

Sustainable Development in Action: Pacific Place



30 Years at the Heart of the City

In 1985, Swire Properties saw a vision of the future on the site of a disused British military barracks.

In 2019, we marked the 30th anniversary of Pacific Place. We believe that Pacific Place is an excellent example of placemaking and is an important part of the urban landscape in Hong Kong, which has helped attract business, hospitality and leisure activities to the Admiralty area.

Adjacent and connected to Admiralty MTR station, a major transport interchange, the Pacific Place complex comprises:



Remarks:

*One Pacific Place and Two Pacific Place

**As of 31st December 2019

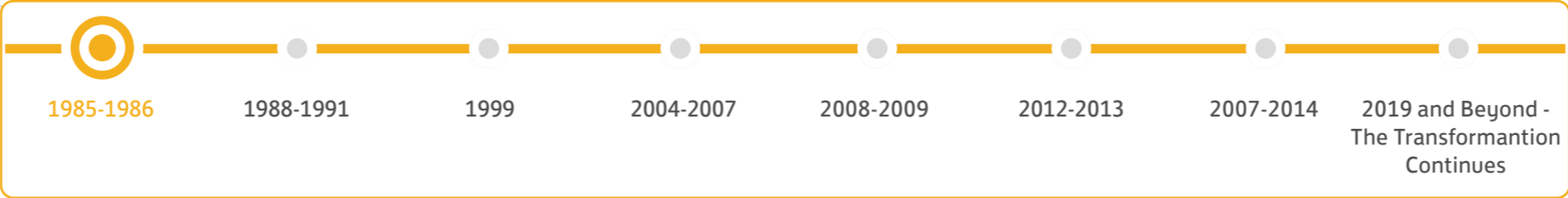
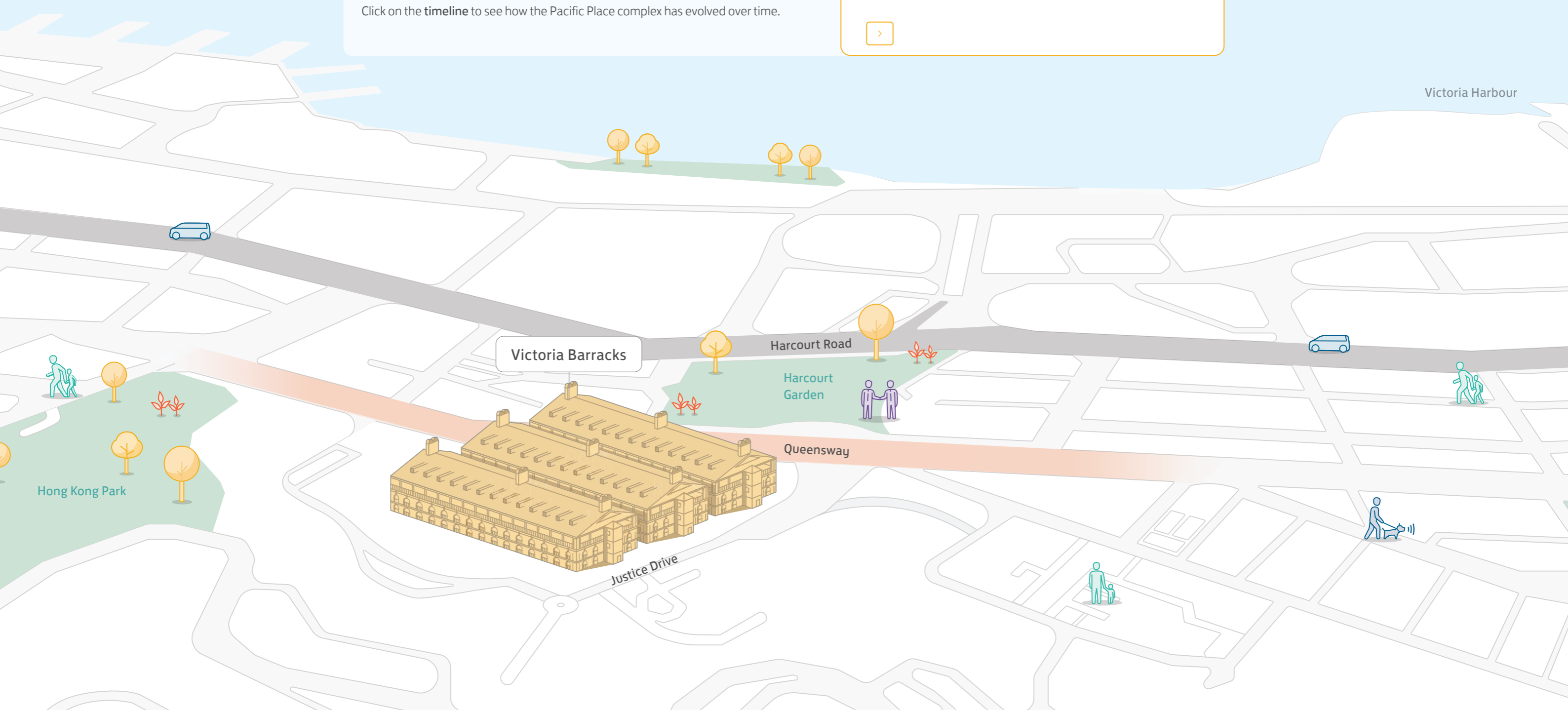
Placemaking Pacific Place

Swire Properties' master plan envisioned placemaking of a new kind in Hong Kong. Integrating office, retail, hotel, and residential components, the plan sought to transform Admiralty and extend the central business district eastwards.

Click on the [timeline](#) to see how the Pacific Place complex has evolved over time.

1985-1986

- Two Victoria Barracks sites purchased for HK\$1.7 billion, totalling 318,000 sq ft

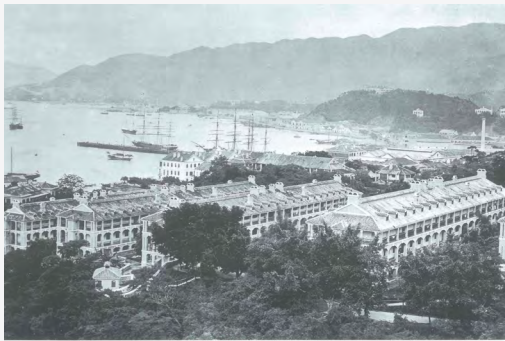
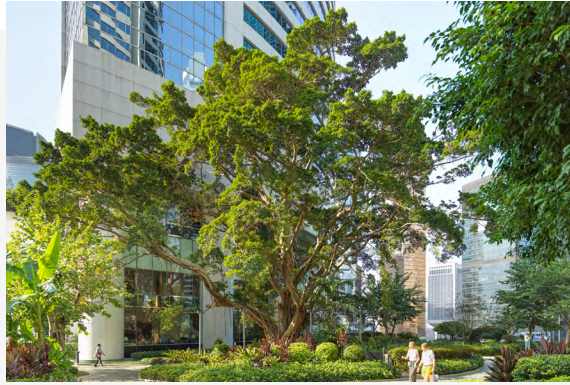


Map not drawn to scale

1985-86

Saving the "world's most expensive tree"

Environmental considerations are featured prominently in the Pacific Place master plan. A large Banyan tree, believed to have been planted in 1870, was preserved during the construction of Pacific Place in 1988, with a 10 metre deep and 18 metre diameter cylindrical structure built to contain the roots. The total cost of this preservation was approximately HK\$26 million.



