

SPARKLING URBAN REGENERATION weaves new city fabric



In August 2020, amidst the height of Covid disruptions, a Grade C office building was acquired by Hong Kong property developer Fairland Holdings in the Cheung Sha Wan area. Located at 126 Castle Peak Road, Hong Kong, the 13-storey building boasts a GFA of approximately 2,323 square metres and is located a mere six minute walk from the Cheung Sha Wan MTR Station.

The decision to invest in the property was made during a time when very few investors were active in the market, allowing for the negotiation of a lower price during a period of uncertain economic conditions. The building was acquired at a price of \$140M, which translates to around \$5,600 per square foot, lower even than the old industrial floors in the surrounding vicinity.

The Cheung Sha Wan area was chosen due to its potential for urban regeneration and its positive outlook for improving demographics. The area was once an industrial district with an ageing population, but the recent influx of Urban Renewal Authority (URA), as well as privately developed residential projects, has stimulated rapid urban renewal, attracting young families and professionals with higher spending power and more diverse interests and needs.

MARKET REPOSITIONING

The building was repositioned to cater to the new lifestyle interests and requirements of the changing demographic, rather than traditional office tenants. The "Spark City" brand series was created as a vertical "Service-Oriented Lifestyle Hub" for the surrounding residents. Such positioning is resilient in periods of economic downturn due to the consistent local demand driven growth of a regenerating neighbourhood, and is well positioned to capitalise on the new residents' higher spending power during a stronger economy. Furthermore, the service-oriented positioning is less affected by e-commerce, as it sells lifestyle experiences, not just products.

To ensure the repurposed building met current building standards, several refurbishment features were implemented. The old façade was replaced with a new glass curtain wall, and all interior common areas such as lift lobbies and bathrooms were refurbished. Additionally, electrical, plumbing, and elevator machinery were replaced.



Human-centric design features were also incorporated, including easily operable windows to encourage natural air ventilation and an upgraded air circulation system for every floor, to meet the six air exchanges per hour standard. The very steep, old staircase between the G/F entrance and I/F lift lobby was replaced with new stairs with a shallower rise and deeper steps to provide more comfort, especially for the elderly and young children.

EMBRACING THE OLD TO ESTABLISH THE NEW

The architect chose rattan as the predominant interior design theme, reflecting the history of the Cheung Sha Wan area, which used to have a large rattan weaving and furniture industry. The designs challenge rattan as an old-styled material and intentionally use it in a modern way. Local rattan artists and craftsmen were invited to hand-make rattan fixtures for the feature ceiling above the G/F main staircase, I/F main lift lobby, and typical floor lighting and signage.

Within the first three months of the relaunch, almost 50% of the floorspace had been leased to lifestyle-oriented businesses, with automatic double-digit rental increases secured within the contract for lease extensions.

The building is achieving its underwriting rent, with rental levels similar to other Grade A offices in the area. The quality of the building has also attracted good-quality tenants, with some businesses moving from older strata-titled buildings in the same district to Spark City, attracted by the better building quality, image, and synergistic tenant positioning.

The success of this project highlights the importance of refurbishment and repositioning as an integral part of revitalising ageing neighbourhoods. While there is often much attention on residential redevelopment, it is important to also provide new commercial and lifestyle amenities to meet the needs of younger families with more modern lifestyle interests such as ample F&B, education, fitness, and health & beauty options.

All in all, Spark City Cheung Sha Wan is a prime example of how a bold investment strategy, coupled with a human-centric design approach, can transform an aging office building into a vibrant, service-oriented lifestyle hub that meets the needs of a changing demographic.

By repositioning the building as a vertical lifestyle tower, and investing in high-quality refurbishment features, the building has attracted a diverse range of lifestyle-oriented businesses, while also achieving strong rental performance and tenant quality. The success of Spark City Cheung Sha Wan is not just a win for the building's investor and tenants, but also for the wider community, which now has access to a range of high-quality lifestyle amenities in a revitalized urban district.

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重编新厦 闪亮登场

香港地产发展商俊业集团在新冠疫情肆虐之时，购入了一幢位于长沙湾的C级写字楼大厦。这座位于青山道126号，楼高13层，总建筑面积约2,323平方米的大厦，距离长沙湾港铁站仅需6分钟步行时间。

发展商在决定购入物业时正值楼市暗淡、投资者活动低迷及经济前景不明之时，但却有利以较低价成交，最终收购价为1.4亿元，相当于每平方米5,600港元，相比邻近旧工业大厦的价格还要低。

