section 2. The baseline review of the site and the surrounding area is included in Section 3. Section 4 includes the proposed development scheme and discussion on the design merits. Visual envelopes, visual sensitive receivers and their representative viewpoints will be identified in Section 5, followed by assessment of the visual impact in Section 6. Section 7 concludes and summarises this Visual Impact Assessment.

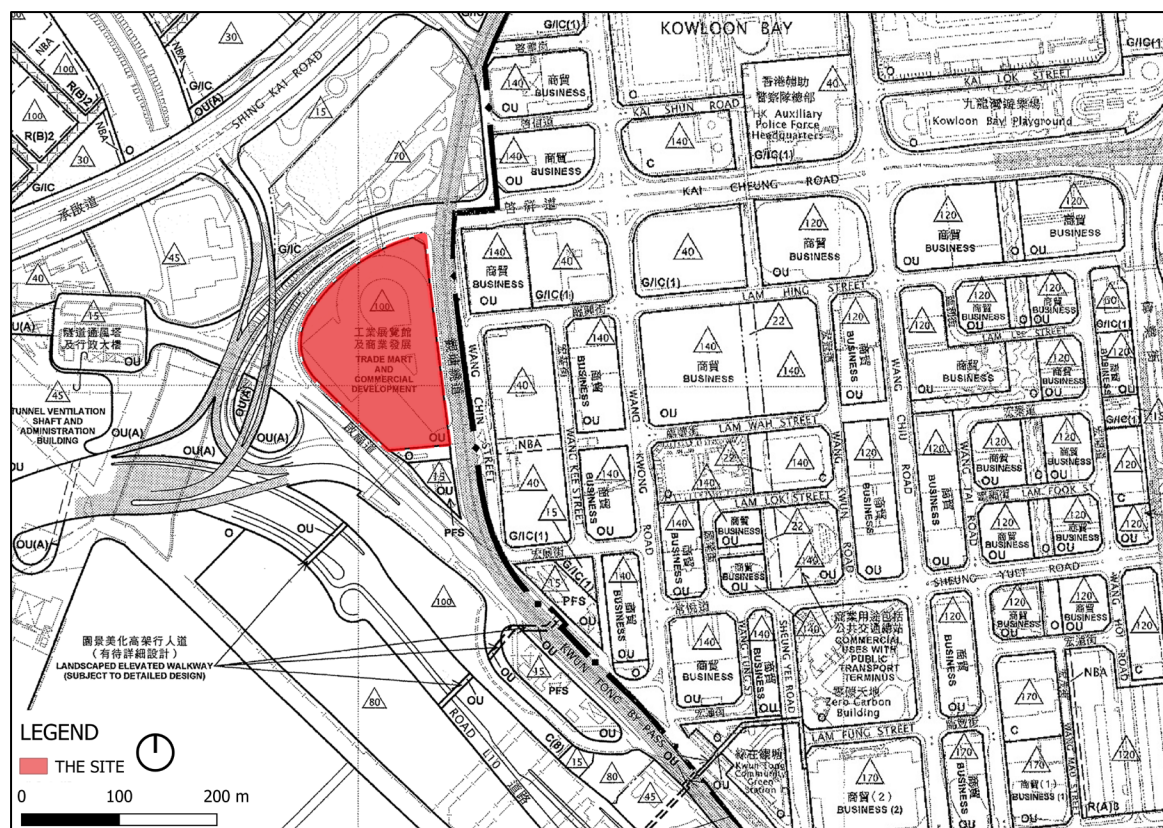


Figure 1.1 Location and Statutory Zoning Plan
(Extracts from Approved Kai Tak OZP No. S/K22/8 and
Approved Ngau Tau Kok and Kowloon Bay OZP No. S/K13/32)

2. METHODOLOGY

2.1 Visual Impact Assessment Approach

2.1.1 This Visual Impact Assessment aims to evaluate the visual impact of the Proposed development by comparing the visual effect of the existing to the Proposed development with maximum building height at 140mPD (main roof level) on public visual sensitive receivers (“VSRs”).

2.1.2 According to TPB PG-No. 41, Visual Impacts shall be assessed based on i) the sensitivity of the key public viewers; ii) visual resources and visual amenities likely to be affected iii) the magnitude, extent and duration of impact and any resultant improvement or degradation in the visual quality and character of the surrounding area; and iv) the planning intention and known planned developments of the area. Visual Impacts could be either beneficial or adverse. Visual sensitivity of public viewers/VSRs is determined taking into account the activity of the VSR, the duration and distance over which the proposed development would remain visual, and the public perception of the value attached to the view being assessed. It typically qualitatively graded from high to low.

2.1.3 Visual changes could be positive or negative and they are not necessarily mutually exclusive. In considering the effect of visual changes, it covers the following four aspects:

- the total effect on the **Visual Composition** of the surrounding context;
- the degree of **Visual Obstruction** to key public viewing points;
- the visual **Effect on Public Viewer/VSRs**; and
- the **Effect on Visual Resources**.

The magnitude of visual changes will be qualitative graded as Substantial, Moderate, Slight or Negligible.

2.1.4 The VIA will be undertaken in the following steps:

- A baseline review will be conducted to capture the existing visual elements in the surroundings and the planning context of the Site.
- The development scheme for the Proposed Development at the Site will be briefly presented.
- The Visual Envelope (“VE”) will be determined and appropriate public viewpoints (“VPs”) to represent the view from public VSRs will be identified.
- Each VP and potential visual impacts of the Proposed Development on the VSRs will be analyzed based on the photomontages prepared from the selected VPs.
- The overall visual impact will be assessed and conclusion on the visual acceptability of the Proposed Development will then be drawn.

3. BASELINE REVIEW

3.1 Existing Site Condition

3.1.1 The Site has an area of about 22,280m², where it sits on a privately owned land zoned “Other Specified Uses” annotated “Trade Mart and Commercial Development”. It is bounded by the Trademart Drive to the east (with the Kwun Tong Bypass - an elevated expressway abutting the Site’s eastern periphery running in a north to south direction), a strip of open space and a petrol filling station to the south, Kai Fuk Road to southwest and Kai Cheung Road along the northwestern and northern sides of the Site.

3.1.2 Currently the Site is occupied by an existing building with about 58mPD namely Kowloon Bay Trade and Exhibition Centre (KITEC), completed in 1996 (**Photos 3.1 & 3.2** refer). The Site has an existing site formation level of about 4.3mPD.



Photo 3.1 Site Photo (facing the eastern side of the Site)



Photo 3.2 Site Photo (facing the eastern side of the Site)

3.2 Existing Visual Elements in the Surrounding Context

3.2.1 The visual outlook of an area is shaped by a combined composition of all the visual elements which come into sight of the viewers. Kai Fuk Road and Kai Cheung Road are the main road access to the area and they both act as an east-west and north-south defining element for the visual character of the local context (**Figure 3.1** refers).

3.2.2 The area to the east of Trademart Drive is the Kowloon Bay Business Area (“KBBA”) with predominantly low-rise industrial/commercial development zoned “Other Specified Uses” annotated “Business” and “Commercial” zone. However, it should be noted that the KBBA is under transformation to the second central business district (CBD). Some of the newly constructed mid-high rise office developments (i.e. Billion Centre, Megabox) entail a building height (constructed in accordance to the permitted BHR under OZP). The BHR ranges from 120mPD to 173mPD within the KBBA. The area to the west of Kai Fuk Road is the South Apron area of Kai Tak development with areas zoned “Commercial” with planned commercial developments at the South Apron Corner of Kai Tak Development.

The newly constructed mid-high rise office developments with the BHR of OZP (ranging 120mPD to 173mPD) in KBBA (comprise

- a. Billion Centre with 140mPD
- b. YHC Tower with 140mPD
- c. Enterprise Square II with 133mPD
- d. Megabox with 170mPD
- e. Enterprise Square III with 164mPD
- f. Manhattan Place with 173mPD
- g. Capital Tower with 120mPD
- h. One Kowloon with 161mPD
- i. Exchange Tower with 126mPD
- j. FTLife Tower with 120mPD
- k. Kingston International Centre with 120mPD
- l. CCB Centre with 134mPD
- m. The Bay Hub (also known as Goldin Financial Global Centre with 140mPD)

3.2.3 While the area to the north across the Kai Cheung Road is the Electrical and Mechanical Services Department Headquarters and the cluster of residential developments (i.e. One Kai Tak, K. City, Tak Long Estate, K. Summit, The Henley) ranging from 100 to 130mPD in the Kai Tak City Centre. The area to the south of the Site consists of three liquid petroleum gas cum gasoline stations and to the southeast of the Site is the planned development node with compressive commercial developments in the Kowloon Bay Action Area (KBAA).

Newly constructed mid-high rise residential developments (ranging 100mPD to 130mPD) in Kai Tak City Centre comprise

1. The Henley with 130mPD
2. K. Summit with 130mPD
3. Upper Riverbank with 130mPD
4. Monaco One with 120mPD
5. Vibe Centro with 120mPD
6. K City with 120mPD
7. Victoria Skye with 120mPD
8. One Kai Tak with 110mPD
9. Tak Long Estate with 120mPD

3.3 Statutory Zoning

3.3.1 The Site falls primarily within an area zoned “Other Specified Uses” annotated “Trade Mart and Commercial Development”, with a tiny portion of it shown as “Road”¹ zone on the Approved Kai Tak Outline Zoning Plan No. S/K22/8 (“Approved OZP”) (**Figure 1.1** refers).

3.3.2 According to the Statutory Notes of the Approved OZP, the planning intention of “Other Specified Uses” annotated “Trade Mart and Commercial Development” is *“primarily for exhibition and ancillary commercial uses.”* Any developments are subject to a maximum plot ratio (PR) of 12.0 and a maximum building height of 100mPD. Uses include ‘Exhibition or Convention Hall’, ‘Office’, ‘Eating Place’, ‘Shop and Services’, ‘Place of Entertainment’, ‘School’, ‘Social Welfare Facility’ (including Day Care Centre for the Elderly and Office Base of Social Work Service for Pre-primary Institutions) are all column 1 uses (uses that are always permitted). While, ‘Flat’ and ‘Social Welfare Facility’ (including Residential Care Home for the Elderly) are column 2 uses (where planning permission is required) under the “Other Specified Uses” annotated “Trade Mart and Commercial Development” zone. The remarks also state that the gross floor area of maximum plot ratio of 12.0 or the plot ratio of the existing building shall include not less than 11,285m² for exhibition/trade-related uses. Based on the individual merits of a redevelopment proposal, minor relaxation of the building restrictions, may be considered by the Town Planning Board on application under section 16 of the Town Planning Ordinance.

¹ *The Site includes a tiny portion (about 0.8% or 188.5m²) fall within an area shown as “Road” on the Approved OZP which can be regarded as minor boundary adjustment.*

4. THE PROPOSED REDEVELOPMENT

4.1 The Proposed Redevelopment

Proposed Use

4.1.1 It is proposed to redevelop the Site for the proposed composite redevelopment with Trade Mart, Exhibition, Hotel, Commercial, Office, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction from 100mPD to 140mPD (**Table 4.1** refers).

4.1.2 The proposed redevelopment is divided into two portions: eastern and western portions. The eastern portion comprises one 29 storeys Mixed Block (with hotel/ commercial/ showroom) and one 27 storeys Office Tower atop 3 levels podium (with exhibition/showroom/commercial). While, the western portion comprises four 34 to 36 storeys residential towers atop a 4-storey podium with a commercial arcade (including a mezzanine floor underneath the portion below Towers 1 and 2) with social welfare facilities, podium garden and recreational facilities. The building height (BH) for the proposed residential scheme has a BH profile generally descending from 140mPD (hinterland) to 133.7mPD (towards Kai Tak Waterfront), while, both the proposed office tower and mixed block with BH of 140mPD, respectively are proposed along the eastern side of the Site facing Trademart Drive. All carparking spaces/ loading and unloading bays and part of the E&M facilities will be provided at the two levels of basement.

4.1.3 Not more than 23,273m² of exhibition/showroom (trade mart) will be provided within the proposed redevelopment, of which not less than 11,285m² will be provided in accordance with the lease and zoning requirements in respect of the Site, to dedicate for trade mart uses to allow for the display, exhibition of, and wholesale trade in manufactured goods or services. Aiming to enhance vibrancy at the street level, exhibition/commercial/showroom (trade mart) uses are proposed strategically at the lower floors of the redevelopment facing directly to Trademart Drive.

Design Principles

4.1.4 When designing the proposed redevelopment, the Applicant has carefully adopted the following design principles and merits into the proposal. The design principles include building design and building disposition, stepped podium, building separation, building setback and open plaza for enhancing air permeability.

Building Design and Building Disposition

4.1.5 The proposed development is located at a visually prominent and strategic location sandwiching between Kai Tak New Development Area and Kowloon Bay Business area. Upon completion, the proposed development will not only aim at being gateway and iconic development to the areas, it will also

help in bridging the gap between the under-construction Kai Tak and the changing development context Kowloon Bay Business Area.

- 4.1.6 In view of that, the proposed development intends to transform the existing development into a modern “signature” development. It will be visually of interest to the public viewers along Lam Hing Street (from the hinterland) and across Victoria Harbour due to its strategic location.

Building Separation

- 4.1.7 The proposed building mass and disposition above the podium have been carefully designed with building separation. The residential towers are divided into 2 groups: northern and southern sides, and are separated with a width of not less than 15m between Tower 2 in the south and Tower 3 in the north. This central building separation together with about 6m high permeable podium garden could allow prevailing ENE, E, ESE, and WSW wind to penetrate through the Site. It could also benefit its downstream area at the Site. Aside from that, there will also be a not less than 20m building separation between the residential tower 1 and the office tower.

- 4.1.8 Apart from enhancing wind permeability, the building separation between the two groups of residential towers would also establish a physical and visual connection for pedestrians to view through the Site from the inner area of Telford Gardens (East) and outer area of Kai Tak Waterfront area (West), especially through Lam Hing Street. Spatial relief of the proposed development is also offered to pedestrians at street level due to the adoption of a relatively small podium footprint.

Building Setback

- 4.1.9 The podium of the proposed redevelopment will have a voluntary setback of 3m from Trademart Drive to allow for landscape treatment and a wider footpath for pedestrians to walk comfortably along Trademart Drive. Aside from the podium setback, the residential towers at the upper level will also be setback from Kai Cheung Road and Kai Fuk Road (with at least 15m) to minimise the traffic noise and air quality impacts to the residents. The office tower atop the podium is also setback from the open space at the adjoining government land by about 20m. The building setback would minimise obstruction to wind flow around the buildings under the annual and summer prevailing wind.

Enhance air permeability

- 4.1.10 Besides the building separations between towers, the proposed development also adopts the 6m high podium garden on the 2/F of the western portion to allow users and visitors with air-breathing spaces and also enhance the penetration of prevailing winds through the development at lower levels with

the direct downward airflow to the pedestrian level. Additionally, the proposed office tower and mixed block of the proposed development has adopted mid-zone air ventilation to allow and enhance wind-induced cross-natural ventilation via the refuge floor, which the refuge floor is provided at the same height level of both the office tower and mixed block. Besides that, the stepped podium design is adopted to facilitate wind flow from the podium to pedestrian level (i.e. east wind can flow over podium on west side between Towers 2 and 3 to pedestrian level).

