

Hung Hom (North) Ferry Pier (Upper Deck)

Section 16 Town Planning Application

Supplementary Planning Statement

Proposed Exhibition Hall and Shop and Services

Applicant: Sun Ferry Services Company Limited

Mar 2024

EXECUTIVE SUMMARY

(Disclaimer: The Chinese translation is for reference only. If there is any discrepancy between the Chinese translation and the English original, the English original shall prevail.)

Sun Ferry Services Company Limited (the Applicant) now seeks town planning permission from the Town Planning Board for proposed Exhibition Hall and Shop and Services at premises located at the upper deck of the Hung Hom (North) Ferry Pier, Hung Hom (the Premises). The Premises falls within an area zoned "Other Specified Uses" annotated "Pier" ("OU(Pier)") on the approved Hung Hom Outline Zoning Plan (OZP) No. S/K9/28. According to the Notes of the OZP, 'Exhibition Hall' and 'Shop and Services' are column 2 uses which require planning permission from the Town Planning Board. This proposal involves only the uses within the existing premises with no additional GFA.

At present, only the lower deck of the Hung Hom (North) Ferry Pier is used for the embarking and disembarking of ferry passengers and eating places. With the intention to utilize the vacant space in the upper deck, the Applicant has engaged a prospective tenant who intends to rent the subject Premises for hosting art exhibitions and 'five senses' health consulting services. The proposed exhibition hall will display modern art, paintings, artifacts, etc., for visitors' appreciations. For a flexible use of space within the Premises, the tenant also intends to provide the 'five senses' health consulting services as a "Shop and Services" use outside the exhibition periods. The rental income generated by the proposed uses will be an important non-ticketing income for the Applicant to support its ferry operation.

The proposed uses are small in scale. While the passengers' embarking, disembarking and the Premises are respectively served by a separated and direct access, the proposed uses would unlikely cause any obstruction to the passengers nor affect the operation of ferry service at the Pier. Harnessing the particular locational advantages of this public transport node along the Hung Hom Promenade and next to the planned Hung Hom Urban Park Project, the proposed Exhibition Hall and Shop and Services as new enticements will make the harbourfront a more attractive, dynamic and enjoyable place to visit. The proposed 'Exhibition Hall' will have a positive leveraging effect for promoting cultural, tourism and educational developments for the benefits of the Hong Kong economy. The intended 'five-sense' health consulting services will also bring about positive impact to the health and well-being of the general public. The proposed uses will induce no insurmountable impacts to the surroundings, but only benefits to the community in various aspects. In view of the justifications put forth in the Supplementary Planning Statement, the Town Planning Board is kindly invited to give favorable considerations to this application.

行政摘要

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

新渡輪服務有限公司（申請人）現尋求城市規劃委員會的城市規劃許可在紅磡（北）碼頭上層處所作擬議展覽廳及商店及服務行業（處所）。根據紅磡分區計劃大綱核准圖編號 S/K9/28 該處所被劃為「其他指定用途」註明「碼頭」（「其他指定用途(碼頭)」）。根據大綱圖註釋，「展覽廳」及「商店及服務行業」屬第 2 欄用途，需要獲得城市規劃委員會的規劃許可。計劃僅涉及現有處所內的用途，並沒有涉及增加額外的樓面面積。

目前，碼頭只有下層用作渡輪乘客的上落船及食肆用途。申請人有意善用上層的空置空間，目前正與一潛在租戶商榷於處所提供藝術展覽及「五感」健康諮詢服務。展覽廳將展示現代藝術、繪畫及古物等藝術供參觀者欣賞。該租戶亦有意靈活利用處所內的空間，於展覽時間外提供屬「商店及服務行業」的「五感」健康諮詢服務。用途所產生的租金收入將是新渡輪渡輪其中一項重要的非票務收入以支持公司營運渡輪服務。

