

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 minibuses 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 nearly 53,700 square metres (about 578,000 square feet) of gross floor area, with units in diverse layouts. Phase 1 called Victoria Harbour is about 29,500 square metres (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
相片于2016年10月2日拍摄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 本相片并非于发展项目实景拍摄，亦并非说明发展项目最后完成之外观。该相片经电脑修饰处理，以展示发展项目大约之周围环境、建筑物及设施，仅供参考。该等周围环境、建筑物及设施亦可能不时改变。

北角综合发展发挥地理优势 建设优质社区

集团向来借发展优质项目带动区域发展，提升生活品质。近年来港岛区土地供应稀少，集团分别在2012及2013年拍得北角两幅临海用地，正综合发展为豪华住宅、高级商场及优质酒店，自拍地至今一直获市场高度关注。

集团副董事总经理雷霆表示：“此次集团的北角项目，凭借过往参与发展九龙站及香港站上盖地标物业的成功经验，将创造维港海滨的大型项目新典范。一直以来，集团规划项目发展时，都会兼顾社区内不同持份者的需要，并预视区内变化以作相应配合。”

北角社区发展成熟，交通配套完善，不但是两条港铁线交汇处，更邻近东区走廊和东区海底隧道，路面交通便捷，众多巴士及小巴路线途经此处。运输及房屋局在2014年9月发表的《铁路发展策略2014》建议把东涌线和将军澳线沿港岛北岸延伸，形成北港岛线，届时北角的铁路优势将进一步增强。另外，兴建中的“中环及湾仔绕道和东区走廊连接路”通车后，由中环至北角东区走廊的车程将会缩减至约五分钟¹。以上的交通基建将会令北角在港岛区的枢纽角色更为显著。

规划署在2012年3月发表了《港岛东海旁研究 — 可行性研究 — 行政摘要》，建议优化港岛东海滨的连贯性，包括在东区走廊下兴建约两公里长的行人板道。土木工程拓展署已于今年完成《东区走廊下之行人板道研究》的第一阶段社区参与。建议的海滨优化工程将为北角区居民带来更多休闲去处，预期会吸引不少区外居民及游客到访。

6 临海新住宅港岛罕见

集团在北角发展的相邻项目地理位置优越，皆位于糖水道及电照街之间，贴近海滨长廊，环境惬意。“海璇发展项目”的住宅部分共有两期，总楼面面积近53,700平方米（约578,000平方呎），将提供多元化房型。第一期命名为“海璇”，正按计划施工，预计关键日期为2017年6月30日²，总楼面面积约29,500平方米（318,000平方呎），

五座大楼共提供355个单位，包括不少面向维港的三至四房单位；第二期亦正进行地基工程。

海璇楼宇设计典雅，除了大量采用玻璃幕墙以善用临海优势，亦选用高级建材，外型时尚夺目。新鸿基地产代理总经理陈汉麟表示：“海璇坐拥非凡地理优势，又能与毗邻发展中的商场及酒店发挥协同效应，加上集团的优质品牌声誉，买家自然有信心。”海璇发展项目将提供大片绿化景观，并设有公众休憩用地及社区设施，建立优质社区。项目邻近港铁北角站，而且连接公共运输交汇处，并已于今年5月启用。

¹ 资料来源：路政署中环及湾仔绕道和东区走廊连接路工程网站

² 尽卖方所知的期数之预计关键日期：2017年6月30日（“关键日期”指批地文件的条件就期数而获符合的日期。预计关键日期是受到买卖合同所允许的任何延期所规限的。）

Glass curtain walls giving Victoria Harbour an elegant appearance
海璇大量采用玻璃幕墙，设计典雅



The image was taken on 13 October 2016⁴
相片于2016年10月13日拍摄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.

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A tall, modern building under construction, partially covered in green safety netting, with a large tree in the foreground.

The photographs, images, drawings or sketches shown in this advertisement/promotional material represent an artist's impression of the development concerned only. They are not drawn to scale and/or may have been edited and processed with computerized imaging techniques. Prospective purchasers should make reference to the sales brochure for details of the development. The vendor also advises prospective purchasers to conduct an on-site visit for a better understanding of the development site, its surrounding environment and the public facilities nearby.

