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In fulfilment of our social mission, we collaborate with the Urban Renewal Authority to expedite the process of urban rejuvenation. We also endeavour to bring life and vigour to the community by exploring opportunities of rehabilitation and to preserve buildings of historical value.

為了實踐社會使命，我們與市區重建局合作，加快市區更新的步伐。我們努力為社區帶來生命和活力，並將探索復修樓宇的機會，及保存具有歷史價值的建築。

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Urban Renewal,
Revitalisation,
Rehabilitation
and Conservation
市區重建、舊區更新、
樓宇復修及保育



Our first urban renewal project in Sham Shui Po is carried out in July 2003

我們首個市區重建項目位於深水埗，於二零零三年七月推行

Urban Renewal

In the 1970s, the Housing Society saw the need to improve the conditions in some of the dilapidated areas in Hong Kong and embarked on the urban improvement scheme. Since then, we have completed 30 urban improvement projects.

The Housing Society is aware of the continuing need of Hong Kong in this direction and to help expedite urban renewal in Hong Kong, we signed a Memorandum of Understanding (MOU) with the **Urban Renewal Authority** in late 2002 to be their strategic partner in implementing seven urban renewal projects. Well aware that financial losses may be incurred, we are nevertheless willing to commit resources to these meaningful projects in fulfilment of our social mission of serving the housing needs of the people of Hong Kong.

Preparation work began in early 2003.

Neighbourhood Centres were set up to handle public enquiries and to build community relations. The first Neighbourhood Centre, located in Sham Shui Po, was officially opened at the end of May 2003.

Public announcement was made in July 2003 about the first urban renewal project at Po On Road / Wai Wai Road in Sham Shui Po. The project affected 19 old buildings occupying a

市區重建

在一九七零年代，房協覺察到有需要改善香港一些破舊地區的居住環境，並進行「市區改善計劃」。自此，房協已完成了三十項市區改善項目。

房協明白香港在這方面的持續需求，而為了加速香港的市區重建，我們與**市區重建局**於二零零二年底簽訂合作備忘錄，建立策略性伙伴關係，推行七項市區重建項目。雖然早已預計財政虧損，房協仍樂意投放資源，進行這些意義重大的項目，以貫徹其配合香港市民住屋需求的社會使命。

籌備工作於二零零三年初開始。我們成立**地區辦事處**，處理公眾查詢及建立社區關係。位於深水埗的首個地區辦事處於二零零三年五月底正式啟用。

二零零三年七月，房協公布首個市區重建項目的詳情。這個項目位於深水埗保安道／懷惠道交界，佔地二千三百四十六平方米，共十九幢大廈，約三百三十個家庭受到影響。

重建後，這個項目將會提供約三百三十個住宅單位、三千六百平方米的零售面積及二千二百平方米的政府及社區設施。在宣布計劃後，我們即時進行戶籍調查，並舉辦了一連串簡報會，向業主及租客解釋收購政策及安置安排。同時，房協亦委託了基督教家庭服務中心，向居民提供協助，包括家庭、搬遷及安置方面的問題。

Flat Production from 2003/2004 to 2007/2008

二零零三／二零零四年度至
二零零七／二零零八年度的樓宇供應量

no. of units
以單位數目計



● Rental Estate
出租屋邨 (856)

● Senior Citizen Residences Scheme
「長者安居樂」住屋計劃 (576)



We implement urban renewal projects in fulfilment of our social mission of improving housing for society
我們為了實踐改善居住環境的社會使命，致力推行市區重建項目

total site area of 2,346 square metres with about 330 households.

After redevelopment, it will provide about 330 residential units, 3,600 square metres of retail area and 2,200 square metres of governmental and community facilities. An occupancy survey was carried out right after the announcement and a series of briefing sessions were organised to explain to the owners and tenants the acquisition policies and re-housing arrangements. Meanwhile, the Housing Society also appointed the Christian Family Service Centre to provide assistance to residents and to solve their problems, including those related to their family, removal and re-housing.

In early September 2003, the Housing Society made purchase offers to the affected property owners and as at end of March 2004, about 70% of the property owners have accepted our purchase offers. In order to expedite the redevelopment, the Housing Society has applied to the Government for resumption of the remaining properties through the Urban Renewal Authority (URA). The project is estimated to cost over \$700 million, and is expected to be completed in five to six years.

The occupancy survey for the second urban renewal project in Shau Kei Wan was conducted in November 2003. In early February 2004, the Housing Society issued purchase offers to the 128 property owners. Around 50% of them had accepted the offers within the 60-day acceptance period. For this project, the Salvation Army was appointed the social service team to assist the affected residents.

Care about those affected had been exercised through a series of briefing sessions, both formal and informal. The enhanced communication and attention to the residents, owners and politicians helped the acquisition to proceed smoothly.

We also started planning studies to identify urban renewal needs and opportunities, starting in the Sham Shui Po District to be followed by similar studies in Hung Hom and Ma Tau Kok.

