

The image shows a dining area with a wooden table and two wicker chairs. On the table is a bottle of wine, a vase with white flowers, and some dishes. In the background is a large glass display cabinet filled with various items. A red circle is overlaid on the left side of the image, containing the text 'Property Development' and '物業發展' in white.

Property Development

物業發展





Property Development

物業發展

During 2007/08, the property development activities of the Housing Society continue to focus on several important areas. These included the redevelopment and rehabilitation of our own rental estates, elderly housing, urban renewal comprising redevelopment, revitalisation and preservation projects. Within the scope of these activities, relevant strategies have been formulated and implemented.

Planning and Construction

During the year, various housing initiatives, development principles and strategies were explored, formulated and implemented. The participation of the Housing Society in urban renewal and revitalisation projects, as well as projects through the Building Management and Maintenance Scheme (BMMS), have received the full support and recognition of the Government and the community for our continuous contribution.

For the urban renewal project at Po On Road in Sham Shui Po, following the completion of the demolition works in phases, foundation works commenced in late 2007. Through tactful and strenuous negotiations, possession of the remaining properties of another urban renewal project at Nam On Street in Shau Kei Wan was successfully secured. This enabled the commencement of the last phase of demolition works.

在二零零七至零八年度，房協的物業發展業務重點繼續集中在幾個主要範疇，包括為轄下屋邨進行重建及復修工程、長者房屋及市區更新（包括重建、活化及保育）。我們就這些業務範疇，制訂及推行有關策略。

規劃及建設

年內，我們探討、制訂及執行了不同的房屋計劃、發展原則和策略。房協參與了多項市區重建及活化項目，以及有關「樓宇管理維修綜合計劃」的工作。我們持續為社會作出的貢獻，得到政府和市民大眾的廣泛認同和支持。

房協位於深水埗保安道的市區重建項目在分期清拆後，地基工程已於二零零七年底展開，而位於筲箕灣南安街的另一個市區重建項目，我們經過努力談判，最終達成收購剩餘業權的協議，令最後一期清拆工作得以展開。



The urban renewal project at Po On Road in Sham Shui Po has completed demolition works
位於深水埗保安道的市區重建項目已完成拆卸工程

Whenever these projects take place, we continue to reinforce our pioneering role of project management and care for the environment. Being accredited with ISO 14001 in housing development, the Housing Society has a comprehensive Environmental Management System in place for our site operations. We also implement the Building Environmental Assessment Method (BEAM) and the 5-S System to adhere to best practices on the market.

During the construction phase, noise and dust on-site, as well as energy and water consumption, waste and transport, are the most significant factors to impact on the environment. The objective of the Housing Society is to reduce the amount of waste generated on construction sites, increase the degree of recycling, and step up the collection of useful waste and the recycling of parts of demolished buildings.

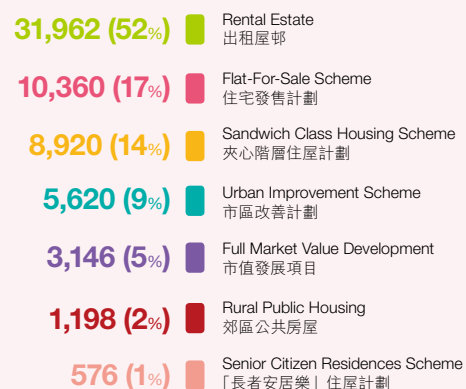
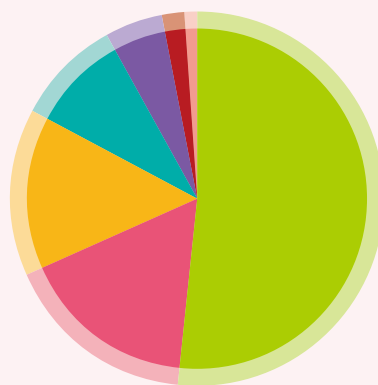
當進行各項工程時，房協仍堅持在項目管理及保護環境方面擔當先導角色。我們在房屋發展方面已取得ISO 14001認證，並在地盤運作上實施一套全面的環境管理系統。我們亦採用「建築環境評估法」及「五常法」的良好工作常規。

在施工期間，地盤的噪音及泥塵、能源及食水的消耗、廢料和運輸，都是對環境造成影響的最重要因素。房協的目標是減低地盤產生的廢物、增加回收有用的廢料，以及循環再用部分大廈拆卸的物料。