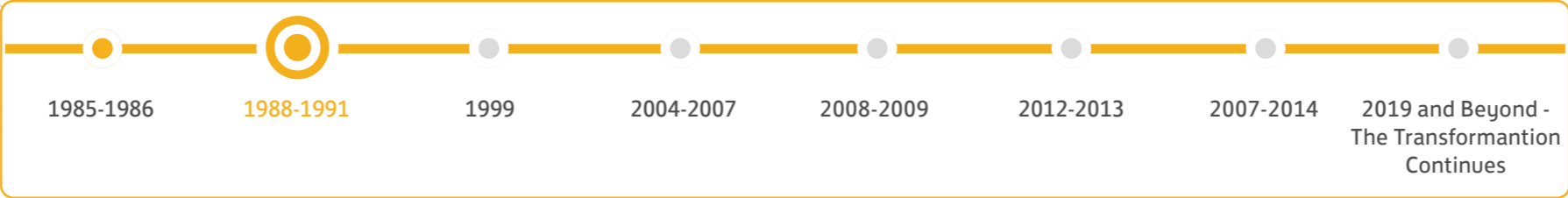
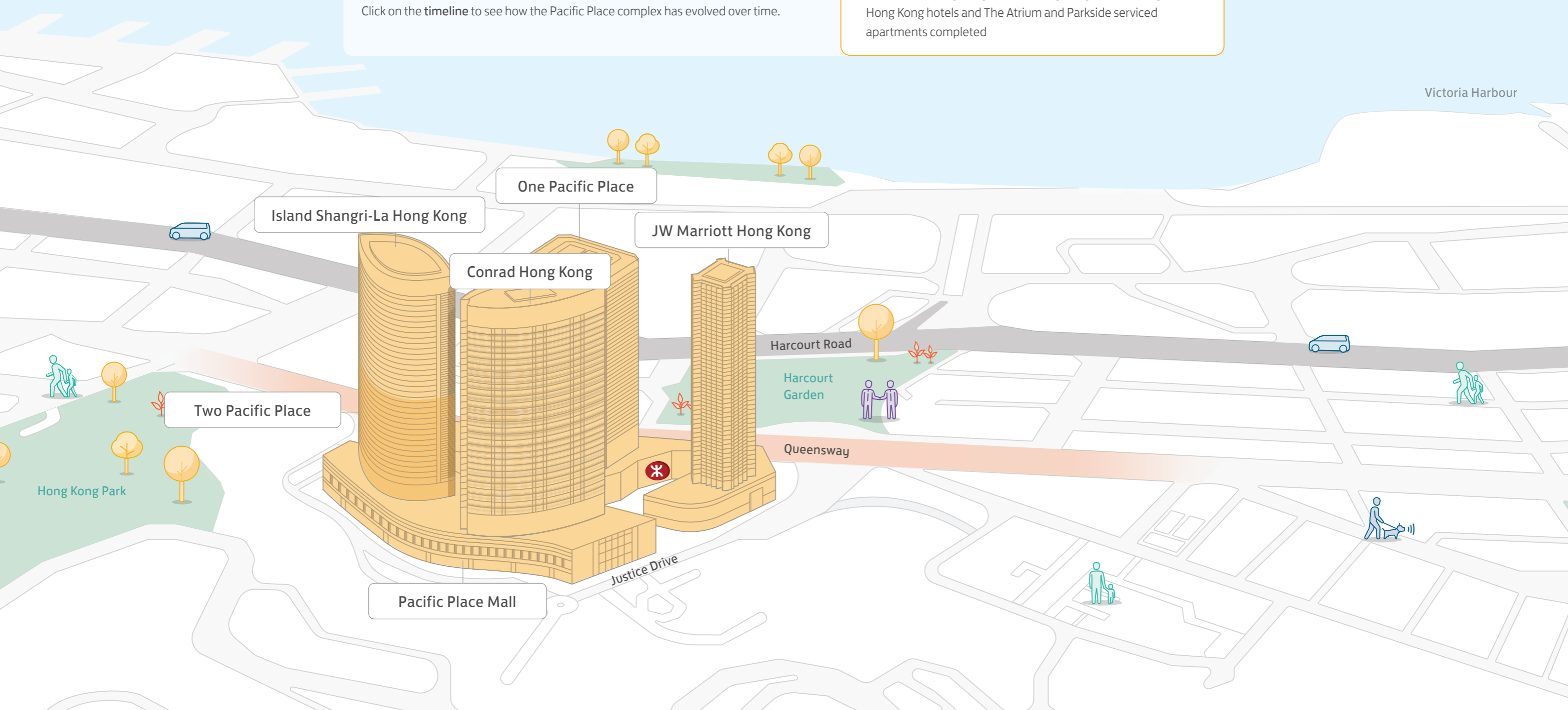
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1988-1991

- Pacific Place mall opened
- One and Two Pacific Place completed
- JW Marriott Hong Kong, Conrad Hong Kong, Island Shangri-La Hong Kong hotels and The Atrium and Parkside serviced apartments completed



