



Location sets North Point developments apart for quality living

The Group acquired two sites on the North Point waterfront in 2012 and 2013 while land supply was restricted on Hong Kong Island. The market since then has paid close attention as they are being transformed into luxury residences, a premium shopping mall and an upmarket hotel – part of the Group's latest efforts to create liveable communities with quality developments.

Group Deputy Managing Director Victor Lui said: "The North Point developments will set new standards for the Victoria Harbour coast as the Group applies its experience drawn from its involvement in developing the iconic projects above Kowloon and Hong Kong Stations. The Group will take the needs of different stakeholders into account, anticipate future changes in the area and make adjustments accordingly as it normally does."

North Point is an established neighbourhood with extensive road connections carrying numerous bus and minibus routes, plus the

convergence of two MTR lines offering transport convenience along with the nearby Island Eastern Corridor and Eastern Harbour Crossing. The Transport and Housing Bureau's *Railway Development Strategy 2014* (September 2014) proposes a new North Island Line extending the Tung Chung and Tseung Kwan O Lines along the northern shore of the Hong Kong Island, giving North Point enhanced accessibility. The Central – Wan Chai Bypass and Island Eastern Corridor Link under construction should reduce time from Central to the Island Eastern Corridor in North Point to about five minutes¹. These infrastructure projects will make North Point a transport focal point on the Island.



The Planning Department's *Hong Kong Island East Harbour-front Study – Feasibility Study – Executive Summary* (March 2012) proposes enhancing the connectivity of the Island East waterfront. The proposal involves building a boardwalk of about two kilometres long underneath the Island Eastern Corridor. Earlier this year, the Civil Engineering and Development Department completed the Stage 1 Community Engagement for the *Boardwalk Underneath Island Eastern Corridor – Investigation*. The proposed enhancement project will give North Point residents more recreational spots and attract visitors from other districts and tourists.

Rare new Hong Kong Island waterfront residences

The North Point developments are in a superior area between Tong Shui Road and Tin Chiu Street, next to a relaxing waterfront promenade. The Victoria Harbour Development residences will comprise two phases offering about 578,000 square feet of gross floor area, with units in diverse layouts. Phase 1 called Victoria Harbour is about 318,000 square feet of gross floor area and will have 355 units in five towers, including a number of three and four-bedroom units facing the harbour. Construction is on schedule and the estimated material date is 30 June 2017². Work on the second phase foundation is underway.

Victoria Harbour will have extensive glass curtain walls and fine building materials for an elegant look that takes maximum advantage of the coastal site. **Sun Hung Kai Real Estate Agency General Manager Andy Chan** said: "With Victoria Harbour's peerless location, synergy with the nearby mall and hotel under development, and the Group's much acclaimed premium quality, we expect that buyers will be much assured." There will be ample landscaped greenery, public open space and community facilities in the Victoria Harbour Development to create a quality neighbourhood. Residents will benefit from the nearby MTR North Point Station and the public transport interchange that went into operation in May this year.

¹ Source: Highways Department website for the Central – Wan Chai Bypass and Island Eastern Corridor Link project

² The estimated material date for the Phase to the best of the Vendor's knowledge: 30th June 2017 ("material date" means the date on which the conditions of the land grant are complied with in respect of the Phase. The estimated material date is subject to any extension of time that is permitted under the agreement for sale and purchase.)



The image was taken on 2 October 2016³
相片於2016年10月2日拍攝³

³ The image was not taken from the Development and does not illustrate the final appearance of the Development upon completion. It has been processed with computerized imaging techniques. The image shows the general environment, buildings and facilities surrounding the Development. The image is for reference only. The environment, buildings and facilities surrounding the Development may change from time to time.

³ 本相片並非於發展項目實景拍攝，亦並非說明發展項目最後完成之外觀。該相片經電腦修飾處理，以展示發展項目大約之周圍環境、建築物及設施，僅供參考。該等周圍環境、建築物及設施亦可能不時改變。



北角綜合發展發揮地理優勢 建設優質社區

集團向來藉發展優質項目帶動社區發展，提升生活質素。近年港島區地皮供應稀少，集團分別在2012及2013年投得北角兩幅臨海用地，正綜合發展為豪華住宅、高級商場及優質酒店，自投地至今一直獲市場高度關注。

集團副董事總經理雷霆表示：「今次集團的北角項目，憑著過往參與發展九龍站及香港站上蓋地標物業的成功經驗，創造維港海濱的大型項目新典範。一直以來，集團規劃項目發展時，都會兼顧社區內不同持份者的需要，更預視區內變化以作相應配合。」

北角社區發展成熟，交通配套完善，不但是兩條港鐵線交匯處，更鄰近東區走廊和東區海底隧道，路面交通便捷，眾多巴士及小巴路線途經此處。運輸及房屋局在2014年9月發表的《鐵路發展策略2014》建議把東涌線和將軍澳線沿港島北岸延伸，形成北港島線，屆時北角的鐵路優勢將進一步增強。另外，當興建中的「中環及灣仔繞道和東區走廊連接路」通車後，由中環至北角東區走廊的車程將會縮減至約五分鐘¹。以上的交通基建將會令北角在港島區的樞紐角色更為顯著。