Existing Developments Completed 現有落成之發展項目

(as at 31 March 2008)
(截至二零零八年三月三十一日止)

No. of Units
單位數目





The new towers at Kwun Lung Lau (left) and Cho Chiu Centre under renovation (right)
觀龍樓重建大樓(左)及正進行翻新工程的祖堯坊(右)



The renovation works in Lai Tak Tsuen will offer its shopping centre a face-lift after completion
勵德邨的商場翻新工程完成後，將煥然一新

The past year also saw the completion of the redevelopment of Phase I of Kwun Lung Lau, a rental estate located in Kennedy Town. The idea for improving the estate gained momentum in 2000 when it was decided that a mixed approach of redevelopment and rehabilitation should be adopted. Originally built in the 1960s, two buildings have been demolished, and in their place at a cost of HK\$650 million, two 40-storey tower blocks housing 872 rental units have been redeveloped under Phase I, along with supporting facilities including a community hall, shops and car parking spaces. Rehabilitation work on Phase II of the project involves HK\$230 million and consists of the comprehensive upgrading of the remaining blocks which accommodate 1,456 rental units. Rehabilitation work includes installing additional lifts, better safety and security features, as well as comprehensive works needed throughout the estate to improve its overall quality.

A similar rehabilitation project is taking place at our Ming Wah Dai Ha covering seven residential blocks with 1,918 rental units located in Shau Kei Wan. Strategies for the improvement of the remaining six blocks in Phase II of the same estate have also been reviewed. In parallel, studies on the various rehabilitation and redevelopment options for Yue Kwong Chuen in Aberdeen have resulted in a two-phase improvement programme which has been set in motion. Works for Phase I rehabilitation will commence in the coming year.

It is not only our residential properties that undergo renovation and upgrading. To enhance the competitiveness of the commercial portfolio of the rental estates, a thematic design featuring health and specialty cuisines for Cho Yiu Chuen and Lai Tak Tsuen has been completed. Renovation works will soon be concluded and anchor tenants will be secured to tie in with the thematic concept.

二零零零年，房協在改善屋邨方面的工作日趨積極，並決定以混合的方式重建及復修建於一九六零年代位於堅尼地城的出租屋邨觀龍樓。第一期重建工程已於去年完成，房協耗資六億五千萬元拆卸其中兩幢大樓，然後再興建兩座樓高四十層合共八百七十二個出租單位的大廈，以及其他配套設施包括社區會堂、商店及車位。第二期的復修工程則動用二億三千萬元，全面改善其餘各座合共一千四百五十六個出租單位。復修工程包括加裝升降機、提供更完善的安全及保安設施，以及進行屋邨全面工程，以提升整體質素。

位於筲箕灣的明華大廈亦進行類似的復修工程，涉及七幢住宅大廈共一千九百一十八個出租單位；我們亦已完成檢討第二期的策略，以改善屋邨內其餘六座大廈。同時，經考慮多個有關香港仔漁光村的復修及重建方案後，最終決定分兩期進行改善計劃，第一期復修工程將於明年展開。

我們不單只為住宅物業進行翻新及改善工程。為提升出租屋邨商場的競爭力，我們即將完成祖堯邨及勵德邨商場的翻新工程，以健康及特式美食為主題，並引進旗艦商戶以配合這概念。



The sale of Kai Tak Garden, one of the Flat-For-Sale Scheme properties, received warm market response
「住宅發售計劃」項目啟德花園推售，反應熱烈



Sales and Marketing

In tandem with the Government's resumption of sale of Home Ownership Scheme flats, the Housing Society made available for sale units in two projects under the Flat-For-Sale Scheme. A total of 1,048 units in Kingston Terrace in Tuen Mun and Kai Tak Garden Phase II in Wong Tai Sin were offered for subscription by public housing residents and other qualified buyers.

The response generated by the 472 units available for sale at Kai Tak Garden Phase II attracted an oversubscription of 16 times. Reflecting the interest in Housing Society units, more than 80,000 people visited our show units and more than 7,500 valid applications were received. All 472 units were soon snapped up.

The 576 units at Kingston Terrace Phase I ranging in floor area between 614 and 896 square feet were also sold out and the new home-owners have now taken up residence in the quiet and tranquil setting. With residents' comfort at the forefront, the development features a 3,000-square-foot residents' clubhouse complete with gym, table tennis room, reading room, children's playground, landscaped podium and barbecue pits.