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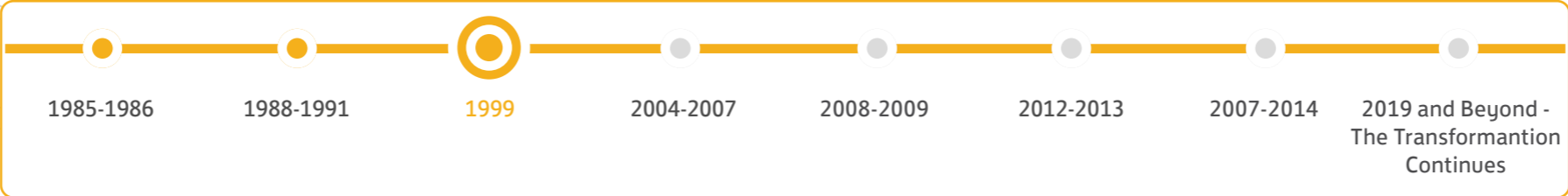
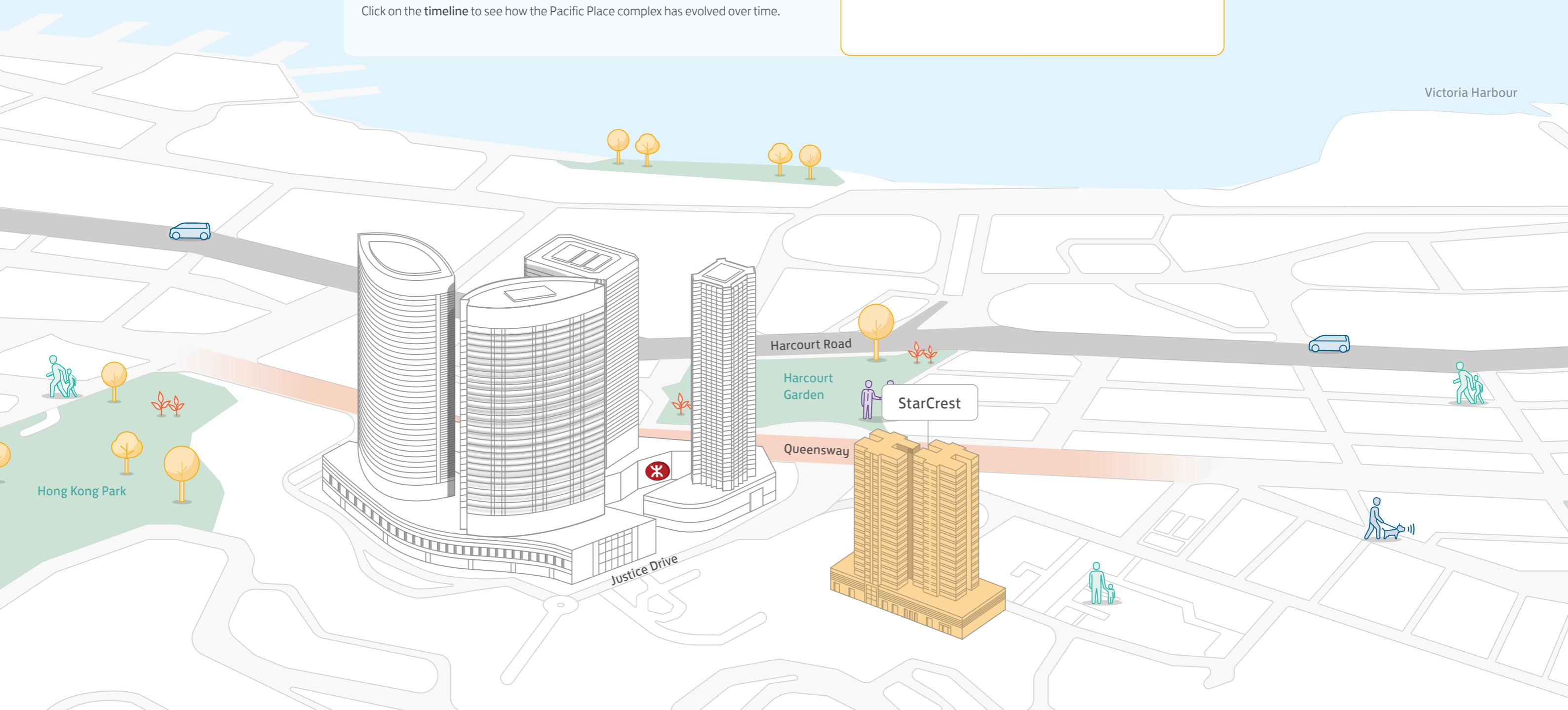
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1999

- Residential development StarCrest completed



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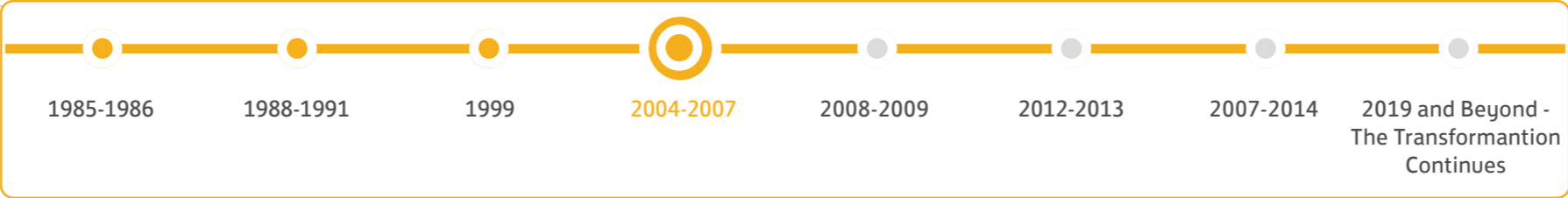
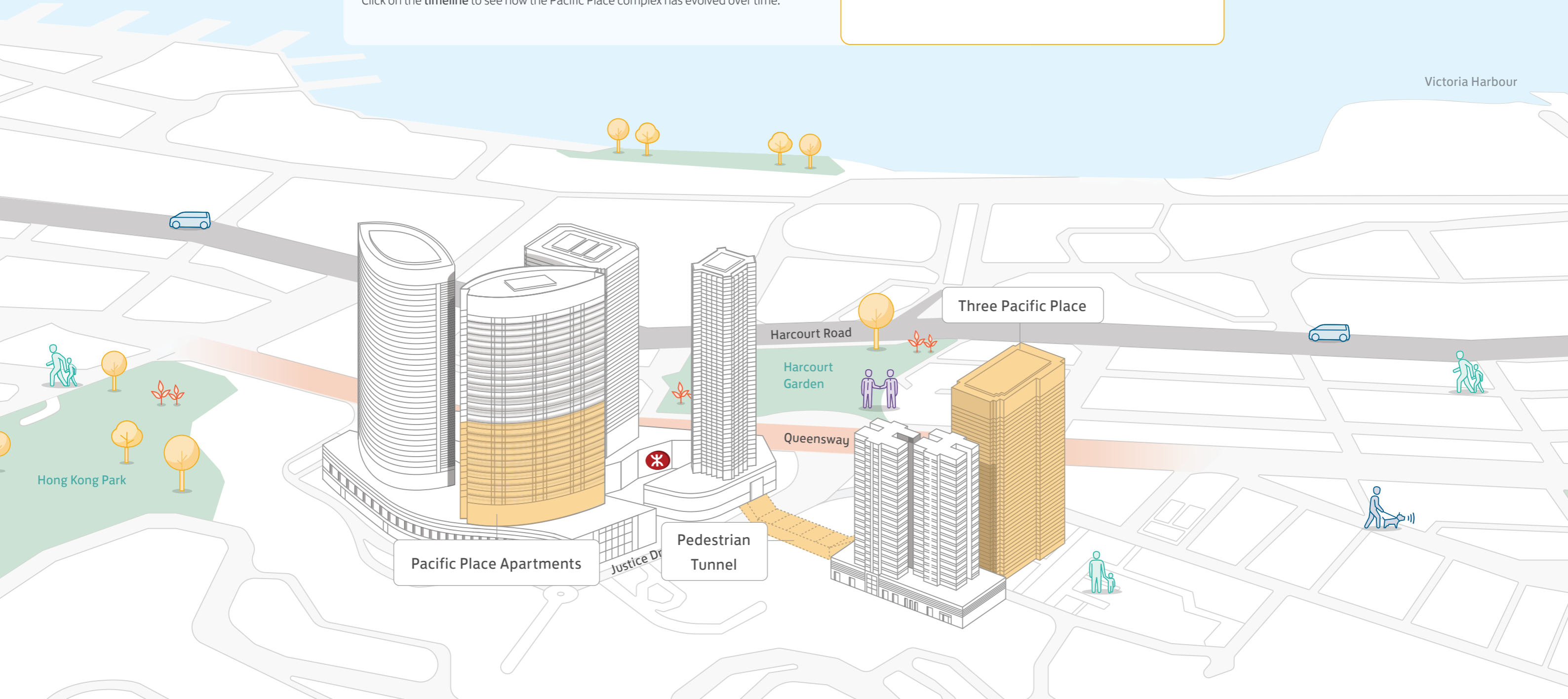
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2004-2007