Open Plaza

4.1.11 Open plaza is provided at ground level at the centre of the Site. The urban window (with more than 15m wide) created through the centre of the Site on the east side underneath the main exhibition/multi-purpose hall will allow the prevailing wind to reach the open plaza and enhance wind availability among the open plaza.

Table 4.1 Key Development Parameters of Proposed Redevelopment

1.	Site Area (m ²)	22,280m ²
2.	Total GFA (m ²)	166,030m ²
	• Domestic	Max. 65,949m ²
	• Non-Domestic	Max. 98,923m ²
	a) Showroom/Exhibition-related Uses/Spaces	About 23,273m ² (including 11,285 for Showroom (Trade Mart))
	b) Commercial/Office/Hotel	Not less than 73,560m ²
	- Commercial (including Eating Place/Shop and Service)	13,403m ² (including 2,680m ² for Eating Place and 10,723m ² for Shop & Services)
	- Office	35,600m ²
	- Hotel	24,000m ²
	- Kindergarten	557m ²
	c) G/IC Facilities	Min. 2,090m ²
	- RCHE/DCCE/SWSPPI	2,090m ² (including 1,560m ² for RCHE, 365m ² for DCCE and 165m ² SWSPPI)
	• Footbridge **	Max. 1,160m ²
3.	Total PR	7.452
	• Domestic	2.96
	• Non-Domestic	4.44
	• Footbridge **	0.052
4.	Site Coverage	
	• Podium (Below 15m)	80%
	• Tower (Above 15m)	48%
	• Domestic	19%
	• Non-Domestic	29%
5.	No. Hotel Rooms	720
6.	No. of Flats	1,494
7.	Average Flat Size	44.14m ²
8.	Design Population	4,034
9.	No. of Blocks	6
10.	Max. Building Height (main roof)	Maximum 140mPD

level)	
Eastern Portion:	Mixed Block: 28 Storeys (140mPD) Office Tower: 27 storeys (140mPD) All atop a 3-storey podium and 2 basement levels
Western Portion:	Towers 3 & 5: 36 storeys (140mPD) Tower 1 & 2: 34 storeys (133.7mPD) All atop a 4-storey podium with a commercial arcade (including a mezzanine floor underneath the portion Towers 1 and 2) and 2 basement levels

Footnote ** - It should be noted that the proposed development parameters in Table 4.1 has included the GFA of 1,160m² for the proposed southern footbridge link and the proposed opening to the existing Kai Cheung Road footbridge which may not be exempted by the Buildings Authority (BA). If this footbridge GFA is included and cannot be exempted from BA, the footbridge GFA will not be used and account for any domestic and non-domestic uses within the redevelopment.

4.2 Sensitive Design Measures

4.2.1 The Proposed Development has adopted the following sensitive design measures (“DM”) features, so as to alleviate the visual impact if any, due to the Proposed Development to an acceptable level:

- DM1: The BH of the proposed redevelopment gradually descends from hinterland to waterfront area;
- DM2: The podium and towers being setbacks from the site boundary and major arterial routes to create a focal point at the lower level
- DM3: Stepped podium is adopted to facilitate wind flow from the podium to pedestrian level, as well as creating dynamic architecture design at lower levels for pedestrians;
- DM4: A 15m building separation between the two groups of residential towers to establish a physical and visual connection for pedestrians to view through the Site from the hinterland and other areas of Kai Tak waterfront;
- DM5: Not less than 15m building separation between residential tower 1 and office tower to establish a physical and visual connection for pedestrians to view from the Site to the South Apron Corner of Kai Tak;
- DM6: Adopt 6m high podium garden to allow users and visitors with air-breathing spaces and enhance the penetration of prevailing winds at lower levels;
- DM7: Adopt refuge floor to promote mid-zone air ventilation and allow wind-induced cross-natural ventilation;
- DM8: Adopt architectural articulation to break down the perceived bulk and visual massing of the building and to create visual interest and
- DM9: The proposed development does not encroach onto the “20% Building Free Zone” of the Kowloon Ridgeline.

5 IDENTIFICATION OF VISUAL SENSITIVE RECEIVERS AND SELECTION OF VIEWPOINTS

5.1 Identifying Visual Envelope and Visual Sensitive Receivers

5.1.1 The Visual Envelope (“VE”) within which the Proposed Development is pronouncedly visible from key sensitive viewers is shown in **Figure 5.1**. In the interest of the public, the VIA will focus primarily on public Visual Sensitive Receivers (“VSRs”) only and no private VSR, such as residents of private developments and users of developments with restricted / exclusive accesses (e.g. school and office, etc.) will be included.

5.1.2 In the urban context around the Site, when viewing from street level, existing developments and trees may screen off most of the view from close-by VSRs while buildings of similar height may hide the development even from distant. Therefore, locally the identification of VSRs is largely constrained by the existing built environment and trees. The VE covers the area where direct sight towards the proposed development is available as presented in **Figure 5.1**.

5.2 Selection of Representative Viewpoints

5.2.1 Based on the identified VSRs, representative viewpoints (“VPs”) were selected for further assessment. Selected VPs shall cover public views from easily accessible and popular area from different directions. When selecting VPs, priority shall be given to public open space (or planned public open spaces), public focal points, open spaces, existing/future pedestrian node, key pedestrian/vehicular corridor, and existing major vistas key transient corridor will be considered as major visually sensitive viewpoints. In this VIA, 5 nos. of local VPs are selected within the visual envelope and 3 distant VPs are selected based on their strategic importance to the vicinity or to the territory. The selected VPs are presented in **Table 5.1** and shown on **Figure 5.2** or **Figure 5.3**.

VP1 – Footbridge near Telford Gardens to the East

5.2.2 VP1 is taken from the footbridge connecting the podium level of Telford Gardens to Lam Hing Street across Wai Yip Street. Pedestrians are able to walk to the Kowloon Bay Business Area (“KBBA”) from Kowloon Bay MTR station via the podium of Telford Gardens. Lam Hing Street acts as a direct viewing corridor for pedestrians to view towards the Site despite the surrounding buildings at the side screened off most of the Site. Whilst, the Site sits and sandwiches in the middle between existing industrial/commercial development along Lam Hing Street. The existing view towards the Site comprises (from left to right) the The University of Hong Kong- Lee Shiu Building, Metro Centre I, the Site and Metro Centre II.

5.2.3 The footbridge is frequently used by the public. The quality of view is fair but the view is transient and short-lived. The public viewers at the footbridge are considered to have a medium sensitivity to visual change.

VP2 – Football Field of Kowloon Bay Playground to the Northeast

5.2.4 VP2 is taken from the football field of Kowloon Bay Playground along Kai Cheung Road. It is selected as a viewpoint, as the public users can enjoy and play different sport activities like football and basketball at the Kowloon Bay Playground. It is thus considered as public gathering point for the public users to exercise. Currently, the public from the Kowloon Bay Playground would merely view the existing development by screening off with street trees along Kai Cheung Road. The existing view towards the Site consists (from left to right) Kai Cheung Road, Hong Kong Auxiliary Police Headquarters, Goldin Financial Global Centre and Skyline Tower.

5.2.5 The current viewpoint is frequently used by public. The quality of view is Good and the view is static. The public viewers at the footbridge are considered to have a medium sensitivity to visual change.

VP3 – EMSD Headquarters; Shing Kai Road Bus Stop to the North

5.2.6 VP3 is selected as one of the viewpoints, as the current standing point is at the EMSD Headquarters bus stop along Shing Kai Road, which have a partial view of the Site. This bus stop also represents the viewpoint from the public awaiting for buses. The Bus Stop is selected as a viewpoint, as it serves the general public from the residential developments in the Kai Tak development area. The existing view towards the Site comprises (from the left to the right) the Skyline Tower, Electrical and Mechanical Services Department Headquarters and the Site.

5.2.7 The current viewpoint is occasionally used by public and the quality of view is fair for the public to capture the views of the open sky as it is partly dominated by the existing EMSD building in the foreground. The public viewers from the Bus Stop are considered to have a medium sensitivity to visual change.

VP4 – Junction at Shing Kai Road/Shing Fung Road to the Northwest

5.2.8 VP4 is selected as one of the viewpoints, as the current standing point is next to Kai Tak Sports Park. Kai Tak Sports Park is designed to be the world's leading sports, leisure and entertainment destination in Kai Tak Development to host major international events in any weather. It will be a major public gathering point, once the construction of the Kai Tak Sports Park is completed. The existing view towards the Site comprises the Electrical and Mechanical Services Department and Sky Tower behind the newly constructed District Cooling System, Site, Billion Centre and Megabox.

5.2.9 Although the current viewpoint is occasionally used by public, it is noted that the Kai Tak Sports Park will be frequently used by the public once the construction of the Kai Tak Sports Park is completed. The quality of view is good for the public to capture the views of the open sky. The public viewers from the Kai Tak Sports Park are considered to have a medium sensitivity to visual change.

VP5 – Kai Fuk Road Footbridge to the South

5.2.10 This VP is taken from the south of the Site, which is adjacent to the site (with less than 1 minute walking distance). It is selected as one of the viewpoints, as this footbridge is to connect the pedestrians from the future South Apron Corner of Kai Tak Development to Kai Tak City Centre across Kai Fuk Road via the Site. It also lands at the open space of government land to KBBA. The public would directly view towards the Site and the residential clusters of the Kai Tak City Centre while walking through the footbridge. The existing view towards the Site consists (from left to right) Kai Fuk Road, a cluster of residential developments at Kai Tak City Centre and the Site.

5.2.11 The footbridge is frequently used by the public. The quality of view is fair but the view is transient and short-lived. The public viewers at the footbridge are considered to have a high sensitivity to visual change.

VP6 – Kai Tak Promenade to the South

5.2.12 This VP is taken from the southwest of the Site. Kai Tak Promenade is selected as a viewpoint, as the local residents and visitors would be able to walk along the Kai Tak Promenade from Kai Tak Cruise Terminal to Kai Tak Sports Park when the residential developments along the Runway Precinct are completed. The public viewers could enjoy the view towards Kwun Tong Typhoon Shelter and Kowloon East (including Kwun Tong and Kowloon Bay and Ngau Tau Kok area). The existing view toward the Site includes (from the left to right) the Kai Tak Sports Park, some planned and under construction residential development in Kai Tak City Centre, the Site and the under construction new acute hospital.

5.2.13 The Kai Tak Promenade is frequently used by the public, mainly the visitors to and from Kai Tak Cruise Terminal or the nearby residents. The quality of view is good for the public, as the public can view the transition of Kowloon East and waterbody of Kwun Tong typhoon shelter. The view is considered to be static as people may stay here for a while to enjoy the view. The public viewers from this point are considered to have a high sensitivity to visual change.

VP7 – King Wan Street Leisure Path (Seafront) to the Southwest

- 5.2.14 This VP is taken from the southwest of the site. King Wan Street Leisure Path (Seafront) is selected as a viewpoint as it is located within the Ma Tau Kok Waterfront. It also overlooks the Site and the surrounding areas including the existing developments or planned developments in the South Apron Corner of Kai Tak Development and KBBA. Public viewers are also able to view the open sky and mountain backdrop of the Site, especially the ridgeline of the mountain.
- 5.2.15 The King Wan Street Lesiure Path (Seafront) is a public leisure path and it is occasionally used by the public. The view is static where the public can view the entire Kowloon east, the open sky and the mountain backdrop of the Site. The quality of the view is good. The public viewers at this point are considered to have a high sensitivity to visual change.

VP8 – Quarry Bay Park to the Southeast

- 5.2.16 This VP is taken from the southeast of the Site. Quarry Bay Park is one of the strategic viewpoints, where is an urban park and lies between the waterfront promenade area and the Tai Koo Shing Estate. It is the viewpoint, which captures the entire Kowloon East, including the Kai Tak Development, Kwun Tong Business Area and Kowloon Bay Business Area. The public viewers also able to capture the view of Victoria Harbour and open sky.
- 5.2.17 This VP is frequently visited by the public. It is considered to be static where the public can stay long to enjoy the view of Victoria Harbour and open sky view to the north. The quality of the view is very good. The public viewers from this VP are considered to have a high sensitivity to visual change.

Potential Viewpoint:

PVP- Viewing Platform Near Goldin Bauhinia Square and Hong Kong Convention and Exhibition Centre to Southwest

- 5.2.16 This potential viewpoint (**Figure 5.4** refers) has been given with due consideration throughout the viewpoint selection stage. Given with the topography and distance to the Subject Site, as well as the proposed development being screened off by a group of buildings at the Kowloon Peninsula, this potential viewpoint in the Southwest is not selected for preparation of the VIA.

Table 5.1 Summary of Selected Viewpoints

Viewpoints (VPs)	Represented VSRs	Distance/ Direction	Level of the VP	Nature of VP	Popularity by Public	Visual Quality	Visual Sensitivity
Local viewpoints							
VP1: Footbridge near Telford Gardens	VSR1	Approx. 719m/ East	Approx. 13.4mPD	Transient	Frequent	Fair	Medium
VP2: Football Field of Kowloon Bay Playground	VSR2	Approx. 552m/ Northeast	Approx. 6.4mPD	Static	Frequent	Good	Medium
VP3: EMSD Headquarters; Shing Kai Road Bus Stop	VSR4	Approx. 217m/ North	Approx. 5.3mPD	Transient	Occasional	Fair	Medium
VP4: Junction at Shing Kai Road and Shing Fung Road	VSR4	Approx. 366m/ Northwest	Approx. 5.1mPD	Transient	Occasional	Good	Medium
VP5: Kai Fuk Road Footbridge	VSR5	Approx. 33.8m/ Southwest	Approx. 13.3mPD	Transient	Frequent	Fair	High
Distant viewpoints							
VP6: Kai Tak Promenade	VSR6	Approx. 1034m / South	Approx. 11.3mPD	Static	Frequent	Good	High
VP7: King Wan Street Leisure Path (Seafront)	VSR7	Approx. 1381m / Southwest	Approx. 3.4mPD	Static	Occasional	Good	High
VP8: Quarry Bay Park	VSR8	Approx. 3752m / Southeast	Approx. 4mPD	Static	Frequent	Very Good	High

6 ASSESSMENT OF VISUAL IMPACTS

6.1 General

6.1.1 The primary objective of this VIA is for evaluating the building height and visual impact of the Proposed Development. The assessment will focus on the visual impact of the overall bulk to the identified VSRs. The visual impact rating is also assessed based on the comparison between existing and proposed development, taking into account the planned/committed developments in the surroundings. A comparison of the visual impact with the OZP-compliant scheme will also be discussed for reference only.

6.2 VP1 – Footbridge near Telford Gardens to the East (*Figure 6.1 refers*)

Visual Composition

6.2.1 VP1 is located to the east of the Site. This VP captures the building separation of not less than 15m between T2 and T3. Under the scenario with proposed development, it captures the building edge of residential tower 2 and 3, as well as the majority portion of the mixed block. The mixed block in the foreground has screened off the residential tower 5. However, the majority portion of the redevelopment including the residential tower (i.e. T1) and office tower would be screened off by the surrounding industrial/commercial developments zoned “OU” annotated “Business” at the right and left-hand side of the photomontages.

6.2.2 Under the Planned/Committed development scenario, the planned/committed development would block the majority of the redevelopment including residential towers (i.e. T1, T2, T3 and T5), as well as the office tower and mixed block. Only the building edge of the residential towers 2 and 3 and the mixed block would be partly seen.

