

ITEM FOR ESTABLISHMENT SUBCOMMITTEE OF FINANCE COMMITTEE

HEAD 159 – GOVERNMENT SECRETARIAT : DEVELOPMENT BUREAU (WORKS BRANCH) Subhead 000 Operational expenses

Members are invited to recommend to Finance Committee the retention of the following two supernumerary posts in the Works Branch of the Development Bureau for a period of four years with effect from 1 July 2013 –

1 Principal Government Town Planner
(D3) (\$154,900 - \$169,050)

1 Government Architect
(D2) (\$133,150 - \$145,650)

PROBLEM

The Secretary for Development needs dedicated staffing support at the directorate level to continue taking forward the initiative of Energizing Kowloon East (EKE) through the established Energizing Kowloon East Office (EKEO) in the Works Branch of the Development Bureau (DEVB(WB)).

PROPOSAL

2. We propose to retain –
 - (a) a supernumerary Principal Government Town Planner (PGTP) (D3) post for heading the EKEO; and

/(b)

- (b) a supernumerary Government Architect (GA) (D2) post to support the head of EKEO

in DEVB(WB) for four years from 1 July 2013 to 30 June 2017. The posts are required to continue providing dedicated support at the directorate level to lead, steer and monitor the transformation of Kowloon East (KE), comprising the new Kai Tak Development (KTD) area, Kwun Tong and Kowloon Bay, into an attractive, alternative Central Business District (CBD) to support Hong Kong's economic development.

JUSTIFICATION

Continued Need for EKEO

3. Following the approval of the Finance Committee (FC) on 20 April 2012, a dedicated EKEO¹ headed by two supernumerary directorate posts of PGTP (D3) and GA (D2) created for one year with effect from 1 July 2012, was set up in June 2012 to steer, supervise, oversee and monitor the transformation of KE into another attractive CBD. EKEO is a pioneer in applying the "place-making" approach which is an integrated strategy for planning, design, implementation, management and community engagement to create quality public spaces for the enjoyment of the people and improvement of the pedestrian environment. Since its formation, we have received strong support from the community for the dedicated EKEO to continue taking forward the initiative as the "place-maker", promoting the Conceptual Master Plan (CMP) as well as engaging the relevant stakeholders in facilitating the transformation process.

Encl. 1 4. Since the issue of the first CMP in October 2011, which focuses on enhancing Connectivity, Branding, Design and Diversity (CBD2) in KE, EKEO published the CMP version 2.0 (Enclosure 1) in June 2012. It outlined the ten main tasks to be taken forward by EKEO. These tasks aimed at enhancing connectivity, improving environment and releasing development potential in KE. The progress of these tasks is summarised at Enclosure 2.

5. The latest figures from the Rating and Valuation Department showed that in 2011, KE alone contributed about 45 per cent of new office supply in Hong Kong. We envisage that such a high percentage share will be sustained. It is estimated that about 30 per cent and more than 50 per cent of the total new office supply in 2012 and 2013 respectively was/will be from KE. The momentum of EKE is very clear.

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¹ When seeking Establishment Subcommittee (ESC)/FC approval in February/April 2012, the dedicated office was known as Kowloon East Development Office (KEDO). It was renamed as EKEO in June 2012 to better reflect our initiatives and vision to energize KE to become another vibrant, attractive CBD.

6. The characteristics of KE are fundamentally different from some overseas examples including the London Canary Wharf and Singapore's Marina Bay where the land involved is under the full control of a dedicated authority responsible for undertaking the development. The authority is empowered to take the lead in the phasing and implementation programme of the development. KE includes a new development area and two ex-industrial districts comprising many old industrial buildings under multiple ownerships. The transformation of KE is a delicate balance between facilitating new development while maintaining the existing economic vibrancy. Although the transformation process of KE is mainly market driven, facilitation by the Government through timely improvement to existing infrastructure and introduction of appropriate policy measures is necessary. A dedicated office with multi-disciplinary expertise housed under the existing government structure is therefore required to deliver this initiative effectively.

Proposed Structure of EKEO

7. The work of EKEO is multi-disciplinary and wide-ranging. It involves planning, land use, building, architectural and landscape design, civil engineering, traffic engineering and place making. This multi-disciplinary team has been working effectively under the one-stop approach during the past year providing extensive and integrated visionary planning, design and engineering inputs under the leadership of professional officers from the Town Planner and Architect grades. We propose to maintain this organisation structure for four more years from 1 July 2013 to 30 June 2017. Further review will be conducted before the end of the four-year period.

8. Currently, EKEO is put under DEVB(WB); it is headed by a PGTP (D3) (designated as Head of EKEO) who is assisted by a GA (D2) (designated as Deputy Head of EKEO). They are underpinned by 18 civil servants/non-civil service contract staff forming a multi-disciplinary team of town planners, architects, landscape architects, engineers as well as technical and administrative support staff. The proposed structure of EKEO is at Enclosure 3. Under the steer of the Head and Deputy Head of EKEO, the four teams will continue to provide dedicated professional inputs on planning, architectural, engineering and project facilitation work in an effective and integrated manner. The major areas of work of the four teams are set out below –

Encl. 3

- (a) Place Making (Planning) Team: headed by a Senior Town Planner (designated as Senior Place Making Manager (Planning)) to provide planning input on the planning studies, community engagement, updating of the CMP, land use planning review, etc.;

/(b)

- (b) Place Making (Design) Team: headed by a Senior Architect (designated as Senior Place Making Manager (Design)) to provide professional input in urban design, architectural creativities and innovations, greening and landscape, etc.;
- (c) Works Consolidation Team: headed by a Senior Engineer (designated as Senior Works Consolidation Manager) to provide professional input on the coordination of traffic/pedestrian studies and other infrastructural enhancement/development as well as projects implementation; and
- (d) Project Facilitation Team: headed by a Senior Architect/Senior Estate Surveyor/Senior Solicitor (designated as Senior Project Facilitation Manager) to provide professional advice and coordination with government bureaux/departments to facilitate processing of land development proposals from the private sectors.

9. EKE initiative entails work ranging from strategic planning, urban design, development facilitation, coordinating place-making events and consultancy studies. In the future set-up, we propose to maintain the four different professional teams. The mix of knowledge and experience of the teams will better equip EKEO to consider issues in a comprehensive and coordinated manner and deliver the EKE initiative holistically, competently and efficiently.

Need for Dedicated Directorate Support

10. The making of KE as Hong Kong's premier alternative CBD is a complex and long-term urban transformation process. EKEO will continue to carry out community engagement, urban improvement works and place-making projects, update the CMP, initiate studies and provide one-stop service to facilitate implementation of both private and public sector projects.

11. Apart from these tasks, EKEO will be responsible for taking forward the new initiatives under EKE promulgated in the 2012-13 Policy Address. The Chief Executive announced that the former runway tip in the KTD Area has good potential for developing into a world-class tourism and entertainment hub – “Kai Tak Fantasy”. It would have synergy effect with EKE in facilitating the transformation of KE into another attractive business area and promoting the long-term economic development of Hong Kong. The unique context of “Kai Tak Fantasy” calls for an integrated approach in quality planning and urban design to optimise its potential for a world-class harbour-front development. In the quest for

/design

design excellence and on the basis of the agreed land uses and broad development parameters, EKEO will organise an international idea competition to generate original concepts, master planning and urban design layouts and schemes for the “Kai Tak Fantasy”. Based on the awarded master planning and urban design scheme, EKEO will proceed with planning and engineering studies and statutory procedures as necessary to take forward the proposal. A high-level steer to oversee the planning and design process of the “Kai Tak Fantasy” and to ensure its implementation to tie in with the overall development programme of KTD is necessary.

