

改善居民生活質素

Enhancing the Quality of Life





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Top: Our retail and commercial facilities help to create a more fulfilled and interesting life for our tenants.

Bottom: Kwai Chung Shopping Centre is a hub for social and leisure activities for the community.

Though the provision of safe and secure homes in green and pleasant surroundings have tremendous value in themselves, they do not complete the equation for a comprehensive and quality lifestyle in our world today. Retail, commercial and social facilities help to create a richer, more fulfilled and interesting life for our tenants.

Bringing people from both within the estate and the outside community together, these retail and commercial facilities often act as the heart of the neighbourhood, providing not only a focal point where people can gather in their leisure time but also a central “happenings” hub for social and community activities.

The major part of our retail and commercial portfolio was divested to The Link REIT in 2005. However, with the completion of a number of new shopping centres in recent years, at the end of March 2010, our total non-domestic stock consisted of about 168 000 square metres of retail and commercial space, some 26 400 car parking spaces, about 208 500 square metres of factory premises, around 2 163 500 square metres of community, education and welfare facilities, as well as about 395 400 square metres of miscellaneous space, used as storerooms, councillors’ offices, contractor offices, etc.



We have over 20 shopping centres in our commercial portfolio. Picture shows Mei Tin Shopping Centre in Sha Tin.

Repositioning our Commercial and Retail Activities

Building on our efforts to create leisure and lifestyle centres for the community, we are repositioning our commercial and retail facilities, not only to make the best use of these spaces but also to bring them more in line with the private sector, where they will add the greatest value and yield the best possible commercial returns.

Two new developments, Choi Tak and Yau Lai Shopping Centres will open in 2010. A further strategic property – the Domain shopping centre under development in Yau Tong and scheduled for opening in 2011 – is set to become our centrepiece attraction. With over 23 000 square metres of retail floor area and located directly above the Yau Tong MTR station, it will be the Housing Authority's most unique shopping centre. Our aim is to make this brand new shopping centre in Kowloon East not only

into a unique shopping experience but also a hip destination and distinctive lifestyle alternative with up-to-the-minute entertainment facilities as well as a range of gastronomic delights.

To this end, we have tapped into private expertise, employing specialist consultants to advise on social and market requirements, the optimum trade mix as well as the comprehensive provision of facilities for the young and trendy as well as the general community. Consultants are also working with

We also explore measures to maximise the use of our facilities. Efforts to modernise existing spaces and bring them into line with today's lifestyle trends have resulted in a number of new tenancies. These include the transformation of older and smaller market stalls into larger, more lettable "themed" areas. For instance, in Nam Shan Estate, we completed the conversion of 15 small market stalls into a specialty shop for the sale of high quality, safe and fresh agriculture and aquaculture products. Similarly, the Hong Kong Jockey Club's Telebet cum Volunteer and

Left: Part of Tin Heng Car Park has been converted into the Hong Kong Jockey Club's Telebet cum Volunteer and Training Centre.

Right: Improving the shopping ambience helps attract higher traffic flows.



us at the moment to establish leasing strategies, implement branding and marketing activities as well as to determine interior design and decoration requirements.

Flexible Letting Strategies

We enjoyed an overall occupancy rate of 94.5% in our retail premises during the year. This achievement was due not only to our market-oriented letting strategies, where premises are let at market rents through open tenders and direct negotiations, but also to our more flexible, short-term letting arrangements, such as walk-in applications.

Training Centre opened in May 2009. Occupying the first, second and fifth floors of Tin Heng Car Park, the premises were made possible with the conversion of under-used spaces in the car park. The opening of the Centre not only maximises the usage of space, it also brings a number of community benefits, providing both volunteer services in the area as well as helping to create job opportunities for residents in the locality.

Every opportunity is also taken to use less popular spaces for the benefit of the community. During the year, some 7 300 square metres of space were converted into community welfare centres,

providing neighbourhood, day-care and counselling facilities, residential care homes for the elderly, youth centres as well as social outreach offices. Work is also proceeding with the six-storey Amenities and Community Building at Tin Ching Estate in Tin Shui Wai. This facility, which will be used by more than 20 non-governmental organisations and service organisations upon its completion, is being converted from an open car park.



Based on demand from the local community, surplus car parking spaces at several estates are also being converted into motorcycle parking spaces.

Towards a Better Business Environment

Enhancing the value of our retail portfolio and creating a better business environment, extensive renovations and facelifts are carried out on an ongoing basis. Ranging from better lighting and improved decoration, the expanded use of floor space, to modern toilet facilities and more efficient air-conditioning systems, these improvements help

to attract higher traffic flows, thus enhancing the commercial potential not only of our properties but also for our tenants. Renovations and facelifts completed in Siu Hong Shopping Centre and Nam Shan Shopping Centre in 2009/10, for example, have greatly enhanced their shopping ambience.

The Enhanced Marking Scheme, allocating demerit points to commercial premises tenants who commit various misdeeds, has been highly effective in policing tenant behaviour and in ensuring that our shopping centres are kept clean and bright. Some 214 cases have resulted in the allocation of demerit points since the scheme was launched in 2006, the great majority, some 95%, of which are related to obstructions in public areas. Balancing this “stick” approach, a number of incentives, such as the awards for “Best Toilet Management” and “Best Food Hygiene”, are also presented to tenants on a quarterly basis.

Within the community, our shopping centres fulfil their role as a community hub with a host of promotional, social and festive events. Ranging from carnivals and competitions, lucky draws and variety shows, to musical performances and talent quests, they provide not only life and interest to local residents but also a “heart” for the neighbourhood, with their special activities as well as their celebrations for holidays and other seasonal events.