Visual Obstruction

6.2.3 From this VP, the existing industrial/ commercial developments along Lam Hing Street have already limited the openness of the existing view. The overall visual change before and after is limited provided that existing industrial/ commercial developments to the east and west of Lam Hing Street would screen off the majority portion of the proposed redevelopment. Under the Planned/Committed development scenario, the overall visual change before and after is also limited, as the majority portion of the proposed redevelopment would be behind and covered by the planned/committed developments. Only the building edge of the residential towers 2 and 3 and the mixed block would be partly seen.

Effect on Public Viewers

- 6.2.4 This VP represents the view of pedestrians from the footbridge, connecting the Telford Gardens to Kowloon Bay Business Area (“KBBA”). **Figure 6.1** shows that the difference between the existing view and the scenario of the proposed redevelopment is minor. The proposed redevelopment in fact blends in well with the existing industrial/ commercial developments setting along Lam Hing Street with the building separation of not less than 15m. It continues to maintain and open up a viewing corridor along Lam Hing Street when viewing from the footbridge. The architectural articulation of the mixed block and greenery at the refuge floor of the mixed block would also help to break down the building mass of the building. It also provides visual relief to the pedestrians when viewing from the footbridge. Under the scenario with planned/committed development, the residential towers 2 and 3 and mixed block would be partly seen. Indeed, the planned/ committed developments along Lam Hing Road are intended to be redeveloped with 120mPD to 140mPD as stipulated in the Approved OZP, including the approved planning application No. A/K13/318 would become dominant views and inevitably reduce the openness of the sky yet, leaving the pedestrians in the viewing corridor of Kai Tak area via the building gap of the proposed development would enable the views to the open sky of Kai Tak area. In light of that, there will only be a slight visual change to the public viewers with **slightly adverse** impact.

Effect on Visual Resources

- 6.2.5 The sky view is currently blocked by the existing industrial/commercial development, while the sky view would continue to be blocked by the planned/committed developments, despite whether the proposed development is redeveloped or not. Under the existing and planned/committed development scenario, the proposed redevelopment would only be seen behind the existing industrial/commercial developments and planning/committed developments, as well as in the same street line of Lam Hing Street. The proposed redevelopment would continue to maintain a not less than 15m wide building separation to maintain the sky view in between the towers. Thus, the proposed redevelopment would only create limited effect on the visual resources (i.e. the sky view at the back).

Comparison between 100mPD (with PR 12) and Proposed Development

- 6.2.6 By comparing the development with 100mPD and proposed development with 140mPD, it is evident that the development with 100mPD would completely screen off the viewing corridor to Kai Tak area when viewing from the footbridge near Telford Gardens (**Figure 6.1** refers). The development with 100mPD would not provide any sensitive design measures (i.e. building separation) in providing visual and spatial relief when viewing from the footbridge to Kai Tak development. Once the planned/ committed developments are redeveloped into development with 120mPD-140mPD

along Lam Hing Road, the sky view would also be screened off by the future developments.

6.3 VP2 – Football Field of Kowloon Bay Playground to the Northeast (Figure 6.2 refers)

Visual Composition

6.3.1 VP2 is located to the northeast of the Site. At present, this VP captures (from left to right) some industrial buildings, Hong Kong Auxiliary Police Headquarters, The Bay Hub (formerly known as Goldin Financial Global Centre) with 140mPD and Skyline Tower with 152mPD. Meanwhile, the proposed development would be at the backdrop of the industrial developments i.e. Po Lung Centre, DCH Building.

Visual Obstruction

6.3.2 From this VP, residential towers T1, T2, T3 and T5 and office tower would be completely screened off by the DCH building, whilst, the lower portion of mixed block would be shielded off by roadside plantings along Kai Cheung Street. The upper portion of the officer tower would change the open view of the sky between the industrial buildings (to the left) and commercial developments (to the right). Majority of sky openness and the skyline of Kowloon Bay and Ngau Tau Kok area remain unchanged.

6.3.3 Under the planned/committed development scenario, the planned/committed developments that are redeveloped along Kai Cheung Road will be about 140mPD permissible under the OZP, and the proposed redevelopment would be completely screened off by the future developments.

Effect on Public Viewers

6.3.4 As shown in the photomontage in **Figure 6.2**, this viewpoint represents users enjoying and playing sport activities i.e. playing soccer and basketball within the playground. It is noted that the majority of the proposed redevelopment would either screened off by roadside planting along Kai Cheung Road and existing developments. Only the upper portion of mixed block would be seen and has adopted architectural articulation to break down of perceived bulk and visual massing of the mixed block when users viewing from the VP. It also creates visual interest of the mixed block. The VSRs could continue to enjoy a good quality open view. With the planned/ committed developments, the planned/ committed developments along Kai Cheung Road (left side) with 120mPD to 140mPD would block the proposed development entirely, while the open sky will be maintained.

Effect on Visual Resources

6.3.5 The Residential Towers T1, T2, T3 and T5 and office tower would be screened off by the existing development DCH Building. Meanwhile, the upper portion of mixed block would partially change the sky openness

between the industrial buildings to the left and commercial developments to the right. Although the mixed block would affect the sky openness, the mixed block has adopted architectural articulation to break down of perceived bulk and visual massing of the mixed block when users viewing from the VP. It also creates visual interest in the mixed block. This would minimise the visual impact when viewing from the playground. The skyline and the majority of the sky will remain unchanged. Under the planned/ committed development scenario, the entire proposed development would be screened off by future planned development with 120mPD to 140mPD. In this regard, the visual impact brought about by the proposed development would be **Negligible**.

Comparison between 100mPD (with PR 12) and Proposed Development

6.3.6 By comparing the development with 100mPD and the proposed development, it is apparent that development with 100mPD would likely have a bulky building form without a building gap (**Figure 6.2** refers). Although the proposed development would slightly extend higher than the development with 100mPD and affect the sky openness, the mixed block would provide visual interest in terms of the architectural form and architectural articulation to break down the bulk of the mixed block. With such careful design of the mixed block, the mixed block could minimise the visual impact of the sky openness and the visual impact towards the mixed block. However, with the future changing planning and development context, both development with 100mPD and 140mPD would be hidden behind and screened off by the planned/committed development in the front.

6.4 VP3 – EMSD Headquarters; Shing Kai Road Bus Stop to the North (Figure 6.3 refers)

Visual Composition

6.4.1 VP3 is located to the north of the Site. At present (viewing from east to west), there is a Skyline Tower with 152mPD, Electrical and Mechanical Services Department (EMSD) with 59.4mPD and the Site.

Visual Obstruction

6.4.2 From this VP, the EMSD with 59.4mPD has blocked the majority portion of the mixed block, residential tower T5 with the upper roof to be seen. Meanwhile, the majority portion of the residential towers T3 and T2 would be come into sight, despite some portion of the sites would be screened off by either the EMSD or the existing vegetations along Shing Kai Road. The residential towers T3 and T2 would change the skyview and openness to a certain extent (to the east of photomontages). Despite that, the proposed redevelopment would however continue to be compatible with the building height bands of the development (i.e. Skyline Tower with 152mPD) in the

background of the Kowloon Bay area. Under the planned/committed development, there will also be planned developments with 100mPD and 80mPD in the South Apron Corner of Kai Tak Development to the right of the proposed development.

Effect on Public Viewers

- 6.4.3 This VP represents the viewpoint from the public awaiting for buses, as the bus stop serves the general public from the residential developments in the Kai Tak development area. **Figure 6.3** shows that the existing view and the scenario with the proposed redevelopment though the latter (Residential tower T3 and T2) will slightly change the sky view and openness to a certain extent. Under the Planned/Committed Development, there will be planned/committed developments (to the right) with 100mPD and 80mPD in the South Apron Corner of Kai Tak Development. The proposed redevelopment will maintain a compatible building height profile with the surrounding development. In this regard, visual impact to the public viewers is considered to be **slightly to moderately adverse**.

Effect on Visual Resources

- 6.4.4 The residential towers T2 and T3 will slightly change the skyview openness of Kai Tak Development to a certain extent. However, the sky openness and view to the left and right will remain unchanged. Meanwhile, the majority portion of the proposed development will be screened off by the EMSD building in the foreground. It should be noted that the proposed redevelopment would align with the building height of the commercial developments (i.e. Skyline Tower with 152mPD) in the Kowloon Bay and Ngau Tau Kok planning area. Under the planned/committed development, there will be developments (to the right) with 100mPD and 80mPD in the South Apron Corner of Kai Tak Development, which will also eventually change the sky view of the area.

Comparison between 100mPD (with PR 12) and Proposed Development

- 6.4.5 When compare the development with 100mPD and proposed development, though the development with 100mPD would have a lower building height which would minimise the impact to the sky view, it is expected that the development would have been more massive in terms of bulk and even sensitive design mitigation measures like building separation could hardly be bared. However, with a relaxation in building height, the Proposed Development would be able to provide slender building design with a gradual drop of building height towards Kai Tak waterfront.

- 6.5 **VP4 – Junction at Shing Kai Road/ Shing Fung Road to the Northwest (Figure 6.4 refers)**

Visual Composition

- 6.5.1 VP4 is located to the northwest of the Site. At present (view from east to west), there is a newly built District Cooling System (DCS) at 45mPD with Electrical and Mechanical Services Department (EMSD) at 59.4mPD and Skyline Tower at 152mPD behind, the Site, the Planned Development at 140mPD (Existing Development: Kinetic Industrial Centre), the Billion Centre with 140mPD and South Apron Corner Development at 100mPD.

Visual Obstruction

- 6.5.2 From this VP, the podium of the proposed redevelopment would be partially screened off by the construction containers and vegetation in the foreground. The office and mixed block will be behind the residential towers. The sky openness will thus be affected by the 4 nos. of residential towers and the building edge of the mixed block to a certain extent. Despite that, the building height of proposed redevelopment has a gradual decrease of BH from 140mPD (from the hinterland) to 133.7mPD (towards the waterfront area) to minimise the overall impact on the skyline of the Kai Tak and Kowloon Bay and Ngau Tau Kok area. A not less than 15m building separation between the 2 groups of residential towers is also adopted to provide visual relief with the Skyview at the street level. Under the Planned/Committed Development Scenario, it should be noted that the portion of the proposed development (including mixed block, residential towers T5 and T3) will be screened off by the planned electric substation with 40mPD zoned "G/IC" in the foreground. Only residential towers T1 and partially of the T2 would be seen. A planned development at 140mPD (existing development: Kinetic Industrial Centre) and the planned development at 100mPD at South Apron Corner will also be located to the right of the proposed development.

Effect on Public Viewers

- 6.5.3 This VP represents the view of passengers on vehicles along the Shing Kai Road and Shing Fung Road. It also represents the view of public users from newly constructed Kai Tak Sports Park. **Figure 6.4** shows that the existing view and the scenario with the proposed redevelopment through the latter will change the sky openness to a certain extent. However, it should be noted that proposed redevelopment adopts a building separation of not less than 15m between the two groups of residential towers which enables the public viewers to view the skyview through central building gap. It is also to allow the wind penetration along Lam Hing Road and avoid the "wall" effect. Under the Planned/Committed Development Scenario, it should be noted that the portion of the proposed development will be screened off by the planned electric substation with 40mPD zoned "G/IC" in the foreground. Only the upper portion of residential towers T1 and T2 would be seen. The building height of the proposed development would however be congruous with the existing/planned developments (i.e. Billion Centre and

redevelopment of Kinetic Industrial Development) with a general building of 120mPD to 140mPD in the background. The stepped building height of the proposed development would also be compatible with planned development in the South Apron area (with 100mPD). In this regard, visual impact on the public viewers is considered to be **slightly adverse**.

Effect on Visual Resources

- 6.5.4 The 4 nos. of residential towers and mixed block will change the sky openness and the skyline of the Kowloon Bay and Ngau Tau Kok area to a certain extent. However, the sky openness to the left and right will remain unchanged. It should be noted that the 4 nos. of residential towers will comprise a building gap of not less than 15m, which would allow the pedestrians to view the sky through the central building gap. It should be noted that the portion of the proposed development will be screened off by the planned electric substation with 40mPD zoned "G/IC". Only the residential towers T1 and T2 would be seen at a slightly farthest distance.

Comparison between 100mPD (with PR 12) and Proposed Development

- 6.5.5 When compare the development with 100mPD and the proposed redevelopment, the development with 100mPD would have a bulky building form extending a wider coverage. Although the development with 100mPD has a lower building height and would minimise the impact on the sky view, the development with 100mPD would unlikely be able to provide sensitive design mitigation measures (such as wide building gap) to view the hinterland of Kowloon Bay and Ngau Tau Kok area. The Proposed Development however provides a building separation of not less than 15m for visual relief.

6.6 VP5 – Kai Fuk Road Footbridge to the Southwest (*Figure 6.5 refers*)

Visual Composition

- 6.6.1 This VP represents the public viewers crossing Kai Fuk Road through the newly constructed footbridge from South Apron Corner of Kai Tak Development to KBBA. At present, this VP captures the major arterial route Kai Fuk Road, the stepped podium with the greenery and canopy of the proposed redevelopment and the lower portion of the residential towers T1, T2, office tower and mixed block. The skyline of the newly developed residential cluster at the Kai Tak City Centre and open sky view are captured at the backdrop of the proposed development.

Visual Obstruction

- 6.6.2 From this VP, the overall visual change before and after is limited, as the proposed redevelopment would block the upper portion of the sky-open view after redevelopment. Although the podium and lower portion of the residential towers T1 and T2, office tower and mixed block would cover the

skyline at the right-hand side of the photomontage, the overall skyline at the Kai Tak City Centre would not be changed and the extent of view would even be widened with the removal of the existing Star Hall complex. In fact, the proposed development would complement with the residential cluster with 130mPD to 110mPD in the Kai Tak Centre (on the left side of the photomontages).

Effect on Public Viewers

- 6.6.3 As shown in the photomontage in **Figure 6.5**, a portion of the open sky view will be blocked, while the open sky view in the residential cluster of Kai Tak Development will remain unchanged. However, the podium with greenery (i.e. extensive vertical green walls and tree planting) at the the façade of the proposed redevelopment would help to soften the podium edge and provide visual relief of the area to the pedestrians at street level. It also creates a dynamic architectural design. Besides that, the proposed redevelopment will also provide a canopy for weather protection along the building edge facing Kai Fuk Road to create a pedestrian-friendly walking environment. The mixed block and office tower also adopted architectural articulation to break the visual mass of the building. In this regard, the visual change brought about by the proposed development would be moderate and thus the visual impact is considered **moderately adverse**.

Effect on Visual Resources

- 6.6.4 The proposed redevelopment would block the upper portion of the sky-open view after redevelopment. Although the podium and the lower portion of the proposed redevelopment would cover the sky at the right-hand side of the photomontage, the overall skyline at the Kai Tak City Centre on the left of the photomontage would not be changed and the extent of view would even be wider with the removal of the existing Star Hall complex at the foreground. Sensitive design measures (i.e. vertical green wall at the façade of the proposed development and podium with plantings) are in place to soften the building edge when public views from the footbridge.

Comparison between 100mPD (with PR 12) and Proposed Development

- 6.6.5 It is evident that development with 100mPD would also cover the open sky view as the proposed development when viewing from the footbridge (on the right of the photomontage) (**Figure 6.5** refers).