12. Given the nature of the challenges ahead, EKEO needs to be headed by sufficiently senior personnel to ensure an effective communication with both the public and private sectors in pursuing the various initiatives under EKE. Apart from having a high level of leadership and organisation capabilities, both the Head and Deputy Head of EKEO should possess vision, versatility and creativity to spearhead the work of EKEO competently. In particular, the Head of EKEO should have strong strategic planning capability to facilitate the transformation of KE and provide visionary directive to lead the overall development of KE in the long term. The Deputy Head should possess expertise in implementation and coordination capability for consolidating efforts of different government bureaux/departments and to ensure a smooth operation of EKEO.

13. In the next four years, EKEO will continue to adopt the visionary place-making approach to push ahead the EKE initiative. We will continue to engage the stakeholders and collect valuable views and suggestions from the public through workshops, forums, conferences, exhibitions and media briefing/interviews. We will take on board suggestions received during the on-going public engagement process, push ahead with various area improvement projects, and continue to enhance/upgrade the CMP. We are working on the pre-construction work of various works projects, including the preparatory work to improve the traffic and pedestrian environment, to face-lift Tsun Yip Street Playground and to enhance Hoi Bun Road. We have also commissioned the industrial heritage study and are undertaking the preliminary planning and engineering studies required for the development of Action Area 1, Action Area 2², undeveloped/under-developed government sites and “Kai Tak Fantasy”. We are also working on the relocation of existing government facilities within the two Action Areas, which have potential

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² Action Areas 1 and 2 are located in Kowloon Bay and Kwun Tong respectively. They are currently occupied by a number of government facilities. We plan to rationalise the land uses in these two areas to release their development potential for comprehensive development to facilitate a diversity of land uses and activities that will complement the transformation of KE into a new vibrant business district.

for providing an additional floor area of up to 500 000 square metres in the long term. We will also organise various place-making events and branding activities such as carnivals, arts and musical performances, exhibitions, visits, etc. aiming at creating a new walkable, sittable, stayable and playable “place” in KE.

14. Apart from the above, we are also pressing ahead the following tasks –

- (a) identify opportunities for urban greening and streetscape improvement, and facilitate the implementation by consolidating efforts and resources of all relevant government departments;
- (b) develop active dialogue with property owners and business operators to identify and implement measures on traffic improvement, pedestrian linkage provision, street vibrancy enhancement including place-making activities;
- (c) review proactively the development and design options of the undeveloped/under-developed government sites;
- (d) promote KE as a low-carbon district by close collaboration with the Hong Kong Green Building Council and other stakeholders; produce a green map with green labelling system in EKEO’s website; develop a green trail to encourage the general public to visit green buildings in KE; and
- (e) support the development of art and creative industries by exploring opportunities to provide suitable space for artists, art groups and creative designers in KE.

15. EKEO will continue to provide one-stop coordination and advisory service to land development proposals of private sectors and explore incentives for redevelopment and conversion proposals to facilitate the transformation of the old industrial area into an attractive alternative CBD.

16. In order to provide dedicated support at the directorate level to take forward the EKE initiative detailed above, we propose to retain the existing two supernumerary directorate posts of PGTP (Head of EKEO) (D3) and GA (Deputy Head of EKEO) (D2) for four years from 1 July 2013 to 30 June 2017. The job descriptions of the Head and Deputy Head of EKEO are at Enclosures 4 and 5 respectively. We will continue to review the work of EKEO having regard to the progress of the initiative as well as the operational experience, and consider the long-term need of the office before the end of the four-year period.

Encls. 4&5

/Interface

Interface between EKEO and Kai Tak Office

17. KTD is actively continuing with its engineering implementation phase under the Kai Tak Outline Zoning Plan. Whilst the established Kai Tak Office under the Civil Engineering and Development Department will continue to assume its role in delivering infrastructural projects under KTD, EKEO has been and will continue to focus on the strategic planning of KE including KTD. Each of the two offices has its own clearly defined ambit of work and the two offices will continue to collaborate closely in taking forward various important tasks for the development of KE.

ALTERNATIVES CONSIDERED

18. We have critically examined whether the existing directorate officers at the appropriate level in DEVB(WB) will have the spare capacity to absorb the duties of the proposed Head and Deputy Head of EKEO. Currently, the current portfolios of the Deputy Secretaries, Principal Assistant Secretaries and Commissioner for Heritage of DEVB(WB) cover a wide range of work portfolios, including policy matters on heritage conservation and conservation projects; formulation of strategies for and implementation of greening, landscape and tree management matters; increasing land supply by reclamation and cavern development; monitoring of capital works programme and expenditure; pressing ahead with the implementation of major infrastructural projects; procurement strategy; administration of contracts and consultancies; construction safety; construction standards; slope safety; lift safety; flood prevention; water supply; supply in construction manpower including training/development of professionals in the construction industry; construction workers registration; promotion of local professional services outside Hong Kong; and support in the post-quake reconstruction work in Sichuan. As the officers are fully engaged in the above work, it is operationally not feasible for them to take up the whole or part of the additional duties and responsibilities of the proposed Head and Deputy Head of EKEO in support of the EKE initiative. Their schedule of responsibilities is at

Encl. 6

Enclosure 6.

FINANCIAL IMPLICATIONS

19. To maintain the provision for the Head of EKEO and Deputy Head of EKEO posts for four years from 1 July 2013 to 30 June 2017, we will require an additional notional annual salary cost at mid-point of not exceeding \$3,664,800, as follows –

/Notional

	Notional annual salary cost at mid-point \$	No. of posts
Supernumerary directorate posts		
PGTP (D3)	1,968,600	+1
GA (D2)	1,696,200	+1
Total	3,664,800	+2

The additional full annual average staff cost, including salaries and on-cost, is estimated to be around \$5,379,000.

20. EKEO will be supported by a total of 18 non-directorate civil servants and non-civil service contract staff. The total additional notional annual salary cost at mid-point for the 12 non-directorate civil service posts will be \$8,342,880 and the full annual average staff costs, including salaries and on-cost, will be \$13,694,000. The annual staff costs of the six non-civil service contract staff are within \$3,170,000. We have included the necessary provision in the 2013-14 draft Estimates to meet the cost of the proposal and will reflect the resources required in the Estimates of subsequent years.

PUBLIC CONSULTATION

21. We consulted the LegCo Panel on Development on 7 January 2013 on the proposed retention of the supernumerary PGTP and GA posts for four years up to 30 June 2017. Members generally supported the proposal but raised concerns on how the Administration would offer assistance to the operators of cultural and creative workshops in the industrial buildings in KE to continue their operations. Members also asked for information about the floor area occupied by operations of cultural and creative workshops in the industrial buildings of KE.

Encl. 7 22. In this regard, we issued a letter to Panel Members on 29 January 2013 providing them with the information requested (see Enclosure 7). We also supplemented that promoting diversity is one of the key EKE strategies. To sustain the role of KE as incubator for art, cultural and creative industries, we will continue to seize every opportunity to engage the stakeholders in the transformation process. We have partnered artists and designers in the place-making functions such as the inauguration ceremony of EKEO and the 12-week Playful Thursday at Tsun Yip Street. Besides, the Fly the Flyover Operation has converted the enclosed area underneath the Kwun Tong Bypass into

an informal art and cultural venue that is opened for public use. To support the development of art and creative industries so that KE will be transformed into a business area with special character, we will explore opportunities to provide suitable space for artists, art groups and creative designers in this area, including the remaining plots of flyover sites for diversified activities and the possibility of incorporating space for art and culture uses in old and new premises of KE.

