

# Hong Kong Housing Society Elderly Housing Developments

**Legislative Council Panel on Housing  
Special Meeting**

**14 March 2012**



**HONG KONG  
HOUSING SOCIETY**  
香港房屋協會

**Founded in 1948**

## **Mission**

**As a non-government organization with a social conscience, we aim to serve the needs of the Hong Kong community in housing and related services**

## **Vision**

**To be a world-class housing solution provider and innovator with leadership in quality, value for money and management**

# Housing Schemes implemented by Housing Society for serving the community



# Rental Housing - 20 estates , 33,149 units



Lai Tak Tsuen, Tai Hang



# Flat-For-Sale Scheme - 10 estates , 10,360 units



Kingston Terrace, Tuen Mun



# Urban Improvement Scheme – 30 projects , 5,620 units



Jubilant Place, Tokwawan



# Sandwich Class Housing Scheme - 10 estates , 8,920 units



Highland Park, Kwai Chung

# Urban Renewal Projects

(in association with Urban Renewal Authority)



6 Projects - 1531 units

Urban Renewal Project at Po On Road, Shum Shui Po (K25)



# Elderly Housing

**Provision of 919 Elderly Flats for  
Low Income Group in 9 Rental  
Estates since early 70's**

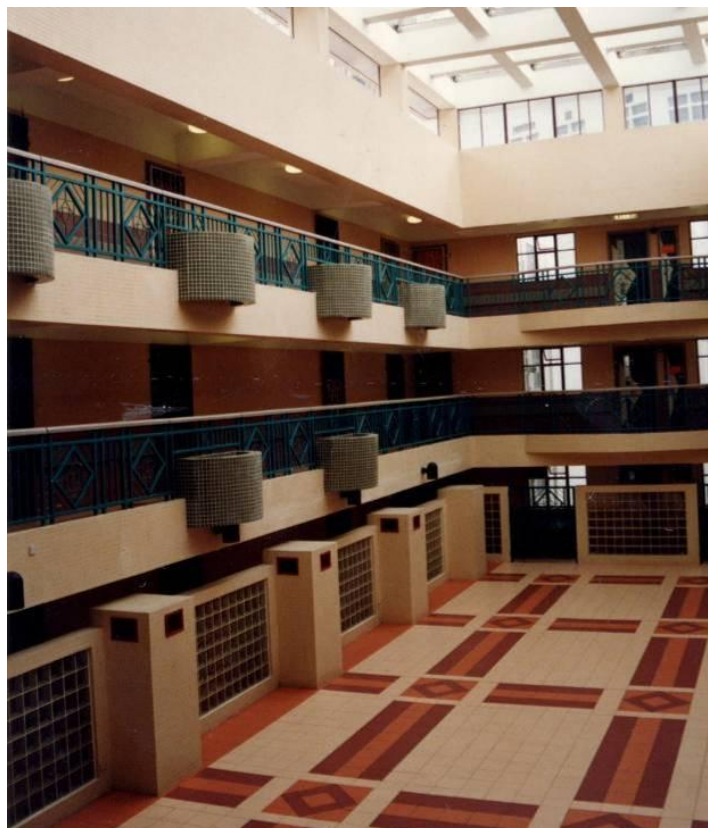
# Elderly Flats

## Living Room





# Elderly Flats with Facilities



Covered Activity Area



Landscaping Area

# Elderly Flats with Facilities



Common Room



Activity Room



Gymnasium



# Elderly Activities



# Senior Citizen Residences Scheme (SEN)

**A New Era of  
Elderly Housing  
for Serving the  
Middle Income Group**



# 2 Pilot SEN Projects by HS



Cheerful Court (2004) - 333 units



Jolly Place (2003) - 243 units

# Senior Citizen Residences Scheme (SEN) Concept Developed by Housing Society

## ❖ Rationale

- Target customers being middle income (asset) elderly
- Government charging nominal land premium, but applicants subject to means tests
- Comprehensive one-stop care and medical supporting services
- Disposal by way of long lease (for life) on a balanced consideration of affordability, security of tenure and control of elderly residents to avoid abuse

