

**For discussion  
on 28 July 2009**

**LEGISLATIVE COUNCIL  
PANEL ON DEVELOPMENT**

**District-based Beautification and Revitalisation Projects**

**PURPOSE**

In taking forward its work towards promoting quality city life, Development Bureau adopts as far as possible an area-based approach and attaches importance to respecting local characteristics and working with District Councils. In addition to applying this to heritage conservation work and harbourfront enhancement, which we have reported to Members on previous occasions, this paper serves to brief Members on two district-based beautification and revitalisation projects – **Revitalisation of Tai O** and **Area Improvement Plan for the Shopping Areas of Mong Kok**.

**REVITALISATION OF TAI O**

Background

2. Tai O is an old fishing village which is rich in heritage. It was once the home of fishing and salt industries. Tai O is now a rural fishing village with traditional residential/shopping streets and a popular tourist destination. Owing to the rich cultural and heritage content of Tai O, heritage conservation is of utmost importance.

3. The Tai O planning framework has been established in the Revised Lantau Concept Plan, which had adopted the Recommended Outline Development Plan prepared under the Study on Revitalisation of Tai O completed in 2002. The Tai O revitalization strategy endorsed in the Revised Lantau Concept Plan aims to preserve the cultural heritage and natural attributes of Tai O, and at the same time enhance its visitor appeal and local employment base. In June 2007, the Civil Engineering and Development Department (CEDD) commissioned a consultancy to undertake the “Improvement Works for Tai O Facelift – Feasibility Study” (Feasibility Study). To encourage the public to provide active input to the

development proposals of the project, the “Design Competition for the Revitalisation of Tai O” (Design Competition) was held in March 2008. A summary of the Design Competition is at **Annex I**.

#### Concept Plan for Revitalisation of Tai O

4. The proposed Tai O Revitalisation Concept Plan has been prepared based on the design concepts collected through the Design Competition. The vision of the proposed Concept Plan is “**Harmonious Enhancement of Tai O**”, i.e., to revitalize Tai O through nature and heritage conservation for the benefit of the local community. The proposals made under the proposed Concept Plan are categorized into three principal enhancement themes, namely, “**Local Connectivity**”, “**Heritage/Culture**” and “**Nature**”. Details of the proposals under the three enhancement themes are set out at **Annex II**.

5. We will proceed first to implement the proposals aiming to improve local infrastructure which will most readily address local needs and which are supported by the Tai O Rural Community and the locals after thorough consultation. These proposals include -

- (i) Information and directional signage
- (ii) Temple garden upgrade at Yeung Hau Temple and Kwan Tai Temple
- (iii) Improvement of existing roads, streetscape within the Tai O inner-core area
- (iv) Advance works for an Entrance Plaza (new paving, tree planting and landscape hardworks)
- (v) Promenade and garden for improved circulation and views
- (vi) Inner Loop Heritage Trail
- (vii) Outer Loop Nature Trail
- (viii) Footbridges for improved circulation in Yim Tin and Po Chue Tam
- (ix) New coach parking area

- (x) New jetties/improvement to existing jetties
- (xi) Event space for community and cultural events at Yim Tin
- (xii) Improvement to the existing helipad

6. There are other proposals which seek to bring about new or improved elements for sustaining the economy, culture and eco-tourism in Tai O, thereby enhancing the livelihood of residents in the longer term. These projects include the Tai O Experience Centre and Re-built Stilted House Experience Centre which will serve as folklore museums for visitors to appreciate and enjoy the history, culture and unique characteristics of Tai O, and the Salt Pan Demonstration Area which will help bring back the traditional salt making industry for education purpose and serve as a tourist attraction. It is also expected that the re-introduction of the hand-pulled ferry and a free MP3 tour guide as an add-on facility along both the ‘Outer Loop Nature Trail’ and ‘Inner Loop Heritage Trail’ will be well-received by tourists. The wetland/mangrove parks and bird/wildlife watching hides will help conserve the natural habitat and environment and promote the public’s experience of the wetland. Together with the Old Tai O Police Station which is to be converted into a boutique hotel under the Revitalising Historic Buildings Through Partnership Scheme, the conversion of Tin Lee House from public housing to a youth hostel and the wilderness campsite under the proposed Concept Plan will provide a diversity of overnight accommodation for visitors to enjoy the fishing village of Tai O in leisure. The implementation of these proposals, however, would depend on finding a suitable and capable management agent, which should be able to operate these facilities on a sustainable basis.

#### Public Consultation

7. We have been consulting relevant stakeholders, including the locals, Tai O Rural Committee (RC), Islands District Council (IsDC), professional institutes, green groups and concern groups on the proposed Concept Plan. Two public forums were held to invite the public to express their views and provide comments.

8. There is general support (including RC and IsDC) to proceed as soon as practicable with the enhancement of facilities set out in paragraph 5 above that would improve the livelihood of the locals. It has also been recognized that, for the proposals set out in paragraph 6 above, it will be desirable to identify the management agent first before the design works and construction should begin. The agent will be a partner to the Government

and Tai O residents in making the various projects sustainable and successful. The management agent should have a commitment to preserving the nature and cultural heritage of Tai O, and possess the necessary management and financial capability. There are also proposals on which diverse views have been expressed. For example, on the Salt Pan Demonstration Area, there are suggestions for an alternative location given the environmental concern and further technical studies are being carried out. Further consultation and preparation work needs to be done before such projects may proceed.

#### Advance Improvement Works

9. In response to the request of the Tai O RC to cater for the more imminent needs of the local community, in parallel to the Design Competition and preparation of the proposed Tai O Revitalisation Concept Plan, we have been proceeding with a number of “Advance Improvement Works” to bring about early improvements to the area. These “Advance Improvement Works” include -

- (i) beautifying fences east of the mangrove area
- (ii) installing telescopes at the dolphin-watching pavilions at Fu Shan and Kau San Tei
- (iii) upgrading pedestrian safety facilities at the Tai O public transport terminus
- (iv) providing a coach park at Yim Tin
- (v) constructing a riverwall at Yat Chung

10. Works for beautifying fences east of the mangrove area have been completed in February 2009, and the installation of telescopes at Fu Shan and Kau San Tei will be completed in late 2009. The construction of traffic improvement works at the public transport terminus will commence in August 2009. The Transport Department is further evaluating the need for the coach park before devising the actual time table of construction works. All these are carried out as Category D items of the Public Works Programme.

11. For the riverwall at Yat Chung, the preliminary design under the Feasibility Study has been completed and the Tai O RC and local residents consulted. There is general support for the construction of the riverwall as soon as practicable. The application for acquisition and clearance of land has already been made and the works will be gazetted soon in late July 2009 the earliest. Construction of the riverwall is scheduled for commencement in 2010 upon funding approval as a Category A item for completion in 2011.

## Way Forward

12. With a view to implement those proposals to improve the local infrastructure as mentioned in paragraph 5, we plan to submit the first funding application to the Public Works Subcommittee and the Finance Committee of the Legislative Council in mid 2010 for the construction works which should commence in phases from 2010 for completion by 2013.<sup>1</sup> This first phase application will cover the riverwall works at Yat Chung and associated drainage and sewerage works (item (v) of paragraph 9), the information and directional signage, as well as the temple garden upgrade for Yeung Hau Temple and Kwan Tai Temple (items (i) and (ii) of paragraph 5). There will be subsequent funding applications for the remaining proposals when they are ready.

## **AREA IMPROVEMENT PLAN FOR THE SHOPPING AREAS OF MONG KOK**

### Background

13. Being a popular destination for both locals and tourists, Mong Kok has gained its reputation over the years from its unique urban vibrancy. To many, it is not just an ordinary shopping area but a destination where many interesting activities take place, thus making each trip a distinctively memorable experience.

14. Notwithstanding its dynamic and energetic district culture, Mong Kok is faced with many urban issues such as incompatible land uses, underutilized spaces, lack of open space and greening, heavy traffic and poor integration of pedestrian linkages. All these hamper the smooth flow of pedestrians and creation of a pleasant shopping and walking experience in Mong Kok.

15. The Planning Department (PlanD) commissioned a study on “Area Improvement Plan for the Shopping Areas of Mong Kok” in February 2006 with an aim to formulating an Area Improvement Plan (AIP), which could help enhance the overall attractiveness of the shopping areas and pedestrian experience in Mong Kok. The Study was completed in May 2009. The Executive Summary for the Study is at **Annex III**.

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<sup>1</sup> We will create an item first in Category D of the Public Works Programme to fund the detailed design consultancy for the development proposals in August 2009 before inviting Technical and Fee proposals from the consultants.