BACKGROUND

23. The 2011-12 Policy Address announced that the Government would adopt a visionary, coordinated and integrated approach to expedite the transformation of KE into an attractive, alternative CBD. The Administration is continuously updating its development strategies to facilitate the transformation of KE into a premier business district with the potential for providing an additional office floor area of four million square metres. At the Meeting of the LegCo Panel on Development held on 19 December 2011, we introduced to Members the initiative of EKE which was well-received. On 15 February 2012 [EC(2011-12)20], we gained the support of ESC for the setting up of an initial KEDO (now known as EKEO) for one year and the creation of two supernumerary directorate posts of PGTP (D3) and GA (D2) for one year with effect from 1 July 2012 to head the KEDO. The proposal was approved by FC on 20 April 2012. We undertook to consult ESC again before the end of the first-year duration and, if appropriate, seek the approval of ESC and FC on the longer-term set-up of KEDO.

ESTABLISHMENT CHANGES

24. The establishment changes in DEVB(WB) for the last three years are as follows –

Establishment (Note)	Number of posts			
	Existing (As at 31 January 2013)	As at 1 April 2012	As at 1 April 2011	As at 1 April 2010
A	24+(2)#	24	24	23
B	84	74	74	76
C	120	117	117	117
Total	228+(2)	215	215	216

Note:

A – ranks in the directorate pay scale or equivalent

B – non-directorate ranks, the maximum pay point of which is above MPS Point 33 or equivalent

C – non-directorate ranks, the maximum pay point of which is at or below MPS Point 33 or equivalent

() – Supernumerary posts created for one year from 1 July 2012 to 30 June 2013

– as at 31 January 2013, there is no unfilled directorate post in DEVB(WB)

/CIVIL

CIVIL SERVICE BUREAU COMMENTS

25. The Civil Service Bureau supports the proposed retention of supernumerary posts of a PGTP and a GA for four years in DEVB to continue heading EKEO under its WB for taking forward the initiative of Energizing KE. The grading and ranking of the proposed posts is considered appropriate having regard to the level and scope of the responsibilities and the professional input required.

ADVICE OF THE STANDING COMMITTEE ON DIRECTORATE SALARIES AND CONDITIONS OF SERVICE

26. As the post is proposed on a supernumerary basis, its retention, if approved, will be reported to the Standing Committee on Directorate Salaries and Conditions of Service in accordance with the agreed procedure.

Development Bureau
March 2013

起 *energising* 動 Kowloon East 九龍東

香港的 CBD²

九龍東包括啟德機場舊址、觀塘和九龍灣商貿區。在香港製造業的全盛時期，九龍東見證了一個重要的工業基地的迅速發展，不僅創造了數十萬計的職位，亦推動了香港的繁榮昌盛。隨著機場遷往赤鱘角，香港製造業的基地北移，這區失去了一些舊有的活力，留下大量未被充分使用的工業大廈。另一方面，隨著香港金融及服務業持續興旺，很多跨國公司都在香港設立區域總部和區域辦事處，香港傳統的商業中心區已無法應付這些公司對優質辦公室的需求。一些私人發展商憑著敏銳的市場觸覺，把握時機，率先在九龍東進行發展，興建了一些高級的商業大廈和購物中心。區內已有約 140 萬平方米的辦公室落成。

隨著國家「十二五」規劃表明支持香港鞏固其作為國際金融、貿易、航運中心的地位，亦支持香港發展成為國際資產管理中心和離岸人民幣業務中心，香港在全球的影響力將日益增大。為了充分利用內地迅速發展的機遇，並維持香港的地位和長遠發展，穩定而充足的優質辦公室供應至為關鍵。

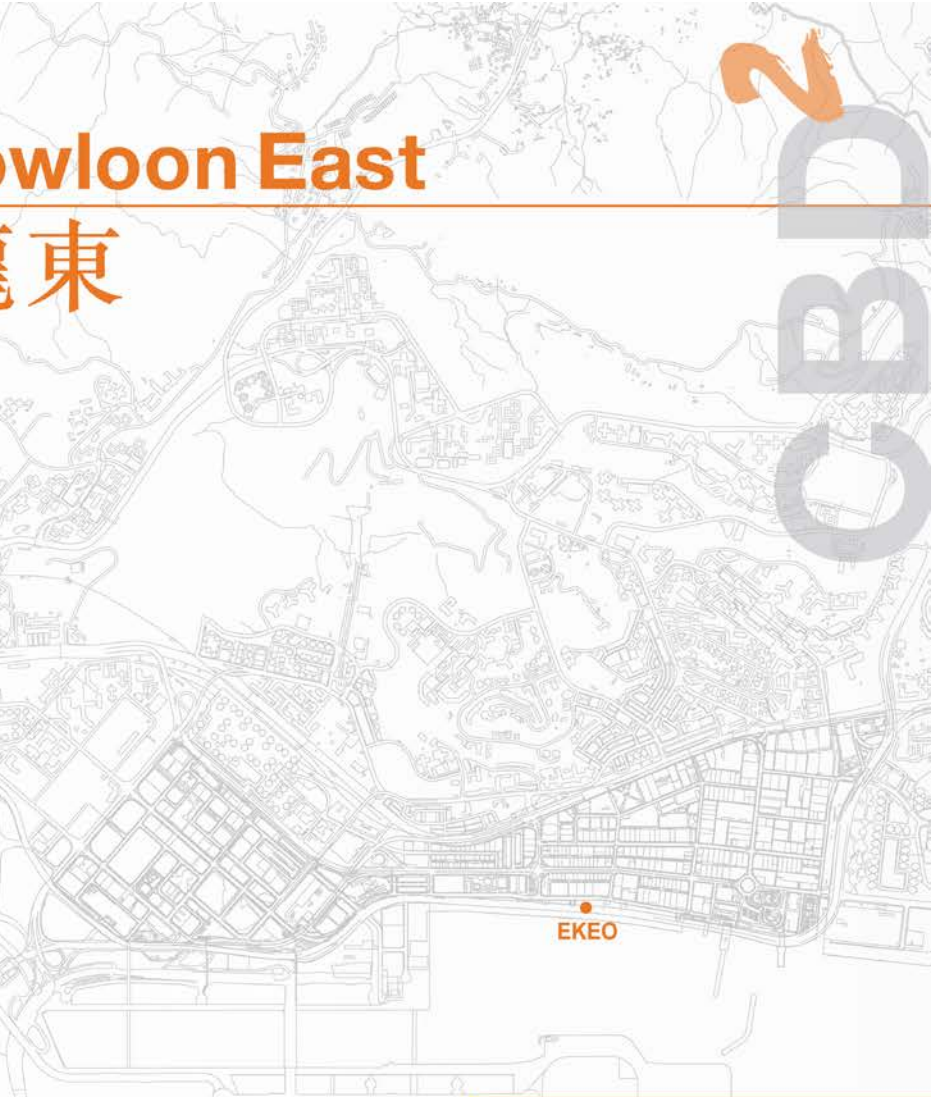
在 2011 至 12 年的施政報告中，行政長官宣布會採用富遠見、相互協調的綜合模式，加快把九龍東轉型為另一個具吸引力的商業區，以支持香港的經濟發展。具體而言，有關的工作將涉及土地用途檢討、城市設計、加強連繫及相關的基建設施。

Hong Kong's CBD²

Kowloon East (KE) is an area comprising the former Kai Tak Airport, Kwun Tong and Kowloon Bay Business Areas. This area witnessed the rapid growth of an important industrial base in the heyday of Hong Kong's manufacturing industry, creating hundreds of thousands of jobs and propelling Hong Kong's prosperity. Following relocation of the Airport to Chek Lap Kok and our manufacturing base to the Mainland, this area has lost some of its past vibrancy, leaving a huge stock of industrial buildings not being fully utilised. On the other hand, with the booming in Hong Kong's financial and service sectors as well as large numbers of regional headquarters and regional offices of multi-national companies setting their foot in Hong Kong, the demand for quality office can no longer be met by our traditional Central Business District (CBD). Thanks to good market sense and first-mover initiatives of some private developers, high grade office buildings and retail centres are emerging in KE. About 1.4 million m² office space have been completed.

