

# Enriching Daily *Life*



配套完善  
多彩生活



In support of the day-to-day needs of residents living in public rental housing (PRH) across Hong Kong, the Hong Kong Housing Authority (HA) maintains a wide network of retail premises and community facilities that are mostly integrated with its PRH estates. As at the end of March 2014, the HA was responsible for 28 200 car parking spaces, 208 000 square metres of commercial and retail space, 202 100 square metres of factory premises, 2 150 100 square metres of community, education and welfare facilities, as well as 397 000 square metres of other space used for miscellaneous purposes.

### A varied mix of goods and services

Our priority in developing retail facilities is to cater for the daily needs of local residents. When we plan the designated trade mix for our new shopping centres, we adopt flexible and market-oriented letting strategies to achieve greater diversity for shoppers.

Our trade mix is evolving with the demands of customers, and we are constantly looking for new ways to optimise its potential. For example, when we arranged leasing for our larger-scale neighbourhood shopping hub, the Ching Long Shopping Centre, we tracked current market trends and were able to attract a number of popular brands and product types, including stores selling telecommunication and digital products, and those offering popular snacks and confectionary. On a smaller scale, at retail facilities developed at new estates such as Mei Tin Estate Phase IV and Yee Ming Estate, we also achieved a desirable result in terms of developing a trade mix that included popular brand-name tenants, and of achieving satisfactory rental revenue. In another example, our market-oriented letting strategies enabled us to introduce a new trade category of frozen food to Lai King, Wah Fu (1) and Cheung Shan Estates, and to lease out long-vacant retail premises at Cheung Shan Estate.



3 The recently opened Ching Long Shopping Centre in Kowloon City.



## Enriching Daily Life

We continued to enhance our HA Client List during the year by actively sourcing new tenants to improve our trade mix and expand shopping choices. In some cases, the introduction of an anchor tenant created synergies that renewed the appeal of older shopping centres. For example, we successfully sourced a chain operator for shops in the domestic block in Lei Muk Shue (II) Estate, bringing a new modern ambience to these premises and making them more attractive to other potential tenants. At the same time as attracting brand-name tenants to our malls, we have continued to provide opportunities for small local businesses to gain a footing.

Throughout the year, we took a number of initiatives to make shopping at HA shopping centres an easy and enjoyable experience. We made our shopping centre atriums available to a wide range of product promoters. The strategic installation of ATM machines was arranged in shopping centres such as Domain and Ching Long Shopping Centre to provide greater convenience to users.

In support of the new green transport options being developed in Hong Kong, we also installed new electric vehicle charging facilities in the Yue Wan Estate Carpark. New public housing developments completed in the year were also provided with charging facilities.

## Optimising non-domestic resources

Under our five-year rolling programme, we based on results of feasibility studies to prioritise the major asset improvement works undertaken to enhance the attractiveness and business potential of our commercial properties. During the year, we completed upgrading works in Wah Fu (I) and (II) Estates, and introduced two additional eateries providing more dining options for local residents. Improvement work to retail and car parking facilities in On Kay and Lung Poon Courts as well as at Ping Shek and Kwai Shing West Estates progressed smoothly. Meanwhile, noting the popularity of cooked food stalls at Nam Shan, Shek Kip Mei and Fu Shan Estates; during the year we licensed additional outdoor sitting areas for these stalls. This greatly increased seating capacity, relieving congestion inside the stalls. We are currently carrying out detailed design work for improvements to Pok Hong Commercial Centre.

In February 2014, we completed an exercise to realign our letting policy for storerooms. The goal was to develop a consistent approach for our storeroom licence fees, and to ensure the planning requirements for all 610 storerooms across the PRH estate network were fulfilled.

## Providing better business environments

A number of changes were made during the year to various retail environments, with the aim of upgrading and improving our facilities across the board. For example, we completed the market reordering process at Kwai Shing West Estate and Lai Yiu Estate, which involved grouping together some vacant shop stalls, as a result of which the new spaces were successfully leased to restaurants. We also carried out renovation work on the Cooked Food Stall in Fu Shan Estate, which improved the business environment and also helped attract new tenants. At our mega-mall, Domain, we built on early experience by revamping the Small Retail Zone. This involved relocating the kiosks and grouping together some of the vacant kiosks to create a larger shop space. The revamped area has not only expanded the shopping mix but also enhanced the ambience of the zone.

We regularly engage in promotional and festive activities at our shopping centres. During 2013/14 some 90 promotional events were organised. In addition, we provided some 60 packaged seasonal decorations that were used across our major shopping centres and at estates or courts with major retail facilities.

For Domain, which is the focus of our commercial properties, we continued to organise a full range of tailor-made festive and seasonal marketing programmes and promotional events to maintain its popularity and attractiveness as a regional shopping mall. In the year, we held about 70 promotional events and publicity activities there. They were well received by shoppers, shop tenants and residents, and contributed to a steady increase in footfall and gross sales receipts.