The remaining 32 units in Serenity Place also received enthusiastic attention and were sold within one day. A further 20 units in Verbena Heights were also made available for sale. During the year, the total revenue generated from property sales amounted to nearly HK\$1.5 billion.

Housing for the Elderly

In keeping with our 60 years of serving the community through the provision of innovative housing and related services, the Housing Society continues to explore the provision of groundbreaking housing initiatives and services for our senior population across the income spectrum. Our first two pilot housing projects under the Senior Citizen Residences (SEN) Scheme – Jolly Place in Tseung Kwan O and

銷售及市場推廣

配合政府重售「居者有其屋」計劃的單位，房協亦推出兩個「住宅發售計劃」項目，分別是屯門景新臺及黃大仙啟德花園第二期，共提供一千零四十八個單位，供公屋居民及其他合資格買家認購。

啟德花園第二期共四百七十二個單位收到超過七千五百宗有效申請，錄得十六倍超額認購，並有八萬多人參觀了我們的示範單位，反應熱烈，全數單位迅速售罄。

景新臺第一期五百七十六個單位建築面積由六百一十四至八百九十六平方呎不等，亦已全部售罄。屋苑除擁有清幽寧靜的環境外，房協亦著意為居民提供舒適的生活。景新臺設有面積達三千平方呎的住客會所，設施包括健身室、乒乓球室、閱讀室、兒童遊樂室、花園平台及燒烤設施等。

另外，剩餘怡心園的三十二個單位同樣受歡迎，所有單位於一日內售罄，茵怡花園亦再推出二十個單位發售。年內，出售物業錄得的總銷售額近十五億港元。

長者房屋

六十年來，房協透過提供具創意的房屋計劃和相關服務，為社會作出貢獻。秉承這個宗旨，我們繼續研究為不同負擔能力的長者引進嶄新的房屋概念及服務。「長者安居樂」住屋計劃

Cheerful Court in Jordan Valley, comprising 576 units for the elderly – are fully occupied, and both have a long waiting list.

The SEN Scheme not only provides decent accommodation, but also aims to improve the quality of life for the elderly through the provision of amenities, activities and care services in an integrated manner under one roof. The pilot scheme initiative reflects the global trend that our ageing population increasingly aspire to improve their quality of living. Relying on our experience and through our close cooperation with the Government and various non-government organisations (NGOs), it is our hope to continue creating awareness of the need for innovation and to encourage the development of senior housing. Furthermore, the Housing Society is ready and equipped to take up the challenge of bringing these ideas to fruition here in Hong Kong.

For this reason, and as Hong Kong's retirement community continues to grow, finding innovative solutions to address the diversified housing needs of the senior is an area that receives special attention from the Housing Society. For instance, the mixed scheme of providing private flats and elderly flats within the same development will be experimented in our urban renewal project at Nam On Street in Shau Kei Wan. Being the first of its kind in Hong Kong, the project aims to promote mutual care and support between the elderly and their family members. On the other hand, studies and evaluations to implement an “Elderly Hub” have been completed on four urban renewal sites at Sham Shui Po. The proposals on providing purposely-designed elderly flats and comprehensive facilities for the elderly along the “CARE” model (Caring, Active, Recreational and Educational) were submitted to the Elderly Commission in June 2008 with strong support received.

We are most encouraged to note that in the Chief Executive's Policy Address in 2007, the success of the SEN Scheme of the Housing Society was explicitly recognised and the expansion of the comprehensive home care approach of the scheme was supported. In a swift response, the Housing Society submitted to the Government a proposal to develop at our site at Tanner Hill an “Elderly Hub” comprising elderly flats and comprehensive facilities to serve not only the elderly residents but also the elderly in the community. The proposal had been endorsed by the Government and actions are in hand to sort out the land, planning and design matters.

To continue the momentum of providing quality housing for the elderly, the Housing Society is prepared to set up more of these elderly housing schemes to cater for the ever growing demand. We are also looking forward to cooperating with like-minded NGOs and other experienced service providers to provide such facilities and services to the elderly.