The National 12th Five-Year Plan has given support to Hong Kong's position as an international financial, trade and shipping centre, and support for Hong Kong's development as an international asset management centre and an offshore Renminbi (RMB) business centre, increasing her impact on a global scale. To capitalize on the fast-growing opportunities of the Mainland and sustain Hong Kong's position and longer term development, a steady and adequate supply of quality office space is pivotal.

In his 2011-12 Policy Address, the Chief Executive announced that we will adopt a visionary, co-ordinated and integrated approach to expedite the transformation of KE into an attractive, alternative central business district to support Hong Kong's economic development. Specifically, this will involve land use review, urban design, improved connectivity and the associated infrastructure.



EKEO: 起動九龍東辦事處 Energizing Kowloon East Office

Vision another Premier CBD of Hong Kong 齊建香港的另一個核心商業區

共創理想

九龍東的土地面積約為488公頃，其中包括啟德發展區、觀塘和九龍灣商貿區。區內現有2萬5千餘間公司並提供20多萬份職位。由啟德發展區所帶來的協同效應及動力，將會促進九龍東進入新的發展階段。政府會採用具遠見、相互協調的綜合模式，加快把九龍東轉型為另一個富吸引力的香港核心商業區，以支持香港的經濟增長和加強香港在全球的競爭力。

With a total area of 488 hectares, KE comprises Kai Tak Development (KTD), Kwun Tong and Kowloon Bay Business Areas. Now accommodating some 25,000 firms and more than 200,000 jobs, and with the synergy and impetus to be injected by the KTD, KE has gathered the momentum for a new wave of development. The Government has determined to adopt a visionary, coordinated and integrated approach to facilitate the transformation of KE into an attractive alternative CBD of Hong Kong to support our economic growth and strengthen our global competitiveness.



MADE IN HONG KONG Legacy to continue Our Successful Story 延續我們成功的故事

繼往開來

自1936年3月24日第一架商用民航機著陸後，啟德機場一直都是世界上最繁忙的機場之一。而在香港製造業的全盛時期，觀塘的工廠產量佔了香港製造業近五分之一的總銷售額。在過去的十年間，全港新建寫字樓總供應量的46%建在觀塘和九龍灣商貿區，有力地支撐了香港的持續經濟增長。根據估計，九龍東潛在的寫字樓供應量可達至540萬平方米。這數量相等於中環區現有寫字樓數量的兩倍。繼往開來，九龍東將會成為香港的另一個核心商業區。

The first commercial passengers flight landed on 24 March 1936. Kai Tak Airport would later become one of the world's busiest airports. In the heyday of Hong Kong as one of the world's most productive manufacturing centers, factories in Kwun Tong accounted for nearly one-fifth of Hong Kong's total sales and work done in the manufacturing industry. Kwun Tong and Kowloon Bay Business Areas sustained our economic growth by contributing about 46% of new office supply in the last decade. Total estimated potential supply of office space in KE is around 5.4 million m², which is about double of the existing stock in Central. KE will continue its legacy and become another premier CBD of Hong Kong.



Culture to link the Past, Present and Future 連繫過去、現在和未來

文化傳承

觀塘和九龍灣的工廠為數以萬計工人提供生計，反映了香港“做得到”的精神。一幢幢的舊廠房蘊藏著許多令人鼓舞的創業故事。不少建於20世紀60和70年代的工業大廈具有獨特的建築特色，而且仍在運作。近年來，區內的工廠為本港文化藝術工作者提供土壤。九龍東內的工業傳統及文化傳承應受尊重，成為獨一無二的城市設計元素，啟發公共藝術靈感，在城市變遷的過程中，連繫過去、現在和未來。

Tens of thousands of workers have made a living in the factories of Kwun Tong and Kowloon Bay, reflecting Hong Kong's "can do" spirit. There are encouraging stories about successful entrepreneurship associated with many of the old factory sites. Many of the industrial buildings built in the 1960s and 1970s have unique architectural interest and are still being actively used. In recent years, these premises have helped nurture Hong Kong's arts and cultural services and industries. The industrial heritage and cultural development of KE should be respected as a unique element in urban design, an inspiring theme for public arts, and a sensational link for the past, present and future in the face of rapid urban transformation.



MADE FOR HONG KONG

Partnership work with all Stakeholders 與所有持份者合作

夥伴關係

起動九龍東是區議會、分區委員會、各行各業、業主、物業管理委員會以及所有其他持份者建立夥伴關係的一個平台。起動九龍東的願景要靠集體的智慧和努力才能實現。因此，起動九龍東辦事處會以“與民共議”的模式，制訂建議和落實方案。我們歡迎高瞻遠矚的建議，並致力嘗試創新的方法，整合資源，實現願景。

Energizing Kowloon East provides a platform and process for establishing partnership with district councils, area committees, trades and operator associations, property owners, building management committees, and all other stakeholders. The vision of Energizing Kowloon East can only be achieved with collective wisdom and effort. The Energizing Kowloon East Office (EKEO) is designated to work with all stakeholders for formulating proposals and delivering projects. It welcomes visionary proposals, tries out innovative solutions, consolidates resources and facilitates implementation.