### Planning framework and recommended AIP

16. To realize the area improvement planning framework and to improve the shopping areas of Mong Kok, the Study has identified four streams of improvement initiatives and recommended a total of 22 projects (details on page 11-12 of Annex III). The four initiatives are:

- (i) ***Greening and Streetscape Improvement*** – to upgrade pedestrian experience and greening provision and to reinforce district identity and local character by improving the environment of themed shopping streets;
- (ii) ***Identity Improvement*** – to improve the appearance and surrounding environment of main public corridors in order to strengthen their identity and to provide a stronger sense of orientation;
- (iii) ***Linkage Improvement*** – to enhance pedestrian connectivity in the area by improving existing pedestrian crossing facilities and to enhance the pedestrian environment of some existing passageways; and
- (iv) ***Destination Improvement*** – to amalgamate fragmented land parcels, rationalize existing land uses and introduce new publicly accessible spaces and green nodes so as to turn under-utilized Government sites into new destinations for the public and to use them for reprovisioning or relocating existing on-street public transport facilities and other incompatible land uses.

17. In addition, some of the improvement proposals suggested by other parties are also included in the Area Improvement Planning Framework to allow better interface with the AIP projects. These include the proposed extension of the existing Mong Kok Footbridge across Nathan Road, decking of the Flower Market Road Nullah, extension of the MTR subway to Pioneer Centre and improvement of the pedestrian crossing at Nathan Road/Argyle Street.

### Public consultation

18. Public views and comments have played an important role in finalizing the AIP and detailed design of the early projects. Two rounds of

public consultation were conducted during the course of the Study, with a view to soliciting public views on the formulation of the AIP and selection of projects for early implementation and detailed design. The public is generally supportive of the AIP proposals.

### Implementation of improvement projects

19. Among all the recommended improvement projects, the study has identified six early projects for priority action. The projects are chosen on the basis of a good balance of improvement initiatives, works being implementable in a relatively short term, visible benefits to the community/environment and having support of the community. Detailed design of the six projects was prepared under the Study to facilitate implementation. The six early projects, which are ready for implementation, include:

- Tung Choi Street (Goldfish Street) Streetscape Improvement Project
- Nullah Road Greening Project<sup>2</sup>
- Lai Chi Kok Road Greening Project
- Nullah Road Linkage Improvement Project
- Prince Edward Road West Linkage Improvement Project
- Soy Street Destination Project<sup>1</sup>

We have invited the Urban Renewal Authority (URA) to take up and coordinate the implementation of the Tung Choi Street (Goldfish Street) Streetscape Improvement Project, the Lai Chi Kok Road Greening Project and part of the Nullah Road Greening Project. The Transport Department has devised the implementation schemes for the linkage improvement projects at Nullah Road and Prince Edward Road West and the Highways Department is now conducting investigation for the implementation of the projects. We are still identifying the agent to deliver the Soy Street destination project, the implementation details of which will be further discussed in the Yau Tsim Mong District Council.

20. Other projects initiated by individual Government departments, railway operator and private developer have either been completed or are being implemented. For example, the junction improvement of Nathan Road/Argyle Street was completed in April 2008; and the work for decking the nullah at Flower Market Road was

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<sup>2</sup> These early projects require site clearance works. The sites at Nullah Road (i.e. the former petrol filling station) and at Soy Street (i.e. the former temporary cooked food market) have been cleared and are ready for project implementation.

commenced in early 2008 and targeted for completion by end 2010.

21. Projects requiring further detailed design, such as the improvement of existing footbridges and subways, are identified as medium-term projects. Conceptual schemes for these projects, with design features and measures, have been devised under the Study. Projects involving reprovisioning of existing facilities such as the Sai Yee Street Destination Project are identified as long-term projects, which may require further detailed study and liaison among concerned Government departments.

#### Projects to be implemented by the Urban Renewal Authority

22. While relevant Government departments will continue to play different roles in leading, implementing and maintaining the recommended projects under the existing institutional arrangements, the URA, which is working on a number of urban regeneration projects in the Mong Kok area<sup>3</sup>, including the Sai Yee Street redevelopment project as well as the Shanghai Street/Argyle Street and Prince Edward Road West/Yuen Ngai Street preservation projects, will be taking up some of the early projects, in support of an integrated approach to urban regeneration. The URA is also exploring the feasibility to beautify other localities and roads adjacent to its various projects in the district.

23. Specifically, the URA will take up and coordinate the implementation of the Tung Choi Street (Goldfish Street) Streetscape Improvement Project, the Lai Chi Kok Road Greening Project and part of the Nullah Road Greening Project to provide an integrated design and identity to the vicinity as part of its district-based revitalisation programme for Mong Kok. The URA is going to commission consultants to prepare detailed designs for these three projects in October 2009. The designs will form the basis for further public consultation with stakeholders such as the Yau Tsim Mong District Council in the fourth quarter of 2010. Implementation works are planned to commence in mid 2011.

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<sup>3</sup> The URA's four-pronged strategy in urban renewal includes Redevlopment, Rehabilitation, pReservation and Revitalisation. For an integrated approach in the area improvement in Mong Kok, it is important that the Government and the URA work together in line with the strategy to revitalise the social economic and environmental fabric of older districts.



## **OBSERVATIONS**

24. The Revitalisation of Tai O and the Area Improvement Plan for the Shopping Areas of Mong Kok are intended to improve the local environment using a bottom-up approach, with the study team working with local people and shop-owners to ascertain their aspirations. The improvement works, which tend to build on existing strengths, will be implemented in a phased manner. This is conducive to an organic transformation of a district. The proposed revitalisation and beautification schemes are generally welcomed by the public. The relevant government departments and implementing agents will continue to work with the local people and relevant stakeholders with a view to achieving better district environment.

25. However, there are challenges in implementing the above area-based improvement projects. These include the difficulties in coordinating different departments and agents, which have their own priorities, as well as the lack of an overall executive agent to lead the projects. Besides, for facilities which are less conventional in nature and may not readily fall under a particular department's purview but will require ongoing operation and maintenance, there is the problem in identifying a suitable management agent. For example, in the case of the Revitalisation of Tai O, there is clearly the need for a non-government agent to operate and maintain some of the proposed facilities, such as a youth hostel and campsite to enhance the tourist infrastructure (the "hardware") as well as to carry out promotion and marketing (the "software"). In this respect, over the years, we have invited the Hong Kong Housing Society and the URA to implement various area improvement projects in Sai Kung, Tsuen Wan, Tai Kok Tsui and Wan Chai. They have played an instrumental role in the district-based beautification and revitalisation work.

## **ADVICE SOUGHT**

26. Members are invited to offer views on the two district-based beautification and revitalisation projects and to comment on the above observations in further promoting such efforts.

## **ATTACHMENT**

Annex I – A summary of the "Design Competition for the Revitalisation of Tai O"

Annex II – Revitalisation proposals under the three enhancement themes  
Annex III – Executive Summary for the Mong Kok Area Improvement Plan  
Study

**Development Bureau  
Civil Engineering and Development Department  
Planning Department  
July 2009**

## **Design Competition for the Revitalisation of Tai O**

To enhance public engagement, the Development Bureau and 12 organisations including government departments, the Tai O Rural Committee, professional and community groups<sup>1</sup> co-organised the “Design Competition for the Revitalisation of Tai O” in March 2008 to invite innovative input on how to achieve a holistic plan and implementation strategy to revitalise Tai O.

2. This was the first time the Government collected the Community’s views on the development of Tai O by means of a design competition. A total of 105 entries were received (36 entries for the professional group and 69 for the open group). Entries received were exhibited from 1 to 24 August 2008 at the Hong Kong Heritage Discovery Centre in Kowloon Park, and from 12 to 24 August 2008 at the Tai O Community Hall. After adjudication by the Jury Panel in August 2008, the results of the Design Competition were announced on 8 September 2008. Winning/merit entries were displayed at the Hong Kong Heritage Discovery Centre from 10 to 24 September 2008.

3. The quality of the entries was very high, reflecting participants’ deep understanding of Tai O. In the analysis and collation of the proposed design concepts amongst the entries, discussion meetings were held with winners to exchange views and to more accurately grasp the design concepts of their entries. A common message of the winning entries is that “in revitalizing Tai O, we need to conserve its natural ecosystems and preserve its cultural heritage”. The common themes of the winning entries are summarised as follows:

- conserve and interpret the characteristics defining Tai O;
- with local needs being the first priority, discover the traditional wisdom, consolidate the community of Tai O and at the same time attract tourists to achieve sustainable development;

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<sup>1</sup> The Hong Kong Institute of Architects, the Hong Kong Institution of Engineers, the Hong Kong Institute of Landscape Architects, the Hong Kong Institute of Planners, the Hong Kong Institute of Surveyors, the Conservancy Association, Green Power and Hong Kong Young Women’s Christian Association

- promote environmental and cultural conservation as well as sustainable eco-tourism;
- promote vibrancy of the village, which will be beneficial to the environment, eco-tourism and sustainability;
- improve the accessibility for eco-tourism and to heritage spots;
- improve the accessibility for Tai O by strengthening networks of ferry and bridges; and
- enhance the public open spaces and establish a new communal centre.

**The Concept Plan for Revitalisation of Tai O**

The vision for the Revitalisation of Tai O is “Harmonious Enhancement of Tai O”. A copy of the proposed Concept Plan for Revitalisation of Tai O and illustration of the three enhancement themes are set out at Appendix A.

