

**For discussion
19 December 2011**

Legislative Council Panel on Development

Energizing Kowloon East

PURPOSE

This paper briefs Members on the Government's new initiative on transforming Kowloon East into a core business district (CBD) and invite Members' early comments and inputs to help shape this new CBD of Hong Kong.

BACKGROUND

2. The 2011-12 Policy Address announced that a visionary, coordinated and integrated approach would be adopted to expedite the transformation of Kowloon East, comprising the new Kai Tak Development area, Kwun Tong and Kowloon Bay, into an attractive, alternative CBD to support Hong Kong's economic development. At the Special Meeting of the Legislative Council Panel on Development held on 14 October 2011, we briefly introduced to Members the initiatives of transforming Kowloon East. Members welcomed the initiatives to make Kowloon East a better place to attract and accommodate the businesses that would benefit the people of Hong Kong and sustain Hong Kong's position as a global financial centre.

CONCEPTUAL MASTER PLAN OF KOWLOON EAST

3. To facilitate the transformation of the former industrial areas into another key CBD of Hong Kong, it is important that the infrastructural works and facilities should be well-designed and relate well to the context, planning and urban design intentions for Kowloon East. We have mapped out a **conceptual master plan**, which is attached at **Enclosure 1**, for the Kowloon East Business District by adopting the

broad strategies of Connectivity, Branding, Design and Diversity (**CBD2**) –

- (i) **Enhancing Connectivity** – We will consider enhancing inter- and intra-regional connectivity through the provision of an Environmentally Friendly Linkage System (EFLS) linking Kai Tak Development (KTD), Kwun Tong and Kowloon Bay with the existing Mass Transit Railway Kwun Tong Line and the future Shatin to Central Link. Enhancement to pedestrian facilities such as footbridge networks and wider pavements will also be considered. Alignment plan of the proposed EFLS is attached at **Enclosure 2**. We will commence the public engagement exercise for EFLS in early 2012 and report the initial public views to the Panel on Development in the first quarter of 2012.
 - (ii) **Branding the place with Quality Urban Design** – We will consider branding Kowloon East as a premier office node and promoting the image of this new core business district both locally and overseas. We recognize that the street pattern, the transport system, the public facilities, etc. that were designed for the requirements of the manufacturing operation and warehousing uses may no longer be effective for business operators and office workers nowadays. Quality urban design could play a pivotal role in enhancing and branding the place. We will consider improvement in greening, enhancement of streetscape and public open space, provision of a continuous waterfront promenade and conservation of some buildings with special characters.
 - (iii) **Promoting Diversity** – While KTD will provide tourism, sports and leisure facilities to a predominantly office and commercial use in Kowloon Bay and Kwun Tong, other uses such as street level shops, cafes by the waterfront, restaurants and entertainment uses at piers, marinas and water sports facilities may be considered for development at appropriate locations to enhance vibrancy, particularly after office hours.
4. A key feature of the conceptual master plan is the designation of two clusters of government sites as Action Areas for comprehensive development to facilitate a diversity of land uses and activities that will

complement the transformation of Kowloon East into an alternative CBD. Details of the two Action Areas are provided as follows –

(i) Action Area 1 – Hoi Bun Road Redevelopment

It will be a new vibrant node for offices, exhibition/conference facilities, hotel/service apartments and retail/entertainment outlets. With the location of the proposed EFLS station and depot connecting to KTD, it will become the linkage hub of Kowloon East. The existing waste recycling centre and vehicle examination centres, which are currently occupying the site of Action Area 1, are proposed to be relocated to release some 6.4 hectares (ha) of government land for the development.

(ii) Action Area 2 – Kwun Tong Ferry Pier Waterfront Development

It will be a new hub for small offices, artist workshops, entertainments, galleries and specialty retails and restaurants along the waterfront promenade to complement a tourism node to be developed at the runway tip. The size of the proposed site for Action Area 2 is about 2.7 ha. The existing bus terminus is proposed to be decked over to provide open space and outdoor performance area, and integrate with the upgraded Kwun Tong Ferry Pier Square and waterfront promenade. Elevated pedestrian walkway is proposed to integrate with the proposed EFLS along Hoi Yuen Road.

CURRENT STATUS

5. The initiatives on Energizing Kowloon East have been given extensive media coverage since announcement in October 2011. Initial responses of some stakeholders and the general public have been very positive and supportive. There are also views in the community that the Government should take forward the initiatives as soon as possible, in particular to engage the stakeholders for enhancing the conceptual master plan of Kowloon East.

6. To capitalize upon the opportunity to kick start transformation of Kowloon East in light of the general support of the community, we have embarked on early actions to take forward the following –

Setting Up of Kowloon East Development Office

7. To undertake these important initiatives, we propose to set up a new multi-disciplinary Kowloon East Development Office (KEDO) in the Development Bureau to steer, supervise, oversee and monitor the transformation of Kowloon East as well as to conduct the public engagement exercise. We will consult the Panel on Development in January 2012 on the proposed establishment of the KEDO.