Taking the initiative a step further, an innovative “Integrated Retirement Community” concept was studied for a site identified in Tin Shui Wai. The Project will provide

的兩個試驗項目，分別位於將軍澳的樂頤居及佐敦谷的彩頤居，為長者提供五百七十六個單位，經已悉數入伙，並有不少人輪候入住。

「長者安居樂」住屋計劃不單為長者提供舒適居所，亦透過提供綜合設施、活動及護理服務等，提升他們的生活質素。此項試驗計劃反映了長者越來越注重改善生活質素的趨勢。憑藉我們的經驗及透過與政府和不同非政府機構的緊密合作，我們積極推動長者房屋的發展，並繼續引起更多人關注在這方面創新的需要。房協已準備就緒，迎接挑戰，把這些概念實踐。

基於這個原因及有見香港退休人口日增，房協亦積極研究創新的方案，配合長者對住屋的各種需要。例如，我們將在筲箕灣南安街市區重建項目中，發展綜合住宅計劃，同時提供私人住宅及長者單位。這個全港首創的項目旨在促進長幼共融。除此之外，我們已就深水埗區四個市區重建地點建立「長者中心」完成研究及評估，並於六月向安老事務委員會提交建議，依照「CARE」模式（即以關懷、積極、康樂和教育為本）興建專為長者而設的單位，並提供完善設施。此計劃得到安老事務委員會的大力支持。

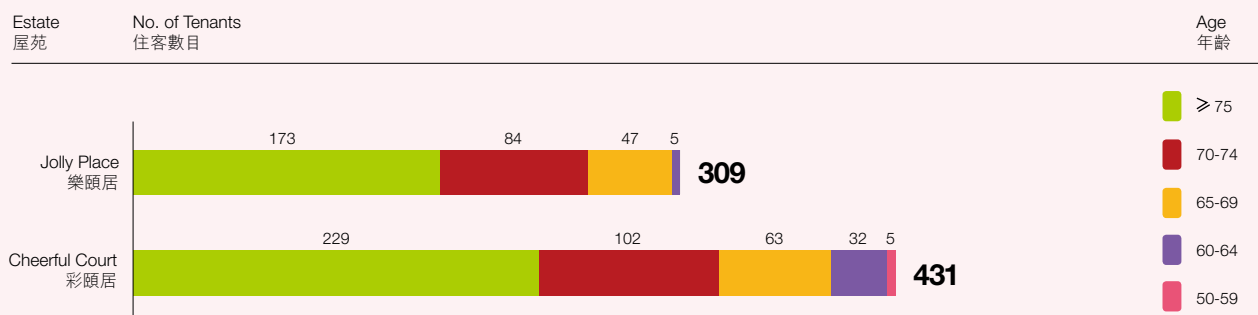
令我們感到尤其鼓舞的是，行政長官在二零零七年的施政報告中，特別嘉許房協的「長者安居樂」住屋計劃，並認為以綜合家居照顧模式提供長者居所，有需要進一步擴展。房協對此迅速作出回應，向政府提交建議，於丹拿山興建結合長者單位及完善設施的「長者中心」，為長者居民提供服務之餘，亦可惠及區內其他長者。政府已同意此項建議，而房協正著手處理土地、規劃及設計等事宜。

為配合日增的需求，房協計劃興建更多的長者房屋項目，繼續為長者締造優質生活。我們並希望能與共同理念的非政府機構及其他具經驗的服務提供者合作，為長者提供這些設施及服務。

我們更進一步研究在天水圍發展「綜合長者社區」這項嶄新的概念，興建集居住、醫療、康

Age Distribution of SEN Tenants 「長者安居樂」住客的年齡分佈

(as at 31 March 2008)
(截至二零零八年三月三十一日止)



purposely-built quality housing to meet the growing needs of the affordable elderly together with medical, leisure, educational and tourism facilities offering benefits for cross generations. It aims to enhance family harmony and caring culture, to provide the needed medical services, to create new jobs and to stimulate local economy. We are liaising with the Government on our initial project proposal, and have been making progress.

Reinforcing the Housing Society's commitment to provide quality housing and living services for the elderly, strategic alliances are maintained with other NGOs to explore the provision of various pilot schemes to better serve our ageing population. The Society signed a Letter of Intent (LOI) with the Hong Kong Society for Rehabilitation (HKSR) to jointly explore the development of an elderly housing project in Lam Tin in November 2007.

We also look overseas to benchmark our performance and share our experiences. For example, in June last year the Chairman and some Members of the Housing Society Executive Committee attended an international conference organised by the International Association of Homes and Services for the Ageing (IAHSA) in Malta. The conference attracted over 700 delegates from more than 20 countries providing a broad-based platform for sharing best practices in elderly services.