The proposals under the three enhancement themes are summarized as follows –

**a. Local Connectivity**

- (i) Entrance Plaza and Tai O Experience Centre (LC1)
- (ii) Footbridges for improved circulation
  - Yim Tin (LC2)
  - Po Chue Tam (LC4)
- (iii) Coach parking area (LC3)
- (iv) Promenade and garden for improved circulation and views (LC5)
- (v) New jetties/ Improvement to the existing jetties (LC6)
- (vi) Improvement to the existing helipad (LC7)

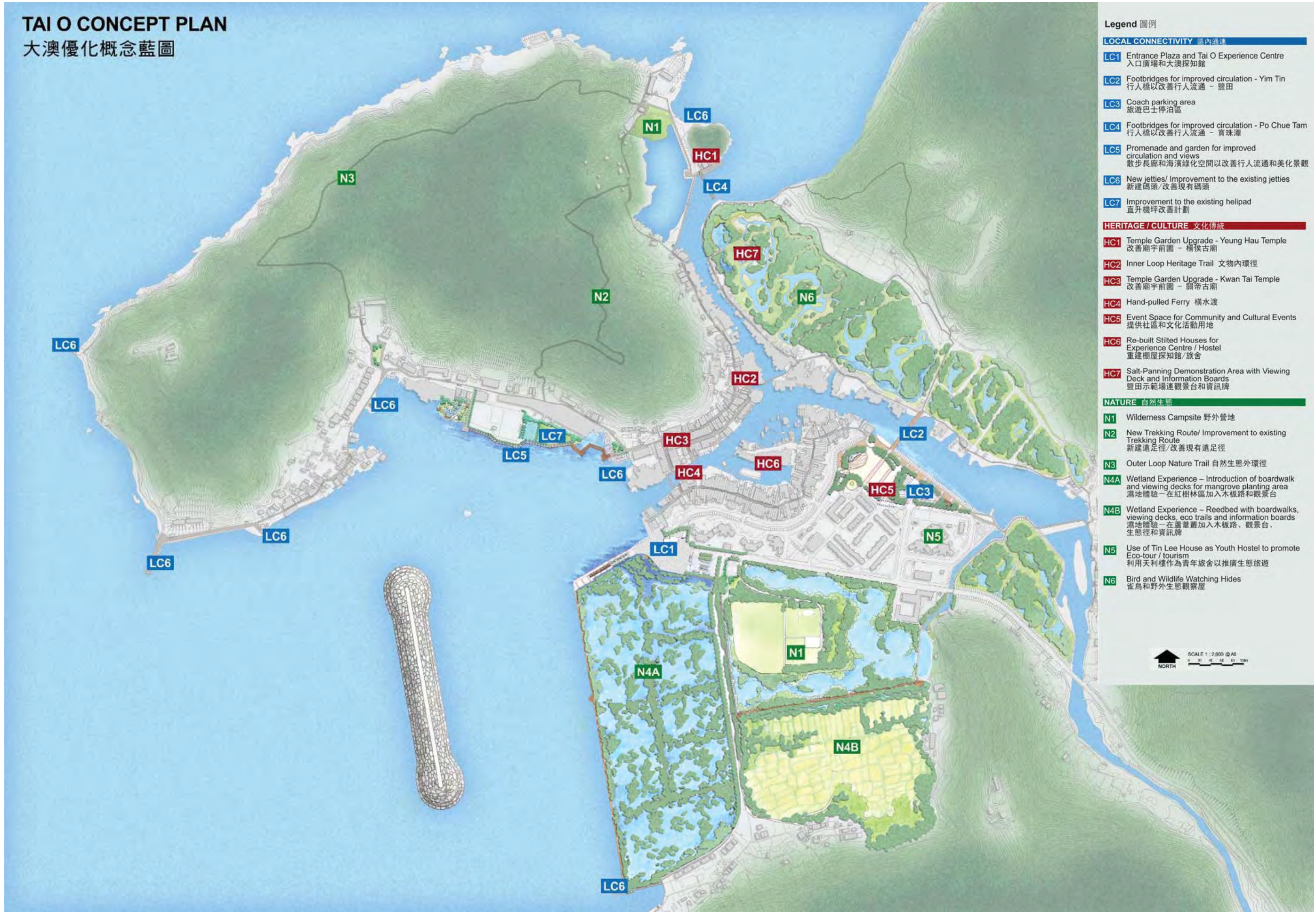
**b. Heritage / Culture**

- (i) Temple Garden Upgrade
  - Yeung Hau Temple (HC1)
  - Kwan Tai Temple (HC3)
- (ii) Inner Loop Heritage Trail (HC2)
- (iii) Hand-pulled Ferry (HC4)
- (iv) Event Space for Community and Cultural Events (HC5)
- (v) Re-built Stilted Houses for Experience Centre / Hostel (HC6)
- (vi) Salt-Panning Demonstration Area with Viewing Deck and Information Boards (HC7)

**c. Nature**

- (i) Wilderness Campsite (N1)
- (ii) New Trekking Route/ Improvement to existing Trekking Route (N2)
- (ii) Outer Loop Nature Trail (N3)
- (iii) Wetland Experience – Introduction of boardwalk and viewing decks for mangrove planting area (N4A)
- (v) Wetland Experience – Reedbed with boardwalks, viewing decks, eco trails and information boards (N4B)
- (v) Use of Tin Lee House as Youth Hostel to promote Eco-tour / tourism (N5)
- (vi) Bird and Wildlife Watching Hides (N6)







## 建議優化概念

1. 改善現有鋪地、街景及標誌
2. 改善區內通道連接
3. 利用電訊科技,提供「MP3旅遊指引」

## Proposed Enhancement Concepts:

1. Improve the existing paving, streetscape and signage
2. Improve internal circulation
3. Provide "MP3 Tour" through electronic devices

### 1. 改善現有鋪地、街景及標誌 Improve the existing paving, streetscape and signage

- 改善現有鋪地  
Improve the existing paving



現況 Existing



建議改善後  
Proposed Improvement

- 改善現有街景, 改善現有休憩空間  
Improve the existing streetscape, e.g. leisure area

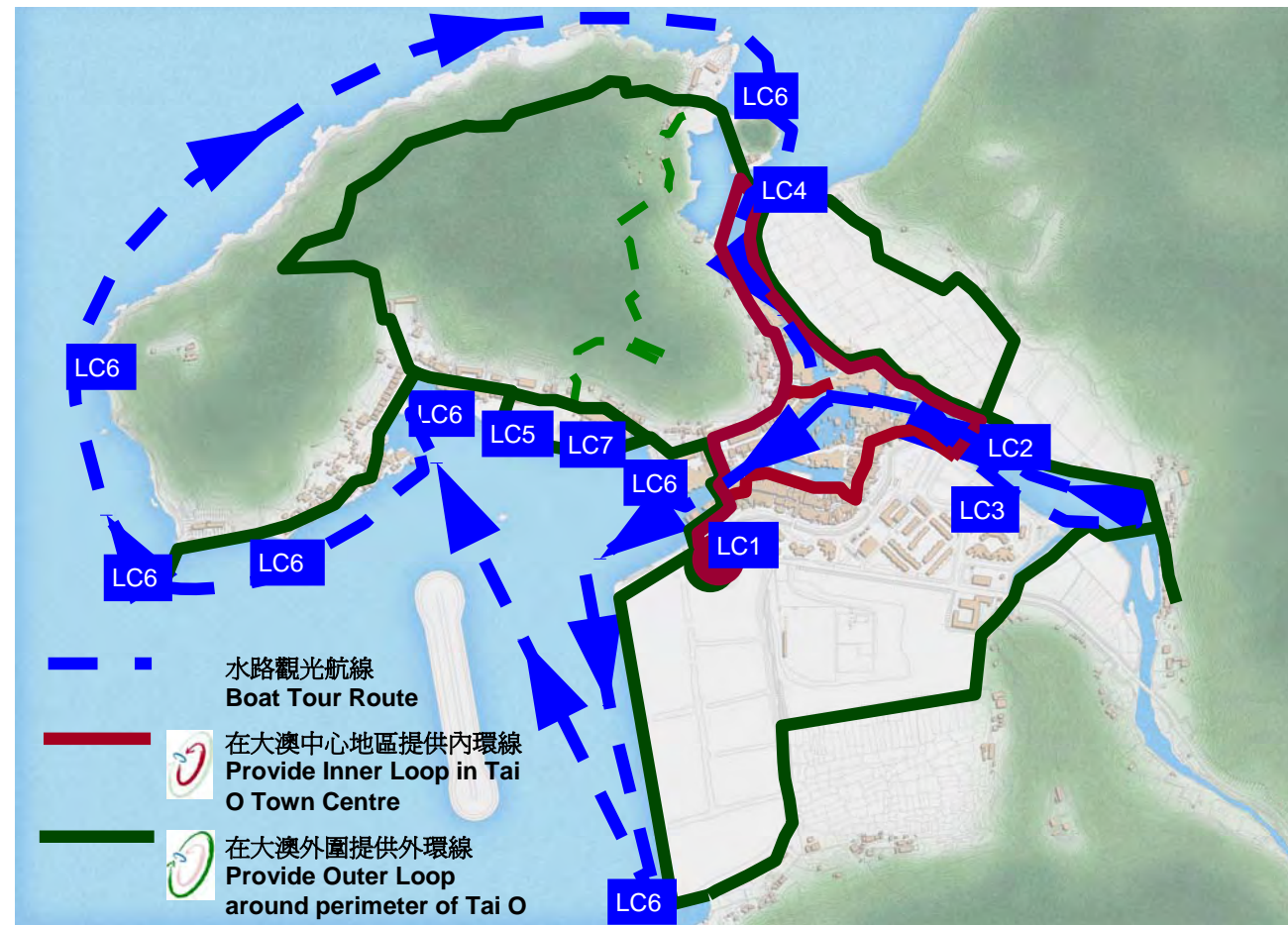


現況 Existing



建議改善後  
Proposed Improvement

- 改善方向標誌、資訊牌及地圖  
Improve directional signage, information board and map



- 水路觀光航線  
Boat Tour Route
- 在大澳中心地區提供內環線  
Provide Inner Loop in Tai O Town Centre
- 在大澳外圍提供外環線  
Provide Outer Loop around perimeter of Tai O