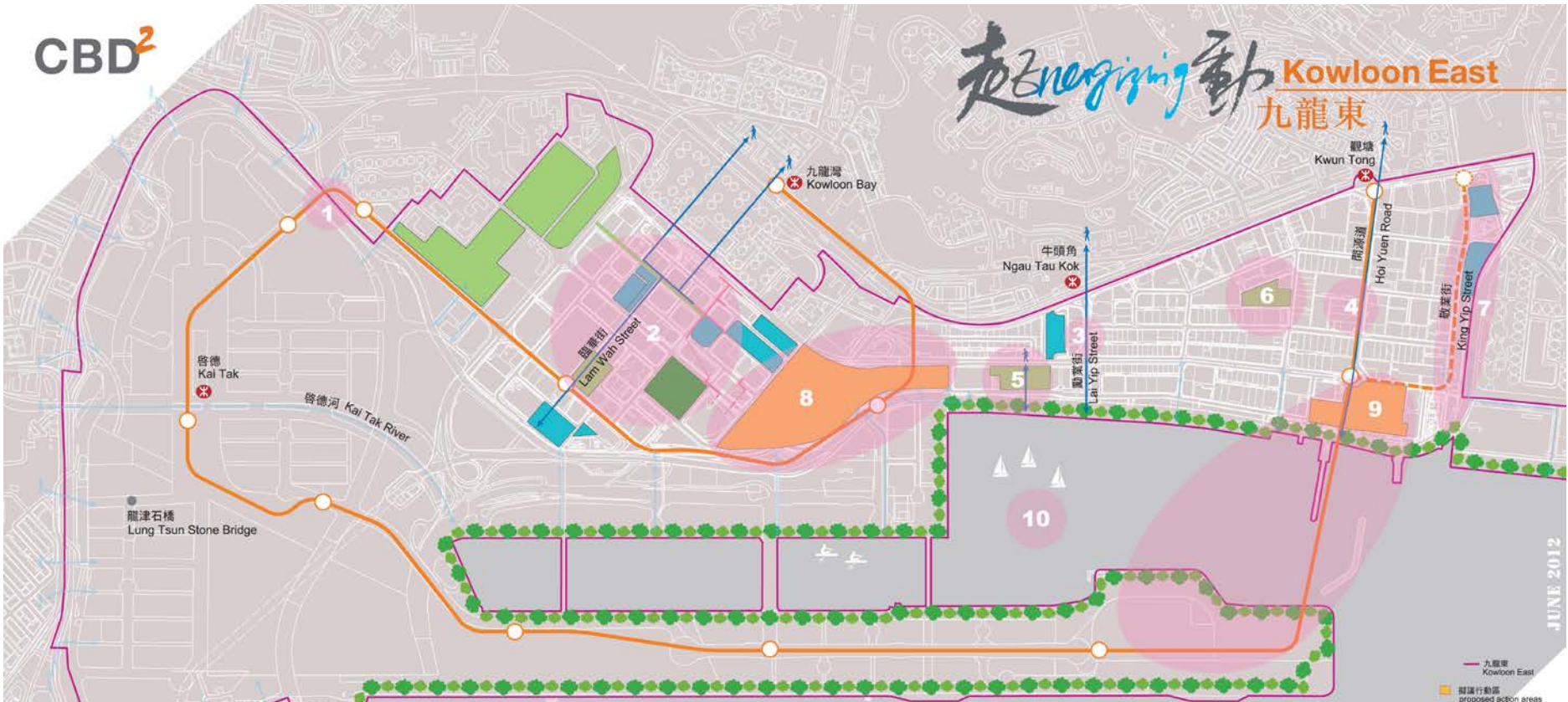


enquiry
T 3904 1337
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CBD²

起 Energizing 動 Kowloon East 九龍東



JUNE 2012

10 Main Tasks 十項主要任務

概念總綱計劃 2.0
 起點九龍東的初步建議是根據 CBD² 策略而制定，這策略著重於改善「連繫」、「品牌」、「設計」和「多元化」各要素，而這些建議的內容則整合在概念總綱計劃。
 概念總綱計劃能持續演進及完善，它能不斷吸納民意，使內容更加豐富和細緻。我們希望：
 • 整合九龍東及九龍東周邊地區
 • 營造方便行人的環境，富魅力的街道和促進城市綠化
 • 地方營造，促進高質素的都市設計和創新的建築，為公共空間增加活力，方便市民暢達海濱，將文化及藝術帶入城市生活
 • 促進九龍東轉型成為另一個核心商業區——一個讓市民能工作、娛樂、寫字、購物、悠閒消遣的好地方

Conceptual Master Plan version 2.0
 Our initial proposals for Energizing Kowloon East are formulated under the CBD² strategy, which focuses on enhancing Connectivity, Branding, Design and Diversity. These proposals are consolidated in the Conceptual Master Plan.
 The Conceptual Master Plan is evolving, and will be enriched and refined by taking on broad suggestions during the on-going public engagement process.
 This is a plan for:
 • integration within Kowloon East (KE), and also between KE and its neighbouring areas
 • pedestrian-friendly environment, attractive streets and urban greening
 • place-making, promoting quality urban design and innovative architecture, creating vibrant public space, bringing people to the waterfront, inviting arts and culture to city life
 • transforming KE as another premier CBD — a place where people would like to work, to do business, to walk, to stay, and to play

加強整合 Enhance integration

- 繼續諮詢市民對環保連繫系統的意見
- 檢討及改善九龍東與相鄰地區的行人連繫通道
- continue to engage the community on the proposed Environmentally Friendly Linkage System (EFLS)
- review and refine pedestrian linkages between Kowloon East and its neighbouring areas

改善九龍東的行人暢達度及街道景觀 Enhance pedestrian connectivity and streetscape in Kowloon Bay

- 以建議的臨海街和兆雲街高架行人橋組或連接到九龍灣港鐵站的支幹網絡
- 利用零碎天地的綠化區、綠帶道及常綠道的園景網絡和其他重建地盤騰出的地面空間建立公園和廣場
- form an elevated pedestrian network taking the proposed footbridge links with the Kowloon Bay MTR Station along Lam Wah Street and Siu Yip Street as the spines
- create public parks and piazzas taking the opportunities of the landscape area of ZCB, the green spine between Kai Cheung Road and Sheung Yuef Road, building set-back in redevelopment and land sale sites

改善牛頭角港鐵站的行人暢達度 Enhance pedestrian connectivity with Ngau Tau Kok MTR Station

- 研究商業街行人通道的不同方案
- 研究可否延長該行人通道以改善內陸與海濱的連繫
- examine possible options of a pedestrian link along Lai Yip Street
- explore possibility to extend this link to enhance connection between inland and waterfront

加強觀塘港鐵站的暢達度 Enhance pedestrian connectivity with Kwun Tong MTR Station

- 研究改善開源道的行人通道，以配合環保連繫系統的方案
- 尋找在較短期內改善開源道的行人環境的機會
- examine possible options of pedestrian links along Hoi Yuen Road taking into account possible alignment of the EFLS
- identify quick improvement opportunities in Hoi Yuen Road area to enhance the pedestrian environment

優化海濱道旁的海濱地區 Face-lifting of the Waterfront along Hoi Bun Road

- 研究把海濱道部份路段封閉的可能性，把海濱道公園與海旁連繫，改造成為觀塘的海濱公園
- 把海濱道改造為林蔭大道
- 擬備總綱計劃以改造觀塘海濱地區，包括研究把觀塘橋下的用地作藝術文化用途和用作活化觀塘避風塘的配套設施
- explore the possibility of converting Hoi Bun Road Park as Kwun Tong Waterfront Park with direct linkage to the future waterfront by part closure of Hoi Bun Road
- develop Hoi Bun Road as a tree-lined boulevard with enhanced urban greening and streetscape
- prepare master plan to guide the face-lifting of Kwun Tong Waterfront including the space underneath the Kwun Tong Bypass as informal venue for arts/cultural uses and the possibility for land-side supporting facilities for more vibrant use of the Kwun Tong Typhoon Shelter

其他任務 Other Tasks

- 把所有與九龍東有關的「工業區」交通標誌改為「商業區」
- 尋找綠化和改善街景的機會，並協調政府部門的資源，促進實施
- 與業主和經營者加強溝通，制定具體交通改善措施、行人通道計劃和街道活化計劃及推動品牌營造活動
- 開展製造業和工業建築傳統的研究，推動工業歷史傳承與城市設計、公共藝術相互結合，提升當區的城市文化底蘊
- 按 CBD² 策略積極檢討未發展或未被善用的政府用地的規劃方案

優化駿業街遊樂場 Face-lifting of Tsun Yip Street Playground

- 研究將駿業街遊樂場改造為觀塘工業傳統公園，並使它成為商貿區內富魅力及活力的公共空間
- 研究改造駿業街熱食中心外殼，使其煥然一新
- 擬備總綱計劃以改善駿業街一帶，尤其是美化街道和改善行人環境
- explore the possibility of converting Tsun Yip Street Playground as Kwun Tong Industrial Heritage Park and an inviting place for activities bringing liveliness to the business area
- explore innovative facade improvement and general enhancement of the Tsun Yip Street Cooked Food Centre
- prepare master plan to guide the improvement of Tsun Yip Street area with focus on enhancing street vibrancy and pedestrian environment