- Three Pacific Place and pedestrian tunnel opened
- Parkside serviced apartments received a major renovation and was later renamed Pacific Place Apartments



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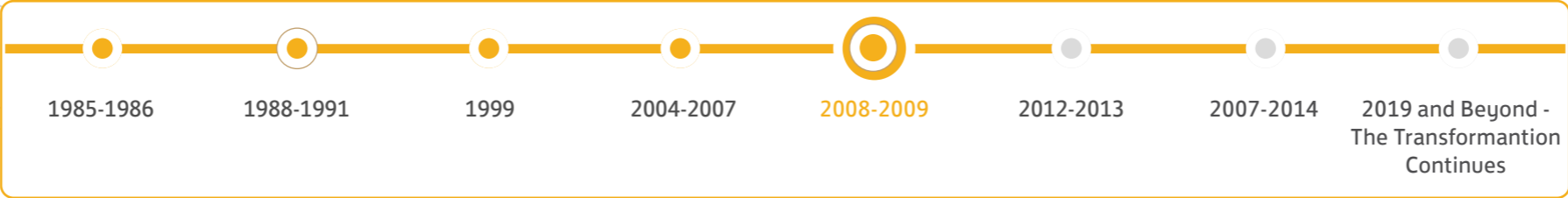
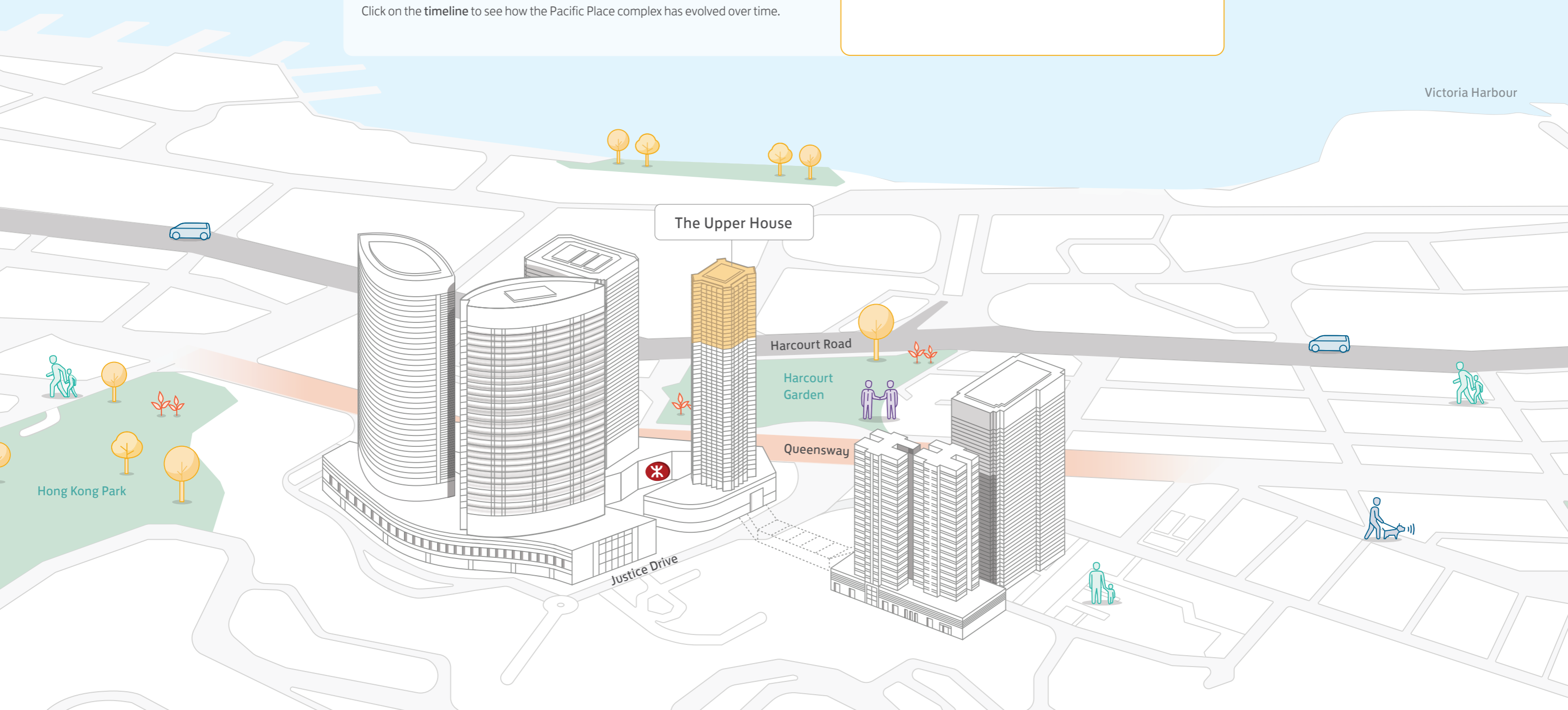
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2008-2009

