



Press Release

14 March 2023

HKHS Opens Show Flats of Blissful Place
A New Project of “Senior Citizen Residences Scheme”
Offering One-stop Age-friendly Housing Services

The Hong Kong Housing Society (HKHS) announced today (14 March) that the Blissful Place, the third project under the “Senior Citizen Residences Scheme” (the Scheme) at Lee Kung Street in Hung Hom, will open its on-site show flats from 17 March for applicants of the Scheme and the general public to visit. The earliest intake of flats is expected in the middle of this year.

HKHS Director (Development and Marketing) Eric Yeung said, “The Blissful Place aims to achieve ‘Ageing in Place’, by providing one-stop solutions to address the needs of the middle-income elderly in housing, recreation, medical and care services all under the same roof. To create a quality, worry-free and self-sustaining living environment, the design of the project has been given thorough consideration to the needs of the seniors, from interior fittings and finishes, facilities and services, to amenities in the common areas. The Blissful Place also provides a residential care home for the elderly and rehabilitation services, offering holistic support to the residents and the community. It is hoped that the tenants will enjoy a hassle-free and active ageing lifestyle.”

Among the 312 flats of the Blissful Place, over half of them are one-bedroom units (168) with saleable areas ranging from 375 to 403 square feet, and the rest are studio flats (144) with saleable areas from 235 to 256 square feet. The 29-storey building comprises 24 residential floors with 13 flats on each floor, while the other five floors house a sky garden, a clubhouse and a residential care home for the elderly.

The design of the Blissful Place keeps pace with the times and there are thoughtful age-friendly and safety features, including double door viewers, low door curb, sliding doors, non-slip tiles and handrails inside toilet, non-flame cooking and fire alarm light for individual flat, as well as new features including movable kitchen cabinet, window crank and thematic colours design on each residential floor for easy identification by the elderly. The project is also equipped with the “integrated care link system”, a gerontechnology application. Tenants can receive timely emergency support within the property by simply pressing a portable device with a locator function.

The residential care home for the elderly, medical centre and rehabilitation centre of the Blissful Place are operated by a professional service provider, with one-stop comprehensive and professional care services such as physical check-ups, healthy living guidance and

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counselling support for the elderly. The outdoor sky garden of over 10,000 square feet is well-designed with urban farming and outdoor fitness facilities. The residents clubhouse provides recreational and leisure facilities, a reading area and an indoor fitness area where the residents can take part in a wide range of interest classes and social networking activities. At the Blissful Place, the elderly can enjoy ageing in place with a colourful life.

All projects under the Scheme adopt a “lease-for-life” model. Except from a lump sum fee of entry contribution, the tenants do not need to pay any rental payment. The amount of entry contribution varies upon the age of the applicant and the flat selected.

Brief summary of Entry Contribution of the Blissful Place:

Age	Entry Contribution of the Blissful Place* (HK\$)	
	Studio Flats	One-bedroom Flats
Aged 60-64	About 1.5 million to 1.88 million	About 2.18 million to 2.65 million
Aged 65-69	About 1.35 million to 1.7 million	About 1.96 million to 2.39 million
Aged 70-74	About 1.28 million to 1.6 million	About 1.85 million to 2.26 million
Aged 75 or above	About 1.2 million to 1.51 million	About 1.74 million to 2.12 million

(*Please refer to the Blissful Place website for Early Bird discount, related rebates and payment plans)

The Scheme welcomes applications from singleton and doubleton aged 60 or above with a single-queue arrangement applicable to all projects, covering completed projects like the Blissful Place, Cheerful Court and Jolly Place, as well as future projects under the Scheme. Applicants do not need to submit applications for individual projects separately.

The show flats of the Blissful Place will be available for priority preview of applicants on the waiting list of the Scheme from 17 March. Public viewing will start from 25 March and appointments must be made in advance through the website of the Blissful Place. For enquiries, please visit the Blissful Place’s website (<https://blissfulplace.hkhs.com>) or call the hotline at 2839 8299.

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Photos:

	<p>Located at 8 Lee Kung Street, Hung Hom, the Blissful Place is an age-friendly housing project providing 312 studio and one-bedroom flats.</p>
	<p>HKHS General Manager (Sales and Marketing) Peter Or (left) and HKHS General Manager (Elderly Services) Carmen Ng introduce the design of the age-friendly flats and various quality services at the Blissful Place.</p>
	<p>One-bedroom show flat of the Blissful Place.</p>
	<p>Studio show flat of the Blissful Place.</p>

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	<p>Different thematic colours are designed for each floor for easy identification by the elderly.</p>
	
	<p>Thoughtful design features include notice board and flip hook outside the door entrance of each flat.</p>
	<p>Double door viewers are provided for the convenience of users with different needs.</p>

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Bathrooms are designed with sliding doors, non-slip tiles, handrails, and curbless shower area.



The kitchen floor cabinets can be moved around, making it easy for wheelchair users to cook.



The window is equipped with a crank, allowing users to open and close the window more easily by rotating the handle.