將駿業街明渠改造成翠屏河 Convert King Yip Street Nullah to Tsui Ping River

- 在不影響雨水排放功能和容量的前提下利用環境、生態和園藝美化等改善計劃將現有明渠改造成河流
- 擬備總綱計劃以改善駿業街一帶地區，尤其是美化街道和更好地利用兩幅現時未被善用的政府用地
- convert the existing nullah into a 'river' with environmental, ecological and landscaping upgrading without compromising the storm-water discharge function and capacity
- prepare master plan to guide the improvement of King Yip Street area with focus on enhancing street vibrancy and the better use of two under-utilized government sites

釋放行動區 1 的發展潛力 Release the long-term development potential of Action Area 1

- 促成現有政府設施(驗車中心和廢物回收中心)的搬遷計劃
- 研究將行動區發展成為綜合發展項目
- facilitate relocation of existing government facilities (vehicle examination centre and waste re-cycle centre)
- carry out study on the potential of this Action Area for mixed development to bring vibrancy to KE

釋放行動區 2 的發展潛力 Release the long-term development potential of Action Area 2

- 研究行動區容納藝術和文化活動的潛力
- 研究行動區和觀塘海濱及碧濠道末端融合發展的潛力
- examine possibility of including arts and cultural activities in this Action Area
- carry out study on the development options of this Action Area with its potential to integrate with Kwun Tong Waterfront and Kai Tak Runway Tip

海濱地區添活力 Bring vibrancy to the waterfront

- 研究機場舊跑道和觀塘海濱之間的水體的更佳發展方案
- 尋找活化 11 公里的海濱及其毗鄰的水陸用地的發展機會
- explore optimal options for the use of the water body between the old runway and Kwun Tong Waterfront
- identify opportunities for a vibrant water-land interface of the 11-km waterfront and its connectivity to the neighbouring areas

其他任務 Other Tasks

- change all traffic signs from "Industrial Area" to "Business Area" for KE
- identify opportunities for urban greening and streetscape improvement, and facilitate the implementation by consolidating effort and resources of all relevant government departments
- develop active dialogue with property owners and operators to identify and implement measures on traffic improvement, pedestrian linkage provision, street vibrancy enhancement including branding activities
- carry out study on the heritage of manufacturing production and industry architecture, with a view to promoting integration of industrial heritage in urban design, public arts and enhancing interests on legacy of the area
- proactively review the development and design options of the undeveloped/ under-developed government sites with guidance of the CBD² strategy

- 九龍東 Kowloon East
- 建議行動區 proposed action areas
- 可供發展的政府土地 government sites for development
- 零碎天地 ZCB
- 現有休憩空間 existing open spaces
- 環保連繫系統 EFLS
- 環保連繫系統替代路線 EFLS alternative route
- 行人天橋(由私人發展商提出) pedestrian bridges (private initiatives)
- 11公里海濱長度 11km promenade
- 行人連繫系統 pedestrian connections
- 水上運動和船設施 water sports / marine facilities

Progress of the Tasks outlined in the Conceptual Master Plan version 2.0

(i) *Enhancing Connectivity*

The Civil Engineering and Development Department has completed the Stage 1 of a two-stage public engagement exercise regarding the development of an Environmentally Friendly Linkage System. We commissioned a feasibility study in February 2013 to examine improvement required for the pedestrian environment at Kowloon Bay Business Area. We also established an inter-departmental traffic focus group with the relevant departments to work out short-term road improvement measures and some of which have already been put in place.

(ii) *Improving Environment*

We have derived a comprehensive revitalisation strategy for the Kwun Tong waterfront, including both the water bodies and the waterfront area. One of the unused sites underneath the Kwun Tong Bypass has been converted to an informal venue called “Fly the Flyover Operation 01” for arts and cultural activities. Drainage facilities blocking the pedestrian way and views along Hoi Bun Road will be removed/enhanced in phases with the first phase completed in January 2013. Improvement of Hoi Bun Road sitting out area will commence around mid 2013 and face-lifting of Tsun Yip Street Playground has commenced in January 2013. Urban greening with more trees and shrubs have been planted along Lai Yip Street, Hoi Bun Road and various locations in Kowloon East.

We have also organised a weekly carnival “Playful Thursday” with Agriculture, Fisheries and Conservation Department and Kwun Tong District Council at Tsun Yip Street Playground, which aimed at changing people’s perception on the use of public space. The carnival has received a total of 42 000 visitors from 25 October 2012 to 10 January 2013.

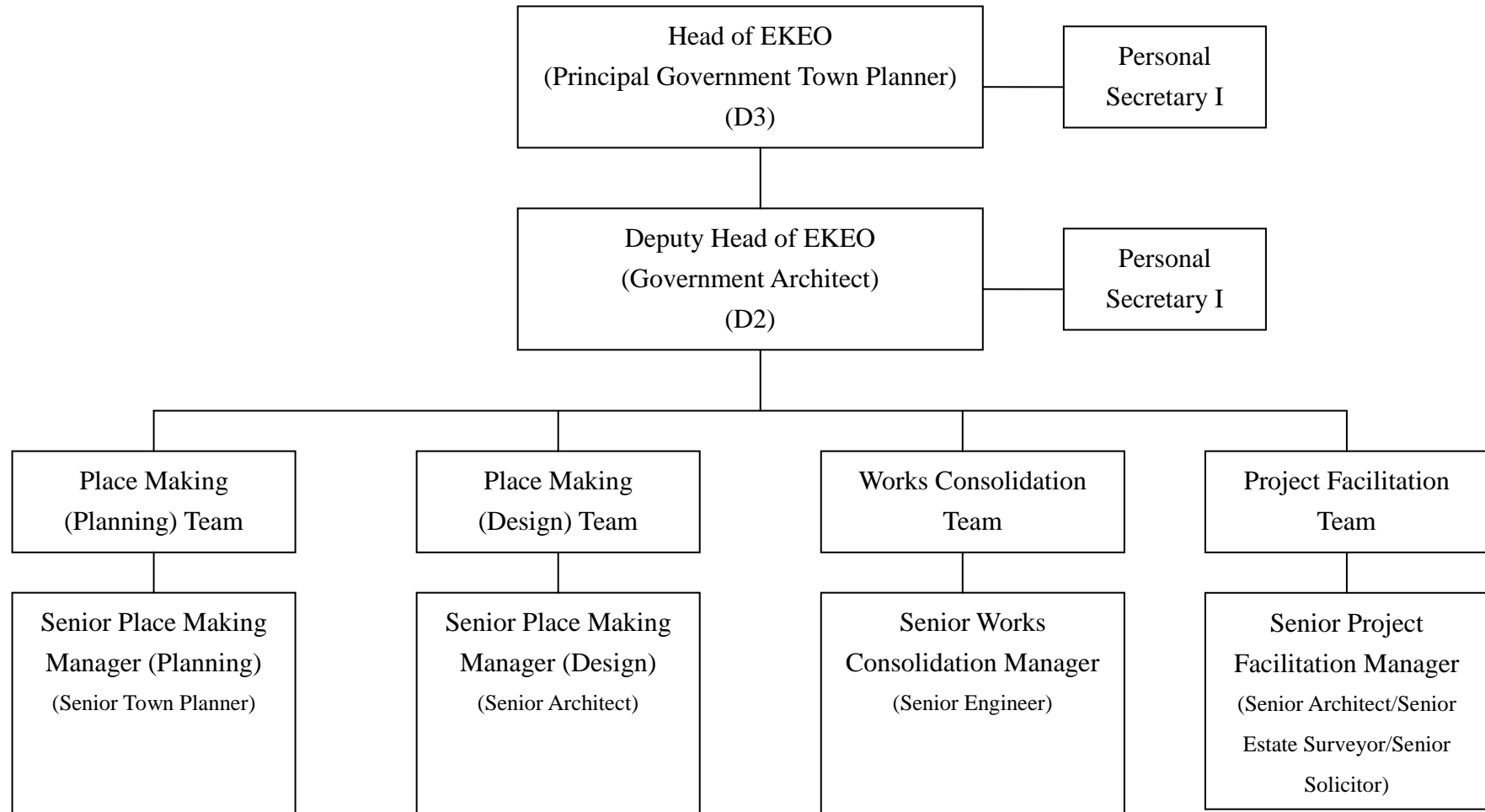
(iii) *Releasing Development Potential*

We are working closely with concerned departments in examining the possibility for relocating the existing government facilities in the two Action Areas in KE.