6.7 VP6 – Kai Tak Promenade to the South (*Figure 6.6* refers)

Visual Composition

- 6.7.1 This VP is taken from the south of the Site. Kai Tak Promenade is selected as a viewpoint, as the local residents and visitors would be able to walk along the Kai Tak Promenade from Kai Tak Cruise Terminal to Kai Tak Sports Park when the residential developments along the Runway Precinct

are completed. This VP captures toward the Site includes (from the left to right) the Kai Tak Sports Park, the residential cluster (with 110mPD to 130mPD) in Kai Tak City Centre, the Site and the under-construction new acute hospital.

Visual Obstruction

- 6.7.2 From this VP, the proposed redevelopment is sandwiched between Kai Tak Development and the under-construction new acute hospital (in the middle of the photomontage). The proposed redevelopment will potentially change the overall skyline of the Kai Tak Development area and the openness of the sky to a certain extent. The proposed redevelopment would also screen off some of the residential estates in Kai Tak City Centre. However, the proposed redevelopment would not affect or have any visual change to the Kowloon Bay area, as the under-construction New Acute Hospital with 60mPD will already have screened off the entire Kowloon Bay and Ngau Tau Kok area. Under the planned/committed development scenario, the proposed development will be entirely screened off by the planned commercial developments ranging from 80mPD to 100mPD in the South Apron Corner of Kai Tak Development.

Effect on Public Viewers

- 6.7.3 This VP represents the view of users which walking along and enjoying at the Kai Tak Promenade. **Figure 6.6** shows that the difference between the existing view and the scenario with proposed redevelopment and the scenario with proposed redevelopment and planned/committed development. Under the scenario with proposed redevelopment, the office tower with 140mPD and residential towers (i.e. T1, T2, T3 and T5) of the proposed redevelopment would only be seen. The mixed block would be entirely screened off by the office tower in the front. The proposed redevelopment has adopted sensitive design measures including a building separation of not less than 20m between the residential tower T1 and the office tower, which allows pedestrians to view from Kai Tak promenade to the Site. The building separation also helps to break down the visual mass of the proposed redevelopment and avoid the wall effect. The architectural articulation of the office tower creates dynamic and interesting architectural forms for the area and the public viewers. Under planned/committed development scenario, the entire proposed redevelopment will be screened off by the commercial development in the foreground with the building height ranging from 80-100mPD in the South Apron corner.

Effect on Visual Resources

- 6.7.4 The overall skyline and openness of sky of the surrounding area (to the right and left of the photomontage) would not be affected and have any visual change brought by the proposed redevelopment, especially to KBBA (right

hand side of photomontage) and Kai Tak Development (left hand side of photomontages). Some of the existing residential estates, skyview and the mountain backdrop would however be screened off by the proposed redevelopment. The proposed redevelopment has adopted a building separation of not less than 20m between residential tower T1 and office tower to minimise the impact on the sky view when viewing from Kai Tak promenade. Under the planned/committed development scenario, the proposed development would also be largely blocked by future planned commercial developments ranging from 80mPD to 100mPD at the South Apron Corner in the front. In this regard, the visual impact will be **Negligible**.

Comparison between 100mPD (with PR 12) and Proposed Development

6.7.5 It is evident that development with 100mPD would most likely have a bulky building form with limited sensitive design measures (**Figure 6.6** refers). With a minor relaxation in building height, the proposed development would entail a taller and slender building forms. Under the planned/committed scenario, both development with 100mPD and 140mPD would be completely covered by the developments with 80mPD and 100mPD in the South Apron corner in the foreground.

6.8 VP7 – King Wan Street Leisure Path (Seafront) to the Southwest (*Figure 6.7* refers)

Visual Composition

6.8.1 VP7 is located to the southwest of the Site. It is taken from King Wan Street Leisure Path, which is part of the Ma Tau Kok waterfront of Kai Tak Development. This VP captures the Proposed Development and surrounding residential and commercial developments within KBBA and Kai Tak Development.

Visual Obstruction

6.8.2 From this VP, the proposed redevelopment is located near the waterfront area. The existing industrial/commercial developments in KBBA and Kowloon Peak (with +602mPD) are in the background. The proposed redevelopment (including mixed block, residential towers T3, T2 and T1 and office tower) would screen off some of the planned or existing industrial/commercial developments within the KBBA. The residential tower T5 and the mixed block would be screened off by the residential towers (T1-T3) in the front. The upper roof of office tower will slightly intercept the ridgeline. Under the Planned/Committed development scenario, the proposed development at the South Apron corner with 80mPD- 100mPD will be in the front row of the waterfront. The proposed development will be at the backdrop of those buildings, along with the planned/committed development with 120mPD- 140mPD, which have a similar building height as the proposed development, especially with Billion Centre at 140mPD.

Effect on Public Viewers

- 6.8.3 This VP represents the public viewers in enjoying public space with the seafront view. As shown in the photomontage in **Figure 6.7**, the VSRs could continue to enjoy a good quality open view and the overall landscape context. There will only be a slight visual change when public viewers view towards the Site and the KBBA. With the planned/ committed development, a group of 80mPD- 140mPD buildings will be aligning along the edge of the waterfront area. The planned/committed development would completely cover the existing developments in the background. The visual impact is considered to be **Slightly to moderately adverse**.

Effect on Visual Resources

- 6.8.4 Only some of the existing industrial/ commercial developments would be screened off by the proposed redevelopment. A portion of the mountain backdrop and a tiny minor portion of the sky view would be intercepted by the proposed redevelopment (i.e. office tower). The planned/committed development will also be developed along the edge of waterfront area and the future development with 80mPD-100mPD, which will completely cover the existing developments and the sky open view. The future planned development at the KBBA (with the indicated building height) at the back of the proposed development would also have a similar building height as the proposed development.

Comparison between 100mPD (with PR 12) and Proposed Development

- 6.8.5 The development with 100mPD would cover existing developments at the back of the proposed development as the proposed development (**Figure 6.7** refers). Despite that, the development with 100mPD would create a continuous building bulk form, as it would unlikely be able to provide a wide building gap with building separation. Whilst, the proposed development has a 15m building gap in the middle of the development. Under the planned/committed development scenario, the development with 100mPD and proposed development would be developed along the edge of the waterfront area and be compatible with surrounding developments with similar building height.

6.9 VP8 – Quarry Bay Park to the Southeast (*Figure 6.8* refers)

Visual Composition

- 6.9.1 This VP represents the public viewers at the urban park enjoying the view of Victoria Harbour and Kowloon East. The existing view comprises the overall context of the Kowloon East (with Kai Tak Development, KBBA and KBAA) and the Lion Rock (Kowloon Ridgeline) as the backdrop. It overlooks the mid-high rise residential developments at 95mPD to 120mPD at the Kai Tak Runway Precinct with the backdrop of commercial developments at 120mPD

to 140mPD in KBBA and residential developments at 110mPD to 130mPD at Kai Tak City Centre. It also overlooks the Kai Tak Cruise Terminal within the Kowloon East, as well as the water body of Victoria Harbour. As shown in the photomontage in **Figure 6.8**, the proposed redevelopment would stand amid the mid-high rise residential/ commercial developments with height and scale comparable to the existing developments.

Visual Obstruction

- 6.9.2 The proposed redevelopment only forms a tiny extension of the mid-rise commercial development profile. The ridgeline at backdrop continues to maintain and it should be noted that the proposed redevelopment would not have any encroachment of the “20% building free zone” of the Kowloon Ridgelines. In general, the visual obstruction is considered limited. Under the planned/committed scenario, the proposed development would be completely screened off by the future developments in the front and hidden from the future developments

Effect on Public Viewers

- 6.9.3 Public viewers at the Quarry Bay Park would be able to continue to enjoy the open and city views towards Kowloon East area. The VSRs at this VP would continue to have the Kowloon ridgelines, in which the proposed development would not encroach into the “20% Building Free Zone” of the Kowloon ridgelines. Meanwhile, the proposed redevelopment is at similar height with the existing residential and commercial developments, forming a compatible building profile with the surrounding developments. In addition, the proposed development would be completely screened off by the future development in the front. The visual impact to the Public brought by the proposed development is considered to be **Negligible** only.

Effect on Visual Resources

- 6.9.4 At this VP, the waterbody of Victoria Harbour, the openness of sky, the Kowloon Ridgelines and the views toward Kowloon East as the key visual resources are not affected. Under the planned/committed development scenario, the proposed development would be completely covered by future developments.

Comparison between 100mPD (with PR 12) and Proposed Development

- 6.9.5 The development with 100mPD will create a “wall” effect (**Figure 6.7** refers). Whilst, the BH of proposed redevelopment would gradually descend from T5 and T3 to T3 and T1. Under the planned/committed development scenario, both of the developments would be completely screened by the future developments and will be hidden from the future developments in the foreground.

7 CONCLUSION

- 7.1 The proposed redevelopment is divided into two portions: eastern and western portions. The eastern portion comprises one 29 storeys Mixed Block (with hotel/ commercial/ showroom) and one 27 storeys Office Tower atop 3 levels podium (with exhibition/showroom/commercial). While, the western portion comprises four 34 to 36 storeys residential towers atop a 4-storey podium with a commercial arcade (including a mezzanine floor underneath the portion below Towers 1 and 2) with social welfare facilities, podium garden and recreational facilities. The building height (BH) for the proposed residential scheme has adopted a BH profile generally descending from 140mPD (hinterland) to 133.7mPD (towards Kai Tak Waterfront), while, both the proposed office tower and mixed block with BH of 140mPD, respectively are proposed along the eastern side of the Site facing Trademart Drive. All carparking spaces/ loading and unloading bays and part of the E&M facilities will be provided at the two levels of basement.
- 7.2 Based on the analysis of the visual impact appraisal on Visual Composition, Visual Obstruction, Effect on Public Views and Effect on Visual Resources, **Table 7.1** below presents the overall visual impact posed by the proposed development to the VSRs represented in each VP.

Table 7.1 Summary of Assessment of Visual Impact at the Viewpoints

Viewpoint	Location	Visual Impact due to Proposed Development
Local Viewpoint		
VP1	Footbridge near Telford Gardens to the East	Slightly Adverse
VP2	Football Field of Kowloon Bay Playground to the Northeast	Negligible
VP3	EMSD Headquarters; Shing Kai Road Bus Stop	Slightly to moderately Adverse
VP4	Junction at Shing Kai Road/ Shing Fung Road to the Northwest	Slightly Adverse
VP5	Kai Fuk Road Footbridge to the Southwest	Moderately Adverse
Distant Viewpoint		
VP6	Kai Tak Promenade to the South	Negligible
VP7	King Wan Street Leisure Path (Seafront) to the Southwest	Slightly to Moderately Adverse
VP8	Quarry Bay Park to the Southeast	Negligible

- 7.2 Overall, the proposed development would blend in well with the surrounding mid to high rise industrial/ commercial developments, as the sensitive design measures (i.e. building separation, stepping building height profile, stepped

podium) are in place. The above visual impact rating is assessed based on the comparison between existing and proposed development, taking into account the planning/committed developments in the surroundings. For reference, a comparison of the visual impact based on the OZP-compliant scheme is also discussed in this report.

- 7.3 Taken into consideration that the proposed development will be an iconic development with the proposed design mitigation measures in place, the resultant visual change due to the Proposed Development is considered **acceptable** to the identified visual sensitive receivers and will not be visually incompatible with the surrounding context.



LEGEND

- THE SITE
- Kowloon Bay Business Area
- Kowloon Bay Action Area

Newly constructed mid-high rise office developments (ranging 115mPD to 173mPD) in KBBA comprise

- a. Billion Centre with 140mPD
- b. YHC Tower with 140mPD
- c. Enterprise Square II with 133mPD
- d. Megabox with 170mPD
- e. Enterprise Square III with 164mPD
- f. Manhattan Place with 173mPD
- g. Capital Tower with 120mPD
- h. One Kowloon with 161mPD
- i. Exchange Tower with 126mPD
- j. FTLife Tower with 120mPD
- k. Kingston International Centre with 120mPD
- l. CCB Centre with 134mPD
- m. The BayHub with 140mPD

Newly constructed mid-high rise residential developments (ranging 100mPD to 130mPD) in Kai Tak City Centre comprise

- 1. The Henley with 130mPD
- 2. K. Summit with 130mPD
- 3. Upper Riverbank with 130mPD
- 4. Monaco One with 120mPD
- 5. Vibe Centro with 120mPD
- 6. K City with 120mPD
- 7. Victoria Skye with 120mPD
- 8. One Kai Tak with 110mPD
- 9. Tak Long Estate with 120mPD



PLANNING LIMITED
規劃顧問有限公司

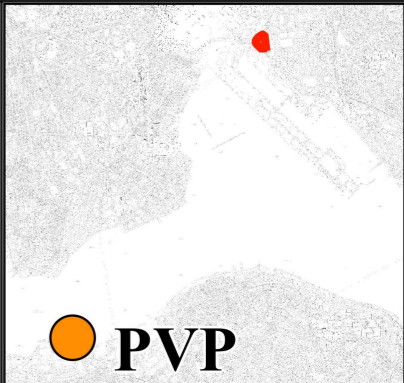
VISUAL ELEMENTS IN THE SURROUNDING AREA

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

Visual Impact Assessment

Figure 3.1

Date: 12/12/2024



● PVP



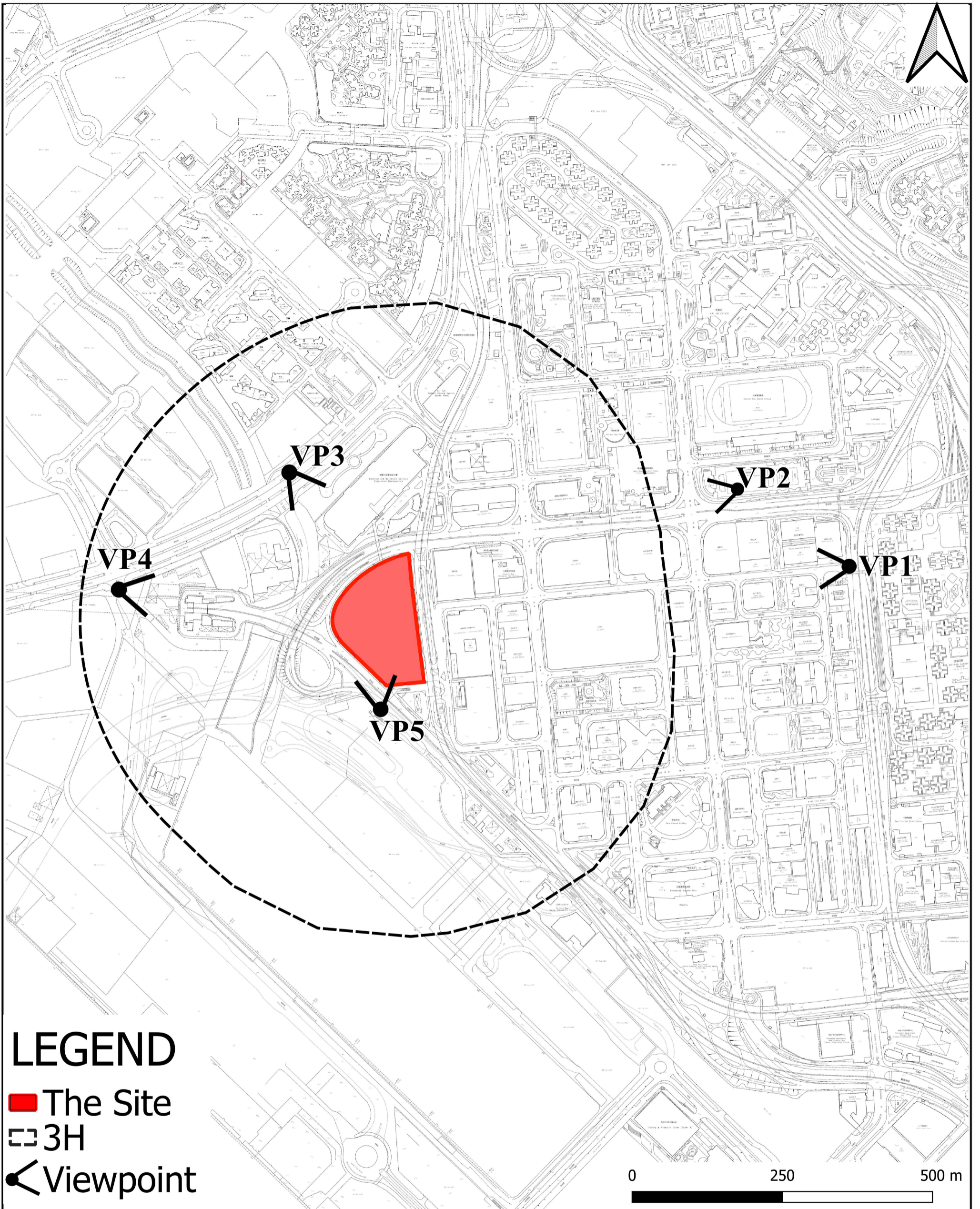
PVP- Viewing Platform Near Golden Bauhinia Square and Hong Kong Convention and Exhibition Centre To The Southwest