擬議的用途規模屬小。上船乘客、落船乘客及該處所的訪客均分別設有獨立的進出通道，該處所的擬議用途及其訪客不會對渡輪乘客造成任何阻礙，亦不會影響碼頭渡輪服務的運作。作為一個公共交通樞紐，並且鄰近紅磡海濱長廊、及興建中的紅磡都市公園，擬議的「展覽廳」及「商店及服務行業」增添新元素，將有助海濱成為一個更具吸引力和活力的旅遊勝地，對促進文化、旅遊、教育和經濟發展方面槓桿式的貢獻。「五感」健康諮詢服務也將貢獻大眾的健康和福祉。擬議用途不會對周邊環境造成無法克服的影響，只會為社區帶來多方面的好處。基於規劃綱領中提出的理據，懇請城規會批准此規劃申請。

CONTENTS

- 1. INTRODUCTION..... 4
 - 1.1 Project Background4
- 2. SITE CONTEXT 4
 - 2.1 The Pier4
 - 2.2 The Premises4
 - 2.3 Surrounding Areas.....4
 - 2.4 Land Status.....5
 - 2.5 Property Management Status.....5
- 3. TOWN PLANNING CONTEXT..... 6
 - 3.1 Statutory Planning Context.....6
 - 3.2 Town Planning History6
 - 3.3 Similar Planning Application(s)7
- 4. THE PROPOSAL SCHEME..... 7
 - 4.1 The Proposal.....7
- 5. PLANNING AND DEVELOPMENT JUSTIFICATIONS..... 10
- 6. CONCLUSION.....14

1. INTRODUCTION

1.1 Project Background

The premises under this application is located at the first floor (upper deck) of the Hung Hom (North) Ferry Pier, Hung Hom (the Premises), which falls within an area zoned "Other Specified Uses" annotated "Pier" ("OU(Pier)") on the approved Hung Hom Outline Zoning Plan (OZP) No. S/K9/28. Currently, only the lower deck of the Hung Hom (North) Ferry Pier (Pier) is used for the embarking and disembarking of ferry passengers and eating places. The upper deck is underutilized. With the intention to utilize the space thereon, the Sun Ferry Services Company Limited (the Applicant), as the legitimate ferry operator of the subject Pier, has engaged a prospective tenant who intends to rent the subject Premises for providing art exhibitions and spiritual health consulting services. Please see **Figure 1** for the Location Plan and **Figure 2** for the Site Plan.

As 'Exhibition Hall' and 'Shop and Services' are column 2 uses under the OZP, the Applicant thus now seeks town planning permission from the Town Planning Board for the prospective tenant.

2. SITE CONTEXT

2.1 The Pier

The Hung Hom (North) Ferry Pier is a government property operated by the Applicant providing regular ferry services between Hung Hom and North Point. It comprises two deck levels. The lower deck is occupied by the passenger entrance, exit, embarking and disembarking areas, and 2 existing premises for eating places abutting the covered public walkway with a valid planning permission. The Pier does not consist any ticket office nor fare collection gate because fare collection is only on the North Point side. The upper deck is mostly left vacant.

