

## **Hong Kong SportsCity**

SportsCity is an exciting concept for a new Government Stadium and entertainment complex located in South East Kowloon designed to take sport in Hong Kong into the next millenium and help underpin the Government's drive to increase tourism and raise the international profile of the city..

It has been prepared as a private initiative by a group of experts under the Banner of the Stadium Study Group comprising Ove Arup and Partners (Project Managers and Engineers), Leigh and Orange Ltd (Architects), Townland Consultants Ltd (Planners), Ogden (Stadium and Facilities Management), IMG (Sports Management and Marketing), Davis Langdon and Seah (Cost Consultants), Envision (Brand and Image Consultants), Cheung-Macpherson (Business and Strategic Consultants).

SportsCity contains a state of the art 60,000 seat stadium with innovative flexible seating and a retractable roof for all weather operation. Capable of acting as the centerpiece for major international games, like the Asian Games, SportsCity can also provide a venue for a multiplicity of sports and other events of different scales allowing the SportsCity Stadium to meet the essential economic criteria of being fully utilized 365 days of the year.

Events can include athletics, soccer, American football, baseball, cricket, rugby, rally cross, horse jumping, ice skating, indoor windsurfing, basketball, tennis, table tennis, martial arts, gymnastics, exhibitions and pop concerts amongst others and the inherent flexibilities of the stadium size will allow it to adapt to meet new sports as they are developed.

The main stadium would be supported by other ancillary facilities such as a warm up athletics track, an indoor sports and entertainment complex, retail areas, an hotel, and its own TV station to enable the whole complex to both meet international games requirements and be run on an economically successful basis.

A study of suitable and available locations for SportsCity in Hong Kong has demonstrated that South East Kowloon is the best location in terms of accessibility, visibility, urban area siting, and availability, and furthermore such a location corresponds with the Government's intention to provide a site in this area for a stadium facility.

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The project is estimated to require approximate funding of HK\$7.5 billion (at 1998 levels) of which the stadium itself would require HK\$3.9 billion. It is anticipated that SportsCity would take approximately 5 years to complete.

Establishment, operation, and management would be placed in the hands of a Government corporation specially created for the purpose to ensure that SportsCity would be run on a prudent financial basis the returns from which would be retained in Hong Kong for the good of all Hong Kong people.

The Hong Kong SportsCity will be another landmark for Hong Kong on the same level as the Convention and Exhibition Centre, and the new Airport. It will be a great tourist attraction, as well as an all year round activities centre for the local people. It's creation will significantly assist Hong Kong to compete successfully with other major cities in the region and the whole world.

Prepared by Stadium Study Group  
8<sup>th</sup> March 1999