



The British
Chamber of Commerce
in Hong Kong
香港英商會

Mrs. Carrie Lam Cheng Yuet-Ngor, GBM GBS, JP
Chief Executive,
Office of the Chief Executive
Hong Kong Special Administrative Region
Tamar, Hong Kong

2 February, 2018

Dear Chief Executive,

Central Harbourfront Site 3: a Design-Led Development Strategy

The British Chamber of Commerce understands that in the coming months the Government will be moving ahead with preparations for development of the Central Harbourfront Site 3, including impending steps to configure some of the supporting infrastructure. We believe that embarking on this without taking the broadest view of the potential benefits this iconic site presents, would represent a major missed opportunity for Hong Kong.

This is a critical site. Critical in the connectedness it can provide between Central District and the harbour; because of the contribution it could make to the visual impact, attractiveness and accessibility of the waterfront; and in the statement it will make about Hong Kong.

Its development is an opportunity to demonstrate to the community some of your key policy priorities to create a more inclusive, forward looking and liveable Hong Kong, which stands above its Asian peers, with:

- World-class Design: the chance to make a world-class statement of Hong Kong's ambitions, in line with your emphasis on the importance of design and creative industries in our city's economic development;
- Inclusivity: an imaginative, people-focused approach would improve accessibility to the waterfront for the enjoyment of *all* Hong Kong residents;
- Tourism Potential: the harbour is central to Hong Kong's branding as an international tourism destination. Creating something special and globally striking on this site would help develop a more diversified portfolio of visitors, and project Hong Kong's international brand;
- Hong Kong as a Smart City: we can incorporate the most forward-looking, sustainable approaches, showcasing local design and technology, making clear our ambition to be a world-class smart city;
- Government as a 'Facilitator': an opportunity for a cross-government approach so as to maximize the benefits for the community as a whole – a clear commitment in the Policy Address. An imaginative approach could make a massive contribution to a lively and attractive harbour. Conversely the adoption of a "standard" development model, simply to maximize capital revenue, risks a development which could reduce the attractiveness of the harbour for generations to come.



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The prominence and location of the site mean that it is perhaps now unique among the remaining development sites on Victoria Harbour. In recognition of this, and to realise the potential wider benefits the site offers, we believe that a creative and forward-looking approach should be taken to its development, to ensure it delivers both commercial *and* wider public benefits, re-establishes ease of connectivity between core Central and the harbour; contributes to the vibrancy of the waterfront, and to the liveability and attractiveness of our city more widely. In this it could match successful imaginative and forward-looking waterside developments in other leading world cities.

We acknowledge that the current planning brief outlines a number of design parameters. But a 'business as usual' model of simply maximizing bid revenue from a quantitative, rather than qualitative, approach risks missing a major opportunity to create a world-class development.

We therefore urge Government instead to treat this site as representing a unique opportunity, deserving a distinct and genuinely design-led development strategy. An integrated, design-led approach (whether through a 'two envelope' system, or some other solution) would be the best way of maximising this once-in-a-generation opportunity; and securing the wider benefits set out above. This would still generate very substantial revenues for the government, whilst taking a broader and more inclusive view of the true value to Hong Kong from this site.

This is an opportunity for Hong Kong to make a clear statement about how it views itself, its goals and its role as a leading world city. Getting this development right could be a major boost to Hong Kong and its self-confidence; and would create a powerful multi-generation legacy for your administration.

We would welcome the opportunity of discussing this with you and/or senior members of your administration.

I am copying this letter to The Financial Secretary; and the Secretary for Development.

Best Regards,

Mark Greenberg
Chairman

Cc: The Hon. Paul Chan Mo-po, Financial Secretary
Cc: Mr. Michael Wong Wai-lun, Secretary for Development