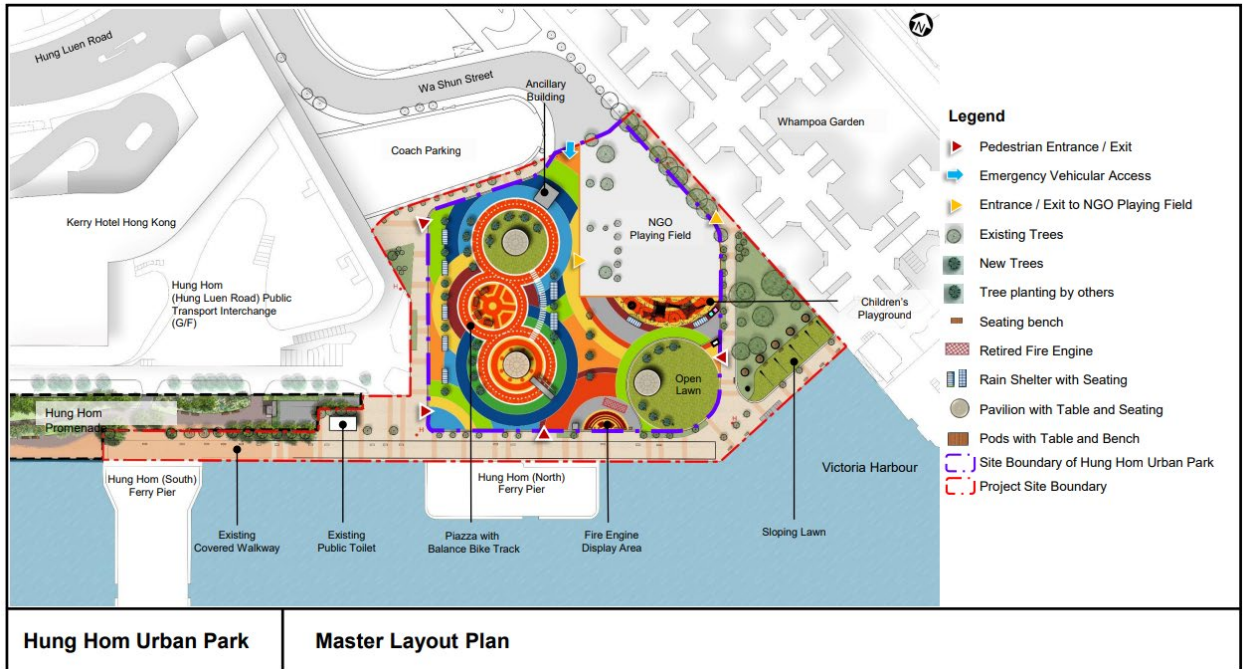
2.2 The Premises

Occupying a floor area of about 470m², the Premises is located at the western portion of the upper deck of the Pier which is currently vacant with some storerooms and lavatories at the northwest corner.

2.3 Surrounding Areas

The Hung Hom (North) Ferry Pier is located at a prominent waterfront location. The covered public walkway which the Pier abuts forms part of the Hung Hom Promenade. To the northwest is the Kerry Hotel Hong Kong. To the immediate north is an area zoned "Open Space" ("O") which is the former public transport interchange (PTI) which has recently been relocated into the Kerry Hotel Hong Kong. The open space is being

constructed into a Hung Hom Urban Park for active and/or passive recreational uses to enable the public to enjoy the harbourfront space and carry out a wide variety of activities. The subject proposed uses at the Pier will definitely form synergy with the adjoining Hung Hom Urban Park in promoting a vibrant and attractive harbourfront.



Source: Harbourfront Commission (2022)

Whampoa Garden, an existing major commercial/residential neighbourhood is located to the further north of the Hung Hom Urban Park. To the west is a one-storey structure serving as the New Hung Hom Ferry Pier Toilet. To the further west is the Hung Hom (South) Ferry Pier.

2.4 Land Status

The subject Pier lies on Government land only.

2.5 Property Management Status

The Pier is under the purview of Transport Department (TD). Currently, the ferry operating terms and conditions are enforced by TD under its ferry operation agreement. TD is statutorily empowered to give consent to the ferry operator(s) under the Ferry Services Regulations (Cap. 104A) to sublet the surplus space at the pier for purposes other than the operation of a licensed service during the validity period of the ferry service licence. Upon approval of the subject planning application, the Applicant will submit an application to GPA for a commercial concession at the Premises for its approval.

3. TOWN PLANNING CONTEXT

3.1 Statutory Planning Context

The Application Site falls within an area zoned "Other Specified Uses" annotated "Pier" ("OU(Pier)") on the approved Hung Hom Outline Zoning Plan (OZP) No. S/K9/28. The planning intention of the "OU(Pier)" zone is primarily to provide/reserve land intended for pier(s).

The followings are stipulated in the Remarks of the OZP:

- (1) Kiosks not greater than 10m² each in area and not more than 10 in number for uses as retail shop and service trades are considered as ancillary to ferry pier use serving the needs of local residents as well as the general public.
- (2) No new development, or addition, alteration and/or modification to or redevelopment of an existing building shall result in a total development and/or redevelopment in excess of the maximum building height, in terms of number of storeys, as stipulated on the Plan or the height of the existing building, whichever is the greater.
- (3) In determining the relevant maximum number of storeys for the purposes of paragraph above, any basement floor(s) may be disregarded.
- (4) Based on the individual merits of a development or redevelopment proposal, minor relaxation of the building height restriction mentioned in paragraph (2) above may be considered by the Town Planning Board on application under section 16 of the Town Planning Ordinance.

3.2 Town Planning History

The Hung Hom (North) Ferry Pier is subject to a planning application (No. A/K9/173) for a cafe at Shop No. K6 of the lower deck which was approved by TPB on 13.12.2002.