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

Visual Impact Assessment

Figure 5.3

Date: 12/12/2024



LEGEND

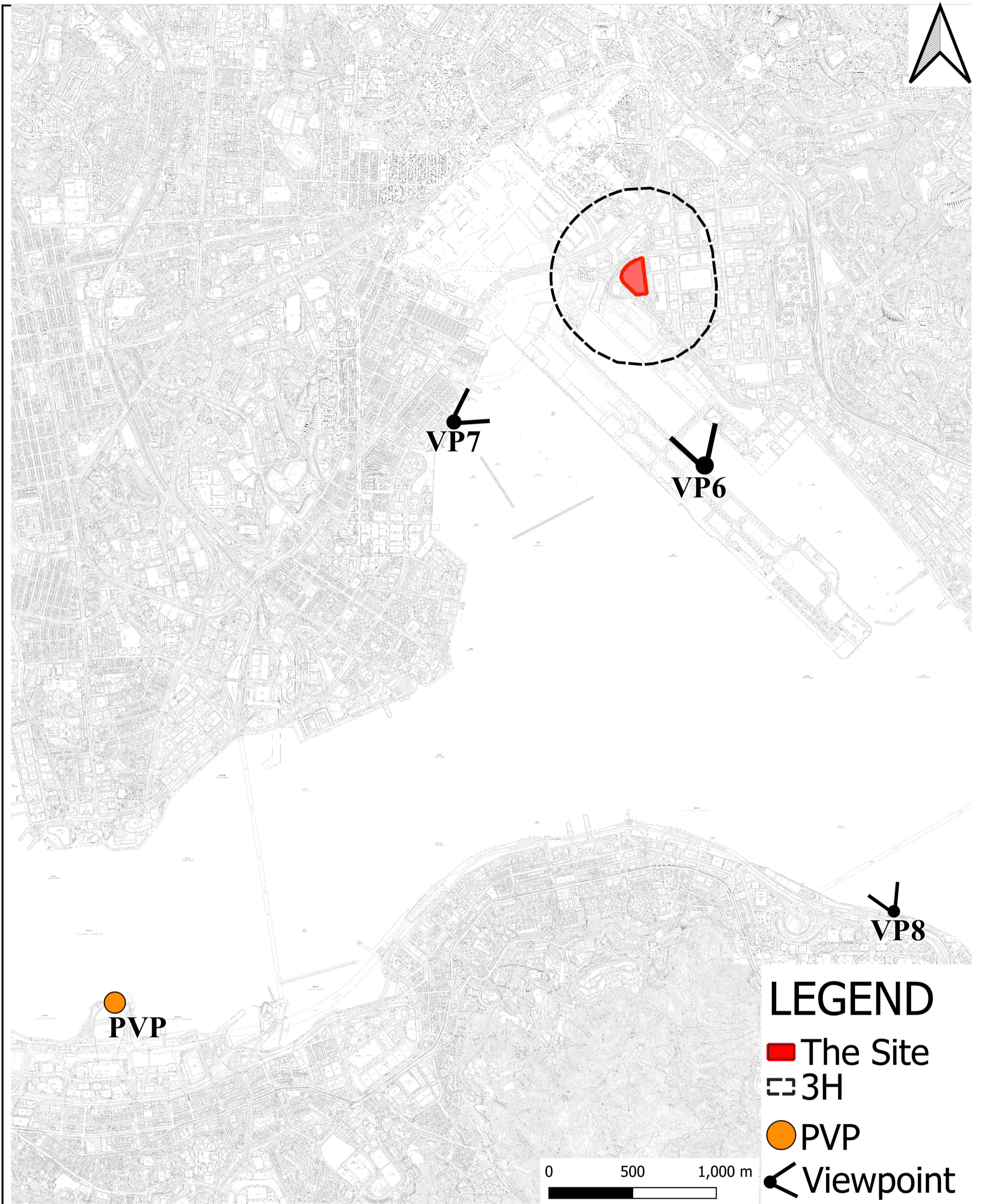
- The Site
- 3H
- ◀ Viewpoint

0 250 500 m



LOCAL VISUAL CONTEXT (LOCATIONS OF VPs 1-5)

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

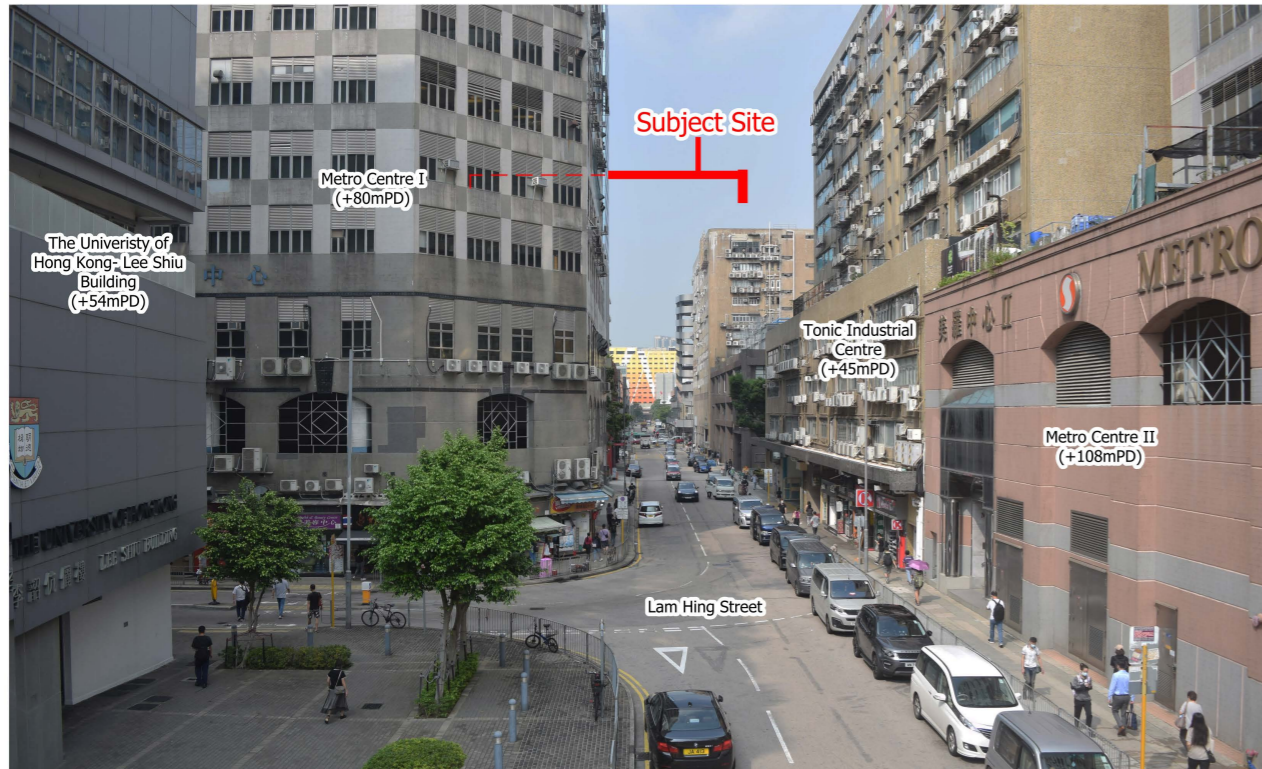


DISTANT VISUAL CONTEXT (LOCATIONS OF VPs 6-8 AND PVP)

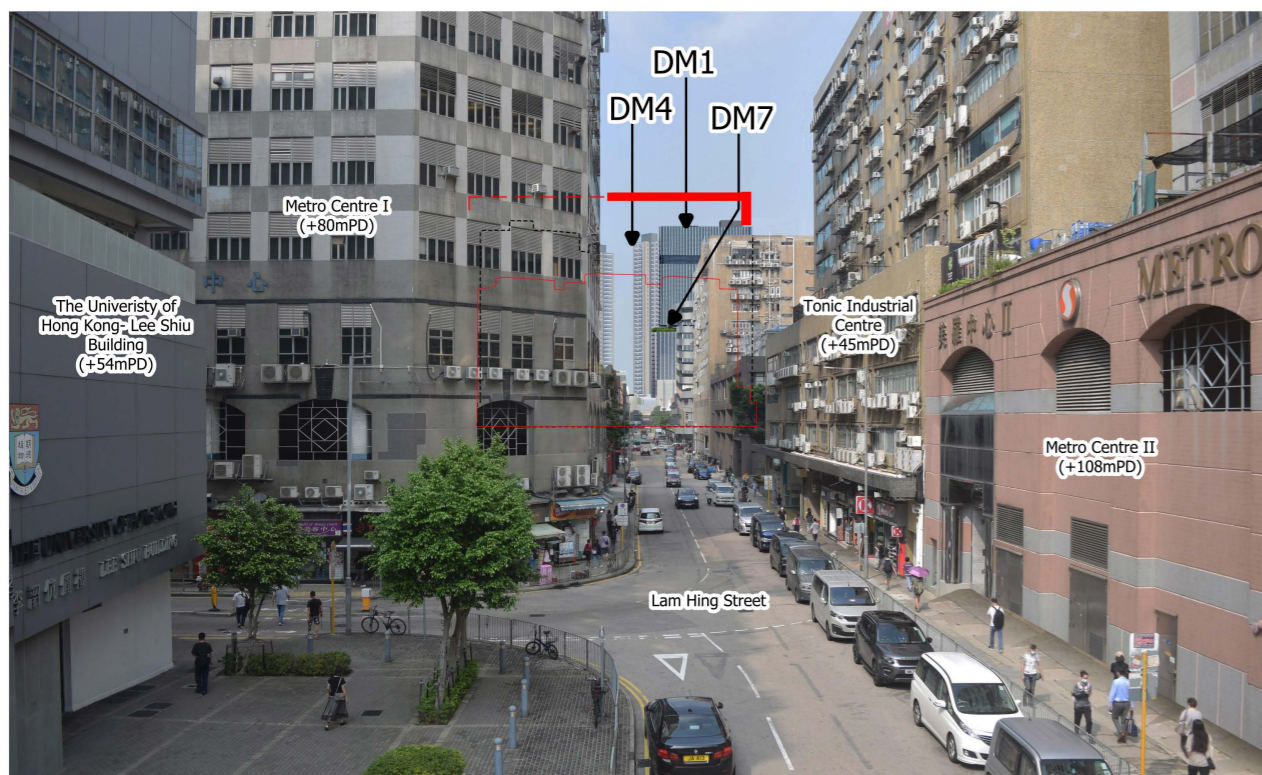
Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

Visual Impact Assessment

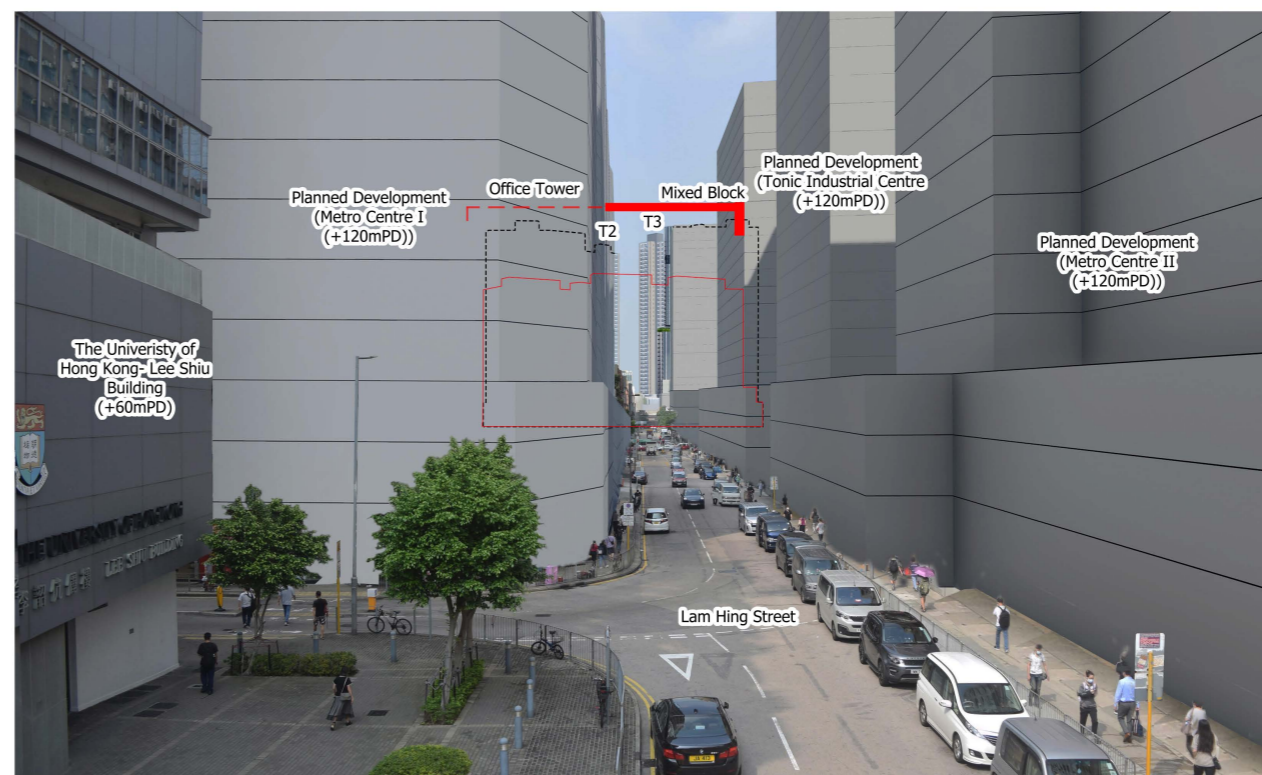
Figure 5.2



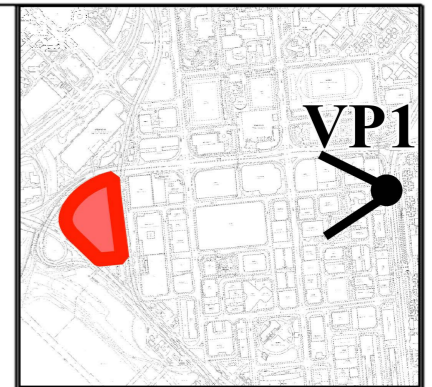
Existing Condition



With Proposed Development (140mPD)