### 2. 改善區內通道連接 Improve internal circulation

- 加建觀光船碼頭, 從而提供水路觀光航線  
Construct jetty for boat tours to provide boat tour route



LC6

新建碼頭/改善現有碼頭  
New Jetties / Improvement to the existing jetties



LC2 LC4

行人橋以改善行人流通  
Footbridges for improved circulation

### LC1 入口廣場和大澳探知館 Entrance Plaza and Tai O Experience Centre



現況 Existing



建議改善後 Proposed Improvement

### LC3 旅遊巴士停泊區 Coach Parking Area



### LC5 散步長廊和海濱綠化空間以改善行人流通和美化景觀 Promenade and garden for improved circulation and views



現況 Existing



建議改善後  
Proposed Improvement

### LC7 直升機坪改善計劃 Improvement to the existing helipad



3. 利用電訊科技, 提供「MP3旅遊指引」  
Provide "MP3 Tour" through electronic devices



- MP3指引  
MP3 Tour



- 手提電話指引  
Mobile phone guide



# 文化傳統 Heritage / Culture

## 建議優化概念

1. 保存古蹟
2. 活化文化傳統
3. 提供社區文化用地
4. 提供文物內環徑

## Proposed Enhancement Concepts:

1. Preserve heritage
2. Revitalise heritage and culture
3. Provide events space for community cultural use
4. Provide inner loop heritage trail

### 1. 保存古蹟 Preserve heritage



HC1 HC3  
現況 Existing



建議改善後  
Proposed Improvement

改善廟宇前園(例如關帝古廟及楊侯古廟)  
Temple Garden upgrade such as Kwan Tai Temple and Yeung Hau Temple



HC6

重建棚屋探知館 / 旅舍  
Re-built Stilted Houses for Experience Centre / Hostel

### 2. 活化文化傳統 Revitalise heritage and culture



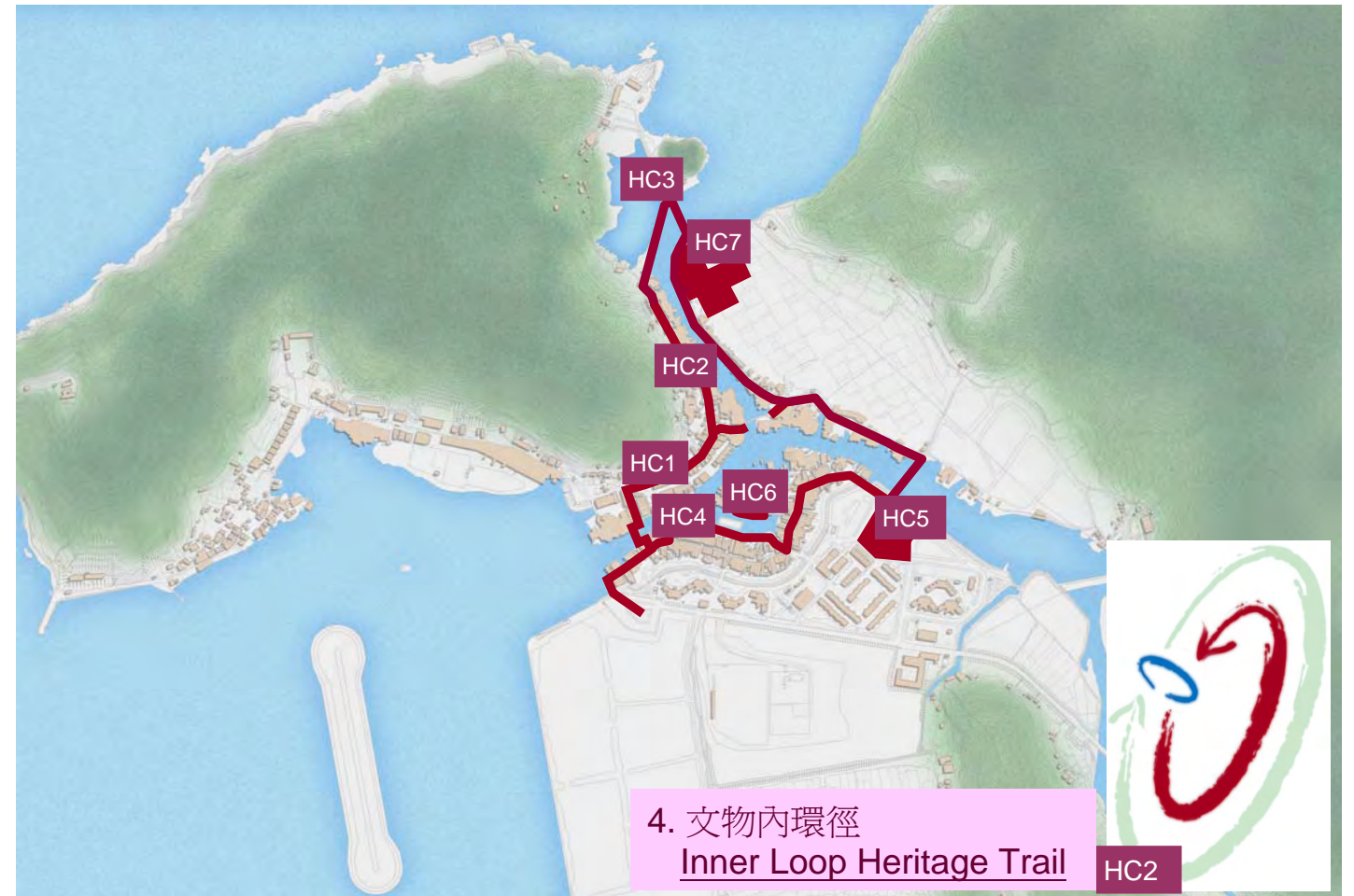
HC7

鹽田示範場及資訊牌  
Salt-Panning Demonstration Area with Viewing Deck and Information Boards

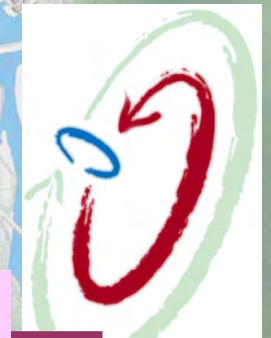


HC4

橫水渡  
Hand-pulled Ferry



4. 文物內環徑  
Inner Loop Heritage Trail HC2



### 3. 提供社區和文化活動用地

#### HC5 Event space for community and Cultural Events



提供廣闊空地進行各種文化活動，如神功戲、舞獅和社區活動  
Events Space for social & cultural events such as Chinese Opera



空地亦可用作不同形式的市場擺賣  
The space could also host various markets



建議優化概念

推廣生態旅遊及濕地體驗

### Proposed Enhancement Concepts:

Promote eco-tour/tourism and Wetland Experience



N1  
野外營地  
Wilderness Campsite



N2  
新建遠足徑/改善現有遠足徑  
New Trekking Route /Improvement to existing  
Trekking Route



N3  
自然生態外環徑  
Outer Loop Nature Trail



N6  
雀鳥和野外生態觀察屋  
Bird and Wildlife Watching Hides



N4  
濕地體驗 – 在紅樹林區加入木板路及觀景台  
Wetland Experience - Introduction of boardwalk and viewing decks for  
mangrove planting area



N5  
利用天利樓作為青年旅舍以推廣生態旅遊  
Use of Tin Lee House as Youth  
Hostel to promote eco-tour/tourism



N4B  
濕地體驗 – 在蘆葦叢加入木板路、觀景台、生態徑及資訊牌  
Wetland Experience – Reedbed with boardwalks, viewing decks,  
eco trails and information boards





# Mong Kok 旺角

Area Improvement Plan for  
the Shopping Areas of Mong Kok

旺角購物區地區改善計劃

Executive Summary 行政摘要





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	旺角願景：購物以外的選擇	





## 1 Introduction 引言

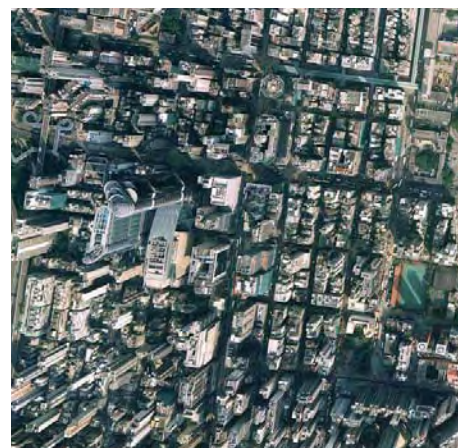
### 1.1 Study Background 研究背景

As a popular destination for both locals and tourists, Mong Kok has gained its reputation over the years from its unique urban vibrancy created by a high concentration of retail shops, a variety of attractions and activities, good accessibility and diverse consumer products at affordable prices. To many, it is not just an ordinary shopping area but a destination where many interesting activities take place. These diversities make each trip a distinctively memorable experience.