The Pier is then subject to another planning application (No. A/K9/221) for proposed Eating Place (Café), Shop and Services (Snack Shop and its Ancillary Store Room and Printing Station) at Shops K2, K3, K4 and K5 of its lower deck which was approved with conditions by the TPB on 2.11.2007 for the reasons that proposed uses were not incompatible with the existing uses at the pier and would not affect the operation of the existing ferry services.

On 22.2.2019, a planning application (No. A/K9/273) for proposed Eating Place (Restaurant) at Shop K6 of Lower Deck of the same Pier was also approved with conditions by the TPB for similar reasons.

The upper deck of the Pier is not subject to any previous planning application.

3.3 Similar Planning Application(s)

A similar planning application (No. A/H24/19) for proposed Exhibition Hall (the Hong Kong Maritime Museum) and Ancillary Restaurant in "Other Specified Uses" annotated "Pier and Associated Facilities" zone, at Portions of Central Pier 8, Central was approved with conditions by TPB on 13.8.2010.

4. THE PROPOSAL SCHEME

4.1 The Proposed Art Exhibition Use

Occupying a floor area of about 470m², the Premises in the upper deck is underutilized. With the intention to utilize the space, this planning application is to facilitate a prospective tenant who would like to rent the subject Premises for providing art exhibitions and 'five sense' health consulting services. The proposed exhibition hall will display modern art, paintings, artifacts, etc., for visitors' appreciations. The general public is admissible to the Premises for the enjoyment of art exhibitions with or without charging an entrance fee subject to the particular exhibition themes which will change with time. To cater for the changing themes, the art displays will be mounted flexibly on moveable and temporary fixtures. The proposed first floor layout plan (upper deck) is shown in **Figure 3**.

4.2 The Proposed Shop and Services Use

While the proposed art exhibitions are seasonal, with a good intention and relevant expertise knowledge to promote health and well-being, and for a flexible use of space within the Premises, the tenant also intends to provide the 'five senses' health consulting services as a "Shop and Services" use outside the exhibition periods, after the art displays and associated furniture are demounted/displaced. The operation of the consultation services will rely on loose furniture as well to maintain a flexible use of space.

As people start to place more value on health and well-being, the intended 'five sense' health consulting services is essentially about the education and training of human sensations, as a method outside conventional scientific approaches to enhance human health and well-being, increase energy levels and healing. Similar to meditations, 'five sense' concepts are about exploring and harnessing the field of "energy medicine". The experts appointed for this consultation service would share to their guests the knowledge and techniques to put the sensation concepts into practice on a daily basis, in aspects such as how to create the best conditions to promote sleep, developing the best diets, nutrition, detoxifying body-work, breathing techniques, mindful experiences, engaging movement practice and other techniques as appropriate. The consultation sections are open to booking by members of the public and on a small-group, by-appointment, knowledge sharing basis led by the relevant experts within the subject premises with a participation fee. Relevant health-related products may be sold to the

visitors.

4.3 Intended operation schedules of the proposed Art Exhibition and Shop and Services

Subject to detailed arrangements during operation, it is expected that there will be about 3 themes of the proposed art exhibitions in a year. For a flexible use of space within the Premises, the proposed shop and services will be provided during the exhibition off-periods, i.e. when a theme is to be switched to another. Both uses will be open mainly on Saturdays and Sundays from 9am to 9pm, subject to detailed arrangements. A rough indication of the use schedule in a year is presented as follows:

<i>Months</i>	<i>The use at that month</i>
Jan - Mar	Art exhibitions
Apr	Shop and services
May-Jul	Art exhibitions
Aug	Shop and services
Sep-Nov	Art exhibitions
Dec	Shop and services

(subject to actual arrangement in details)

4.4 Pedestrian flows, crowd control and maximum capacities

Please refer to **Figure 4 & 5** showing the pedestrian flows within the subject pier. For safety and comfort, some exhibition halls/galleries aim to have about 1 visitor per 3-4 square metres of exhibition spaces at any given time. The maximum capacities of the proposed art exhibition hall is preliminary set at 100 accordingly, subject to detailed arrangement. A crowd management point will be located at G/F in front of the staircases leading to the upper deck to control the no. of visitors inside the Application Premises by the future tenant. The new Hung Hom Urban Park leisure area will not be included as one of the crowd dispersal routing for the activities for the proposed uses at any time.

