



A unique custom-designed mural artwork adds visual interest and a strong theme to the place by reflecting the nature and outdoor characteristics

FAIRVIEW PARK TOWN CENTRE

Developed in the 1970's to 1980's and located near the Mai Po wetland nature reserve, Fairview Park is the largest low-density suburban estate in Hong Kong, with 5,024 house units and a population of over 15,000 residents. It is a pioneering project known for introducing western-style suburban house living to Hong Kong's middle class, and today it remains a popular estate for families who enjoy nature and open space.

AN INTEGRATED COMMUNITY AND SHOPPING CENTRE

The Fairview Park Town Centre design is quite unique as an open air shopping centre with many smaller blocks creating a shopping village typology. It is an integrated community and shopping centre with one of the largest private artificial lakes in Hong Kong. The shopping centre primarily serves the daily necessities of Fairview Park and surrounding residents with an estimated primary catchment area at around 40,000 customers.

The shopping centre hasn't had a major renovation since its construction. Therefore, it was becoming quite dated and needed a significant upgrading to re-attract the resident customers as well as compete with new shopping malls

opening nearby. As a residential-focused shopping centre, the key goal for the renovation and repositioning project was to upgrade its image, increase customer flow, and encourage residents to spend more casual time at the Town Centre.

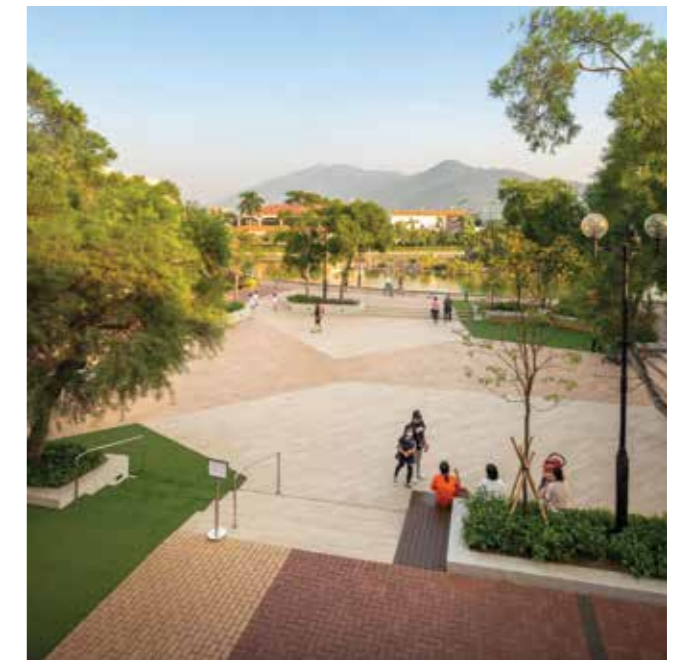
VISUAL UPGRADES

The first major upgrade was to reposition the shopfront entrances in Block E. Previously, the shopfronts faced inwards to an interior hallway, which was not inviting. By removing the interior hallway and flipping the shopfront entrances to face the exterior, where there was more footfall, this significantly increased the shop's visibility and accessibility, and added energy to the premises.

The next upgrade was the overall exterior of the blocks, as there were previously many blank walls and a long parapet wall that created a stale atmosphere. As part of the Town Centre's 'Green and Nature' theme to reflect its outdoors setting, the custom-designed geometric green patterns painted on each block added visual interest and a feeling of freshness and variety to the premise. The long parapet wall was also concealed by real bamboo planters, which created a natural green wall, further strengthening the theme.



Major upgrade of the the shopfront facade to increase its visibility and accessibility



Plaza

Most significantly, the collaboration with Hong Kong mural artists creates a unique custom-designed mural artwork for two corner walls of Block B. It transforms the feel for the Town Centre by reflecting the nature and outdoor characteristics of Fairview Park, adding visual interest and a strong theme to the place.

SPATIAL UPGRADES

The Town Centre has a large sunken plaza for special events and people to gather and socialize. Originally the plaza had multiple flag poles and a dedication plaque in the middle of the space, which blocked the flow of people and prevented large tents and events from taking place there. To create visual interest and welcome people to sit on the new benches and watch their children play in the plaza, the flag poles are removed and the entire plaza repaved with the two-tone surface and artificial green turf.

There was a lack of seating in the Town Centre, which was inconvenient for elderly customers and people with shopping bags and children. To create a more pleasant environment and encourage customers to spend more time at the Town Centre, benches are added with various well utilized seating areas for children to elderly, whether to eat, rest, or just spend some extra time there.

In conclusion, the major renovation and repositioning was successful to improve the image of the area, as well as to retain customers and encourage them to shop at the Town Centre. There is a new energy and freshness where residents find it more pleasant to visit, and the Town Centre should continue to thrive as an anchor destination for the larger community. 🌱



The overall exterior of the blocks is concealed by real bamboo planters and lighting features

PROJECT DATA

Project Name
Renovation Work for Shopping Arcade in Town Centre

Location
Lotus Road, Fairview Park, Yuen Long, NT, Hong Kong

Completion Date
24 January 2020

Site Area
Approx. 7,700 square metres

Gross Floor Area
Approx. 9,015 square metres

Building Height
2-3 storeys

Client/Owner/Developer
Fairland Resources Limited

Project Manager
Great Ocean Construction Consultant Limited

Civil & Structural Engineer
James Lau & Associated Ltd

Mechanical & Electrical Engineer
Kelvin Tam & Associates Ltd

Quantity Surveyor
Beria Consultants Limited

Landscape Architect
Ko Landscape Architects Limited

Main Contractor
Forward Constructor Co. Ltd