The strong urban grid and scale of urban fabric have led to the 'organic development' of cluster zones and themed streets that have developed with little guidance from the Government and appeal to different groups in the community. They are still thriving nodes that play an important role in the urban and economic development of Mong Kok.

對很多本地及旅遊人士來說，旺角早負盛名，是一個十分受歡迎的購物區，也是主要的旅遊點，充滿獨特的都市氣息，朝氣蓬勃。該區交通方便、商舖林立，有各式各樣價格相宜的消費品，還有多元化的景點和活動。對很多人來說，這個地方不只是普通的購物區，而是一個充滿有趣活動的聚腳點。這些多元化的事物令每次旅程都有難忘經歷。

旺角區的城市布局呈明顯方格狀，加上清晰的市區結構規模，在少量政府的指引下「自然形成」不同專區和主題街道，迎合不同階層消費需要。迄今，這些專區和主題街道仍是發展蓬勃的樞紐，在旺角的市區及經濟發展上扮演一個重要角色。



Notwithstanding its dynamic and energetic district culture, Mong Kok is faced with many urban issues such as a crowded environment, lack of open space and greening, heavy traffic, infrastructure degradation, poor integration and an unfriendly pedestrian environment. All these hamper the smooth flow of pedestrians and the pleasant shopping and walking experience in Mong Kok.

In February 2006, Planning Department commissioned Maunsell-EDAW Joint Venture to conduct the Area Improvement Plan for the Shopping Areas of Mong Kok – Feasibility Study (the Study), with the aim to formulate an Area Improvement Plan (AIP) which could help enhance the overall attractiveness of the shopping areas and pedestrian experience in Mong Kok.

儘管旺角是一個充滿動感和活力充沛的地區，它亦存在不少的都市問題，例如擠迫的環境、不足的休憩用地及綠化空間、繁忙的交通、老化的基建、缺乏整合和未能方便使用者的行人環境，這些都是阻礙旺角擁有流暢及舒適的購物和步行體驗。

在2006年2月，規劃署委聘茂盛-易道聯營顧問，進行旺角購物地區改善計劃的可行性研究（下稱「研究」），為旺角購物區制定地區改善計劃，以提升整體的吸引力和行人體驗。





## 1.2 Study Objectives 研究目的

### 1.2.1 Objectives

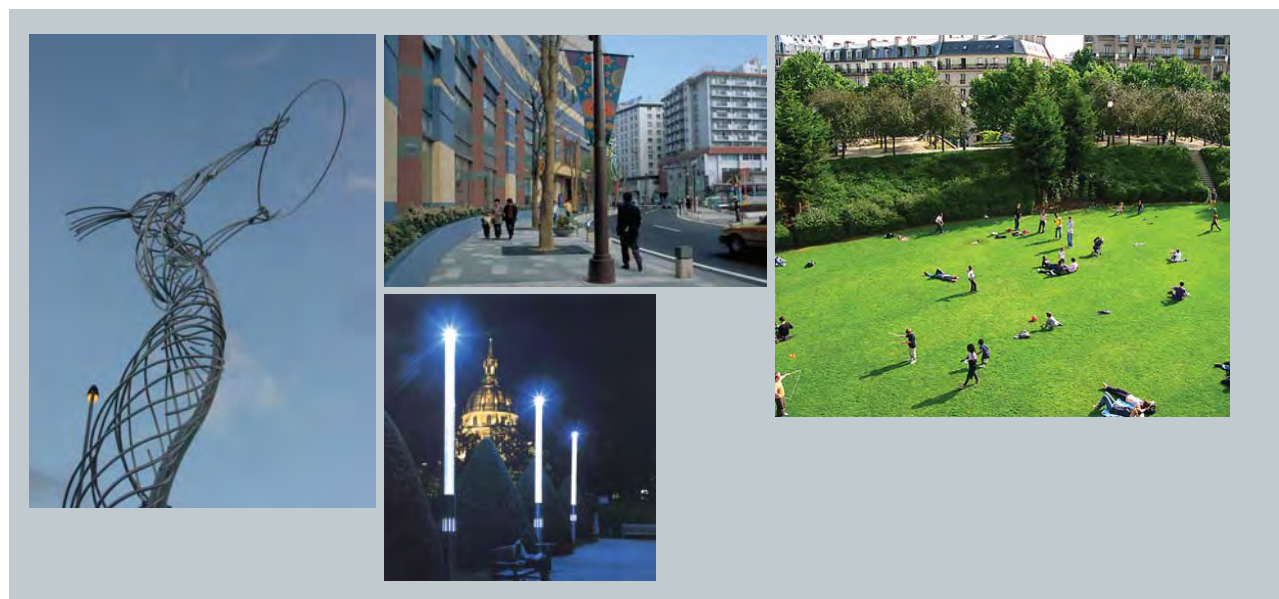
The specific objectives of this Study are to:

- Formulate a robust urban framework that contributes to improvements of the area without losing its urban identity;
- Strengthen district identity, pedestrian orientation and public penetration of the shopping area;
- Identify strategies for greening and optimize greening opportunities for the area;
- Provide solutions to reduce traffic and pedestrian conflict, and improve the pedestrian environment and facilities;
- Create cost-effective and practical solutions to improve the quality of the environment; and
- Obtain public support on improvements that benefit both locals and visitors.

### 1.2.1 目的

本研究的具體目的是：

- 制定一個健全的城市大綱，在保留都市特色的前提下優化地區；
- 強化地區特色，行人方向感，使購物區更方便易達；
- 為該區定下綠化策略和增加綠化機會；
- 提供解決方法以減少人車爭路的情況，並改善行人環境和設施；
- 制定具成本效益的可行方案，以改善區內環境質素；以及
- 確保改善方案可以獲得公眾人士的支持，讓本地市民及旅客受惠。