At the conference, Chief Executive Officer and Executive Director, Miss Wong Lai-chun presented the philosophy and development of the Housing Society Elderly Resources Centre (ERC). She also shared with the delegates the vision and mission of the Housing Society in developing elderly housing and related services.

In April 2008, the Housing Society organised the Hong Kong International Housing Conference which attracted nearly 300 participants from all over the world, including keynote speakers Mr Lai Ming, Director of The Science and Technology

樂、教育及旅遊設施於一身的項目，既可照顧跨代的需要，也能滿足長者對優質房屋日增的需求。這個項目旨在促進家庭成員之間的和睦共處和互相關懷的文化、提供居民所需的醫療服務、創造新職位及刺激區內經濟。我們正與政府就有關計劃保持聯繫，並已取得進展。

房協致力為長者提供優質房屋及相關服務，為加強我們的承諾，我們與其他非政府機構建立策略性聯盟，研究不同的試驗計劃，為長者提供更佳服務。二零零七年十一月，房協與香港復康會簽署意向書，攜手研究發展位於藍田的長者房屋項目。

我們也參考海外情況，以衡量我們的表現及交流經驗。去年六月，房協主席聯同數名執行委員會成員出席了International Association of Homes and Services for the Ageing在馬爾他舉行的國際會議。該會議吸引來自逾二十個國家七百多名參加者，為他們提供一個長者服務良好典範的交流平台。

房協行政總裁兼執行總幹事王麗珍小姐於會議上講述了「長者安居資源中心」的理念和發展，並與參加者分享房協在發展長者房屋及相關服務方面的目標和使命。

房協於二零零八年四月主辦國際房屋研討會，吸引近三百名來自世界各地的參加者，主講者

Department, Ministry of Housing and Urban-rural Construction, the People's Republic of China, Mr Mah Bow-tan, Minister for National Development, Singapore and Madam Thelma Kay, Director, Emerging Social Issues Division of United Nations Economic and Social Commission for Asia and the Pacific.

In a further move to extend our services to the elderly, the Housing Society launched a one-stop website (www.HKHSelderly.com) in early 2008, which provides a wealth of information covering housing, medical, health, rehabilitation, homecare, residential care and social and recreational programmes. To meet the growing demand for elderly services arising from Hong Kong's ageing population, the website features frequently asked questions on elderly care and seeks to dispel common misunderstandings associated with the ageing process. The website features easy-to-use pictorial indices designed to facilitate simple navigation of the services and assistance required.

Our goal is to provide information, education and support to families caring for ageing loved ones. We believe that whether you are caring for a spouse, parent, relative or neighbour, you can learn and grow from the care-giving journey. To that end, we provide knowledge, tools and community to help care-givers improve the quality of life for both themselves and their ageing loved ones. Some of our other goals also include collecting information about the needs of the elderly and finding ways to fulfill these needs, informing society and the Government about the situation of the elderly, and contributing to the Governmental decisions related to the elderly. The launching ceremony of the website coincided with the opening of a new wing of the ERC in Yau Ma Tei.

Since its opening in 2005, the ERC, focusing on the promotion of home safety through the interactive approach, has received positive responses and endorsement from both the local visitors (including elderly, their family members, academics, professionals and practitioners in elderly-related services) and the overseas visitors (including the Parliamentary Secretary of the Ministry of National Development of

包括中華人民共和國住房和城鄉建設部科學技術司司長賴明先生、新加坡國家發展部部長馬寶山先生，以及聯合國亞洲及太平洋經濟社會委員會 Thelma Kay 女士。

為進一步拓展我們為長者提供的服務，房協於二零零八年推出「房協長者通」(www.HKHSelderly.com) 一站式資訊網站，提供房屋、醫療、保健、復康、院舍照顧、家居照顧、社交康樂等資訊。隨著人口老化，社會對長者服務的需求日益殷切，「房協長者通」網站特別為長者解答常見的護老問題及消除對老化過程的誤解。這個網站設計簡潔，並備有導覽功能及圖片指引，方便長者搜尋適合自己的服務和支援。