With Proposed Development (140mPD) and Planned and Committed Development





Design Measures:

DM1: The BH of the proposed redevelopment gradually descends from hinterland to waterfront area

DM4: A 15m building separation between the two groups of residential towers to establish a physical and visual connection for pedestrians to view through the Site from the hinterland and other areas of Kai Tak waterfront

DM7: Adopt refuge floor to promote mid-zone air ventilation and allow wind-induced cross-natural ventilation

-  Proposed Development with 140mPD
-  OZP-Compliant Scheme with 100mPD with PR12



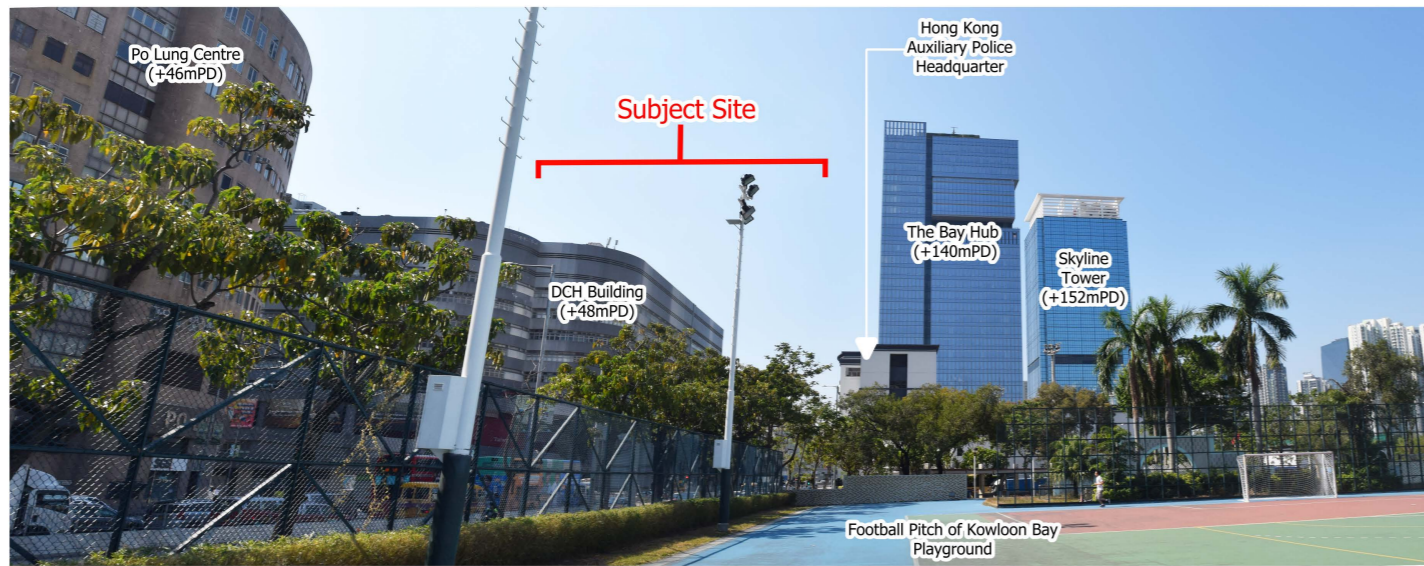
VP1- Footbridge Near Telford Gardens To The East

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

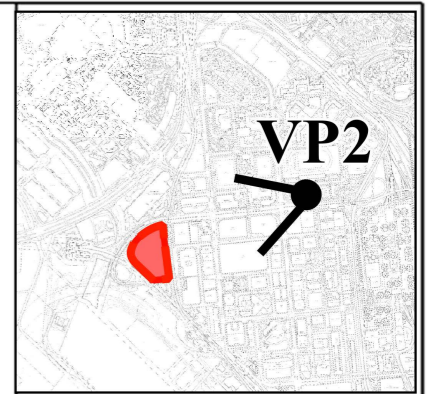
Visual Impact Assessment

Figure 6.1

Date: 22/1/2025





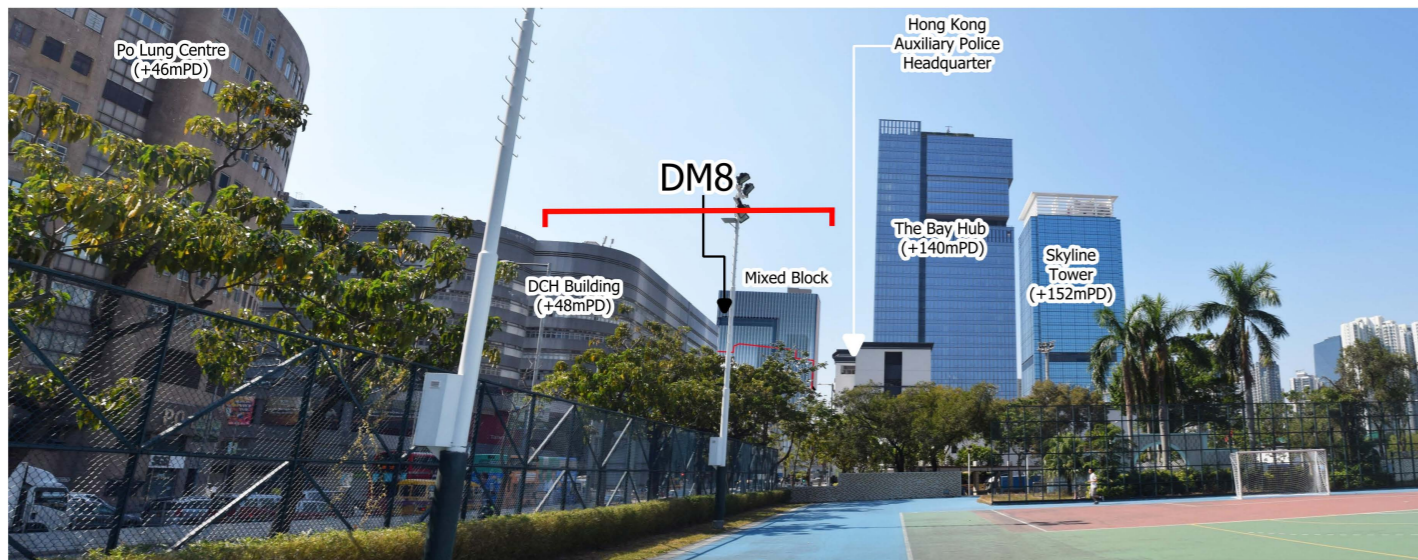
Existing Condition



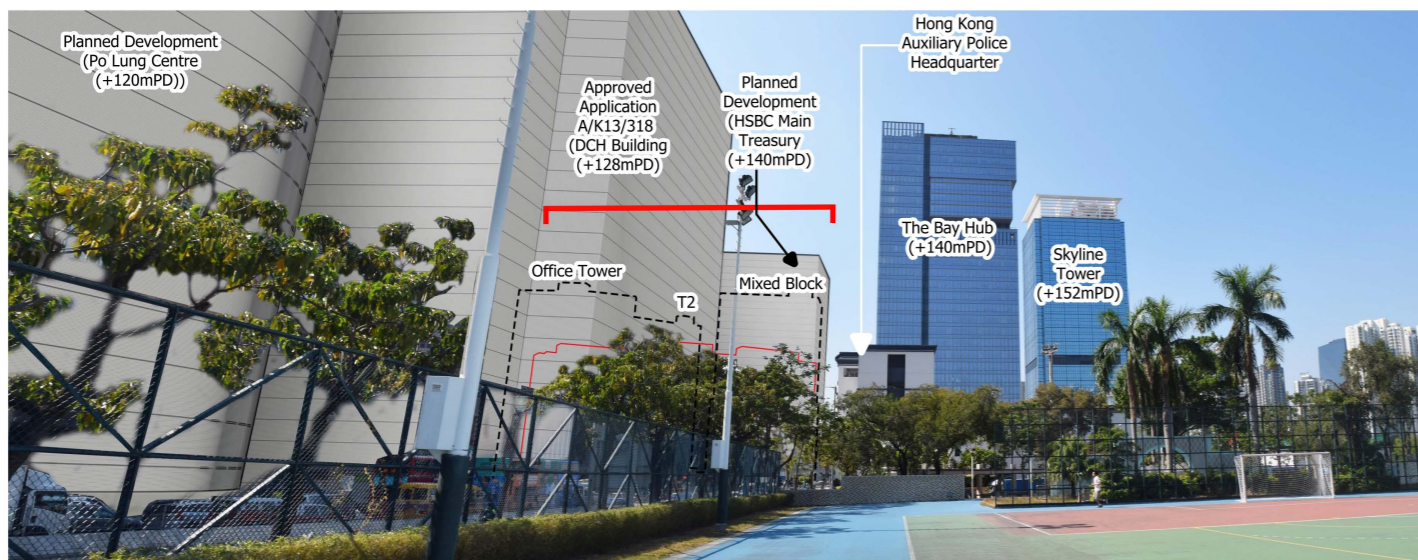
Design Measures:

DM8: Adopt architectural articulation to break down the perceived bulk and visual massing of the building and to create visual interest

-  Proposed Development with 140mPD
-  OZP-Compliant Scheme with 100mPD with PR 12



With Proposed Development



With Proposed Development and Planned/Committed Development



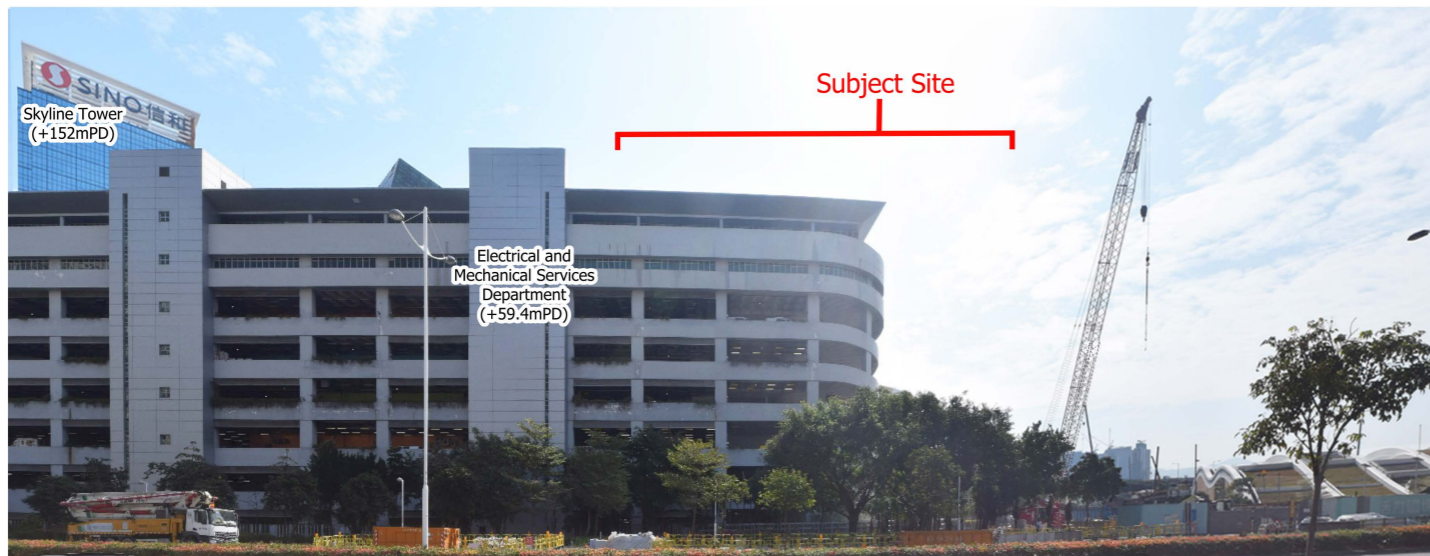
VP2- Football Field Of Kowloon Bay Playground To The Northeast