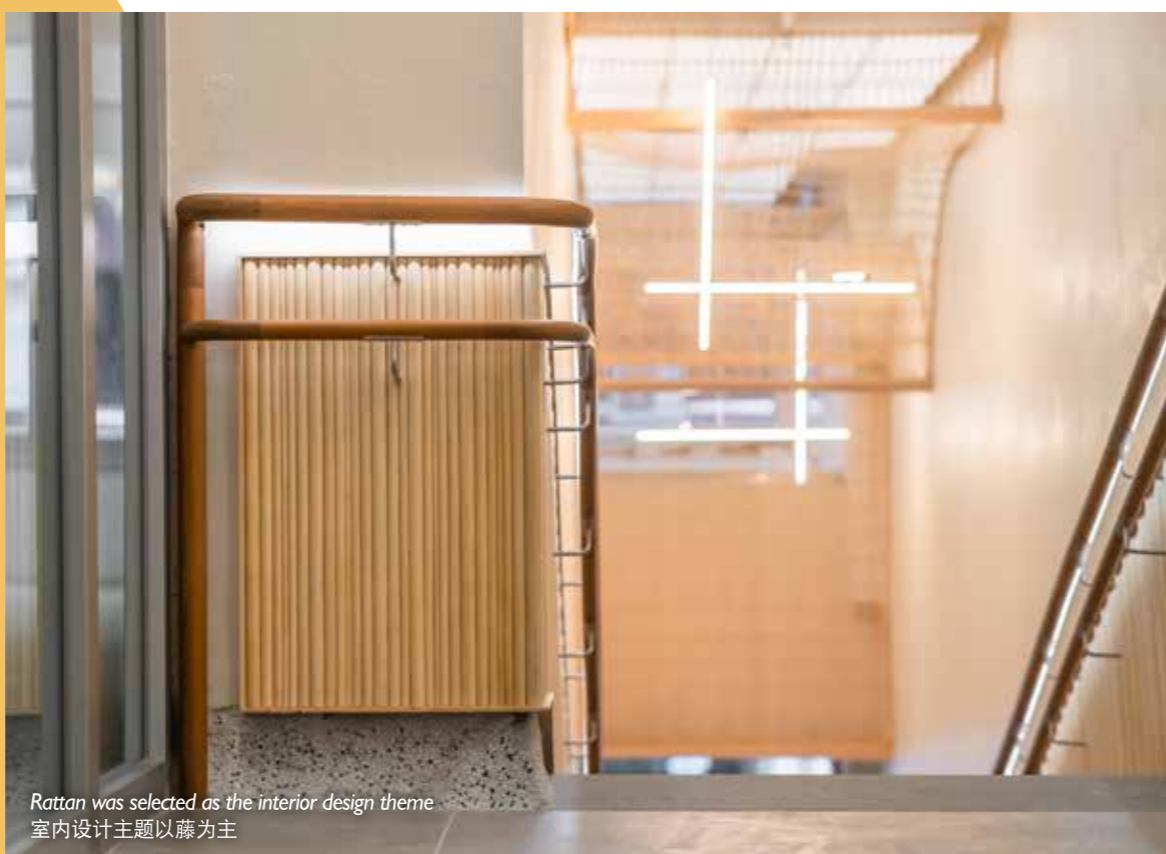
发展商看准了当区市区重建潜力及人口结构转营的前景——前身为工业区的长沙湾区，人口渐趋老化，市区重建局及多间私人住宅发展商近来亦相继在该区大兴土木刺激发展，吸引收入较高，兴趣多元的年轻家庭及专业人士进驻。

重新定位

放弃传统办公室租户，转为吸引多元生活品味的年轻一代，Spark City 品牌为周边居民发展出一站式的「生活品味新据点」。考虑到受社区活跃带动而出现的持续本地需求，配合新居民于市场反弹时可带来的高消费力，在市场环境疲弱时，重新定位可带来弹性。此外，服务式的定位出售是体验，而不是单靠商品，减低受电子商务带来的影响。

翻新的建筑内加入多项措施，以符合现今建筑标准要求。大厦换上了玻璃幕墙、电梯大堂及洗手间等共用空间——翻新，并为水电及升降机重新添置组件。

翻新建筑加入以人为本的设计概念，例如可开合的窗门，提升自然空气流通，使每层达到每小时六次换气的要求；从前连接地下入口至一楼升降机大堂的楼梯又直又斜，翻新后成为每级较矮身的设计，适合长者或小童上落。



Rattan was selected as the interior design theme
室内设计主题以藤为主



First floor lift lobby
一楼升降机大堂

拥旧立新

建筑师特意利用「藤」作为设计主题，反映长沙湾出产藤器用品及家俬的历史，摩登地展示藤的新可能性，并融入设计元素来点缀空间。建筑师邀请本地的设计师为地下主楼梯的主题天花、一楼升降梯大堂、各楼层升降梯大堂之灯饰及告示牌以藤为主题设计元素。

翻新工程完成后推出的首三个月，近半楼层已经出租予生活品味类别之租户，并在续租合同中保证将会有两位数的租金增长。

大厦正实现意向租金，租金水平紧贴该区其他甲级写字楼。大厦的品质同样成为优质租户吸引对象，不少同区租客，因 Spark City 长沙湾较佳之环境、形像及与其他租客的互动关系，已陆续从较旧的大厦搬入。

项目取胜之诀在于凸显翻新及定位的重要，为旧区重新注入动力。虽然住宅重建往往获得更多关注，但提供新的商业及生活方式设施，以满足年轻家庭的需求，例如丰富的餐饮、教育、健康和美容选择也非常重要。

总而言之，Spark City 长沙湾是一个典型的成功例子，大胆的投资策略，加上以人为本的设计方法，完美呈现如何将一幢老化的大厦转型成为一个充满活力、以服务为中心的生活据点，以满足不同需要的租户。

将大厦重新定位成为一个生活品味新据点，投放资金于优质翻新工程，既可吸引各行各业的生活型业务，同时可提升租金及租客素质。Spark City 长沙湾不但成就了大厦投资者及租户的景愿，更为这个重建社区带来优质生活设施。

spark city

Chung Sha Wan