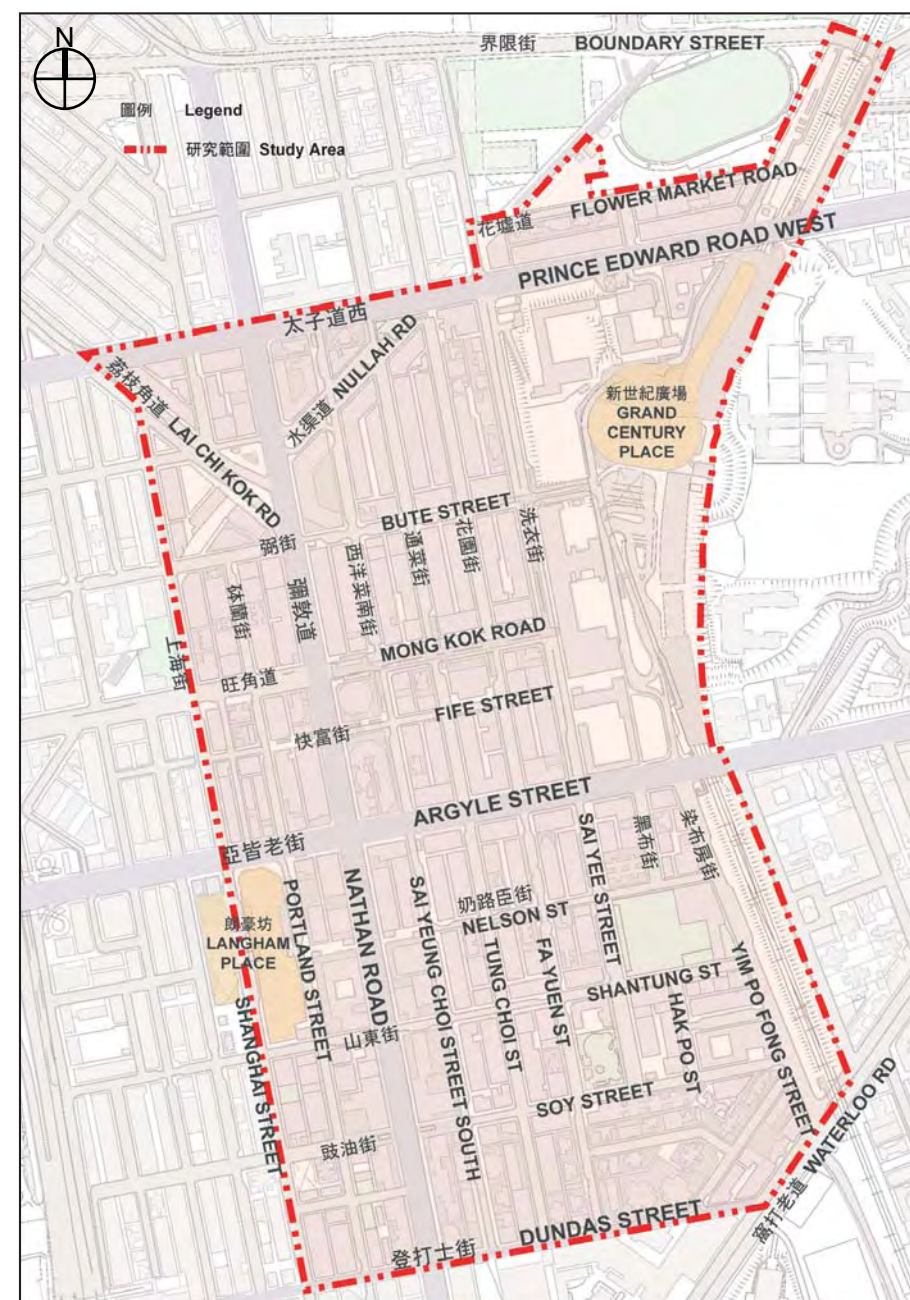


### 1.2.2 The Study Area

The Study Area, with a total land area of about 58 hectares, covers the key shopping areas and tourist attractions in Mong Kok. It is bounded by MTR Mong Kok East Station and its railway track to the east, Dundas Street and Waterloo Road to the south, Shanghai Street to the west and Prince Edward Road West and Flower Market Road to the north.

### 1.2.2 研究範圍

研究範圍的土地總面積約為58公頃，覆蓋了旺角的主要購物區和旅遊點，東至港鐵旺角東站及其鐵路線，南及登打士街及窩打老道，西至上海街，北達太子道西和花墟道。



Study Area 研究範圍



**1.3 Key Issues 主要議題**

Mong Kok is characterized by its vibrancy and diverse activities. Nonetheless, it also faces a number of challenging urban issues. A SWOT analysis of Mong Kok has been carried out to form the basis for analysis of key issues of the Study Area. The SWOT analysis covers the Strengths, Weaknesses, Opportunities and Threats of Mong Kok and a review on forces driving its current positioning and role.

旺角是一個充滿活力和有着多樣化活動的地區。然而，旺角亦面對不少都市的問題。就此，本研究進行了有關旺角區的優劣勢分析，為研究範圍內主要課題的分析作基礎。優劣勢分析涵蓋旺角的優勢、劣勢、機遇和威脅各方面的情況，並檢討創造其現有定位和角色的推動力。

<p><b>STRENGTHS 優勢</b></p> <ul style="list-style-type: none"> <li>A central location in Kowloon Peninsula 位於九龍半島中心地帶</li> <li>Historic street pattern and buildings 歷史悠久的街道形勢及建築物</li> <li>Urban vibrancy and program diversity 充滿都市活力；活動內容多樣化</li> <li>Good transport connections 良好的交通網絡</li> <li>An urban magnet to draw a large amount of visitors 都市熱點，吸引大量訪客</li> </ul>	<p><b>WEAKNESSES 劣勢</b></p> <ul style="list-style-type: none"> <li>Old urban fabric and buildings 城市結構和建築物陳舊老化</li> <li>Weak physical association between entertainment, dining and shopping facilities 娛樂、餐飲和購物設施的相互聯繫薄弱</li> <li>'Disconnection' between thematic shopping clusters 購物專區間互不相連</li> <li>Lack of sense of arrival and cohesive district identity 地區特色欠鮮明凝聚力、缺乏抵達感</li> <li>Vehicles dominating the streets 車輛充斥街道</li> <li>No direct and convenient pedestrian connections with a wider area 沒有直接和便利的行人道路網連接較廣泛地區</li> </ul>
<p><b>OPPORTUNITIES 機遇</b></p> <ul style="list-style-type: none"> <li>Repositioning Mong Kok as a destination of 'hip and chic' with a critical mix of shopping, entertainment and dining 把旺角重新定位為一個時尚熱點，匯集購物、娛樂和餐飲設施</li> <li>Rationalize circulation and space design 使通道及空間設計合理化</li> <li>Enhance the physical identity of the district and shopping areas 強化地區和購物區的特色</li> <li>Improve options and environment for pedestrian movement 改善行人環境、提供更多路線選擇</li> </ul>	<p><b>THREATS 威脅</b></p> <ul style="list-style-type: none"> <li>Competition from other shopping districts 來自其他購物區的競爭</li> <li>Fragile nature of thematic shopping clusters 主題購物專區鬆散</li> <li>Competing uses for limited space 多種用途爭佔有限空間</li> <li>Insufficient resources for proper management of public realm 缺乏資源以進行合適的公共空間管理</li> </ul>

SWOT Analysis 優劣勢分析

Key issues which are relevant to the Study Area are identified under four specific categories, namely planning and urban design, landscape, traffic and transport, and pedestrian.

本研究定立了四個跟研究範圍有關的主要議題，即規劃及城市設計、景觀、交通及運輸，以及行人。

**1.3.1 Planning and Urban Design 規劃及城市設計**

**(i) Incompatible Land Uses 土地用途不協調**

Some land uses in Mong Kok are incompatible with each other, such as the petrol filling station (PFS) and the refuse collection point (RCP) at Nullah Road which are in close proximity to the shops. Nevertheless, due to the dense development in Mong Kok, it is difficult to identify suitable sites to relocate these incompatible uses.

旺角部分土地用途與鄰近環境互不協調，如水渠道的加油站和垃圾收集站十分接近商舖。然而，由於旺角的發展密度高，要將不協調的用途移遷到合適的地方相當困難。



**(ii) Under-utilized Spaces 未盡用空間**



There are a few under-utilized Government sites in Mong Kok, including the Food and Environmental Hygiene Department (FEHD) Depot and Water Supplies Department (WSD) Mong Kok Office at Sai Yee Street, a temporary car park at Luen Wan Street, the site formerly occupied by the Soy Street Temporary Cooked Food Market and a nursery site at Flower Market Road. There is potential to optimize the use of these sites to help improve the area.

旺角區內有數幅尚未被充分利用的政府用地，包括位於洗衣街的食物環境衛生署倉庫及水務署旺角辦事處、聯運街的臨時停車場、前豉油街臨時熟食市場及花墟道的苗圃。這些政府用地皆有潛力作適當用途，有助改善區內問題。

**(iii) Need for a Stronger District Identity 須要強化地區特色**

There is a lack of landmark features to define the boundary of the shopping areas of Mong Kok. It is considered necessary to strengthen its identity by establishing gateway features, adopting streetscape design to bring out the theme of the shopping streets and identifying icons within the shopping areas.

旺角購物區缺乏特色地標以確定界線，故應透過具體措施，包括設置門廊裝飾，採用可以帶出購物街主題的街道設計，以及認定購物區的標誌，強化地區特色，令購物街主題更覺鮮明。





#### 1.3.2 Landscape

##### 景觀

##### (iv) Lack of Publicly Accessible Open Spaces

缺乏可容易到達的公共休憩空間

In Mong Kok, the open spaces and the existing pedestrian networks are not well-integrated and an open space network is lacking. It is necessary to develop the open space in the area, which can be better integrated with the streetscape networks.

旺角的休憩空間和現有行人道路網絡相對分離，公共休憩空間之間亦缺乏適當連繫，實有需要為該區提供可與街道網絡更融為一體的公共休憩空間。



##### (v) Lack of Streetside Planting and Greening

缺乏街道樹木及綠化空間

The presence of underground utilities, street furniture, overhead signboards, canopies and other existing features leave very little space for trees and greening in an already-congested environment. While it is important to reserve the physical space for landscape works, it must not cause obstruction to pedestrian flow.

由於旺角的環境十分擠迫，加上區內設有地下公用設施、街道裝置、高架招牌、簷篷及其他現有設施，只剩下極少的空間可供種植樹木及綠化。我們必須在盡量不阻礙行人流通量的前提下，騰出空間進行美化環境工程。



#### 1.3.3 Traffic and Transport

##### 交通及運輸

##### (vi) Heavily-used Carriageway

行車道交通繁忙

Mong Kok is characterized by the hustle and bustle of commercial activities with services such as banking, telecom, medical, travel information and maintenance services. Together with the shopping, dining and entertainment facilities, the substantial traffic and pedestrian demands generated contribute to the traffic/transport and pedestrian issues in the Study Area.