我們的目標是為需要照顧長者的人士提供資訊和支援。我們相信無論是照顧伴侶、父母、親屬或鄰居，每個人都能在照料的過程中學習和成長。我們透過網站提供的資訊、工具及平台，協助照顧者及長者改善兩者的生活質素。我們亦希望藉此了解長者所需及找出協助他們的方法，讓社會人士更了解長者的情況，從而對有關的政府決策作出貢獻。網站啟用儀式於油麻地的「房協長者安居資源中心」舉行，當日同為「長者安居資源中心」新翼啟用。

自二零零五年啟用以來，「長者安居資源中心」透過互動形式，推廣家居安全。本地參觀者包括長者及其家人、學者、專業人士和從事長者服務的人士。他們對中心有正面的評價，而海



Secretary for Labour and Welfare Mr Matthew Cheung visited the health facilities at Cheerful Court
勞工及福利局局長張建宗先生參觀彩頤居的長者保健設施



The opening of the extension of the Housing Society Elderly Resources Centre
「房協長者安居資源中心」新翼開幕



www.HKHSelderly.com provides comprehensive information for the elderly, their families and carers
「房協長者通」網站為長者、其家人及護老者提供全方位資訊

Singapore, Dr Mohamad Maliki Bin Osman and the Secretary General of International Federation on Ageing, Dr Jane Barratt etc). The new wing of the ERC offers a wider scope of service, bringing home safety awareness to outdoor.

On a more local level, our “Home Safety Ambassadors” pilot scheme, launched in Jat Min Chuen and Cho Yiu Chuen, successfully resulted in 80 volunteers being recruited and trained to advise elderly tenants on basic safety and accident prevention issues at home.

Urban Renewal and City Revitalisation

To address the problem of urban decay and to improve the living conditions of residents in dilapidated urban areas, the Housing Society has committed significant resources to a number of urban renewal projects across the territory. The approach of the Housing Society to urban renewal has been carefully designed around a coordinated holistic approach adopted to rejuvenate older urban areas by way of revitalisation, rehabilitation, heritage preservation, and where necessary, redevelopment.

As a non-profit organisation, the focus of the Housing Society's urban renewal projects is to improve the living environment for residents and businesses by providing more space and community welfare facilities while enhancing the townscape with attractive landscape and design.

As part of the strategic focus of the Housing Society is urban renewal, it is important we keep a balance on the needs of the community in pursuing projects in preservation, rehabilitation, revitalisation and redevelopment.

The Housing Society is no stranger when it comes to successfully taking on urban renewal projects. Our involvement in urban renewal projects dates back to 1974 when in collaboration with the Government, we pioneered the Urban Improvement Scheme. Since then, we have completed more than 30 projects and provided quality homes for thousands of families, at the same time improving areas of the urban environment while providing the much needed Government, Institution and Community (GIC) facilities for the benefit of the wider community.

Building on this platform, in 2002 we signed a Memorandum of Understanding (MOU) with the Urban Renewal Authority (URA) to set out the details for a long-term strategic partnership. The MOU provides the basis for the two bodies to fully engage each other's strengths and resources to expedite various urban renewal programmes. Therefore, together with our commitment to the BMMS, our urban renewal activities account for a substantial amount of our portfolio activities. We are also continuing to liaise with the URA on further “4R” (Redevelopment, Rehabilitation, Revitalisation and Preservation) projects in keeping with Hong Kong's urban renewal objectives.

外的參觀者，如新加坡國家發展部政務次長孟理齊博士及國際老齡聯合會秘書長Jane Barratt博士，對中心亦表示讚賞。中心的新翼擴展服務範圍，把長者的安全意識由家居帶到戶外。

在地區層面上，我們在乙明邨和祖堯邨推出了「家居安全大使」試驗計劃，成功招募及訓練八十名義工，向年長居民講解基本安全知識及如何防範家居意外等問題。

市區重建及舊區活化

房協投入大量資源，參與多個重建項目，以解決市區老化問題及改善舊區的居住環境。在市區重建方面，房協以協調性及整體性的策略，透過舊區活化、樓宇復修、文物保育，甚至重建發展的方式，更新舊區。

作為一個非牟利機構，房協在市區重建方面的重點，是為市民提供更多空間及社區設施，同時美化及綠化環境，從而改善居民的生活及營商環境。

房協其中一個市區重建策略的重點，是在進行保育、復修、活化及重建的同時，平衡社區的需要。

房協在市區重建方面擁有豐富經驗。我們早於一九七四年便與政府合作，率先推行「市區改善計劃」。至今，我們完成了三十多個項目，為數千個家庭提供優質的居所，同時改善市區環境及為區內人士提供各類政府、機構及社區設施，惠及整個社群。