- The Upper House opened, formerly The Atrium serviced apartments



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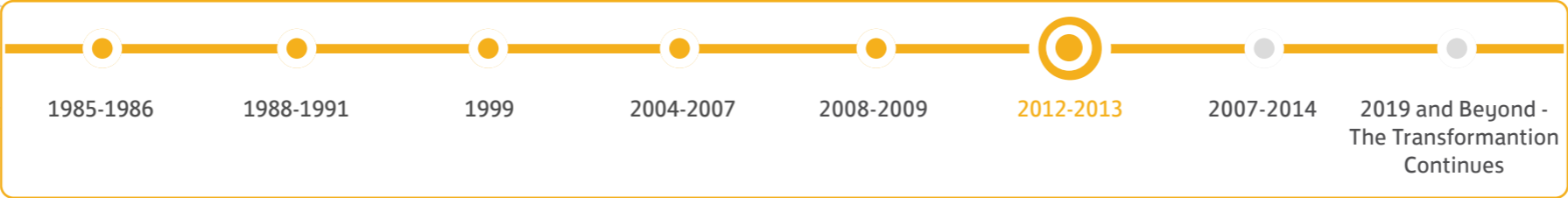
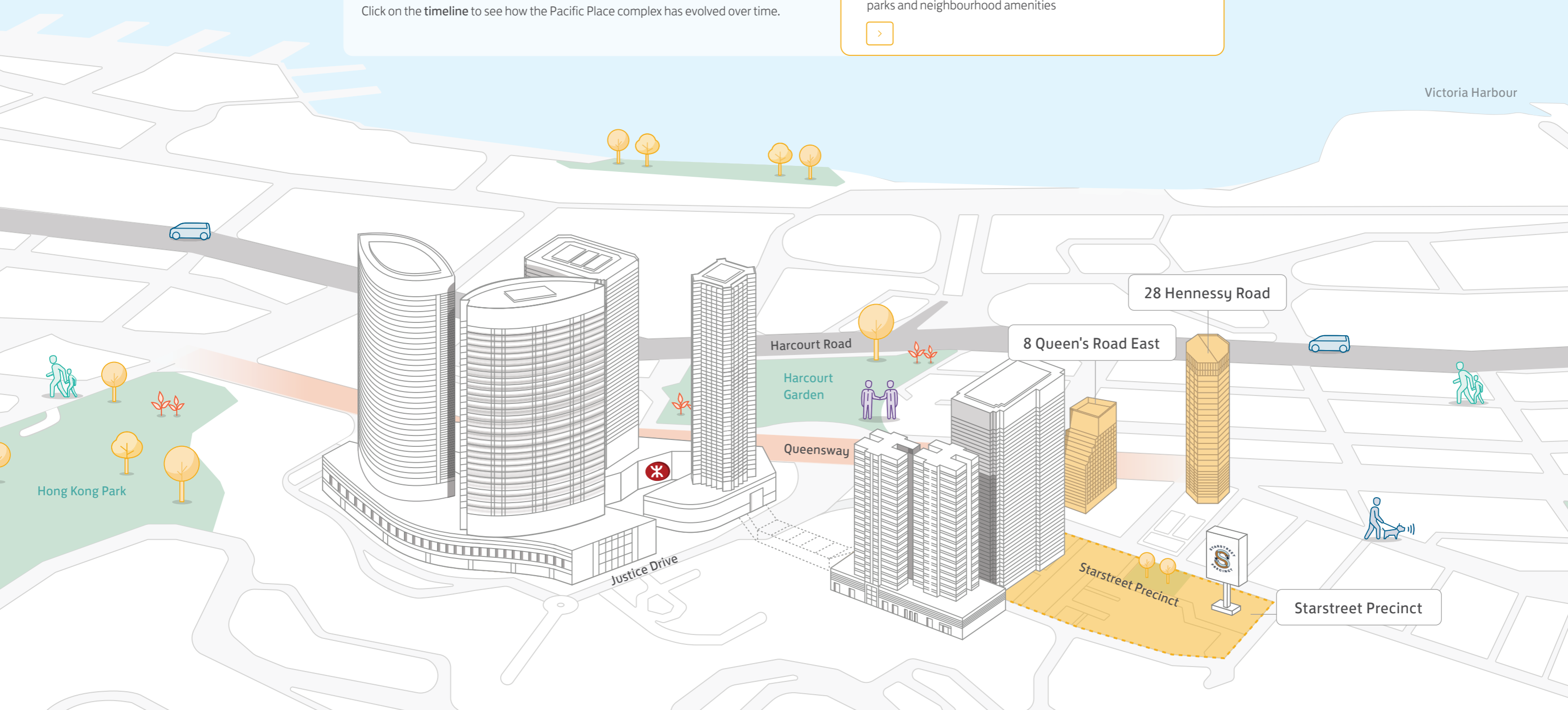
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2012-2013

- 28 Hennessy Road completed and 8 Queen's Road East refurbished
- Completion of Old Wan Chai revitalisation work on streetscape, parks and neighbourhood amenities



Map not drawn to scale

2012-2013

Working with the government to revitalise and preserve

Swire Properties worked with government authorities to rebuild a sense of identity and revitalise the Starstreet Precinct next to Pacific Place, while also preserving its unique culture and character.



The HK\$20 million revitalisation project, funded by Swire Properties, enhanced the adjacent open areas of Dominion Garden and Kwong Ming St Children’s Playground on Star Street and St. Francis Street. We believe that the neighbourhood has benefited from the positive impacts and growth brought by this revitalisation.

Following these works and the development of premium residential and office buildings in the area, Starstreet Precinct began to undergo an urban transformation, with boutiques, eateries and art galleries emerging and co-existing with older architecture and offering dynamic spaces for the local community.

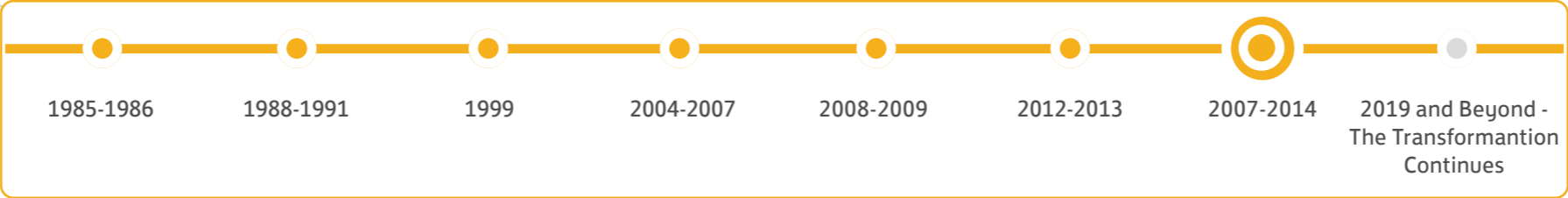
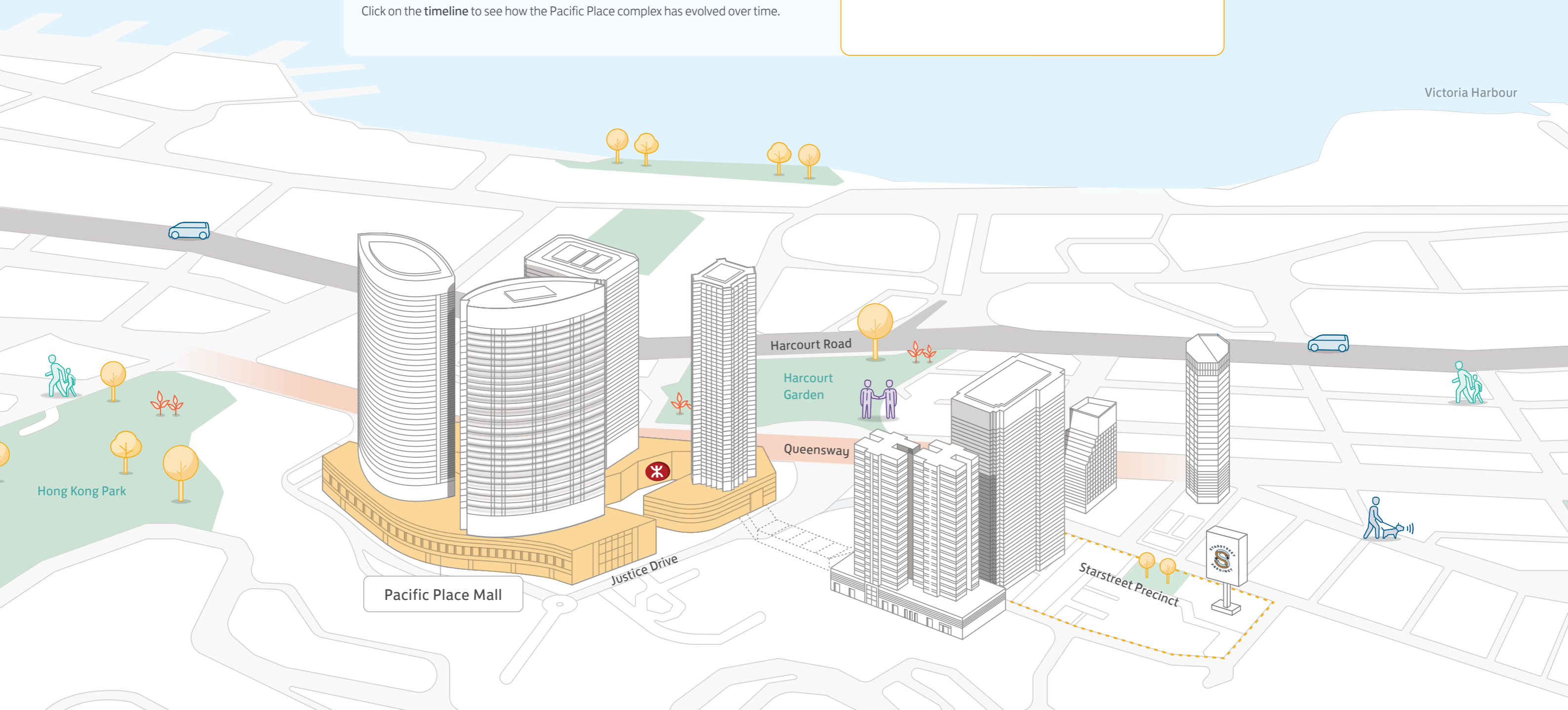
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2007-2014