## ❖ Ultimate Objective

- **“Healthy Aging” and “Aging in Place”**



# Studio Flat (360 - 380 ft<sup>2</sup> GFA) (250 - 270 ft<sup>2</sup> SA)



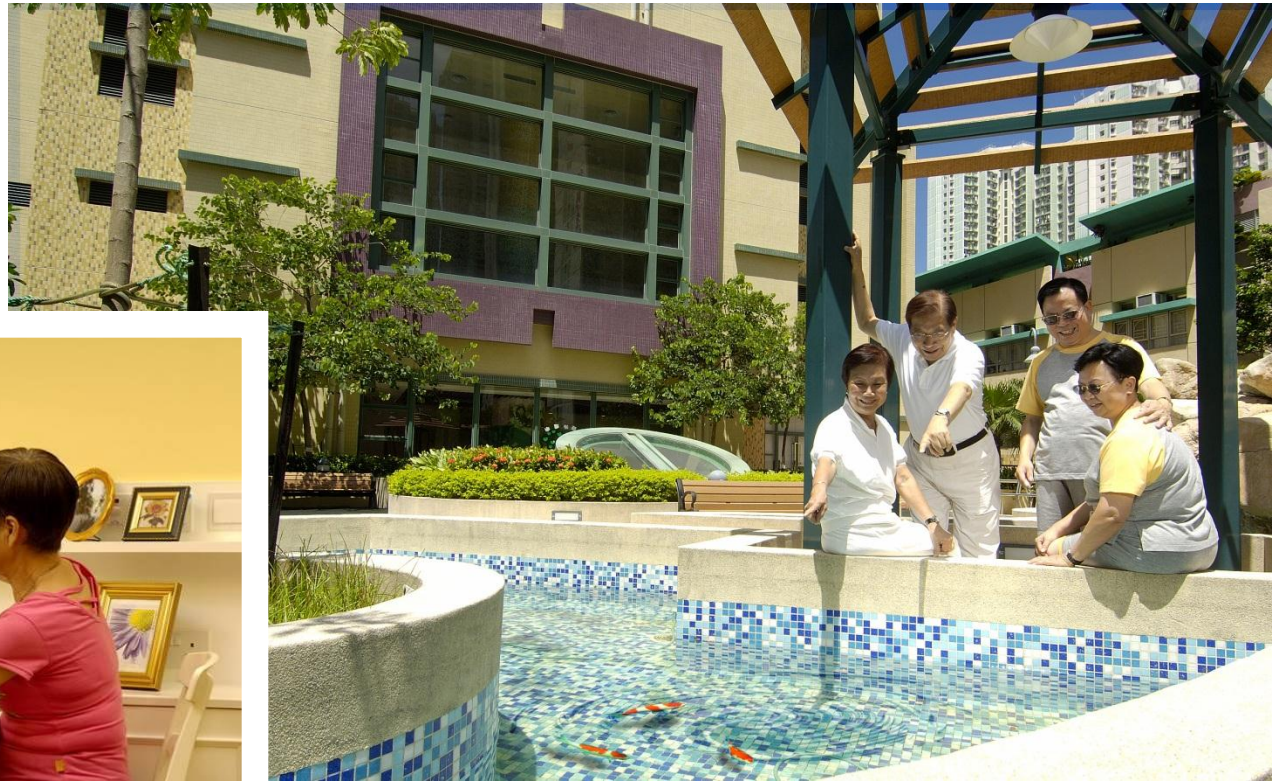
# 1-Bedroom Flat (540 - 570 ft<sup>2</sup> GFA) (380 - 400 ft<sup>2</sup> SA)





# Design

## Home feel – Non-Institutional



# Design

## Universal Design – tailor-made for elderly





# Design

Special Design / Fittings – tailor-made for elderly



# Club facilities

- ❖ Games Rooms
- ❖ Multi-purpose Hall
- ❖ Hobby Rooms
- ❖ Multi-purpose Rooms
- ❖ Library
- ❖ Gymnasium
- ❖ Swimming Pool
- ❖ Canteen
- ❖ Fitness Room
- ❖ Grooming