在這個基礎上，我們於二零零二年與市建局簽訂「合作備忘錄」，成為長期策略性合作夥伴，充份利用雙方的長處和資源，加快各項市區重建計劃。故此，連同「樓宇管理維修綜合計劃」，市區更新活動成為房協其中一項主要工作。我們將繼續與市建局商討，循著重建發展、樓宇復修、舊區活化及文物保育四方面更新香港的面貌。

Work is also progressing on four adjoining sites in Sham Shui Po. However, tactful negotiations to secure possession of the four sites were strenuous and difficult and required a great deal of patience and persuasion in dealing with the owners. Rising property values have made the operating environment for acquiring properties designated for urban renewal increasingly difficult. In some cases, property owners, residents and shopkeepers have become more far-reaching in their demands. The strategy adopted was to secure possession of the sites in stages. The successful implementation of the strategy advanced the commencement of demolition works by stages, thus avoiding potential hazards caused by units left vacant for a long period of time.

Cooperation with the URA has continued to prove beneficial in bringing extra resources to the urban renewal effort and the two bodies will continue to build on this. The challenge remains in delivering an affordable, financially self-sustaining and integrated renewal programme that meets the needs and expectations of the community in changing economic and market conditions. Understandably, even when at no financial cost to the residents and official bodies in the areas where we carry out urban revitalisation, we still need the cooperation of all stakeholders including the residents and District Councils.

With regard to city revitalisation, following the successful completion of the “Green Lane” in Sham Shui Po, the Housing Society, the Home Affairs Department and Kwai Tsing District Council jointly implemented the Kwai Tsing District Revitalisation Project. The Kwai Tsing project is the second urban revitalisation scheme after “Green Lane”. At a cost of about HK\$10 million, the project mainly involves adding greenery to the public areas opposite Kwai Fong MTR station and incorporating

我們於深水埗四個相連地段的重建項目正在進行中，但收購業權的談判工作困難重重，必須謹慎進行及耐心游說各業主。樓價上升對這方面的工作亦有一定影響。一些業主、居民及店主將補償要求大幅提高，增加收購業權的難度。我們採取的策略是分階段收回業權，策略的成功令清拆工作得以分期展開，減低單位長期空置而引致的潛在危險。

房協與市建局的合作為市區重建工作注入更多資源，兩個機構將在這互惠的基礎上繼續發展。在不斷轉變的經濟及市場環境中，我們面對的挑戰是如何發展符合市民負擔能力而又能在財政上自給自足的重建項目，配合社會的需要和期望。雖然我們知道活化舊區的工作不會為居民及官方機構帶來財政負擔，但我們仍然必須與所有相關人士，包括居民及區議會保持緊密溝通，才可以順利進行有關計劃。

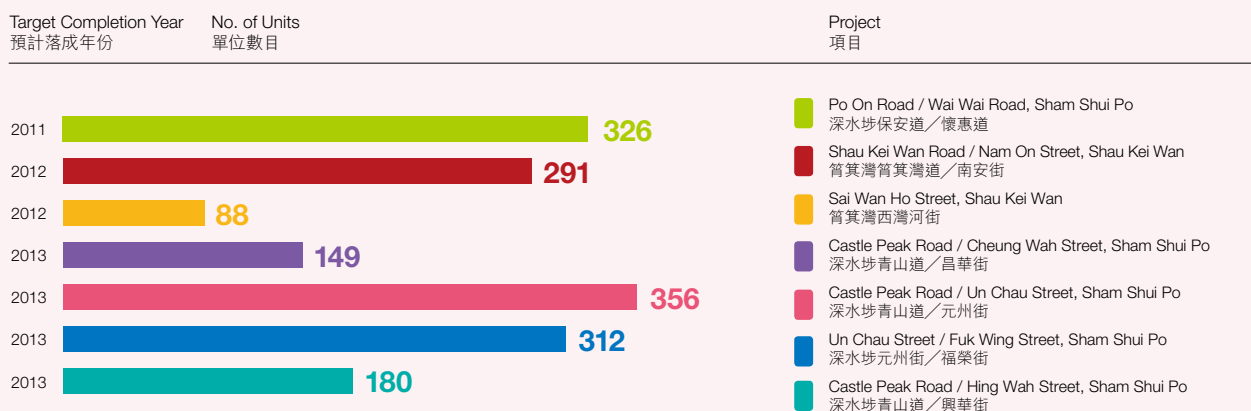
在市區活化方面，繼深水埗「綠悠翠坊」市區活化計劃成功完成後，房協聯同民政事務總署及葵青區議會合作推行「葵青地區展新姿地區美化計劃」。工程耗資約一千萬元，包括綠化葵芳地鐵站對開的公眾地方、在區內加建社區設施和設置一個以貨櫃組成的鐘樓。這地標彰顯該區作為物流樞紐的特色，從而加強區內居