- Pacific Place mall contemporisation, a HK\$2 billion project was conducted in collaboration with Thomas Heatherwick



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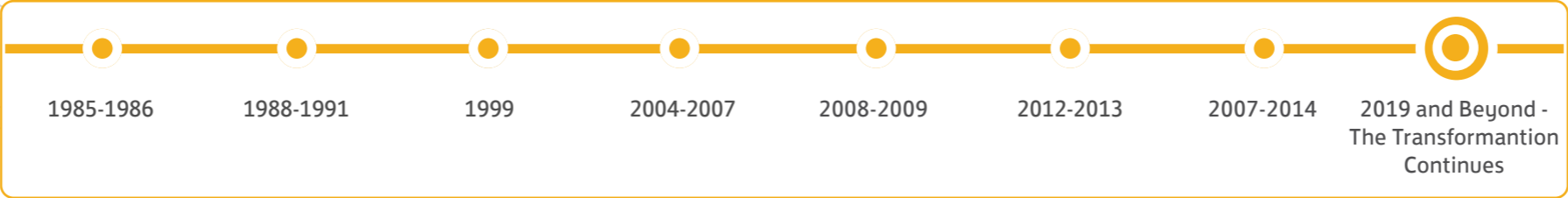
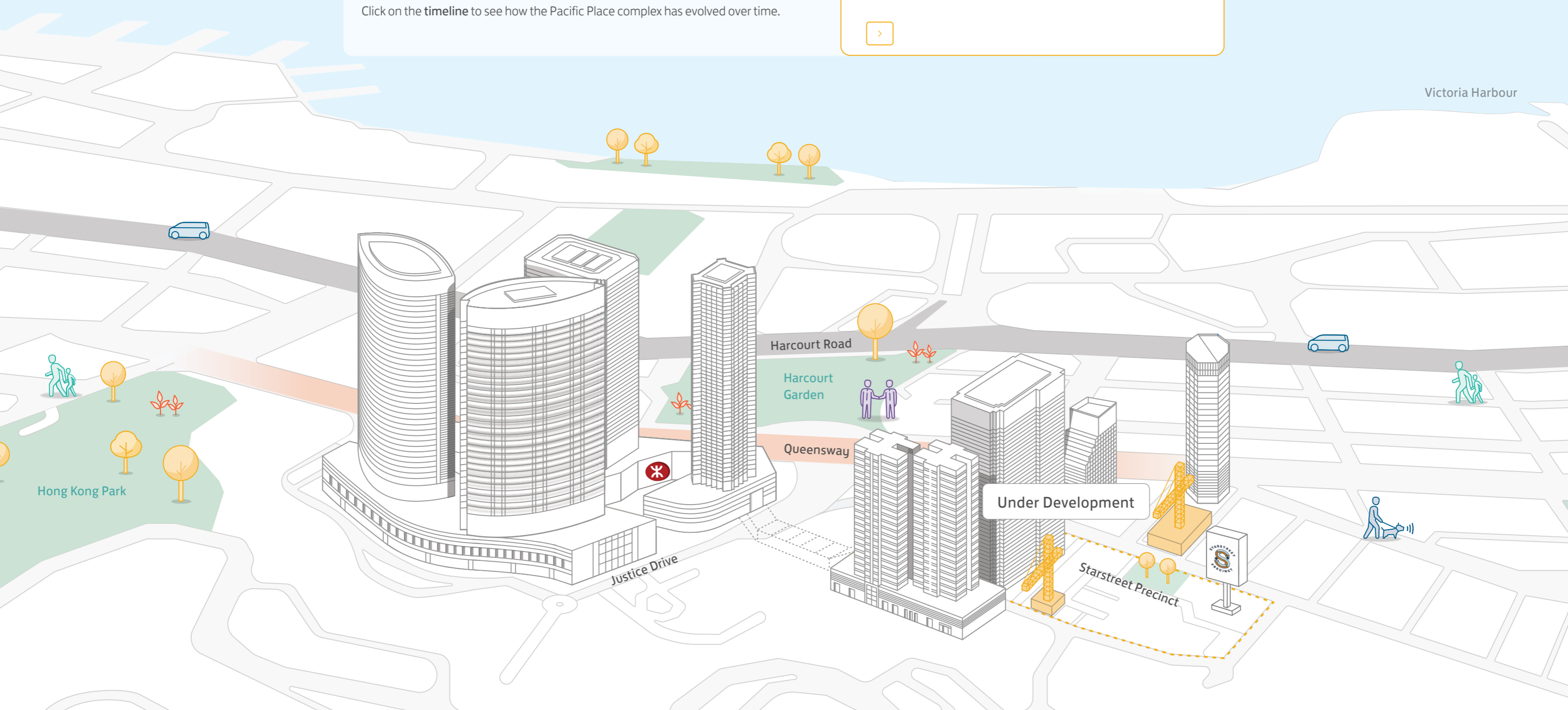
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2019 and beyond – The transformation continues

- Pacific Place celebrated its 30th anniversary
- Two sites near Three Pacific Place are being developed, with completion targeted for 2022 and 2023



Map not drawn to scale

2019 and Beyond – The Transformation Continues

Pacific Place’s 30th anniversary

Pacific Place celebrated its 30th anniversary with an installation in the mall’s Garden Court which was inspired by the concept of tree rings – the rings that are added to a tree’s trunk with every year of growth. The installation was an interactive, nature-themed playground consisting of three “tree houses” which visitors could enter and enjoy.