(iv) *Others*

26 existing directional signs in KE have been changed from “Kwun Tong Industrial Area” to “Kwun Tong Business Area” in August 2012. Signalised traffic junctions in Kowloon Bay and Kwun Tong have been reviewed and improved. An industrial heritage and urban design study was also commissioned in December 2012 to systematically retrace and record the industrial development history of KE and translate the industrial culture elements into urban design guidelines, public arts features and other forms of displays as an overriding design theme in improving spaces in the public realm.

Proposed Organisation Chart of Energizing Kowloon East Office (EKEO)



**Proposed Job Description of
Head of Energizing Kowloon East Office (H/EKEO)**

Rank : Principal Government Town Planner (D3)

Responsible to : Permanent Secretary for Development (Works)

Major Duties and Responsibilities –

1. Advocate the conceptual master plan of Kwun Tong and Kowloon Bay and explore options for strategic refinement of the Outline Zoning Plan of Kai Tak Development.
2. Explore different modes of expediting the development of Kowloon East.
3. Manage the Energizing Kowloon East Office to ensure its efficient operation and formulate the long-term institutional set-up.
4. Spearhead the coordination of inter-bureau and inter-departmental efforts on land development proposals from the private sector including review of land development procedures, and the provision of preliminary assessments on the merits or otherwise of individual proposals in consultation with the relevant bureaux and departments.
5. Assume the central coordination and monitoring role in the project management, design direction and coordination related to infrastructural development in Kowloon Bay and Kwun Tong as well as in the strategic issues pertaining to Kai Tak Development.
6. Champion a comprehensive and coherent public relations and public engagement strategy for new initiatives and projects, and coordinate responses to demands and aspirations from the stakeholders and the public.

**Proposed Job Description of
Deputy Head of Energizing Kowloon East Office (DH/EKEO)**

Rank : Government Architect (D2)

Responsible to : Head of Energizing Kowloon East Office

Major Duties and Responsibilities –

1. Oversee tasks related to planning studies, community engagement and preparation of the conceptual master plan for Kowloon Bay and Kwun Tong, and assist in exploring options for strategic refinement of the Outline Zoning Plan of Kai Tak Development.
2. Assist in exploring different modes of expediting the development of Kowloon East (KE).
3. Assist in formulating the long-term institutional set-up of EKEO.
4. Conduct research and feasibility studies and provide professional advice to land development proposals in KE from the private sector. Coordinate and liaise with various bureaux and departments on processing individual land development proposals.
5. Assist in the coordination and monitoring of the infrastructural development in Kwun Tong and Kowloon Bay as well as the strategic issues pertaining to Kai Tak Development.
6. Advise on the feasibility, budgeting, programming, public reception and priority considerations, design and implementation of public infrastructure and area improvement works in Kwun Tong and Kowloon Bay that are directly related to the urban regeneration of KE, and assist in drawing up consultation strategy for engaging stakeholders.
7. Steer the work of the multi-disciplinary support team comprising town planner, architect, landscape architect, engineer, estate surveyor and solicitor.

**Schedule of Responsibilities for
the Existing Directorate Officers
in the Works Branch**

The other directorate officers at the appropriate levels in the Works Branch are fully engaged in their respective duties –

- (a) Deputy Secretary (Works) 1 (DS(W)1), assisted by Commissioner for Heritage (C for H), Principal Assistant Secretary (Greening, Landscape and Tree Management) (PAS(GLTM)) and Principal Assistant Secretary (Works) 1 (PAS(W)1), are committed in policy matters on heritage and conservation and related projects; formulation of strategies for and implementation of greening, landscape and tree management matters; and monitoring of the capital works programme and expenditure; construction manpower development including training/development of construction professionals, supervisors/technicians and workers.
- (b) Deputy Secretary (Works) 2 (DS(W)2), assisted by Principal Assistant Secretaries (Works) 1 to 4 (PAS(W) 1 to 4), are committed in pressing ahead with the implementation of major infrastructural projects; increasing land supply initiative; procurement strategy; administration of contracts and consultancies; construction safety; construction standards; slope safety; lift and escalator safety; flood prevention; water supply; construction workers registration and promotion of local professional services outside Hong Kong.

2. The major duties/responsibilities and work priorities of C for H and the PASs are appended below –

C for H

3. C for H assists DS(W)1 in the implementation and monitoring of policies on heritage conservation and in devising and taking forward new initiatives on heritage conservation, including the implementation of the “Revitalising Historic Buildings Through Partnership Scheme”; implementation of the Heritage Impact Assessment mechanism for new capital works projects; devising economic incentives for conservation of privately-owned historic buildings; and extending financial assistance on maintenance to privately-owned graded historic buildings. C for H serves as the focal point of contact on heritage

/conservation

conservation matters both locally and overseas. C for H is also responsible for spearheading the engagement of stakeholders and the public in the implementation of heritage conservation initiatives and liaising with concerned organisations; providing policy support and guidance to the Antiquities and Monuments Office of the Leisure and Cultural Services Department; conducting research on policies, legislation and practices on heritage conservation both locally and overseas; and overseeing the handling of enquiries, complaints and suggestions from the public and media on heritage conservation matters.

PAS(GLTM)

4. PAS(GLTM) assists DS(W)1 in formulating strategies on greening, landscape and tree management with emphasis on a holistic approach to this work. PAS(GLTM) oversees the work of the Greening and Landscape Office (GLO) and the Tree Management Office (TMO).

5. The work focus of GLO is the proactive identification of greening opportunities, the enhancement of quality landscape design, the promotion of new greening technologies, enhancement of training and manpower development and enhancement of public education and community involvement. Key current tasks overseen by PAS(GLTM) are development of an integrated landscape design framework for roads, parks, and urban landscape; teaching kit on greening, landscape and tree management for use by secondary schools students, a pictorial guide on suitable plant species for skyrise greening in Hong Kong as well as a publication for the Skyrise Greenery Awards. Besides, promulgation of guidelines on greening and landscape, advisory input in the greening and landscape aspect of strategic government infrastructure projects such as Kai Tak Development will be on-going.

6. The work focus of TMO is the enhancement of tree risk management, promotion of a quality-oriented approach to tree management, enhancement of the tree complaint handling mechanism and emergency response arrangement, enhancing training in tree management and enhancement of public education and community involvement. The key emphasis currently is on tree risk management and the tree management departments have just commenced the fourth exercise. PAS(GLTM) is the chairman of the Expert Panel on Tree Management with four scheduled meetings planned this year and a series of site visits. PAS(GLTM) is also overseeing the preparation and promulgation of a number of guidelines on tree management including tree protection in construction sites. In addition to the above, a comprehensive review of tree

/preservation

preservation arrangements and contractor management as well as a number of arboricultural research projects are in progress. On the training aspects, the TMO will strengthen the training on occupational safety and health in arboricultural works and supervision of tree work. Other public engagement and promotional activities including tree talks, workshops, publications and exhibitions are ongoing.