Target Completion Dates and Units of Urban Renewal Projects

市區重建項目的預計落成日期及單位數目

(as at 31 March 2008)

(截至二零零八年三月三十一日)



amenities facilities in the district. A landmark clock tower built with containers aims to highlight the characteristics of a logistics hub of the district and enhance the local residents' sense of belonging to the neighbourhood. An opening ceremony was held in December 2007 to mark the successful completion of the project.

Riding on the success of the project in Sham Shui Po and Kwai Tsing, the Housing Society continued to work with the Home Affairs Department and the District Councils in other districts to develop a series of revitalisation projects to improve the local environment.

The Housing Society launched the "Five Blessings in a Row" revitalisation project in Sai Kung at a commencement ceremony held at the Earth God Shrine in January 2008. Jointly implemented by the Housing Society, the Sai Kung District Council and District Office, and with the support of the Sai Kung Rural Committee and the Kai Fong Celebration Association, the project aims to achieve the dual purposes of enhancing the identity and improving the environment of the Sai Kung Old Town. The project is expected to complete in 2008, to be followed by other improvements to the local amenities and streetscape.

The Housing Society will continue to work closely with other District Councils and District Offices to inject new vigor into Yuen Long, Tsuen Wan, Tai Po, Cheung Chau, Peng Chau and North Point while addressing the unique characteristics and needs of each district. The scope and detailed designs for the six projects have been agreed with all relevant stakeholders including the Government Departments, District Councils and residents. The initiative of the Housing Society in developing practical design alternatives and effective coordination has shortened what can sometimes be a lengthy consultation process. Works based on the approved designs in these districts are anticipated to commence in batches in 2008/09. The Government also recognised the positive impact of the city revitalisation works and building a green city. In the Chief Executive's Policy Address, it was highlighted that priority attention will be given to the beautification works along the Tuen Mun River. In support of this initiative, the Housing Society collaborated with the Government and engaged consultants to carry out a planning study with the element of public engagement to identify the scope of the beautification works. The study has already commenced in February 2008.

民的歸屬感。揭幕禮已於二零零七年十二月舉行，標誌項目圓滿落成。

繼深水埗和葵青這兩個項目後，房協繼續與民政事務總署及區議會合作，在其他地區發展一系列的活化項目，改善當區環境。

二零零八年一月，房協在西貢伯公廟舉行「五福臨門」市區活化計劃興工儀式。該項目由房協、西貢區議會及西貢民政事務處合作推行，得到西貢鄉事委員會及街坊值理會的支持，希望能加強該區特色的同時，並改善西貢舊墟的整體環境。項目預計於二零零八年內完成，之後區內還有其他設施及街道美化工程。

房協將繼續與其他區議會及民政事務處合作，為元朗、荃灣、大埔、長洲、坪洲及北角注入新動力，發揮每區獨有的特色，同時照顧各區不同的需要。房協已就六個項目的規模及設計，與相關人士包括政府部門、區議會及居民達成共識。由於房協在項目開展前提供了多個切合實際的設計方案，加上有效的協調溝通，令本來可能冗長的諮詢過程大大縮短。按照已批核的設計，這些工程將於二零零八至零九年分批動工。此外，政府亦注意到市區活化及綠化的工作對社會帶來正面的影響，因此在行政長官施政報告中亦有提及優先沿屯門河進行美化工程。房協配合此計劃與政府合作，並委任規劃顧問研究工程規模；研究工作已於二零零八年二月展開。



The "Green Lane" City Revitalisation Project in Sham Shui Po (left) and Kwai Tsing District Revitalisation Project (right) were successfully completed

深水埗「綠悠翠坊」市區活化計劃(左)及「葵青地區展新姿地區美化計劃」(右)經已順利完成