# Care Facilities



Residential Care Home for the Elderly (RCHE)

Polyclinic



# SEN Pilot Projects

## Tenants' Feedback

- ❖ **Satisfaction Rate : Very High**
- ❖ **Provisions Preferred :**
  - Flat Layout / Size
  - Library
  - Landscaped Podium
  - Catering
  - One Stop Service Package
- ❖ **Now fully let, 300 elderly on the waiting list**



**Joyous Living Scheme**  
**Another Choice for Financially**  
**Better Equipped Elderly**

# HS's New Elderly Housing Initiatives

- ❖ Reckoning that the pilot SEN Scheme has been well received, **the Chief Executive's Policy Address in 2007** requested HS to continue the comprehensive home care approach by expanding the SEN scheme in HK Island.
- ❖ In 2008, the **Government approved the development of 2 quality retirement housing projects** proposed by HKHS at Tanner Hill, North Point and Wetland Park Road, Yuen Long.
- ❖ In 2010, surveys conducted by HS revealed needs of more affordable elderly for quality retirement housing.



# Joyous Living Scheme Development Model

- ❖ Land Grant at full market land premium for elderly flats and facilities (except GIC facilities)
- ❖ Flats for lease only [Long (life) lease and short lease]
- ❖ Age 60 or above (No means test)
- ❖ Quality retirement lifestyle to ensure happy, healthy living through one-stop services
- ❖ User-pays without Government subsidy for services and facilities

# Joyous Living Scheme - Tanner Hill



(從樹仁大學宿舍文康大樓天台向東北方眺望)  
 (VIEWING NORTHEAST FROM ROOF OF SHUE YAN UNIVERSITY RESIDENTIAL & AMENITIES COMPLEX)



# Tanner Hill – Scope of Development

Accommodations	Provisions
(a) Elderly Accommodation	<b>About 588 units (500-1,300 ft<sup>2</sup>)</b>
(b) Elderly Supporting Facilities:- <ul style="list-style-type: none"><li>❖ Care Home</li><li>❖ Day Care Centre</li><li>❖ Wellness Centre / Health Centre</li><li>❖ Club House</li></ul>	
(c) Retail and Other Facilities	

# Tanner Hill Project



Joyous Living Tanner Hill Project

Preliminary design subject to changes

Elderly Units

RCHE, Day  
Care, Rehab  
Centre

Clubhouse,  
Wellness Centre,  
Members' Hub



# Tanner Hill - RCHE



Preliminary design subject to changes



# Joyous Living Scheme - Tin Shui Wai Area 115

**Site Location**





# Tin Shui Wai Area 115

## - Scope of Development

Accommodations		Provisions
(a)	Elderly Accommodation	71,980m <sup>2</sup> About 950 units (500-1,300 ft <sup>2</sup> )
(b)	Wellness Centre :- ❖ Residential Care Home for Elderly (RCHE) (120 places) ❖ Day Care Centre (40 palces) ❖ Rehabilitation Centre ❖ Medical Centre	
(c)	Hotel / Guesthouse	
(d)	Community Facilities	
(e)	Commercial / Retail	

# Tin Shui Wai Area 115 Project

Elderly Unit



RCHE,  
Rehab,  
Day Care &  
Clinic

Hotel,  
Members' &  
Residential  
Clubhouse



- ❖ HS develops Joyous Living Projects as pilot / benchmark for the market
- ❖ HS would continue its role to develop retirement housings to serve low / middle income elderly