旺角是一個繁囂市區，提供各類型的商業服務，如銀行、電訊、醫療、旅遊資訊和維修服務，加上該區設有購物、餐飲和娛樂設施，對交通和行人空間的需求極大，造成研究範圍內種種交通/運輸和行人問題。



##### (vii) Insufficient Loading/Unloading Facilities

上落客貨設施不足

Although loading/unloading (L/UL) facilities are provided in most streets in Mong Kok, some of these facilities are occupied by illegally parked vehicles. Off-street L/UL facilities are insufficient to meet the demand. Due to operational needs, most of the L/UL activities are carried out on-street.

雖然旺角大部分的街道都設有上落客貨設施，但有一部分卻被違法停泊的車輛所佔用。街道以外的上落客貨設施供不應求，基於運作上的需要，上落客貨活動多於街道上進行。



##### (viii) Illegal/Double Parking

違法/雙列泊車

Illegal/double parking is common in Mong Kok, which occupies the L/UL bays and road space causing disruption to traffic. Illegal parking also increases vehicular/pedestrian conflicts and worsens the pedestrian environment.

違法/雙列泊車的情況在旺角是很常見的，不但佔用上落客貨處及道路空間而導致交通阻塞，而且增加人車爭路的情況，使行人環境惡化。



#### 1.3.4 Pedestrian

##### 行人

##### (ix) Inadequate Pedestrian Linkages

行人連接設施不足

The heavy traffic on major roads such as Nathan Road, Argyle Street, Mong Kok Road, etc. creates physical barriers to pedestrian flow, and affects pedestrian connectivity in Mong Kok and access to railway stations.

主要車路如彌敦道、亞皆老街及旺角道等的繁忙交通，成為了行人流轉的障礙，阻礙了旺角區內的行人流通量及前往港鐵站的通道。





## 2 Proposed Area Improvement Plan 建議的地區改善計劃

As a long term goal, Mong Kok should maintain its image as a dynamic district with choices beyond shopping. As such, it should encompass a wide range of street activities to provide visitors with a pleasant, exciting and memorable experience. To further enhance its image, Mong Kok should also strive to establish itself as a green destination in the heart of the city.

長遠而言，旺角應保留其動力十足的形象，不應局限於只有購物這一個選擇。因此，該區應設有多元化的街頭活動，給到訪者一個愉悅、興奮而難忘的體驗。旺角更應該進一步加強其形象，力求發展成為城市心臟地帶的一個綠色焦點。

### 2.1 Major Planning and Design Concepts 主要的規劃及設計概念

Three main planning and design concepts are proposed that frame the formulation of improvement initiatives:

本研究提出了三個主要的規劃和設計概念，作為制定改善方針的基礎：

#### District Identity 地區特色：

To highlight Mong Kok as a major shopping area in Hong Kong, the overall identity of the district and the themed shopping streets should be enhanced. Key strategies are:

為了凸顯旺角是香港的主要購物區，我們應該提升該區的整體特色和優化區內的主題購物街。主要策略有：

- Introduce vertical greening and themed streetscape treatments  
引進垂直綠化及具主題性的街景設計
- Identify suitable gateway marker and entry node treatments  
設置合適的門廊標記及入口樞紐設計
- Ensure consistent paving design  
確保區內路面設計的一貫性

#### Central Hinge 中心帶的發展：

The major shopping areas are spread throughout Mong Kok without any landmark features or icons to guide visitors' sense of orientation. Key strategies are:

旺角滿佈主要的購物區，卻沒有任何可以為到訪者提供方向指引的地標象徵或標誌。主要策略有：

- Turn Mong Kok Footbridge into a key landmark  
將旺角行人天橋塑造為區內的主要地標
- Improve pedestrian connectivity across Nathan Road  
改善橫過彌敦道的行人道路網
- Improve orientation by adopting cost-effective and highly visible design solutions  
透過具成本效益及清晰可辨的設計強化地區特色定位

#### Overall Area Experience 整體地區氣氛：

Improvement to the open space system is proposed to complement the vibrant street life. Key strategies are:

建議改善休憩空間系統，以配合充滿活力的街道生活。主要策略有：

- Introduce publicly accessible open spaces and greening at key points  
於主要地點進行綠化，建設方便公眾前往的休憩空間
- Carry out pavement widening to improve the walking environment of pedestrians  
擴闊行人路，為行人締造更舒適的步行環境
- Connect the pedestrian system with open space nodes  
連接行人系統與休憩空間樞紐



**2.2 Four Streams of Improvement Initiatives 四個改善方針**

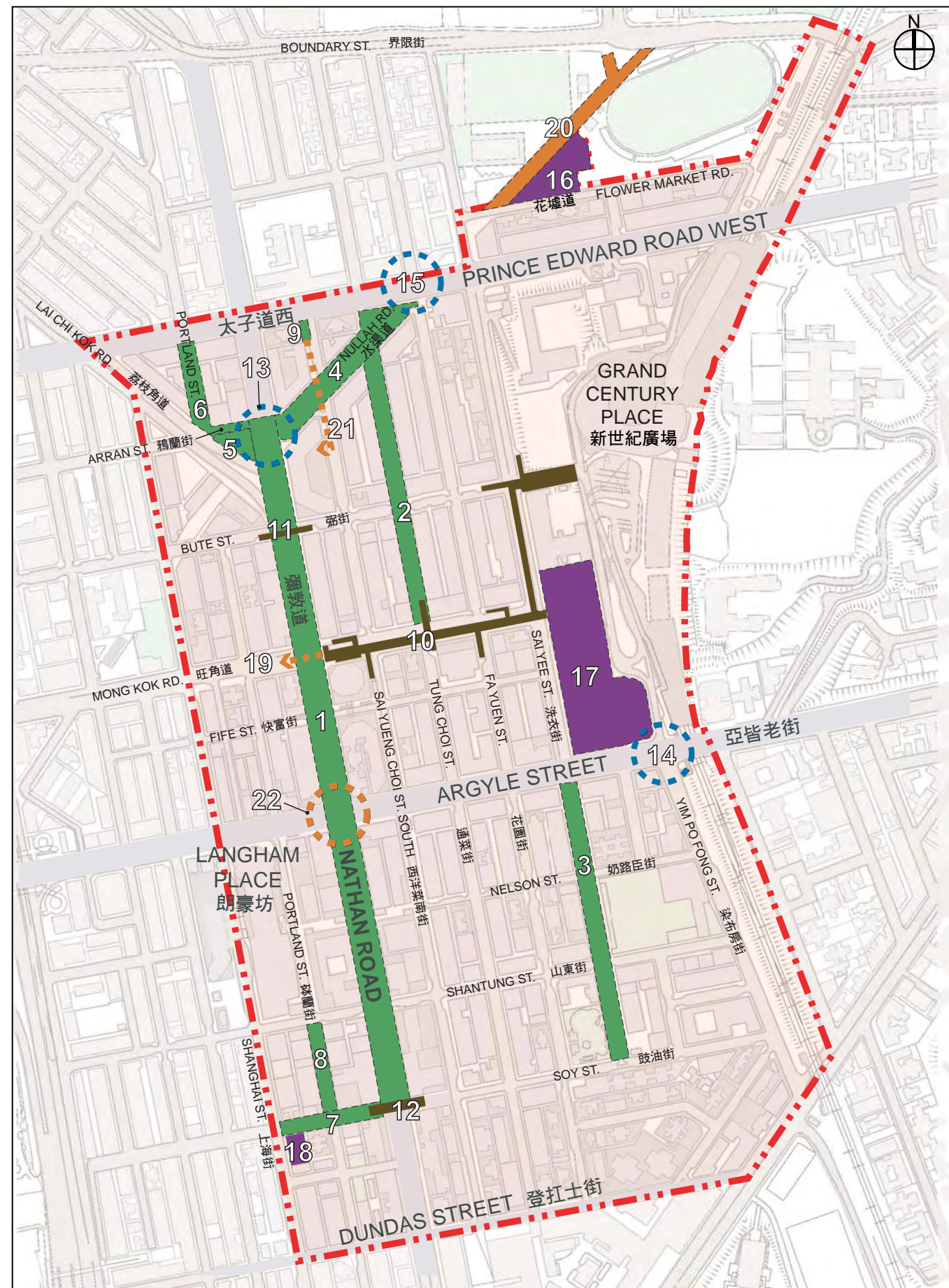
In order to realize the area improvement planning framework, four streams of improvement initiatives are identified. They are:

為了實現地區改善規劃大綱，本研究提出了四個改善方針包括：

-  **Greening and Streetscape Improvement**  
綠化及改善街道景觀
-  **Identity Improvement**  
加強地區特色
-  **Linkage Improvement**  
改善行人連接設施
-  **Destination Improvement**  
改善及美化個別地點