二零零三年九月初，房協向受影響的業主提出收購，而截至二零零四年三月底為止，約七成業主已接受收購。為了加速重建，房協透過市區重建局向政府呈交收回其餘物業的申請。這計劃預計耗資七億多元，並於五至六年內完成。

位於筲箕灣的第二個市區重建計劃，戶籍調查於二零零三年十一月進行。二零零四年二月，房協向一百二十八個業主提出收購；在六十天的接受期內，約百分之五十的業主接受了收購建議。我們委託救世軍為這個項目成立社會服務隊，為受影響的居民提供協助。

我們關懷受影響的居民，積極安排了連串正式及非正式的會議，加強與住客、業主及政界人士的溝通。這亦促使收購過程順利。

我們也開始進行規劃研究，探討市區重建的需要及機會。研究從深水埗區開始，其後將會延至紅磡及馬頭角。



Serenity Place in Tseung Kwan O
位於將軍澳的怡心園

An MOU with the URA on re-housing was signed in July 2003. Under this MOU, the Housing Society would receive reservation and allocation fees on flats reserved out of the Housing Society's rental stock for use by the URA for re-housing. Another joint agreement with URA and Housing Authority was also made to allow the Housing Society to utilise the re-housing flats provided to URA by the Housing Authority for our urban renewal projects. We appreciate the flexibility of the two organisations as tenants affected by our urban renewal projects can benefit from having a wider pool of re-housing flats.

Detailed working arrangements were also agreed among the three parties in December 2003.

Meanwhile, we are conducting planning studies to explore appropriate rehabilitation and preservation opportunities in collaboration with URA. These include two potential projects in Wan Chai, where we have support in principle from all relevant parties.

Sales and Marketing

Serenity Place in Tseung Kwan O, our last Sandwich Class Housing Scheme project converted into a private development, was first put up for sale in early 2003. The project comprises 5 residential towers with 1,526 units. However, the initial launch was affected by the outbreak of SARS, and only 41 units were sold. A deficit of \$10.8 million was booked in the year.

With a view to enhancing the attractiveness of the project and meeting the customers' aspirations we decided to upgrade individual units of Serenity Place together with its common facilities and to provide more home care services, in preparation for the re-launch in May 2004.

Meanwhile, alternative disposal options for the completed subsidised sale flats in Kai Tak Garden Phase II and Tuen Mun Area 4C as well as the pending project sites including Tanner Hill and Tsing Luk Street were explored.

二零零三年七月，我們與市區重建局就安置問題簽署合作備忘錄。在這備忘錄下，房協將會為市區重建局提供用作安置的出租單位，並收取預留及編配費用。我們亦與市區重建局及房屋委員會簽署另一協議，容許我們使用由房屋委員會向市區重建局提供的安置單位，進行市區重建項目。我們感謝這兩個機構的靈活安排，令受房協市建項目影響的租戶享有更多安置單位。二零零三年十二月，三方面均同意了詳細的工作安排。

同時，我們正進行規劃研究，探討與市區重建局合作，進行復修及保護文物的機會。這些項目包括位於灣仔的兩項工程，並已得到所有有關方面原則上支持。

銷售及市場推廣

位於將軍澳的**怡心園**於二零零三年初首次推出發售。這是最後一個由「夾心階層住屋計劃」轉為私人物業的項目，共有五幢住宅大廈，一千五百二十六個單位。銷情受到非典型肺炎的爆發影響，只售出四十一個單位。我們於年內最終錄得一千零八十萬元的虧損。

為了提高這樓盤的競爭力及迎合顧客的期望，我們決定提昇怡心園每個單位及公用設施的質素，並提供更多家居服務，準備於二零零四年五月重新推出。

同時，我們亦研究以其他方式，處理位於啟德花園二期及屯門四丙區已落成的資助出售單位，以及已擱置工程的地盤，包括北角丹拿山及青衣青綠街地盤。



Phase I of the Kwun Lung Lau Redevelopment is scheduled to complete in 2007
觀龍樓重建第一期預計於二零零七年竣工

Construction

During the year, works carried on at four construction sites.

In **Kwun Lung Lau Redevelopment Phase I**, we carried out site formation and foundation works. However, unforeseen and unfavourable ground conditions caused a slight delay in the progress.

For **Jolly Place** in Tseung Kwan O, building works were completed in June 2003 as scheduled, while for **Cheerful Court** in Jordan Valley, superstructure works were behind schedule and the Occupation Permit was finally obtained in May 2004.

As regards our **Tanner Hill** redevelopment project, site formation and foundation works were completed on schedule in May 2003.

建築工程

年內，建築工程在四個地盤繼續進行。

在**觀龍樓重建一期**，我們進行了平整地盤及地基工程。不過，未能預見的地質問題使工程略為延誤。

將軍澳**樂頤居**的建造工程如期於二零零三年六月竣工，而在佐敦谷的**彩頤居**，上蓋工程受到延誤，終於在二零零四年五月獲發入伙紙。

至於**丹拿山**的重建計劃，平整地盤及地基工程已如期於二零零三年五月完成。