PAS(W)1

7. PAS(W)1 assists DS(W)1 in overseeing the implementation and overall spending on the ten major infrastructure projects and other public works projects under the Public Works Programme. In addition to handling matters relating to the implementation of the recommendations of the Construction Industry Review Committee's Report, PAS(W)1 provides policy guidance to the statutory Construction Industry Council (CIC) and oversees its corporate operation and institutional arrangements to implement the various initiatives to raise the construction industry's quality and standards according to the Construction Industry Council Ordinance.

8. To enable the development of local construction manpower to deliver the Public Works Programme, PAS(W)1 also assists in monitoring the overall construction manpower situation and formulating the manpower resources policies and strategy including enhanced training and trade testing for workers' skill development and enhanced publicity to uplift the industry's image to attract new blood to join the industry. In addition, PAS(W)1 also assists DS(W)2 in providing policy guidance to the statutory Construction Workers Registration Board (CWRB) and overseeing its corporate operation and institutional arrangements to facilitate registration of construction workers and phased implementation of prohibitions under the Construction Workers Registration Ordinance. As this concerns about 300 000 registered construction workers, the above tasks require close liaison with CIC, CWRB, labour unions, trade associations and other industry stakeholders to meet the industry-wide needs.

PAS(W)2

9. PAS(W)2 assists DS(W)2 in providing high-level technical input in the implementation of major infrastructure development projects, coordinating input from Works group of departments and resolving problems to ensure the best possible support be provided to various client bureaux. The post also assists in overseeing the implementation of major infrastructural projects, such as the Kai Tak Development and Liantang/Heung Yuen Wai Boundary Control Point.

/PAS(W)2

PAS(W)2 is responsible for taking forward the initiative of enhancing land supply strategy through reclamation outside Victoria Harbour and underground cavern development, and providing policy steer and input for the public engagement of potential reclamation and cavern development sites, studies on the relocation of the Sha Tin Sewage Works to cavern, the long-term strategy of cavern development and underground developments in the urban areas of Hong Kong. The post also coordinates technical input on works aspects of planning and development issues and feasibility studies, such as Development of Lok Ma Chau Loop, New Development Areas, Tung Chung Remaining Development, etc. and provides support to the Permanent Secretary for Development (Works) (PS(W)) in handling technical matters in regard to submissions to the Committee on Planning and Lands Development and Strategic Planning Committee of the Hong Kong Housing Authority. PAS(W)2 also assesses district-wide demand on infrastructural facilities to dovetail housing developments, monitors the implementation of such facilities and resolves interface problems.

PAS(W)3

10. PAS(W)3 assists DS(W)2 in the housekeeping of Civil Engineering and Development Department, Drainage Services Department and Water Supplies Department. The post provides policy input and steer on the flood prevention strategy, drainage impact assessment studies, total water management strategy, reliable supply of water including securing supply from Dongjiang and exploring alternative water sources such as seawater desalination as well as the delivery of infrastructural projects for enhancing water supplies and flood prevention.

11. PAS(W)3 is also responsible for various policy issues related to public safety including control of slope safety for both man-made and natural terrains, and lift and escalator safety as well as the regulatory control of water-cooled air-conditioning systems for the prevention of Legionnaires Disease. In relation to public works projects, PAS(W)3 provides policy input to construction safety, construction standards, environmental management, green procurement including promoting the use of green construction materials, energy efficiency, contract form and conditions, dispute avoidance and resolution, security of payment and wage payment. PAS(W)3 also handles policy issues relating to and oversees the supplies of concrete, rock products and sand. PAS(W)3 also provides support to PS(W) in handling technical matters in regard to the West Kowloon Cultural District project, Ocean Park Re-development project and Hong Kong Disneyland project. PAS(W)3 also provides policy steer on and oversees the Yuen Long Town Nullah and development of cycle track networks in the New Territories.

/PAS(W)4

PAS(W)4

12. PAS(W)4 assists DS(W)2 in formulating and implementing policies on procurement of construction and consultancy services as well as management of contractors and consultants including administration of DEVB's approved lists of public works contractors/suppliers and performance monitoring. PAS(W)4 represents the Bureau in various trade consultations in respect of the construction sector including the Mainland/Hong Kong Closer Economic Partnership Arrangement (CEPA) consultations, World Trade Organization/Government Procurement Agreement consultations and other free trade agreement negotiations. PAS(W)4 is responsible for handling works-related Mainland affairs including implementation of CEPA market liberalisation measures, providing support to other bureaux on various platforms such as the Hong Kong/Guangdong Co-operation Joint Conference and other Mainland/Hong Kong co-operation initiatives. He also provides support in carrying out a strategic review of the Hong Kong's procurement system so as to enhance competition, productivity, innovation and creativity leading to cost-effective delivery of quality infrastructures, and to explore liberalisation measures more favourable than CEPA for the construction stakeholders to access the Qianhai construction market. PAS(W)4 also assists in handling matters related to promotion of local professional services in the Mainland and overseas construction and engineering related markets, providing secretariat support to serve the working group on professional services of the Economic Development Commission as well as housekeeping Electrical and Mechanical Services Department.

13. Hence, it is operationally not possible for any of them to take up the whole or part of the additional duties and responsibilities of the proposed posts of the Head and Deputy Head of the Energizing Kowloon East Office in support of the Energizing Kowloon East initiative.

Letter to Panel on Development on 29 January 2013

香港特別行政區政府

The Government of the Hong Kong Special Administrative Region

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29 January 2013

Clerk to Panel on Development
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong
(Attn. : Ms. Sharon CHUNG)

Dear Ms. CHUNG,

**Panel on Development
Follow-up Action to Meeting on 7 January 2013
Progress Report of Energizing Kowloon East Office
and its Continuing Operation**

When the “Progress Report of Energizing Kowloon East Office and its Continuing Operation” (Item No. CB(1)287/12-13(03)) was discussed at the Panel meeting on 7 January 2013, Members requested the Administration to provide information on (a) the floor area occupied by operations of cultural & creative workshops in the industrial buildings in Kowloon East, and (b) in what ways the Administration would offer assistance to them to continue their operations in Kowloon East.

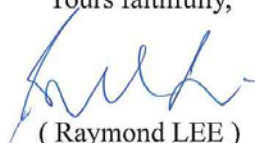
The Administration is pleased to provide the requested information as follows –

- (a) According to the Survey on Business Establishments in Kowloon East (May 2011) by the Planning Department, about 2.6% of the business establishments (i.e. 504) operating in Kowloon East now are mainly cultural & creative workshop. Of these establishments, about 37% (185 establishments) has a floor area of 500 to 999 square feet and 36% (178 establishments) a floor area of 1000 to 2999 square feet.
- (b) One of the Energizing Kowloon East strategies is to promote diversity. To sustain the role of Kowloon East (KE) as incubator for art, cultural and creative industries, we seize every opportunity to engage the stakeholders in the transformation process.

We have partnered artists and designers in the place-making functions such as the inauguration ceremony of EKEO and the 12-week Playful Thursday at Tsun Yip Street. Besides, the Fly the Flyover Operation has converted the enclosed area underneath the Kwun Tong Bypass into an informal art and cultural venue that is opened for public use.

To support the development of art and creative industries so that KE will be transformed into a business area with special character, the Administration will explore opportunities to provide suitable space for artists, art groups and creative designers in this area, including the remaining plots of flyover sites for diversified activities and the possibility of incorporating space for art and culture uses in old and new premises of KE.

Yours faithfully,



(Raymond LEE)

for Secretary for Development