In case the upper deck is required to be resumed for passengers' embarking and disembarking in future, a passenger path shall be reserved for their circulations. The designated area for the proposed uses and the tenancy agreement will be revised accordingly in due course as per **Figure 6**.

4.5 Loading/Unloading Arrangement

The former public transport interchange (PTI) to the north has been relocated into the Kerry Hotel Hong Kong to the northwest. Presently, with TD's agreement, the Applicant manages the tenants operating the existing eating places at the Pier to use the loading/unloading (L/UL) bay at the PTI for L/UL activities (indicated in **Figure 7**). The goods are delivered to the Pier through the wide service lane along the Kerry Hotel and public walkway along the Hung Hom Promenade. Details are provided in the Traffic Review in **Appendix 1**.

No vehicles for the loading and unloading purposes or other purposes for the proposed uses should be allowed to get entry into the new Hung Hom Urban Park leisure area.

4.6 Alteration/ Addition/ Improvement Works & Fire Safety Improvement Measures

The Applicant shall submit detailed layouts and A&A proposals at the building plan submission stage with separate prior written consents of the Director of Civil Engineering and Development, the Director of Architectural Services and the Director of Electrical and Mechanical Services obtained before conducting any alteration/ addition/ improvement works to the venue. The Applicant shall ensure the works complying with all relevant statutory requirements and shall inform the above Directors upon the completion of the works. All the affected areas resulting from the applicant's works shall be made good and/or reinstated at the applicant's own cost immediately after the installation works. The make good and/or reinstatement works shall be completed up to the satisfaction of the venue's management departments. Sufficient protection and precautionary measure shall be done during the course of works.

To cater for an accommodation of more than 30 persons within the Premises in compliance with the relevant building regulations, 2 nos. of fire exit doors and routes shall be provided. At present, there is only 1 no. of fire exit route through the staircase connecting with G/F. Considering the passenger docking ramps serving the upper deck is disused, subject to detailed design, it is proposed to seal the platform opening and upgrade the passenger docking ramp with suitable fireproof coatings or any other measures as appropriate to serve as the second fire escape corridor meeting the prevailing fire safety requirements. (**Figure 3** refers) Fire service installations and water supplies for fire fighting will be provided to the satisfaction of the Fire Services Department at the building plan submission stage.

In accordance with the requirement of BS EN 12845:2015, exhibition halls are classified as OH4 and relevant upgrade of sprinkler system is required. A proposal for the sprinkler system is shown in **Figure 8** subject to detailed design. For OH4 sprinkler system with direct line to FSCC and maximum height of the highest sprinkler above the lowest sprinkler not more than 15m, sprinkler tank with water tank capacity not less than 110m³ will be provided. The proposed sprinkler system shall be installed at the subject Pier prior to the opening of the exhibition hall.

A structural proposal is submitted to ensure that the subject pier is capable of supporting the new ancillary roof-top structures (see **Appendix 2**). The proposal is confirmed to be technically feasible by engineering consultants. No alteration or installation work to the pier structure (e.g. breaking-out of concrete of the pier deck for floor drain) shall be carried out except with prior approval of the Civil Engineering and Development Department and other Government departments of corresponding maintenance responsibilities.

The proposed ancillary roof-top structures associated with the new sprinkler system will NOT exceed 3 metres in height and the resulting total area of rooftop structures will NOT exceed 50% of roof area of the floor below (calculations in **Figure 9** refers). Thus, the proposed roof-top structures shall not be counted towards the height of the building for the purpose of BHR under JPN no. 5.

5. PLANNING JUSTIFICATIONS

5.1 Compatibility with the Surroundings

The proposed uses are small in scale and compatible with the existing uses at the Pier. The passengers' embarking, disembarking and the Premises are respectively served by a separated and direct access to the public space. The Pier does not consist any ticket office nor fare collection gate because fare collection is only on the North Point side. With the upper deck being disused, the embarking passengers would only turn right once they enter the Pier, then walk straight to the seating area to wait for boarding. (see **Figure 13 and 14** below). Hence, there is generally no queuing of passengers at the main entrance. As the Premises is completely separated from the main portion of the Pier by a different storey, it is not expected that the proposed uses would cause any disruption to the pier operation, passenger circulations nor the safety of passengers. In the contrary, the proposed art-related use could potentially bring in a fresh character to the Pier which is already more than 30 years old.