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

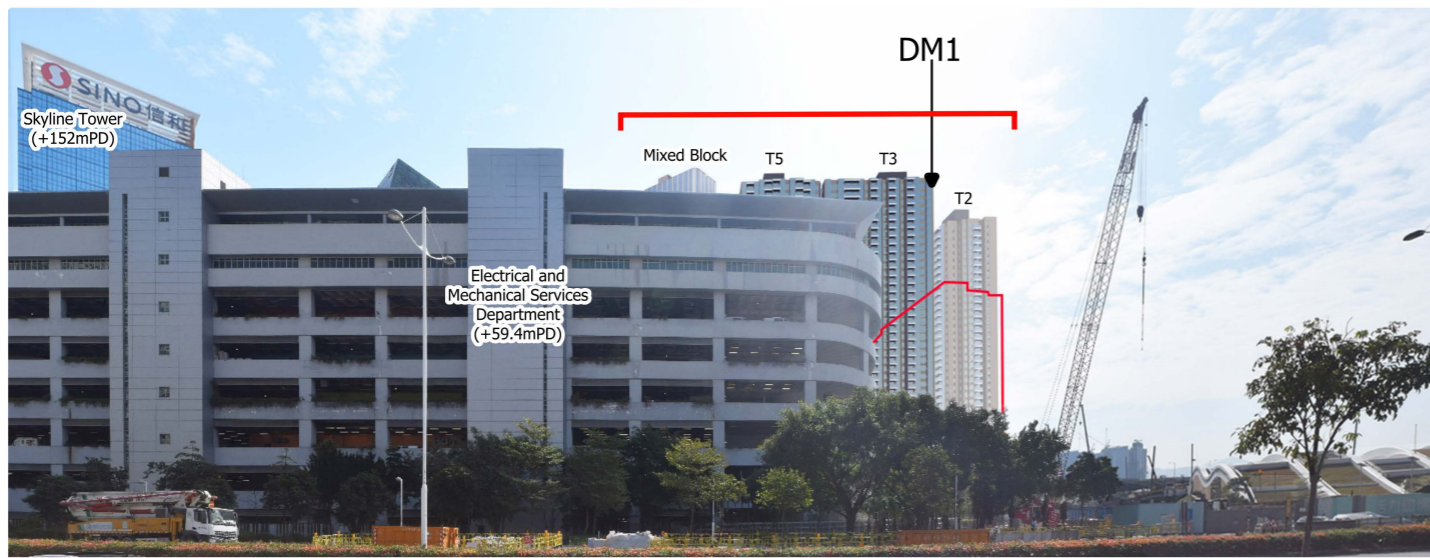
Visual Impact Assessment

Figure 6.2

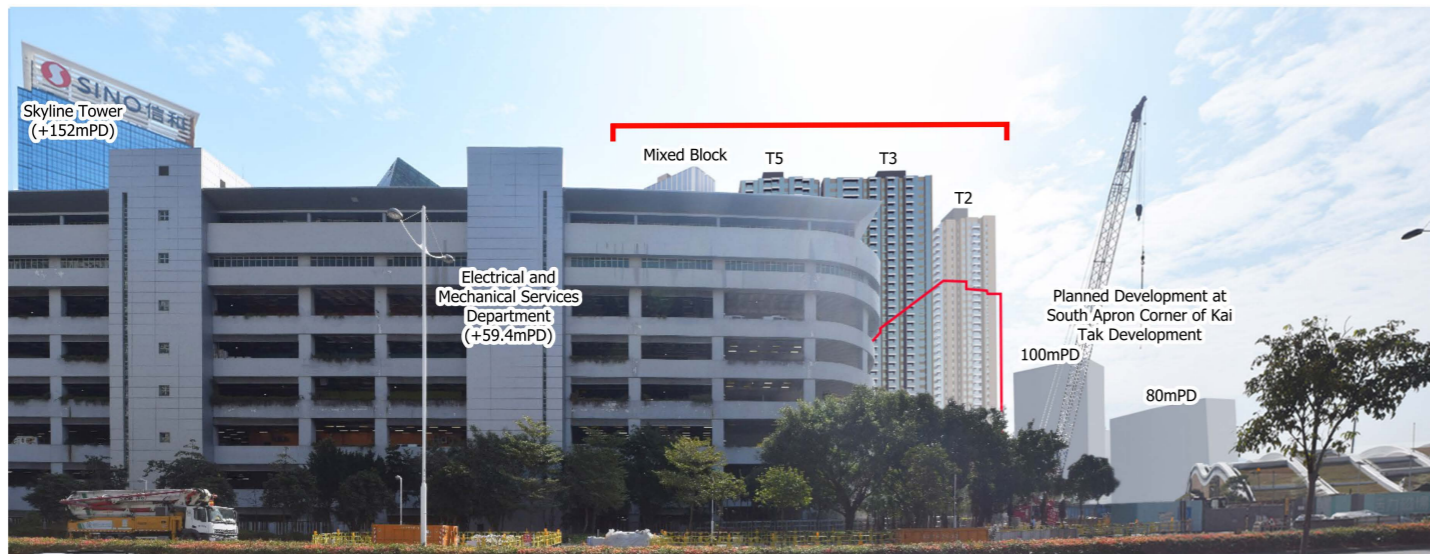
Date: 12/12/2024



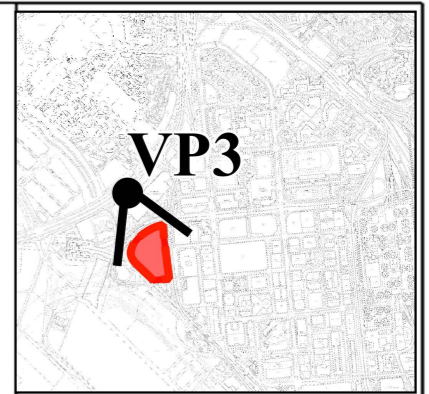
Existing Condition



With Proposed Development




With Proposed Development and Planned/Committed Development



Design Measures:

DM1: The BH of the proposed redevelopment gradually descends from hinterland to waterfront area

 Proposed Development with 140mPD

 OZP-Compliant Scheme with 100mPD with PR 12



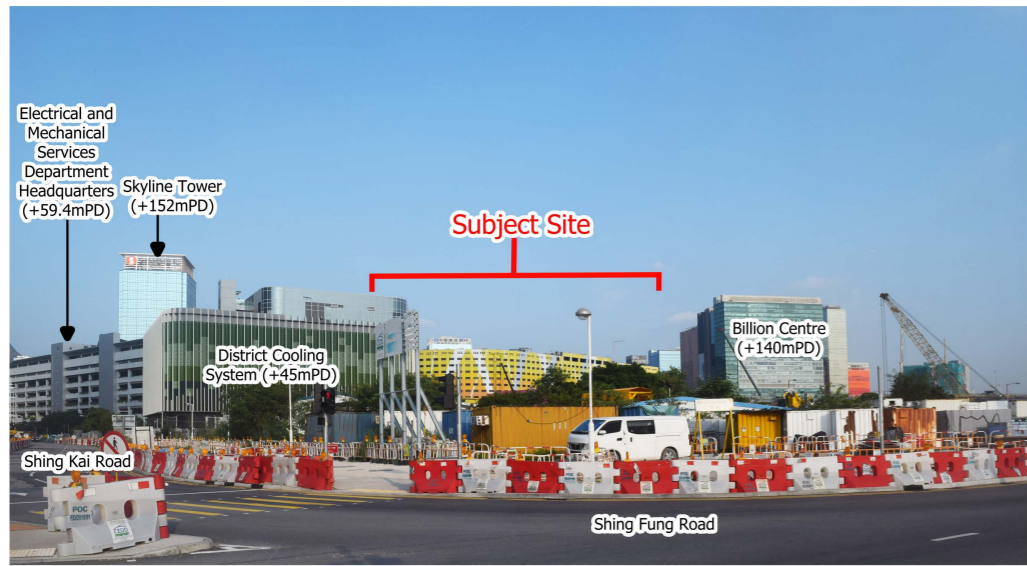
VP3- EMSD Headquarters; Shing Kai Road Bus Stop to the North

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

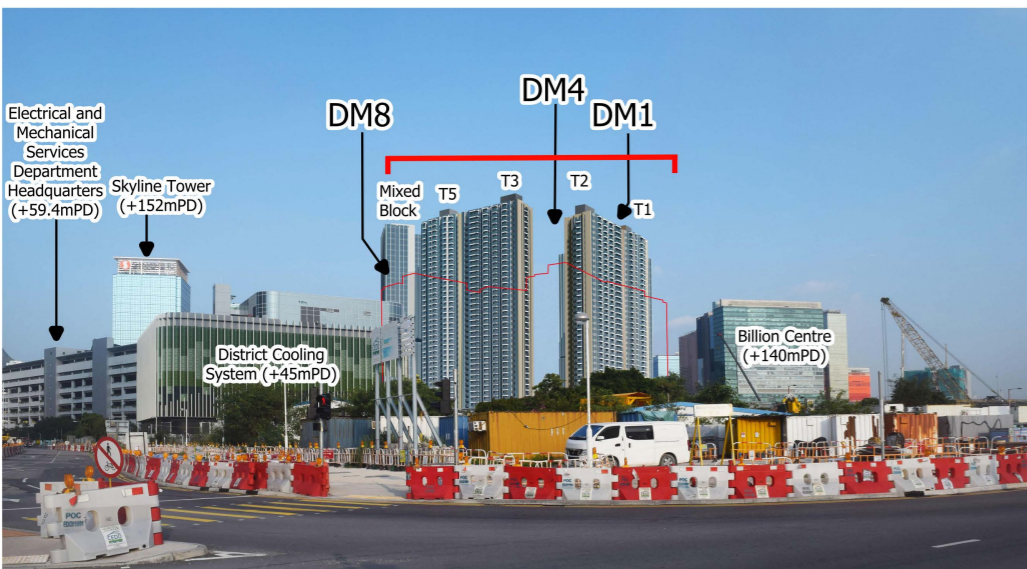
Visual Impact Assessment

Figure 6.3

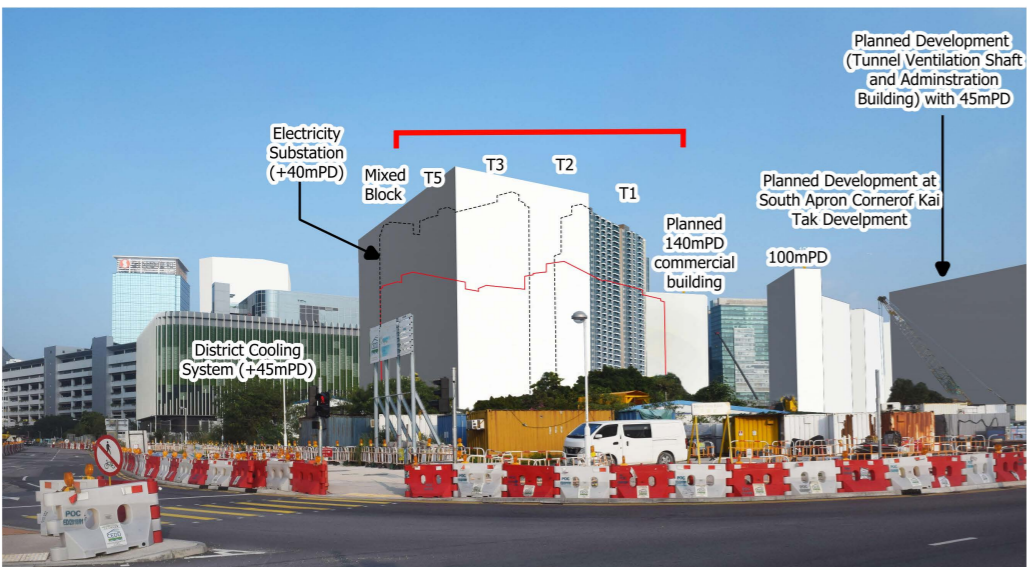
Date: 22/1/2024



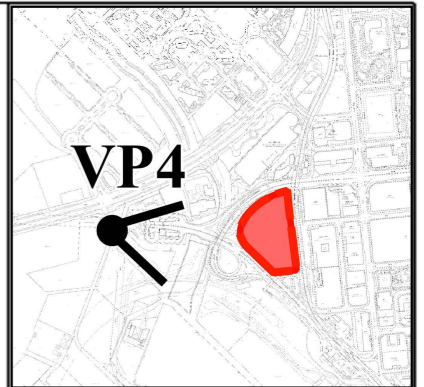
Existing Condition



With Proposed Development



With Proposed Development and Planned/Committed Development




Design Measures:

DM1: The BH of the proposed redevelopment gradually descends from hinterland to waterfront area

DM4: A 15m building separation between the two groups of residential towers to establish a physical and visual connection for pedestrians to view through the Site from the hinterland and other areas of Kai Tak waterfront

DM8: Adopt architectural articulation to break down the perceived bulk and visual massing of the building and to create visual interest

 Proposed Development with 140mPD

 OZP-Compliant Scheme with 100mPD with PR 12



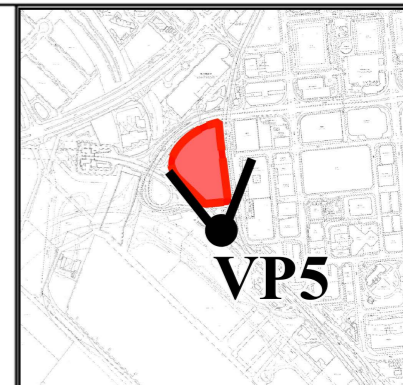
VP4- Junction at Shing Fung Road and Shing Kai Road

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

Visual Impact Assessment

Figure 6.4

Date: 3/4/2024



Existing Condition



With Proposed Development and Planned/Committed Development

Design Measures:


DM2: The podium and towers being setbacks from the site boundary and major arterial routes to create a focal point at the lower level


DM3: Stepped podium is adopted to facilitate wind flow from the podium to pedestrian level, as well as creating dynamic architecture design at lower levels for pedestrians

DM5: Not less than 15m building separation between residential tower 1 and office tower to establish a physical and visual connection for pedestrians to view from the Site to the South Apron Corner of Kai Tak

DM7: Adopt refuge floor to promote mid-zone air ventilation and allow wind-induced cross-natural ventilation

DM8: Adopt architectural articulation to break down the perceived bulk and visual massing of the building and to create visual interest

 Proposed Development with 140mPD

 OZP-Compliant Scheme with 100mPD with PR 12



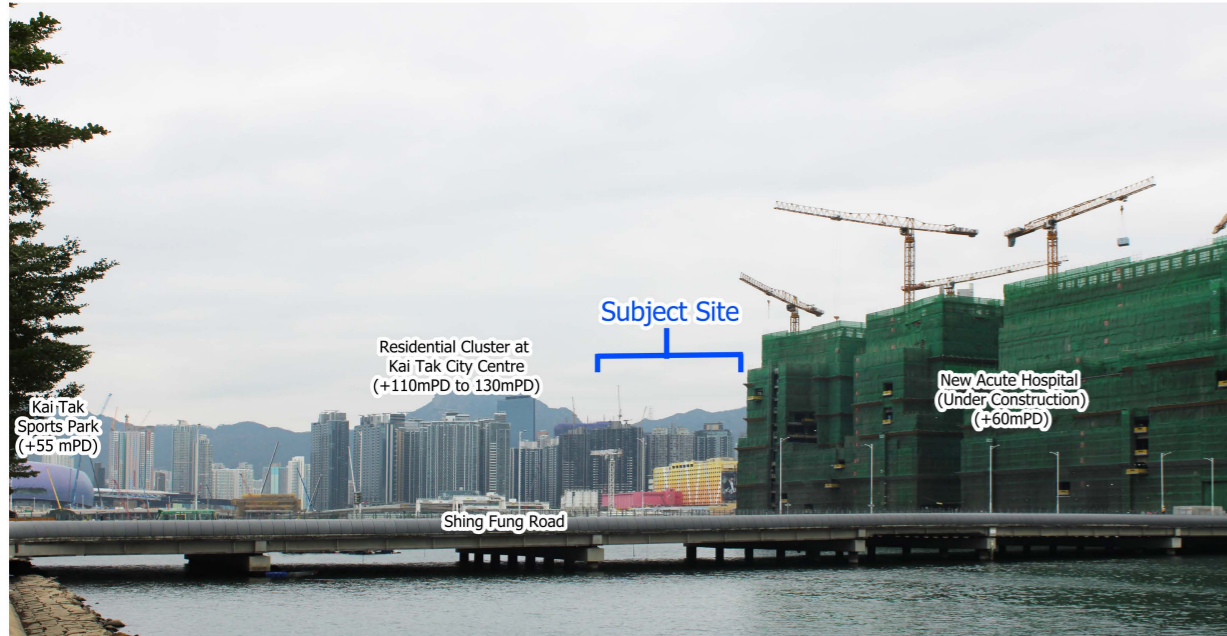
VP5- Kai Fuk Road Footbridge To The Southwest

