



民生所需 一應俱全

Meeting Daily
Community Needs

The Hong Kong Housing Authority (HA) develops and maintains a variety of retail premises and community facilities across the territory that serve the day-to-day needs of public rental housing (PRH) residents and those in the neighbourhood. As at the end of March 2015, facilities of this type run by the HA included 211 800 square metres of commercial and retail space, 28 300 car parking spaces, 202 100 square metres of factory premises, 2 149 100 square metres of community, education and welfare facilities, and 408 400 square metres of other space, used for miscellaneous purposes.

Encouraging market diversity

Throughout the year, our focus continued to be on maintaining a flexible and diversified tenant mix that facilitates the sales of goods and services most appropriate to the needs of the local community. In devising the letting strategies for new shopping centres such as Shui Chuen O Plaza, Cheung Lung Lane and Hung Fuk Shopping Centre, we took great care in strategically planning the optimum trade mix and setting up a clear leasing priority. Our aim was always to maintain a good balance between the needs of residents and the necessity of ensuring business viability for shop tenants.



Ancillary Facilities Block, Cheung Sha Wan Estate.



Ching Long Shopping Centre is leased under a viable trade and tenant mix.

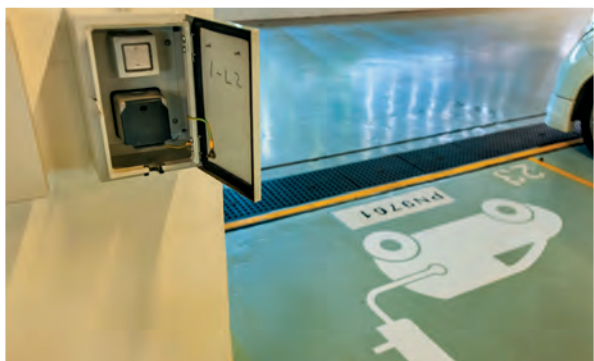
This strategy is well exemplified in our letting programme for Ching Long Shopping Centre, which was completed in early 2014. The trade and tenant mix for the shopping centre was developed to ensure that a wide range of commodities and services would be available for the local community. The vibrant shopping atmosphere was enhanced with our organisation of a lively grand opening ceremony in May 2014, which was followed by a series of festive promotional activities.

To tackle the vacancies in our older shopping centres and retail outlets located in older estates, we enhanced our letting policies to encourage a more diverse and dynamic trade mix in these facilities. As a result, some brand new businesses were brought to Hoi Lai Shopping Centre, Yue Wan Estate, Kwai Shing West Estate and Siu Hong Shopping Centre during the year. Meanwhile, new eatery options were introduced to Ping Shek Estate (in premises converted from surplus car parking spaces) and to Lai Yiu Estate (in premises converted from vacant market stalls).

Renovation and improvement works at On Kay Commercial Centre proceeded smoothly during the year. We matched the letting of premises there with the renovation schedule and in accordance with the trade zoning of the first floor. Letting for the service zone was completed satisfactorily. Elsewhere, the mega-shop at Lei On Court was subdivided and three different businesses were introduced to the new premises, giving local residents even more shopping choices. In Cheung Shan Estate, our enhanced letting strategies enabled us to quickly locate suitable tenants for the cooked food stalls, bringing local residents a wider range of dining options.

Keeping our properties up to date

We operate a five-year rolling programme under which we carry out regular asset improvement works to keep our commercial properties in excellent condition and ensure their business performance is maintained at a high level. This year under the programme, we completed improvement and conversion works to the retail and carparking facilities in Ping Shek Estate, bringing local residents more retail and community facilities. Meanwhile, in addition to the works at On Kay Commercial Centre, renovation of the retail facilities in Lung Poon Court and Kwai Shing West Estate progressed steadily.



▣ An EV charging facility in the Cheung Sha Wan Estate carpark.

To support the Government's promotion of the wider use of electric vehicles (EVs), the HA is collaborating with power companies to install EV charging facilities in six of its carparks at Choi Tak, Kwai Chung, Shui Pin Wai, Tak Long and Yue Wan Estates, and Yau Lai Shopping Centre. The EV charging facilities have been installed in 22 hourly parking spaces. To encourage the use of EVs, the HA currently offers a maximum of two hours free parking for EVs during charging. This concession is subject to an annual review.

In addition, we have provided standard EV charging facilities in the carparks of five new PRH developments – Cheung Sha Wan, Kai Ching, Lower Ngau Tau Kok, Mei Tin and Tak Long Estates – as well as in our largest commercial centre, Domain. About 200 parking spaces have been installed with EV charging facilities.

Enhancing shopping environments

We undertook various enhancements at Domain during the year. These included revamping the open kiosk area in the Small Retail Zone to create a larger shop space, enabling a popular trader to expand. The remaining kiosks, with greater business potential, were relocated to an area where they enjoy greater prominence. As a result of these adjustments, the commercial potential of the area was optimised and patronage rose substantially, with shoppers giving positive feedback about the changes.

Also at Domain, we continued to link tailor-made promotion activities with significant events to sustain the venue's popularity. We frequently partnered with shop tenants in ways that improved the overall shopping ambience and helped them boost sales. Meanwhile, at other HA shopping centres, we carried out a good calendar of centrally-planned promotional activities and seasonal celebrations, which brought a carnival atmosphere to their environments during major festivals and special days. Throughout the year, we also periodically made the atriums of our shopping centres available for promoters selling various kinds of commodities, further expanding the choices available for shoppers.



▣ A festive Chinese New Year atmosphere at Domain.