5.2 Synergy with the Hung Hom Urban Park and Enhancement to the Attractiveness of the Hung Hom Promenade

According to published materials of the Harbourfront Commission, as a planning principle of the Hung Hom Urban Park, it envisages a shared use design to allow more types of activities and maximize harbourfront vibrancy. With a colourful design, the harbourfront space will provide several tracks with patterns of tyres for children to ride balance bikes, thus making it the landmark of the urban park. While the success of a recreational open space planning would hinge on the overall attractiveness of the place and the visiting rates, the proposed art exhibitions and shop and service uses will help add in some new enticements and dynamism to the mix of uses, thereby further consolidating the Hung Hom Urban Park and the Hung Hom Promenade as an attractive place for recreations.

5.3 To Put an Underutilized Space into Good Use for various cultural, tourisms and economic benefits

In times of the declining economy, proposals of any kind for new enticements to attract visitors and boost local consumption, as with the spirit of "Night Vibes Hong Kong" in the Chief Executive's 2023 Policy Address, should be given favourable considerations. By utilizing the vacant Premises, the proposed art exhibition is contributive to promoting the cultural and creative industry, providing job opportunities and nurturing relevant talents in the industry. Contributions to cultural enrichments initiated by the private sector in Hong Kong are exceptionally invaluable. A place showcasing creativity and

culture itself is an attraction for tourists and locals alike, which would contribute to the local economy. It also provides educational opportunities for children, students and adults through the appreciation for art and culture. This proposal will demonstrate a good spatial planning by maximizing the space in the urban area for contributing to multiple social gains.

5.4 Similar Case

The subject application share similarities with the approved planning application (No. A/H24/19) for proposed Exhibition Hall (the Hong Kong Maritime Museum) and Ancillary Restaurant in "Other Specified Uses" annotated "Pier and Associated Facilities" zone, at Portions of Central Pier 8, Central. The successful operation of the Hong Kong Maritime Museum for more than 10 years has proven the land use compatibility between Pier and Exhibition Hall uses. Involving a floor area of only 470m², the subject proposal will induce minimal impact to the surroundings, considering the Hong Kong Maritime Museum with a much larger scale.

5.5 In line with planning intention

The proposed uses are consistent with the planning intention of the "OU(Pier)" zone by complementing the Pier's operation. On one hand, the proposed uses can provide an activity option for passengers who are waiting for the ferries to amuse oneself by healthy appreciation of art exhibitions. On the other hand, the revenue generated from the uses can critically compensate the operational loss of the ferry service and reduce the pressure to adjust the fare.

5.6 No Insurmountable Impacts to the Surroundings

Considering the small scale and passive natures of the proposed uses, insurmountable impacts to the surroundings are not expected.

No Adverse Traffic Impact

The Premises is located in a very accessible location with the Pier itself being a public transport node, a PTI inside the Kerry Hotel Hong Kong at an approx. 100m walking distance and the wide pedestrianized open space along the Hung Hom Promenade. It is anticipated that the majority of visitors and staff would commute to and from the Premises by public transport. The upper deck of the Pier is easily accessible to the public, making it an ideal location for an art exhibition. As set out in Para. 5.1, it is not expected that the applied uses would cause any disruption to the passenger circulations nor the safety of passengers. As such, no insurmountable traffic impact is anticipated. A Traffic Review is in **Appendix 1**.

No Adverse Environmental Impact

Noise Impact

The proposed art exhibitions and consultation services are in small scale and quiet in nature. The Applicant will set out in the tenancy agreement to prohibit any public address system, loudspeaker system or audio display at any time. The tenant will be

required to display keep quiet signs at prominent locations around the Premises and assign on-site management staffs to upkeep an acceptable noise condition. The Applicant care very much and will take responsibility and initiatives to monitor the environment and take necessary actions to avoid any nuisance generated by the proposed uses affecting the passengers it serves. Any major noise impact is not anticipated.