規劃署在2012年3月發表了《港島東海旁研究 — 可行性研究 — 行政摘要》，建議優化港島東海濱的連貫性，包括在東區走廊下興建約兩公里長的行人板道。土木工程拓展署已於今年完成《東區走廊下之行人板道研究》的第一階段社區參與。建議的海濱優化工程將為北角區居民帶來更多消閒去處，預料會吸引不少區外居民及旅客到訪。

6 臨海新住宅港島罕見

集團在北角發展的相連項目地理位置優越，皆位於糖水道及電照街之間，貼近海濱長廊，環境愜意。「海璇發展項目」的住宅部分共有兩期，總樓面面積約578,000平方呎，將提供多元化單位間隔。第一期命名為「海璇」，正按計劃施工，預計關鍵日期為2017年6月30日²，

總樓面面積約318,000平方呎，五座大樓共提供355個單位，包括不少面向維港的三至四房單位；第二期亦正進行地基工程。

海璇樓宇設計典雅，除了大量採用玻璃幕牆以善用臨海優勢，亦選用高級建材，外型時尚奪目。新鴻基地產代理總經理陳漢麟表示：「海璇坐擁非凡地理優勢，又能與毗鄰發展中的商場及酒店發揮協同效應，加上集團的優質品牌聲譽，買家自然有信心。」海璇發展項目將提供大片綠化園境，並設有公眾休憩用地及社區設施，建立優質社區。項目鄰近港鐵北角站，而且連接公共運輸交匯處，並已於今年5月啟用。

¹資料來源：路政署中環及灣仔繞道和東區走廊連接路工程網站

²盡賣方所知的期數之預計關鍵日期：2017年6月30日（「關鍵日期」指批地文件的條件就期數而獲符合的日期。預計關鍵日期是受到買賣合約所允許的任何延期所規限的。）

Glass curtain walls giving Victoria Harbour an elegant appearance
海璇大量採用玻璃幕牆，設計典雅



The image was taken on 13 October 2016⁴
相片於2016年10月13日拍攝⁴

⁴The image was taken from the surrounding area of the Phase, it does not illustrate the final appearance of the Phase upon completion. It has been processed with computerized imaging techniques. The image shows the general environment, buildings and facilities surrounding the Phase. The image is for reference only. The environment, buildings and facilities surrounding the Phase may change from time to time.

⁴本相片於發展項目期數附近實景拍攝，並非說明發展項目期數最後完成之外觀。該相片經電腦修飾處理，以展示發展項目期數大約之周圍環境、建築物及設施，僅供參考。該等周圍環境、建築物及設施亦可能不時改變。

Name of the Phase of the Development: Phase 1 ("the Phase") of Victoria Harbour Development
(The residential development in the Phase is called "Victoria Harbour")
District: North Point
Name of the street and the street number of the Phase: 133 Java Road*
The website address designated by the Vendor for the Phase:
www.victoriaharbour.com.hk

*The provisional street number is subject to confirmation when the Phase is completed.

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Date of Printing: 18 November 2016

發展項目期數名稱：海璇發展項目的第一期（「期數」）
(期數中住宅發展項目稱為「海璇」)
區域：北角 期數的街道名稱及門牌號數：渣華道133號*
賣方就期數指定的互聯網網站的網址：

www.victoriaharbour.com.hk

*此臨時門牌號數有待期數建成時確認。

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印製日期：2016年11月18日





Harbour North mall with major shopping appeal to local residents and office workers in Island east
北角匯商場的顧客主要包括本區居民及港島東寫字樓的上班族

Full leisure and lifestyle offerings at Harbour North mall 北角匯商場全方位滿足生活消閒

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The Harbour North mall will have street-level shops in Phase 1 of the Victoria Harbour Development and a four-storey podium mall in the second phase, altogether covering about 145,000 square feet. There will additionally be five floors of retail and dining space of over 70,000 square feet in the hotel. Built along a waterfront promenade of about 420 metres, Harbour North will have about 150 to 160 outlets offering chic fashions, beauty products and service, international dining and lifestyle goods. Some 7,000 square feet of shops in Victoria Harbour on Java Road are scheduled to be the first section to open in the first quarter of 2018, introducing a refreshing change to the area along with the retail space in the second residential phase and hotel. The spectacular waterfront of Harbour North will be lined with al fresco dining choices and green space where visitors can relax.

Sun Hung Kai Real Estate Agency General Manager (Leasing) Fiona Chung said: "Harbour North will feature an attitude to life that values taste, art and energy as it presents a new consumer experience to the district, and the mall will be a driving force in the Group's retail portfolio." The mall will attract office workers in Island east as well as cater for residents in the neighbourhood, and it will draw more traffic from locals and tourists when the Group's hotel and nearby planned recreational facilities are complete.