Placemaking for the future

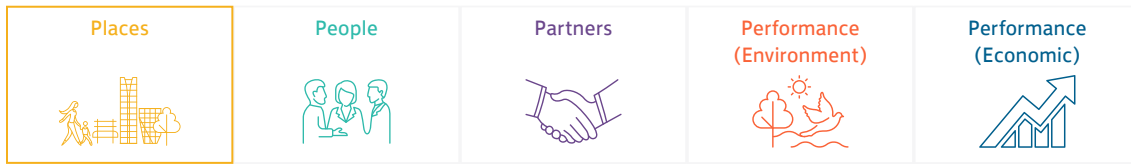
Swire Properties will continue our placemaking efforts around Pacific Place into the next decade.

Two sites near Three Pacific Place have been acquired and are being redeveloped. The first site is 21-31 Wing Fung Street, which will be developed into a 34,000 sq ft residential building with retail outlets on the two base levels. The second site is 46-56 Queen’s Road East, 1A-11 Landale Street and 2A-12 Anton Street, which will become an office tower with an aggregate GFA of approximately 218,000 sq ft. The foundation work for the first site is finished with project completion expected in 2022, whilst for the second site, foundation work is in progress and completion is expected in 2023.

We are also seeking to explore infrastructure development opportunities that will support connectivity and walkability to these new projects in the future.

SD in Action at Pacific Place

Click on a Pillar to learn more.



Places

Pacific Place connects and engages those who shop, stay, live and work there while also supporting and creating real value for the surrounding communities.

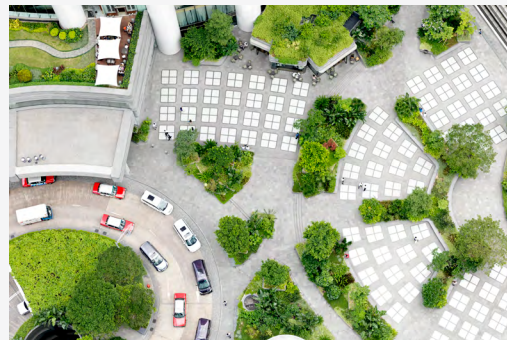
Creating Seamless Physical Connectivity

Geographically, Pacific Place physically connects the area north of Queensway with the south side of Admiralty. It also connects Tamar with Hong Kong Park and the nearby Mid-levels area. Pacific Place’s bridges, escalators and an underground walkway connect the complex to Admiralty MTR station, an important transportation hub, as well as a large bus station and the wider Wan Chai district, creating accessibility and fluidity of movement.



The “destination design” of the Pacific Place mall with its innovative curved spaces and 100 walkable skylights emphasises natural light, clear visibility, easy access, fluid circulation and effective connections between the retail and back of house areas.

Pacific Place has also installed 12 electric vehicle chargers in the mall car park and more are scheduled to be added in Three Pacific Place in 2020. With the aim of achieving seamless parking entry and exit, Pacific Place car park’s control system was upgraded to a contactless system in early 2020.



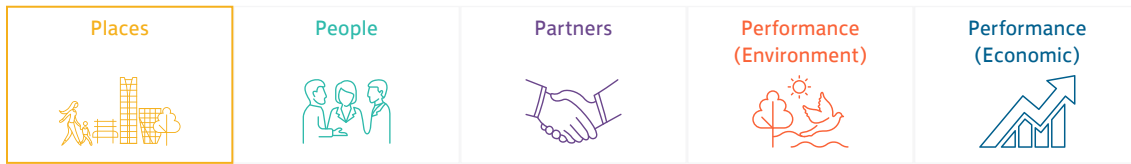
Advancing Virtual Connectivity

Virtual connectivity is also vital. Already in use at 28 Hennessy Road, the Swire Properties Tenant Portal will be rolled out across other Pacific Place office buildings over the coming years. This online portal featuring manuals, e-billing, maintenance requests and self-service access requests, will help address tenant needs and also reduce waste paper and administrative work.

Social media channels such as the Pacific Place mobile application, webpage, Facebook page and Instagram channel allow customers and visitors to stay connected to the mall. An eye-catching digital hanging banner in the mall helps our retail tenants promote their brands.

SD in Action at Pacific Place

Click on a Pillar to learn more.



White Christmas Street Fair

Christmas time at Swire Properties is synonymous with the annual White Christmas Street Fair. Beginning in 2016, we expanded the fair from our home base in Taikoo Place to Starstreet Precinct. The event engages and empowers local youth, embraces our local business partners and brings together our community members for the festive season to raise funds for Operation Santa Claus, a charity which supports local and regional non-profit organisations. In 2019, we also engaged 14 university students in our HOMETOWN HEROES community-building initiative to help plan the originally scheduled White Christmas Street Fair. Read more about these initiatives in [Places](#).



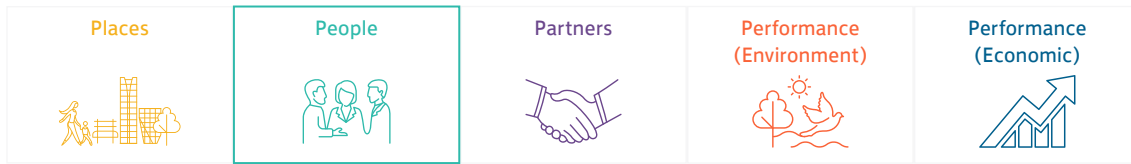
Celebrating the Arts

The annual Swire Properties Arts Month fosters and celebrates creativity. Held since 2016, the Pacific Place Arts Campaign provides a free and easy way for people to access, learn about and appreciate art in a mall setting. Throughout the years, the campaign has showcased a number of significant art pieces: Pacific Red by Larry Bell in

2016, bit.fall by Julius Popp in 2017, Spiral Scratch by Jim Lambie in 2018 and LUMENous GARDEN by FoldHaus in 2019.

SD in Action at Pacific Place

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People

Our people enable us to grow and succeed. By investing in their learning and development, and their health and wellbeing, we ensure they are best placed to help Pacific Place thrive.

Promoting Health and Safety

All new frontline staff at Pacific Place receive induction training which equips them with essential knowledge, including health and safety training. In 2018, Pacific Place migrated from OHSAS 18001 to ISO 45001:2018 – a more stringent safety management system.

Developing Togetherness Through Volunteerism

In partnership with St. James Settlement, Swire Properties Community Ambassadors from Pacific Place and other departments visited the Blue House in Wan Chai, a Grade One historic building and one of Hong Kong’s oldest “tong laus” – an old-style tenement building.

With their friends and families, the participants explored the heritage and culture of the nearby Wan Chai community through educational orienteering challenges.



Creating Inclusive Career Opportunities

The Upstairs Programme organised by The Upper House and the Hong Kong Down Syndrome Association for the second year saw 10 members of the Association take part in a job attachment programme at the hotel. After a few introductory lessons, they were each assigned

to a hotel department – housekeeping, kitchen or guest experience – for one month, so that they could gain real-life skills and work experience.

SD in Action at Pacific Place

Click on a Pillar to learn more.