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

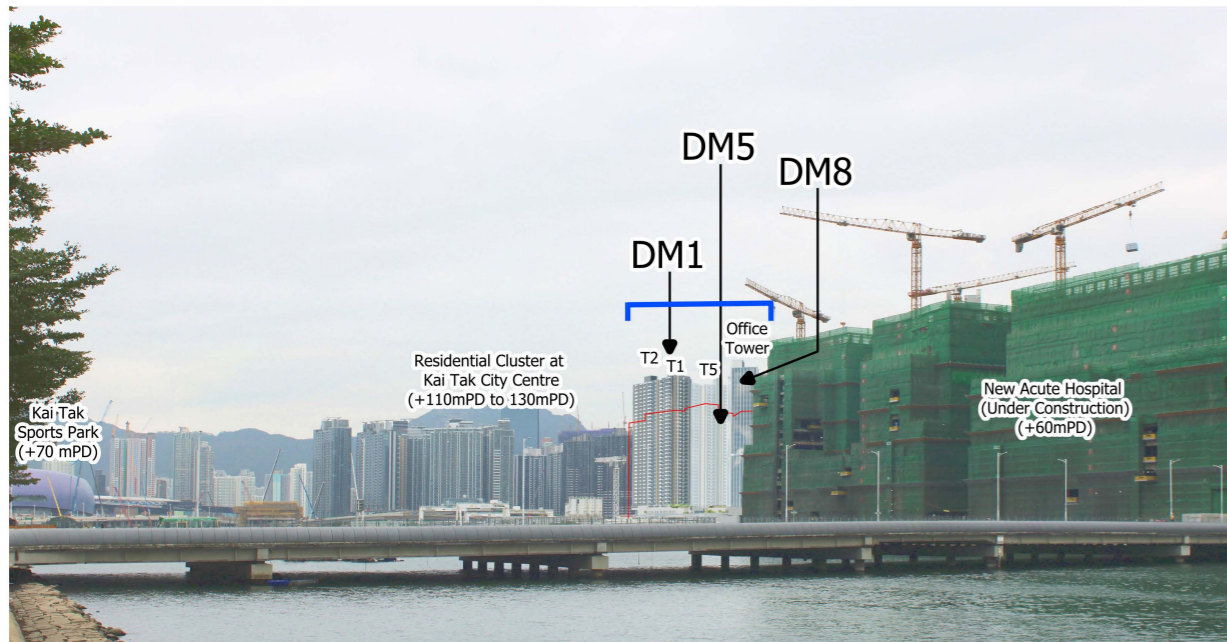
Visual Impact Assessment

Figure 6.5

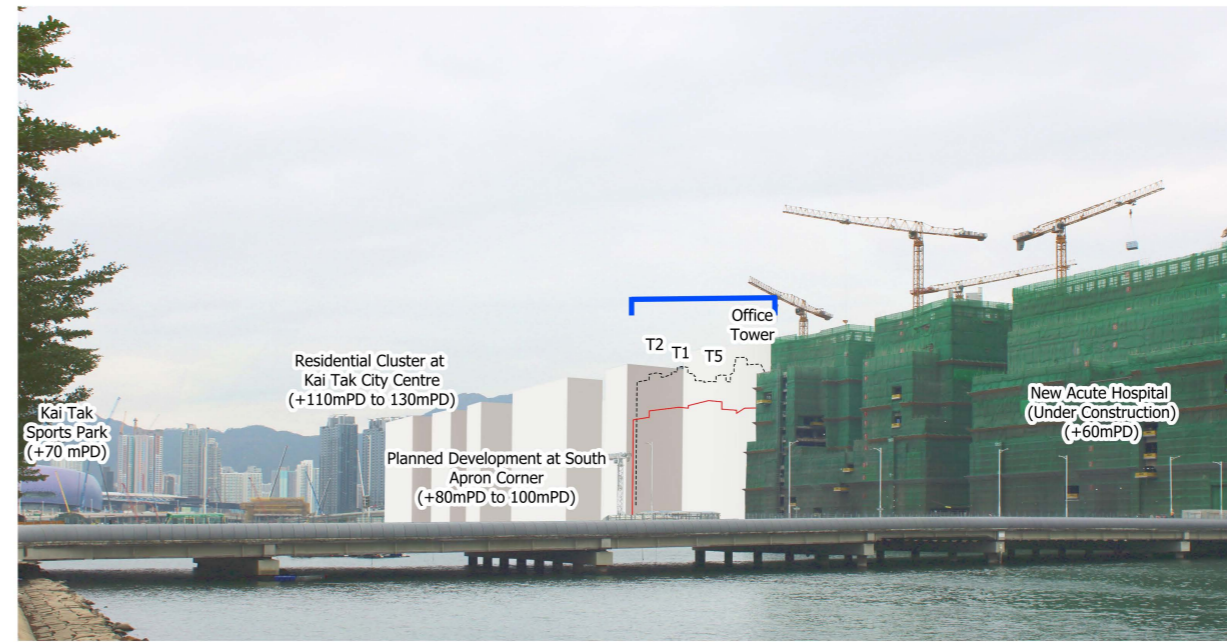
Date: 24/1/2025



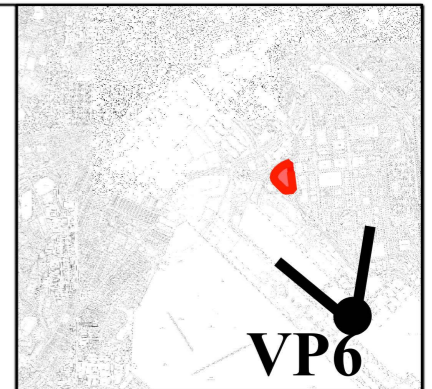
Existing Condition



With Proposed Development



With Proposed Development and Planned/Committed Development





Design Measures:

DM3: Stepped podium is adopted to facilitate wind flow from the podium to pedestrian level, as well as creating dynamic architecture design at lower levels for pedestrians

DM5: Not less than 15m building separation between residential tower 1 and office tower to establish a physical and visual connection for pedestrians to view from the Site to the South Apron Corner of Kai Tak

DM8: Adopt architectural articulation to break down the perceived bulk and visual massing of the building and to create visual interest

 Proposed Development with 140mPD

 OZP-Compliant Scheme with 100mPD with PR 12



VP6- Kai Tak Promenade To The South

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

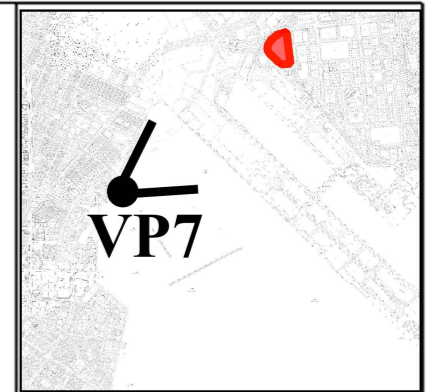
Visual Impact Assessment

Figure 6.6

Date: 12/12/2024




Existing Condition




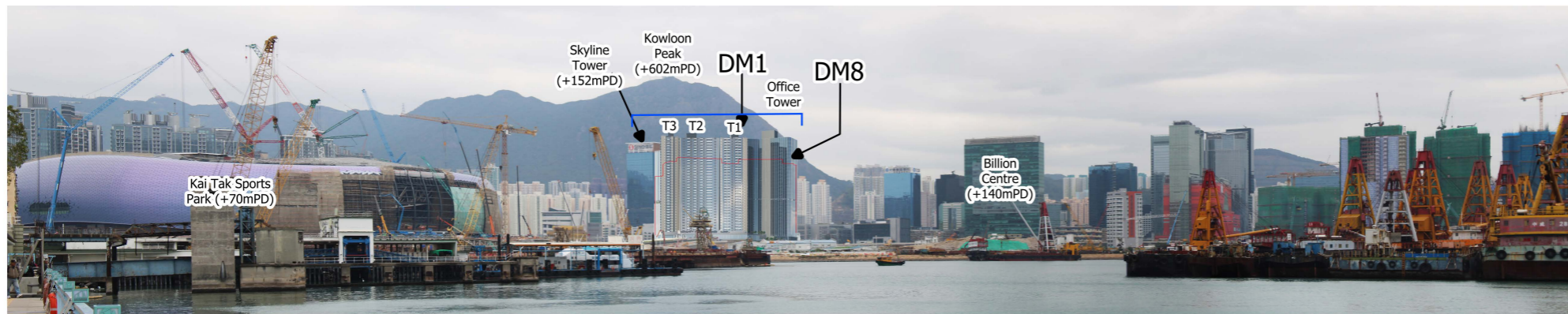
Design Measures:

DM1: The BH of the proposed redevelopment gradually descends from hinterland to waterfront area

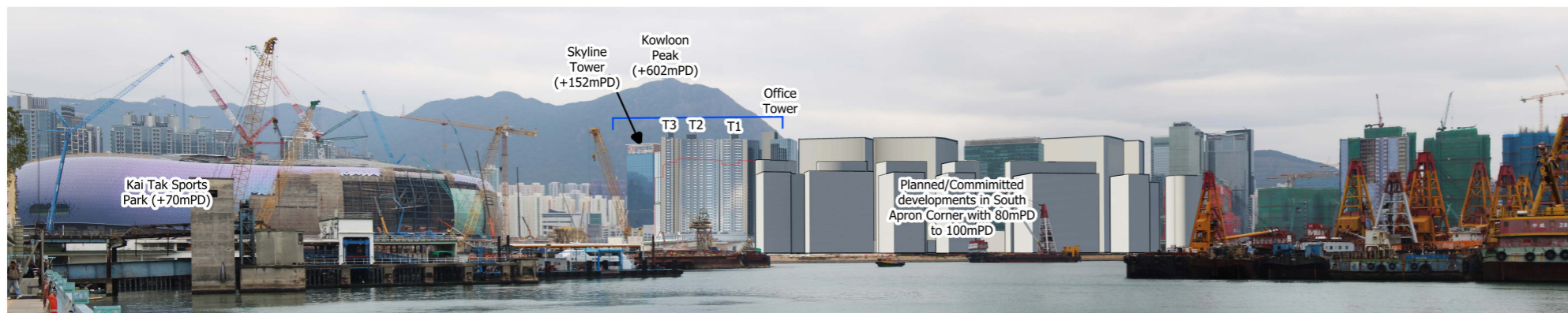
DM8: Adopt architectural articulation to break down the perceived bulk and visual massing of the building and to create visual interest

 Proposed Development with 140mPD

 OZP-Compliant Scheme with 100mPD with PR 12



With Proposed Development



With Proposed Development and Planned/Committed Development



VP7- King Wan Street Leisure Path (Seafront) To The Southwest with Proposed Development

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

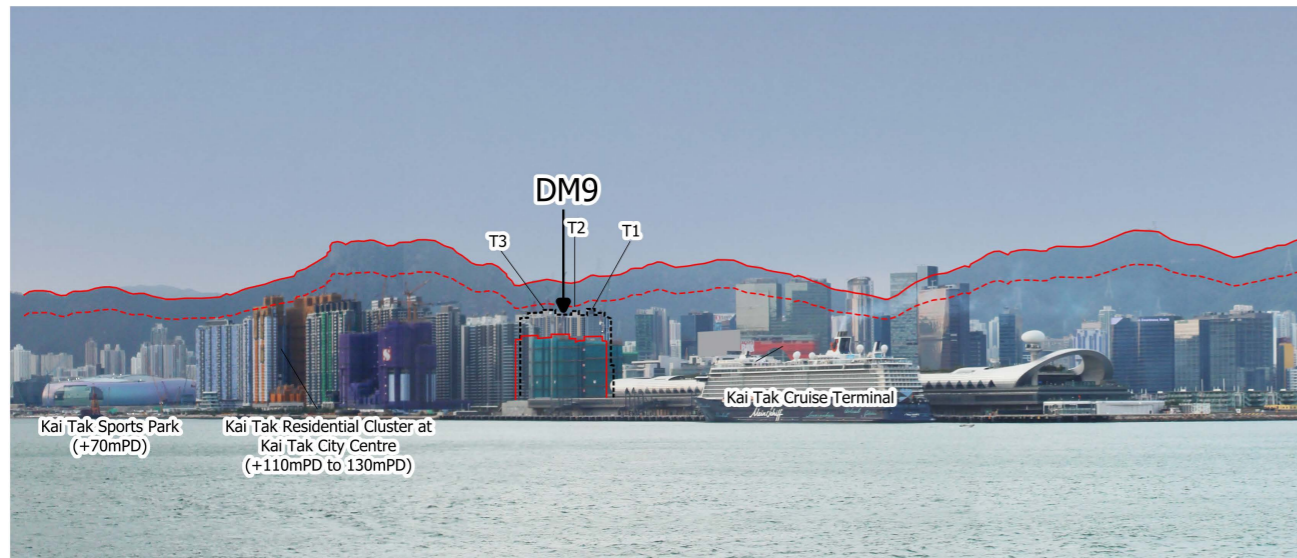
Visual Impact Assessment

Figure 6.7

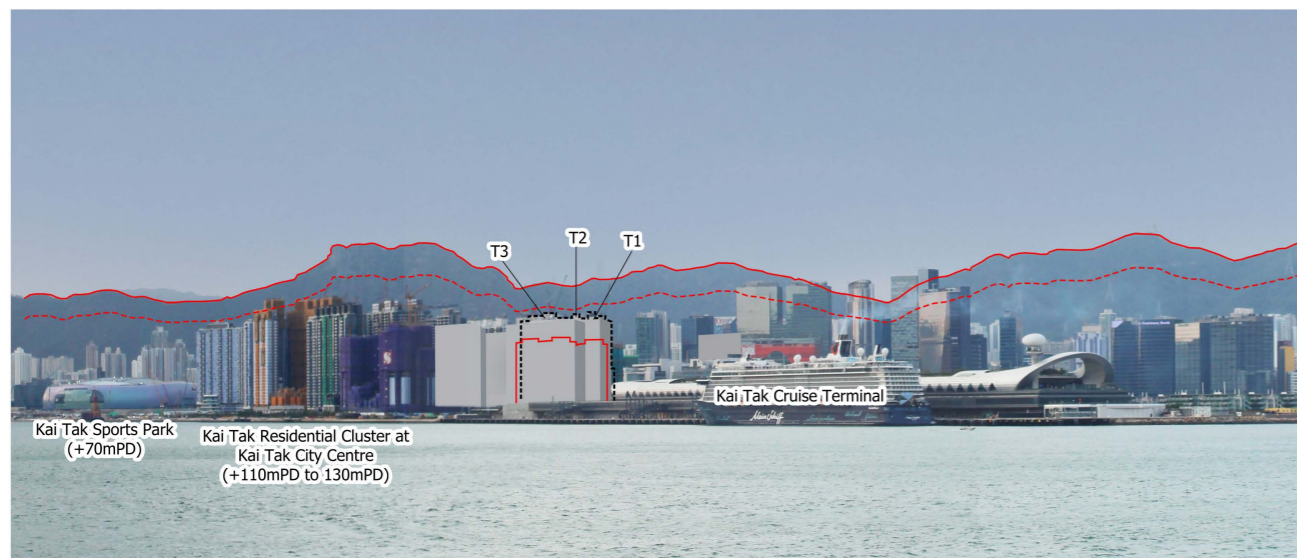
Date: 3/4/2024



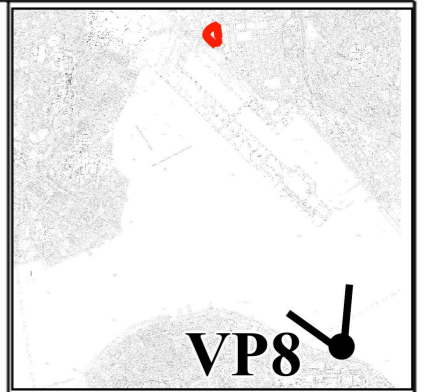
Existing Condition



With Proposed Development




With Proposed Development and Planned/Committed Development



Design Measures:

DM9: The proposed development does not encroach onto the "20% Building Free Zone" of the Kowloon Ridgeline

 Proposed Development with 140mPD

 OZP-Compliant Scheme with 100mPD with PR 12



VP8- Quarry Bay Park To The Southeast

Proposed Composite Redevelopment with Trade Mart/Exhibition and Commercial, Residential, Social Welfare Facilities and School Uses and Minor Relaxation of Building Height Restriction, New Kowloon Inland Lot No. 6032, 1 Trademart Drive, Kowloon Bay, Kowloon

Visual Impact Assessment

Figure 6.8

Date: 24/1/2025