Transformation of Former Police Married Quarters Site on Hollywood Road into a Creative Industries Landmark

Invitation For Proposals (IFP) Briefing on the Project

Workshop Rundown

1. 9:30 am – 9:50 am  Briefing on the project
2. 9:50 am – 10:10 am  Government works and technical issues
3. 10:10 am – 11:00 am  Assessment criteria and points to note
4. 11:00 am – 12:00 pm  Views exchange session
The PMQ Site – one of the eight projects of “Conserving Central”

2009-10 Policy Address:
“proceeding to invite proposals for operating creative industries”
Former Police Married Quarters on Hollywood Road Site

- Bound by Hollywood Road, Aberdeen Street, Staunton Street and Shing Wong Street
Site area: about 6 000 m$^2$

Existing total GFA & number of quarter units: 15 000m$^2$ / 196 units

Two quarters blocks will be preserved and suitably converted
In Feb 2010, the site was re-zoned from “Residential (Group A)” to “Other Specified Uses” (“OU”) annotated “Heritage Site for Creative Industries and Related Uses”

Great Diversity of Uses Permitted

**Column 1 - uses always permitted**
- Broadcasting, Television and/or Film Studio
- Eating Place
- Education Centre/ Visitor Centre
- Educational Institution
- Exhibition or Convention Hall
- Government Use
- Information Technology/ Telecommunications Industries
- Library
- Creative Industries (Note: uses directly related and ancillary to the permitted uses in the zone, such as ancillary accommodation and office ancillary to creative industries, are always permitted.)
- Place of Recreation, Sports or Culture
- Research, Design and Development Centre
- School
- Shop and Services (excluding motor-vehicle showroom
- Training Centre

**Column 2 - uses that may be permitted with or without conditions on application to Town Planning Board**
- Hotel
- Institutional Use (not elsewhere specified)
- Office (not elsewhere specified)
- Place of Entertainment
- Private Club
- Public Utility Installation
- Residential Institution
- Utility Installation for Private Project
Project Objectives

- **Promoting Creative Industries**
  - Build on existing cluster of cultural and creative industries establishments along Hollywood Road and in SoHo Area; enhance the concentration of creative industries activities to bring vibrancy to the area
  - Provide space and facilities for the activities, operation and showcase of creative industries

- **Preserving History**
  - Provide space for displaying historic relics and manifesting the history of the Site in the following areas:
    - first government school to provide upper primary and secondary Western education
    - first police quarters for married Junior Police Officers (including Chinese officers)
    - connection with Dr. Sun Yat-sen

- **Providing Local Open Space**

Project Vision

- Reflect the public aspiration and strategic direction of Hong Kong’s economic development

- **2008-09 Policy Address**: dedicate the Site for revitalisation with creative industries and education purposes

- **2009-10 Policy Address**: as one of the “Conserving Central” project
A Vibrant Creative Industries Landmark

We envisages that the Creative Industries Landmark will:

- Comprise studios for artists, designers and the like from different creative sectors
- Provide exhibition space and galleries for the display and sale of creative products, which would help attract patronage to the site
- Provide dedicated space for use by start-up creative establishments at concessionary rents for incubation purpose
- Provide venue for activities to promote creative industries and to foster a creative environment within the community
- Provide lodgings for visiting artists and designers and local industry people to facilitate on-site creative activities and encourage collaboration among diverse talent groups

A Vibrant Creative Industries Landmark

We expect the successful applicant to be able to:

- Champion the vision, composition and operation of the Site
- Communicate with cultural and creative organisations and have good knowledge about the local and international cultural and creative industries trends and developments
- Take advantage of the unique potential of the Site to synergise with the surrounding creative establishments to achieve a good multiplying effect
Project Implementation:
A New Partnership Model

Government providing core facilities that meet the following objectives:

- meeting conservation requirements
- improving accessibility to the site and its vicinity as well as within the Site
- providing user-friendly space
- creating facilities for core functional needs
- developing quality landscaped open space

Specifically, the proposed Government works will include:

- upgrading the two quarters blocks to meet core functional requirements and modern day statutory building requirements
- preserving historical relics of the Central School, e.g. the rubble retaining walls, quoin stones, and granite shafts/plinths/gate posts/steps of the Central School
- constructing a canopy in glass steel frame between the two quarters blocks
A New Partnership Model

- providing a skybridge between the two quarters blocks

- constructing a new multi-purpose room-cum-exhibition area

- constructing new glass enclosures for creative art galleries

- developing landscaped open space of about 1 200m²

- applicants may propose minor variations of Government works for architectural improvement, e.g. demolish or preserve and refurbish the JPC Building

A New Partnership Model

Successful applicant will be responsible for:

- renovation and decoration specifically for the intended uses and the associated costs

- envisioning and operating the creative industries landmark

- meeting the project objective of promoting creative industries to foster a creative environment within the community
Why a New Partnership Model?

- Capitalise on Government’s architectural strength and the private sector’s expertise in creative industries
- Encourage more interested organisations with the vision, capability and passion to operate a successful creative industries landmark to submit proposals
- Expedite the conversion process:
  - Government carrying out pre-construction planning in parallel with preparation of operation proposals by interested applicants

Impression of the Creative Industries Landmark
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[Image of a Creative Industries Landmark]

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Key Terms for Operation

- The selected operator will be responsible for any capital costs beyond the Government works.
- Government will not subsidise the operating expenses of the project.
- The selected operator may solicit donations to meet the start-up costs of the project.
- Fixed tenancy term of 10 years, renewable for another 5 years, at nominal rent.

Key Terms for Operation

- Submission of annual business plan and budget, together with a rolling five-year business plan, to Government in advance for vetting.
- Any net operating surplus arising from the operation will be shared between the operator and Government every 5 years on a 50/50 basis.
- Upon dissolution of the special purpose company, any surplus funds and assets should be disposed of in accordance with the Inland Revenue Ordinance.
**Timetable of IFP Exercise**

- Open Days: **12-13 April 2010**
- Workshop: **19 April 2010**
- Deadline for Application: **12:00 noon 18 June 2010**
- First Round Selection: **by end July 2010**
- Second Round Selection: **by end Sept 2010**

**Tentative Timetable of Implementation of Project**

- Works completion for core facilities provided by the Government: **Q4 of 2013**
- Operation, maintenance and management of the Creative Industries Landmark: **from early 2014**
Enquiries About the PMQ IFP Exercise

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