Partners

Pacific Place’s many partners form a strong and tightly-knit community within the development and in the wider local community. Swire Properties believes in cultivating trust and long-term, mutually beneficial relationships with all our stakeholders.

Engaging Tenants in Sustainability

Hong Kong Green Shop Alliance

Pacific Place was one of the first malls to support the [Hong Kong Green Shop Alliance](#), which was established by the Construction Industry Council and the Hong Kong Green Building Council in 2016 to promote sustainability initiatives in the retail industry through landlord-tenant collaboration.

In 2018, Pacific Place received the Power Partner Award – Shopping Mall as part of the Hong Kong Green Shop Award, recognising the mall’s efforts in integrating green measures into daily operations and promoting a green shopping environment.



In December 2019, Pacific Place won the Champion award in the Best Green Practice in the Malls category, beating nearly 40 other leading organisations with our innovative energy savings solutions and initiatives that help tenants reduce and recycle waste.



24 retail and F&B tenants participated in the Green Shop Alliance in 2019

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SD in Action at Pacific Place

Click on a Pillar to learn more.



Reducing Waste Together

With the majority of our waste generated by tenants' activities, Pacific Place plays a critical role in helping tenants reduce and recycle waste.

Pacific Place works with our partners to reduce waste by:

- Facilitating the collection of over 20 types of regular and seasonal recyclables including coffee grounds and polyfoam boxes for re-use.
- Sharing eco-tips with our tenants on plastic reduction and food waste recycling in daily operations.



- Installing a reverse vending machine in Three Pacific Place to incentivise the recycling of plastic beverage bottles. From September to December 2019, over 9,700 bottles were recycled.
- Partnering with NGOs to run plastic awareness campaigns which engage residents, tenants and the general public.

Building and Maintaining Long-term Relationships With Tenants and Customers

In addition to the Swire Properties Tenant Portal, the Pacific Place loyalty programme, which was launched in December 2016, rewards Pacific Place's shoppers and VIPs by offering extensive membership privileges including discounts from over 70 merchants in the mall, event invitations from Pacific Place merchants and other services such as complimentary valet parking.

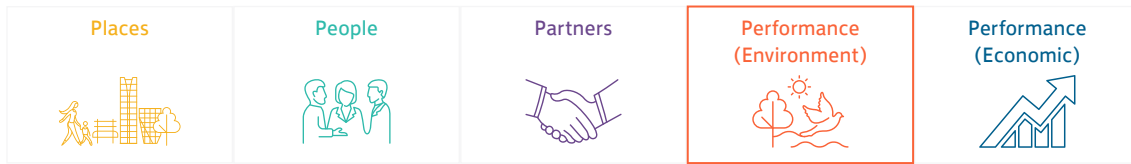
The programme allows us to better understand our shoppers' needs so that we can constantly improve our services. We also conduct regular customer surveys to understand their profiles, preferences and shopping behaviour. Read more in [Customers](#).

We communicate with our customers through The Style Sheet, an online version of our Pacific Place Magazine, featuring news from both Pacific Place and Starstreet Precinct.

In 2020, Swire Properties intends to leverage the strength of these relationships to promote Starstreet Precinct as a day-to-night destination for tourists and locals, with a long-term goal of establishing a single-use plastic-free precinct and continue to brand the neighbourhood as an iconic, must-visit Hong Kong destination.

SD in Action at Pacific Place

Click on a Pillar to learn more.



Performance (Environment)

In operation for more than 30 years, Swire Properties’ innovative and ongoing environmental monitoring system uses smart technology and data analysis to continuously enhance building performance, increase energy savings and work towards continuous improvements.

Over the years, Pacific Place has been assessed three times by BEAM and BEAM Plus and received a Platinum rating each time.

The environmental and energy management systems in Pacific Place were certified in accordance with ISO 14001:2015 Environmental Management System and ISO 50001:2018 Energy Management System. Together, these management systems create a robust framework for managing our environmental and energy performance.

Creating Deep Energy Savings

Regular audits and continuous system upgrades help Pacific Place stay well ahead of recommended energy targets. We often test new technologies and practices in the mall, which has allowed us to achieve continuous energy improvements. These include:

- Identifying and initiating timely chiller replacement programmes, resulting in an annual energy reduction of nearly 5 million kWh (representing a 28% decrease in overall chiller energy consumption).
- Retrofitting 98 conventional air handling units with energy efficient electronically-commutated motor plug fans, estimated to reduce energy consumption by nearly 600,000 kWh per year. This energy efficiency project is supported by the Swire Pacific SD Fund.



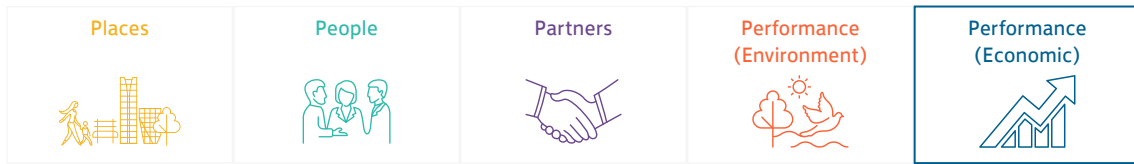
- Developing tools for monitoring-based commissioning of heating, ventilation and air conditioning to automatically carry out big data analysis and provide insights for building operation optimisation and enhancement of energy efficiency. This energy efficiency project is run in partnership with Tsinghua University and is supported by proceeds from our [green bond](#) issued in 2018.

Focusing on Occupant Wellbeing

Indoor air quality sensors are strategically placed in common areas of Pacific Place which monitor temperature, relative humidity, levels of carbon dioxide, indoor fine particulate matter, total volatile organic compounds and ozone.

SD in Action at Pacific Place

Click on a **Pillar** to learn more.



Performance (Economic)

Pacific Place continues to set benchmarks for success. Through contemporisation and asset enhancement initiatives, Pacific Place continuously works to attract shoppers, visitors and diners through high-quality experiences.

“We want to celebrate Pacific Place as the destination where people can elevate everyday moments and enjoy unique experiences.”

Theresa Leung, General Manager of Pacific Place

A Commercial Centre with Critical Mass

We believe that Pacific Place promotes economic growth in and around the development.



There are approximately 130 tenants based in the office towers and over 11,000 workers in total. By creating a commercial centre with critical mass, we believe Pacific Place has helped stimulate positive change in the community, promote organic growth not only in the development itself and Admiralty but also in the neighbouring areas of Wan Chai.

Visionary

30 years ago, Swire Properties assessed the potential long-term value of the site and was confident that it could convert it into a flourishing commercial community. Our willingness to take risks allowed an embedded and coherent place to be created over many years.

Pioneering

Pacific Place was the first fully-integrated, mixed-use development ‘under-one-roof’ in the city — setting a new benchmark for the sector.

Transformative

Pacific Place successfully transformed a disused military barracks into a dynamic, thriving business hub, luxury retail and premium hospitality destination.

Community development

Pacific Place’s evolution has been tailored to the particular needs of the local community and created an engaging ‘sense of place’.

Sustainable development

Sustainability is central to both the development and management of Pacific Place.