Site Office cum Information Kiosk

8. To facilitate the carrying out of the public engagement exercise and for serving as a focal point for visitors, we plan to set up a site office for KEDO including an information kiosk by mid 2012. The information kiosk will provide the venue for exhibits and publicity materials related to the Kowloon East development. It will also be used for holding public engagement events and receiving visitors to promote green infrastructures pertaining to KTD and for territorial wide application. Drawing from overseas experience of similar development, we consider the site office cum information kiosk should be situated within the area to be developed. In this regard, we have identified a suitable piece of unallocated government land underneath the Kwun Tong Bypass at Hoi Bun Road which is at close proximity to KTD, Kowloon Bay and Kwun Tong. Design of the proposed office cum information kiosk is illustrated at **Enclosure 3**.

9. The site office cum information kiosk will comprise office spaces, a briefing hall, conference rooms and other supporting facilities. A modular construction approach comprising mainly used standard freight containers, props and scaffoldings together with cost-effective green building features will be adopted to showcase a completely new sustainable design concept which can serve as a good reference for future temporary buildings including construction site offices.

Signature Projects at Kowloon East

10. Whilst the transformation of the entire Kowloon East would take time to accomplish, we have taken actions to embark on the following projects to demonstrate the Government's determination to put its plans into action and with a view to improving the existing environment of Kowloon East for the early enjoyment of the public.

(i) CIC's Open Space cum Zero Carbon Building

Quality public open space is an essential element for all CBDs. In order to catalyze the transformation of Kowloon East, we are collaborating with the Construction Industry Council (CIC) to develop a public open space with the theme of sustainable living. Situated on a 1.5 hectare site formerly used as a training ground by CIC, the public open space will accommodate Hong Kong's first zero carbon emission building to showcase state-of-the-art eco-building designs and technologies adopted in both international and local communities. The open space cum zero carbon building, totally funded by CIC, will be opened to the public upon its completion tentatively scheduled for mid 2012. An artist impression of the open space cum zero carbon building is attached at **Enclosure 4**.

(ii) Kwun Tong Promenade Stage 2

Kwun Tong Promenade Stage 1 comprises a 200m waterfront open space opened in 2010. The Stage 2 project extends the waterfront promenade by 750m at the former Kwun Tong Public Cargo Working Area. Inside the promenade, there would be jogging facilities, a boardwalk, sitting-out areas, pavilions and shelters with benches, a multi-purpose open area with fitness stations, an exercise corner with elderly fitness equipment, landscaped area with a multi-purpose lawn and trees, models of cargo containers and cranes to evoke the historical context of the area, a cafe, a mist fountain with animated lighting effects, toilets and other ancillary facilities. Subject to the Legislative Council Finance Committee's approval of project funding, the construction is tentatively scheduled to commence in late 2012 for completion in late 2014. A location plan of the project is attached at **Enclosure 5**.

(iii) Kai Tak Runway Park Phase 1

The proposed scope of the project comprises the construction of a waterfront promenade at the runway tip facing Lei Yue Mun and along the waterfront facing Kwun Tong with a continuous traffic-free pedestrian green walkway and sitting-out areas; a large lawn with sitting-out facilities and extensive soft landscape planting; and toilets and ancillary facilities. Subject to the Legislative Council Finance Committee's approval of project funding, the construction is tentatively scheduled to commence in mid 2012 for completion in late 2013. The location of the project is also indicated at **Enclosure 5**.

11. These projects will act in synergy with the Kai Tak Cruise Terminal development which is scheduled for commissioning in mid-2013 for the enjoyment of both local residents and the community at large.

ADVICE SOUGHT

12. Members are invited to give views on the initiative on transforming Kowloon East into a core business district. As mentioned in paragraph 3(i), we will consult the Panel on the proposed EFLS in the first quarter of 2012.

Development Bureau
December 2011



CBD2
central business district



- 九龍東 Kowloon East
- 擬議行動區 proposed action areas
- 可供發展的政府土地 government sites for development
- 率先完成的私人重建項目 first-mover private sector redevelopment
- 規劃中的商業/商業發展 planned commercial/business development
- 零碳排放建築物及休憩空間 zero carbon building and open space
- 現有休憩空間 existing open spaces
- 環保連接系統 EFLS
- 環保連接系統替代路線 EFLS alternative route
- 行人天橋 (由私人發展商提出) pedestrian bridges (private initiatives)
- 11公里海濱長廊 11 km promenade
- 行人連接系統 pedestrian connections
- ▲ 水上運動/船艇設施 water sports/marina facilities

Connectivity 連繫
monorail and pedestrian bridges 單軌鐵路及行人天橋



環保連接系統貫通九龍東
Environmentally Friendly Linkage System (EFLS)
to provide intra-district linkage