The northern coast of Hong Kong Island is getting a new look as plans for North Point and neighbouring areas gradually materialize. The Group's North Point developments are extraordinary for Hong Kong Island and will take advantage of the prime location as well as improvements to the already extensive road and rail transport, using the Group's successful experience. The Group will continue offering the finest products and service for better customer satisfaction with promising long-term investment value.

項目的商場部分已命名為「北角匯」，包括位於海璇發展項目第一期的臨街商舖及位於住宅第二期的四層基座商場，合共約145,000平方呎。另外，商場亦包括位於酒店逾70,000平方呎的五層零售及餐飲樓面。整個北角匯約有150-160間商舖，貨品種類多元化，網羅潮流服飾、美容化妝、國際餐飲及生活百貨，臨海部分共長約420米。首階段位於海璇面向渣華道的商舖預計於2018年第一季開業，樓面積約7,000平方呎，連同位於住宅第二期以及酒店零售及餐飲部分，將提供一站式時尚購物新體驗，令該處煥然一新。集團更發揮地理優勢，提供多間海景露天餐廳及綠化休憩空間，環境舒適怡人。

新鴻基地產代理租務部總經理鍾秀蓮表示：「北角匯推崇的生活態度注重品味、藝術和活力，為區內帶來嶄新的消費體驗。商場亦將成為集團零售物業組合的增長動力。」北角匯不但照顧區內居民的日常所需，亦吸引港島東的上班族到來消閒，預計人流暢旺。當集團酒店及附近擬建的康樂設施落成後，相信會為商場帶來更多本地及旅客消費。

隨著北角及鄰近區域的規劃方向逐漸落實，港島北岸即將呈現新面貌。北角的路面及鐵路交通已經非常發達，未來更會進一步優化。集團善用過往經驗，進行港島罕有的大型綜合發展，除了把握項目地理優勢，亦會繼續致力確保產品及服務質素，令顧客滿意之餘，項目更可保持長遠投資價值。

New hotel, new brand 酒店以全新品牌營運

The Group's North Point developments will have a hotel operating under a new brand when it starts welcoming guests in the second quarter of 2018. The building's superstructure has already been topped out.

"We will announce the name of the new hotel early next year," said **Group Hotel Division Chief Executive Officer Ricco DeBlank**. He said it will maintain a customer focus like the Group's established hotels, but with a chic twist offering cosmopolitan leisure and convenience to seasoned travellers. The interior by renowned designers will appeal to young professionals and stylish urbanites, as well as welcome local residents and families looking to relax in casual luxury.

MTR North Point Station will be a short walk away and guests familiar with local transit will have a public transport interchange nearby. The two 23-storey towers will share an open courtyard lounge area above a retail section of Harbour North. The development will blend into the neighbourhood with an exterior resembling reflections in the harbour water and an unpretentious interior dominated by glass and stone. There will be 671 rooms and suites, virtually all of which will have scenic harbour views, plus facilities such as a 25-metre outdoor pool, jacuzzi and gym with the latest equipment. The hotel will offer flexible hot desks for people working on the road and a club floor with its own club lounge for both leisure and business travellers. There will also be a rooftop bar overlooking the harbour and an exciting mix of international restaurants. Ricco said: "The hotel will also be popular for weddings and events because of the excellent location, remarkable sea views and special hospitality."

集團正在北角發展相連項目，當中包括一間酒店，現時已經平頂，落成後將由集團以全新品牌營運，預計於2018年第二季開幕。

集團酒店業務部行政總裁鄧力高透露：「酒店的名稱將於明年初公布。」他續說，新酒店會秉承集團一貫以客為本的酒店經營理念，但亦會加入時尚創新元素，為旅客提供切合現今都會文化的休閒住宿和生活便利。項目出自國際級室內設計大師手筆，提供精緻型格的住宿體驗，特別吸引年輕專業人士和注重品味的顧客，對象亦包括家庭旅客和本地居民。

酒店距離港鐵北角站步程不遠，鄰近的公共運輸交匯處亦方便熟悉本地交通的客人。項目由兩座各23層的大樓組成，大樓之間設有露天茶座，基座商場是北角匯的一部分。為建立社區聯繫，酒店外觀以維港倒影作設計概念，大樓內部則大量採用玻璃和石材，觀感樸實自然。項目共有671間客房及套房，接近全部房間享有維港景致。設施包括25米室外泳池、按摩池、器材先進的健身室，更設有靈活共用的辦公桌，方便住客隨時隨地工作。旅客可選擇入住貴賓樓層，並享用樓層專屬休閒室。酒店提供國際餐飲，種類豐富，頂層酒吧更可俯瞰維港美景。鄧力高表示：「酒店不但位置理想，坐擁怡人海景，服務及設施亦饒富特色，將會成為熱門的婚禮及活動場地。」



Computer rendering of hotel
酒店電腦模擬圖



Computer rendering of hotel
酒店電腦模擬圖

Harbourfront hotel site offers the privilege of sea views from most rooms
酒店坐落維港岸邊，大部分房間享有海景