# Other New Elderly Housing Initiatives

## - Ming Wah Dai Ha Redevelopment at Shau Kei Wan

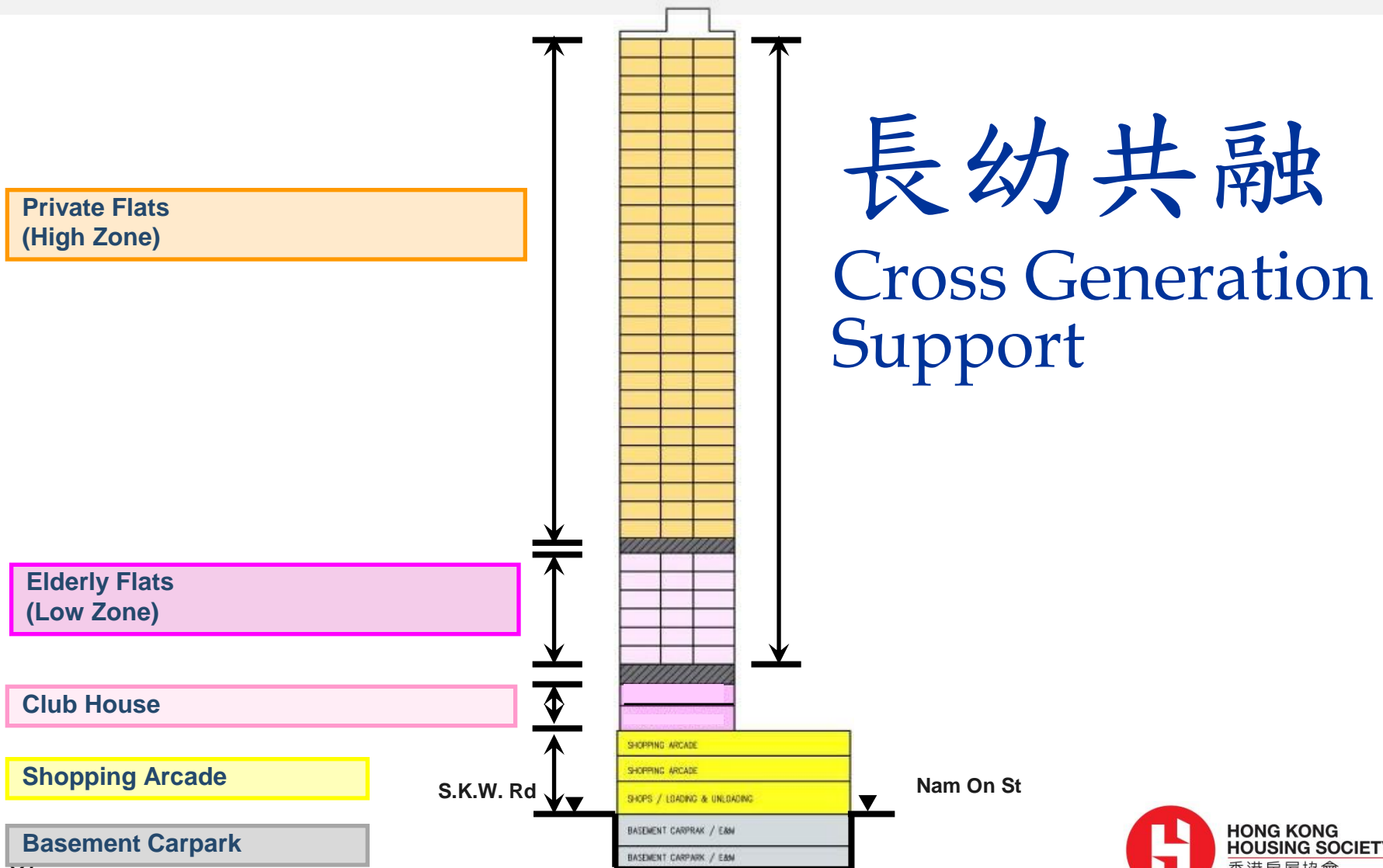
### ❖ Components

- ∞ Rental flats
- ∞ Elderly flats
- ∞ Elderly services hub, including Residential Care Home for the Elderly (RCHE), Day Care Centre, Activities Centre etc
- ∞ Commercial facilities

❖ The Hub Services would serve both the elderly within the estate and in neighborhood community



# Other New Elderly Housing Initiatives - H21 Mixed Development



Preliminary design subject to changes

# Thank You