Branding 品牌
a premier office node 優質辦公室



充分把握機會塑造嶄新面貌
opportunities of branding and innovation to be fully exploited

Design 設計
urban greening 都市綠化



改善街道景觀 綠化設施和公眾休憩空間
improvements in streetscape greening and public open spaces

Diversity 多元化
vibrant waterfront 活力海濱



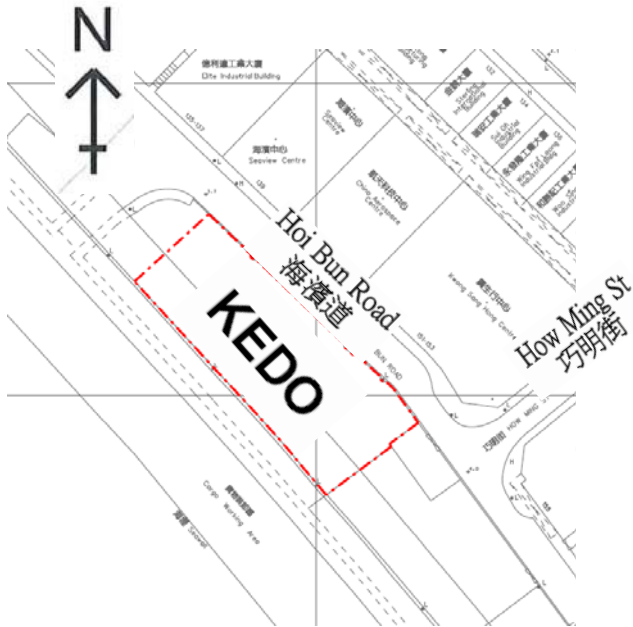
露天食肆 水上活動及娛樂設施以添朝氣活力
alfresco dining water activities and entertainment to enhance vibrancy



擬議的鐵路環保連接系統走線圖 (2011年9月)
Proposed Rail-based EFLS Alignment Plan (September 2011)

**Kowloon East Development Office
Site Office cum Information Kiosk**

九龍東發展辦事處
臨時寫字樓暨資訊中心

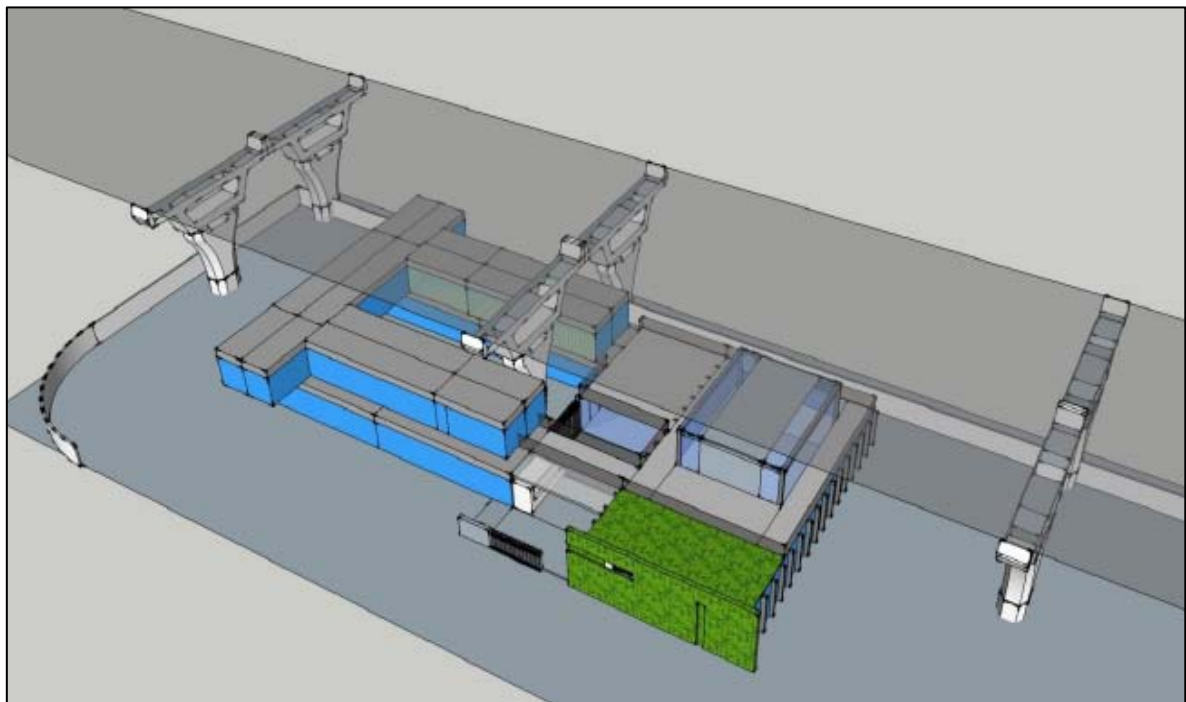


Location plan
位置圖



Perspective View 1

透視圖 1



Perspective View 2

透視圖 2

**Construction Industry Council
Public Open Space cum Zero Carbon Building**

建造業議會
公眾休憩空間及零碳建築物



Zero Carbon Building
零碳建築物



Zero carbon building cum open space
零碳建築物及公眾空間

LOCATION PLAN OF RUNWAY PARK PHASE 1 AND KWUN TONG PROMENADE STAGE 2

跑道公園第一期和觀塘海濱長廊第二期的位置圖