Air Quality Impact

The proposed art exhibitions and consultation services are in small scale and generally low-impact uses. Since the Proposed Uses are not pollutant emissive in nature, any major air quality impact is not anticipated.

Sewerage Impact

The Premises is currently provided with lavatories at the northwest corner of the Premises, which can be maintained for the use by visitors and staffs.

No Adverse Fire Safety Impact

As provided in Para. 4.1 above, 2 nos. of fire exit doors and routes will be provided, subject to detailed design. Fire safety standards will be enforced within the premises with suitable fire service installations as appropriate during the building plans submission stage to government departments to ensure that the future occupants are free from any potential fire hazards.

No Adverse Visual Impact

The two new sprinkler water tanks (7m x 4m x 3m (H)) with a pump room (1.5m x 2.5m x 1m (H)) are small in scale in relation to the existing 60m long Pier. The existing 950mm-high parapet wall encircling the pier roof will block the public views towards parts of the roof-top structures. A part of the Hung Hom Promenade is protected by the existing covered walkaway, which will block the views of the public viewers who are under cover towards the structures. The majority of the public views towards the harbor, the sea and the sky will remain unobscured. The finishes and colour of the roof-top ancillary will be designed to be as subtle as possible and become a neutral backdrop of the surrounding. The photomontages in **Figure 10** show that the additional ancillary rooftop structures will only cause a low to negligible level of visual impact to the harbourfront area including the users of the Hung Hom Urban Park.

Site Photos



Figure 11 – The Premises is currently underutilized.

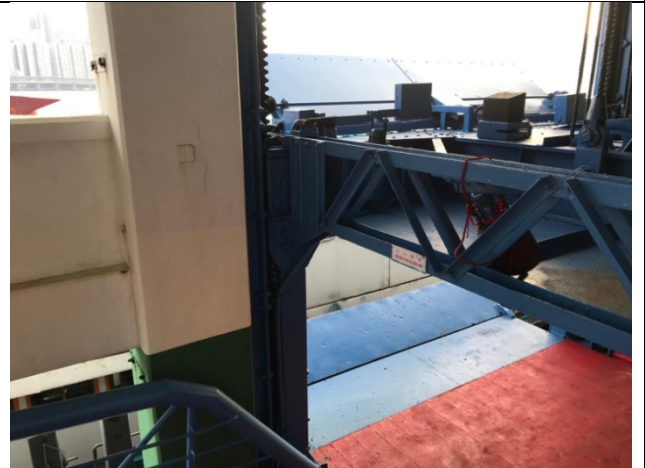


Figure 12 – The platform at the upper deck is disused



Figure 13 – Embarking passengers would turn right without a ticketing process after entering the Pier without queuing.



Figure 14 - Seating area for embarking passengers.



Figure 15 – The visitors to the Premises will turn left and walk upstairs.



Figure 16 – PTI at the Kerry Hotel within walkable distance to the northwest



Figure 17 - Abundant pedestrianized open space along the Hung Hom Promenade (to the west)



Figure 18 - Abundant pedestrianized open space along the Hung Hom Promenade (to the east)

6. CONCLUSION

At present, only the lower deck of the Hung Hom (North) Ferry Pier (Pier) is used for the embarking and disembarking of ferry passengers and eating places. The upper deck is underutilized. With the intention to utilize the space, this planning application is to facilitate a prospective tenant who would like to rent the subject Premises for providing art exhibitions and 'five sense' health consulting services. According to the Notes of the OZP, 'Exhibition Hall' and 'Shop and Services' are column 2 uses which require planning permission from the Town Planning Board.

The proposed development is fully justified on the following grounds:

- Compatibility with the surroundings
- Synergy with the Hung Hom Urban Park and enhancement to the attractiveness of the Hung Hom Promenade
- To put an underutilized space into good use for various cultural, tourism and economic benefits
- Similar case
- In line with planning intention
- No insurmountable impacts to the surroundings

In times of the declining economy, proposals of any kind creating new enticements to attract visitors and boost local consumption shall be supported. While contributions to cultural enrichments in Hong Kong initiated by the private sector are exceptionally invaluable in this harsh time, the Town Planning Board is kindly invited to give favorable considerations to this application.