



12 January 2023

HKHS's Third "Senior Citizen Residences Scheme" Project Completed
Providing One-stop Elderly-friendly Housing to Achieve Ageing in Place

The Hong Kong Housing Society (HKHS) held a project completion ceremony today (January 12) for its third "Senior Citizen Residences Scheme" (the Scheme) project at Lee Kung Street in Hung Hom and the project is officially named "Blissful Place".

HKHS Chairman Walter Chan said, "The Housing Society pioneered the 'Senior Citizen Residences Scheme' more than 20 years ago with an innovative 'lease-for-life' model that provides housing, recreation, medical and care services for the middle-income elderly under one roof, advocating the concept of ageing in place to meet the housing needs of an ageing population. Leveraging the design and operating experience of the first two pilot projects, the Blissful Place has adopted more new elements of elderly-friendly design as well as application of Gerontechnology, with an aim to enhance the quality of life for our elderly residents and further promote ageing in place."

Among the 312 flats of the Blissful Place, over half of them are one-bedroom units (168) and the rest are studio flats (144). The elderly-friendly and safety features included non-flame cooking, low door threshold, double peepholes, non-slip tiles and handrails in toilets, integrated care link system, thematic colour for each floor for easy identification, and fire alarm lights for individual flat.

Same as the first two pilot projects of the Scheme, the Blissful Place provides a residential care home for the elderly and rehabilitation services, offering one-stop care services for residents. The project is also equipped with recreational facilities, including a sky garden, a reading area and a gymnasium area for the residents to enjoy their fabulous lives.

HKHS will open the show flats of Blissful Place for public viewing in March this year, with details to be announced later. The Scheme adopts a single waiting list arrangement applicable to completed projects including Blissful Place, Cheerful Court, and Jolly Place, as well as all future projects, so applicants do not have to submit repeated applications. For enquiries or applications, please visit the website of the Scheme (<https://sen.hkhs.com>) or call the Scheme hotline at 2839 7111.

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Photos:



Walter Chan, HKHS Chairman (4th from left); Ling Kar-kan, HKHS Vice-Chairman (4th from right); Annie Tam, Chairlady of HKHS Special Committee on Elderly Housing (3rd from right); Au Choi-kai, Chairman of HKHS Special Committee on Planning, Design and Construction (3rd from left); Ivan Chung, Director of Planning, HKSAR Government (2nd from right); James Chan, HKHS Chief Executive Officer (2nd from left), officiate at the completion ceremony of the Blissful Place together with representatives of project consultant and contractor.



HKHS Chairman Walter Chan (2nd from left) tour “Blissful Place” with the guests to see the elderly-friendly design of the flats.



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The Blissful Place logo features a lush apple tree that symbolises longevity, fruitfulness and prosperity.



The Blissful Place will provide 312 elderly-friendly residential units.



The Blissful Place is located at 8 Lee Kung Street in Hung Hom.



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Thematic colours are used to help the elderly identify different floors easily.