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Date of Printing: 18 November 2016

www.victoriaharbour.com.hk

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印制日期：2016年11月18日



Harbour North mall with major shopping appeal to local residents and office workers in Island east
北角汇商场的顾客主要包括本区居民及港岛东写字楼的上班族

Full leisure and lifestyle offerings at Harbour North mall 北角汇商场全方位满足生活休闲

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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 13,500 square metres (145,000 square feet). There will additionally be five floors of retail and dining space of over 6,500 square metres (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 650 square metres (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.

项目的商场部分已命名为“北角汇”，包括位于海璇发展项目第一期的临街商铺及位于住宅第二期的四层基座商场，总共约13,500平方米（145,000平方呎）。另外，商场亦包括位于酒店逾6,500平方米（70,000平方呎）的五层零售及餐饮楼面。整个北角汇约有150-160间商铺，货品种类多元化，网罗潮流服饰、美容化妆、国际餐饮及生活百货，临海部分共长约420米。首阶段位于海璇面向渣华道的商铺预计于2018年第一季开业，楼面面积约650平方米（7,000平方呎），连同位于住宅第二期以及酒店零售及餐饮部分，将提供一站式时尚购物新体验，令该处焕然一新。集团更发挥地理优势，提供多间海景露天餐厅及绿化休憩空间，环境舒适怡人。

新鸿基地产代理租务部总经理钟秀莲表示：“北角汇推崇的生活态度注重品味、艺术和活力，为区内带来全新的消费体验。商场亦将成为集团零售物业组合的增长动力。”北角汇不但照顾区内居民的日常所需，亦吸引港岛东的上班族到来休闲，预计人流畅旺。当集团酒店及附近拟建的康乐设施落成后，相信会为商场带来更多本地及游客消费。

随着北角及邻近区域的规划方向逐渐落实，港岛北岸即将呈现新面貌。北角的路面及铁路交通已经非常发达，未来更会进一步优化。集团善用过往经验，进行港岛罕有的大型综合发展，除了把握项目地理优势，亦会继续致力确保产品及服务素质，令顾客满意之余，项目更可保持长远投资价值。

New hotel, new brand 酒店以全新品牌营运

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."

集团正在北角发展的相邻项目，其中包括一间酒店，目前已经封顶，落成后将由集团以全新品牌营运，预计于2018年第二季开幕。

集团酒店业务部行政总裁邓力高透露：“酒店的名称将于明年初公布。”他表示，新酒店会秉承集团一贯以客为本的酒店经营理念，但亦会加入时尚创新元素，为旅客提供切合现代都会文化的休闲住宿和生活便利。项目出自国际级室内设计大师手笔，提供精致时尚的住宿体验，特别吸引年轻专业人士和注重品味的顾客，对象亦包括家庭旅客和本地居民。

酒店距离港铁北角站步程不远，邻近的公共运输交汇处亦方便熟悉本地交通的客人。项目由两座各23层的大楼组成，大楼之间设有露天茶座，基座商场是北角汇的一部分。为建立社区联系，酒店外观以维港倒影作设计概念，大楼内部则大量采用玻璃和石材，观感朴实自然。项目共有671间客房及套房，几乎全部房间享有维港景致。设施包括25米室外泳池、按摩池、器材先进的健身室，更设有灵活共享的办公桌，方便住客随时随地工作。游客可选择入住贵宾楼层，并享用楼层专属休闲室。酒店提供国际餐饮，种类丰富，顶层酒吧更可俯瞰维港美景。邓力高表示：“酒店不但位置理想，坐拥怡人海景，服务及设施亦饶富特色，将会成为热门的婚礼及活动场地。”



Computer rendering of hotel
酒店电脑模拟图



Computer rendering of hotel
酒店电脑模拟图

Harbourfront hotel site offers the privilege of sea views from most rooms
酒店坐落维港岸边，大部分房间享有海景