**LEGEND 圖例**

-  Study Area Boundary 研究範圍界線
-  Greening and Streetscape Improvement 綠化及改善街道景觀
  - 1 Nathan Road Streetscape Improvement Project 彌敦道街景改善項目
  - 2 Tung Choi Street Streetscape Improvement Project 通菜街街景改善項目
  - 3 Sai Yee Street Streetscape Improvement Project 洗衣街街景改善項目
  - 4 Nullah Road Greening Project 水渠道綠化項目
  - 5 Lai Chi Kok Road Greening Project 荔枝角道綠化項目
  - 6 Arran Street and Portland Street Streetscape Improvement Project 鴉蘭街及砵蘭街街景改善項目
  - 7 Soy Street Streetscape Improvement Project 豉油街街景改善項目
  - 8 Portland Street Streetscape Improvement Project 砵蘭街街景改善項目
  - 9 Sai Yeung Choi Street South (near Nullah Road) Streetscape Improvement Project 西洋菜南街(近水渠道)街景改善項目
-  Linkage Improvement 改善行人連接設施
  - 13 Nullah Road Linkage Improvement Project 水渠道行人連接設施改善項目
  - 14 Yim Po Fong Street Linkage Improvement Project 染布房街行人連接設施改善項目
  - 15 Prince Edward Road West Linkage Improvement Project 太子道西行人連接設施改善項目
-  Destination Improvement 改善及美化個別地點
  - 16 Flower Market Road Destination Project 花墟道地點美化項目
  - 17 Sai Yee Street Destination Project 洗衣街地點美化項目
  - 18 Soy Street Destination Project 豉油街地點美化項目
-  Improvement Initiatives by Others 其他人士建議的改善方針
  - 19 Mong Kok Footbridge Extension 旺角行人天橋延伸工程
  - 20 Flower Market Road Nullah Decking 花墟道明渠覆蓋工程
  - 21 MTR Subway Extension to Pioneer Centre (subject to further examination by MTR Corporation Ltd.) 港鐵隧道延伸至始創中心工程(須視乎香港鐵路有限公司的進一步研究而定)
  - 22 Junction Improvement of Nathan Road / Argyle Street (completed in April 2008) 彌敦道/亞皆老街過路處改善工程(已於2008年4月完成)
-  Identity Improvement 加強地區特色
  - 10 Mong Kok Footbridge Identity Project 旺角行人天橋加強地區特色項目
  - 11 Bute Street Subway Identity Project 弼街行人隧道加強地區特色項目
  - 12 Soy Street Subway Identity Project 豉油街行人隧道加強地區特色項目



Recommended Area Improvement Plan 建議的地區改善計劃





## Greening and Streetscape Improvement 綠化及改善街道景觀

Greening and streetscape treatments are proposed to upgrade the existing pedestrian experience and greening provision as well as to reinforce the district identity and local character by improving the environment of the themed shopping streets. The needs of the disabled, elderly and families with baby trolley have been taken into account in designing the following streetscape improvement measures:

- Incorporate street-side planting and green features
- Provide new or enhanced open spaces as green nodes which are interconnected with the pedestrian circulation network
- Add streetscape treatments (e.g. paving design, pavement widening, street furniture improvement and vertical gateway markers)

Improvement projects include:

- Nathan Road Streetscape Improvement Project
- Tung Choi Street Streetscape Improvement Project
- Sai Yee Street Streetscape Improvement Project
- Nullah Road Greening Project
- Lai Chi Kok Road Greening Project
- Arran Street and Portland Street Streetscape Improvement Project
- Soy Street Streetscape Improvement Project
- Portland Street Streetscape Improvement Project
- Sai Yeung Choi Street South (near Nullah Road) Streetscape Improvement Project



建議的綠化及街道景觀改善措施，可提升現有的行人體驗和綠化設施，亦透過改善主題購物街的環境，加強地區和本土特色。同時在設計以下改善措施時，亦顧及各方的需要，包括殘疾人士、長者和使用嬰兒車的家庭：

- 於路旁種植樹木及其他綠化植物
- 改善或提供更多休憩空間，作為綠化樞紐，以貫通行人道路網
- 引入街道景觀設計(如路面設計、擴闊行人路、改善街道設施及設置直立式的門廊標誌)

改善項目包括：

- 彌敦道街景改善項目
- 通菜街街景改善項目
- 洗衣街街景改善項目
- 水渠道綠化項目
- 荔枝角道綠化項目
- 鴉蘭街及砵蘭街街景改善項目
- 鼓油街街景改善項目
- 砵蘭街街景改善項目
- 西洋菜南街(近水渠道)街景改善項目





**Identity Improvement**  
 加強地區特色

Some main public corridors are heavily used and highly visible for the orientation of pedestrians. Identity improvement for these public corridors is proposed to enhance people's impression of the area and provide a stronger sense of orientation as well as strengthen the identity of the area both visually and physically. Proposed improvement measures include:

- Improve the physical appearance and surroundings of the main public corridors
- Incorporate place-making design elements (e.g. lighting details, greening canopy and graphics)

Improvement projects include:

- Mong Kok Footbridge Identity Project
- Bute Street Subway Identity Project
- Soy Street Subway Identity Project

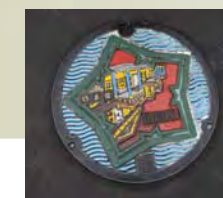
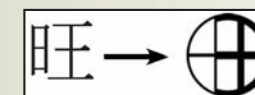


部分主要公眾走廊使用量高，而且清晰可見，可以給行人指示方向。我們建議為這些公眾走廊加強地區特色，這不但有助提升人們對該區的印象，強化他們的方向感，而且可以在視覺上和實體建設上凸顯地區特色。擬議改善措施包括：

- 改善主要公眾走廊的景觀及其周圍環境
- 加入突出地域感的设计元素（如燈光效果、綠化帳篷及圖像等）

改善項目包括：

- 旺角行人天橋加強地區特色項目
- 弼街隧道加強地區特色項目
- 豉油街隧道加強地區特色項目



**Linkage Improvement**  
 改善行人連接設施

Linkage improvements are proposed to enhance pedestrian connectivity in the area. Proposed improvement measures include:

- Improve connectivity across Nathan Road and connectivity from the major shopping areas to the MTR Mong Kok East Station and the "Flower Market"
- Improve existing pedestrian crossing facilities
- Enhance the pedestrian environment of existing passageways

Improvement projects include:

- Nullah Road Linkage Improvement Project
- Yim Po Fong Street Linkage Improvement Project
- Prince Edward Road West Linkage Improvement Project



建議改善行人連接設施來提升地區的行人道路網。擬議改善措施包括：

- 改善橫過彌敦道及由主要購物區往港鐵旺角東站及花墟的行人道路網
- 改善現有行人過路設施
- 改善現有行人通道的環境

改善項目包括：

- 水渠道行人連接設施改善項目
- 染布房街行人連接設施改善項目
- 太子道西行人連接設施改善項目





## Destination Improvement

### 改善及美化個別地點

There are opportunities to amalgamate fragmented land parcels, rationalize existing land uses and introduce new publicly accessible spaces and green nodes so as to:

- Turn under-utilized Government sites into new destinations for the public
- Use these sites for re-provisioning of existing on-street public transport facilities and other incompatible land uses

Improvement projects include:

- Flower Market Road Destination Project
- Sai Yee Street Destination Project
- Soy Street Destination Project

These improvement initiatives collectively create a greener and more cohesive district identity with thematic features for the Study Area and provide a clear direction to the formulation of individual project proposals.



## Improvement Initiatives by Others

### 其他人士建議的改善方針

Major improvement initiatives in Mong Kok proposed by other parties are also included in the Area Improvement Planning Framework to allow a better interface with other improvement projects in the AIP. They include :

- Extension of Mong Kok Footbridge across Nathan Road
- Decking of Flower Market Road Nullah
- Extension of MTR subway to Pioneer Centre (subject to further examination by MTR Corporation Ltd.)
- Improvement of the road junction of Nathan Road and Argyle Street (completed in April 2008).

本研究提供機會以合併零散的地塊、重整現有土地用途，以及提供容易到達的公共空間和綠色樞紐，使：

- 未被充分利用的政府用地成為新的公眾聚腳點
- 這些用地可用作重置街道上現有的公共交通設施和其他不協調的土地用途

改善項目包括：

- 花墟道地點美化項目
- 洗衣街地點美化項目
- 豉油街地點美化項目

上述改善方針整體上可以使研究範圍變得更綠化和更融合具主題的地區特色，同時提供清晰的方向，以制定個別項目的建議。

地區改善規劃大綱亦包括由其他人士建議的主要改善方針，俾能與地區改善計劃的其他項目更融合。有關項目包括：

- 延伸橫過彌敦道的旺角行人天橋
- 覆蓋花墟道明渠
- 延伸港鐵隧道至始創中心(須視乎香港鐵路有限公司的進一步研究而定)
- 改善彌敦道及亞皆老街過路處(已於2008年4月完成)。



### 3 Proposed Early Projects 建議的優先項目

#### 3.1 Criteria of Priority Projects Selection 確定優先項目的準則

It is essential that the projects proposed can reflect both the community's desires and the vision of the Study. Four criteria have been identified for selecting priority projects for early implementation. The project should:

建議的項目應能夠反映市民的渴望和本研究的願景。我們定下了四個確定優先項目的準則。項目應該：

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>(a) involve a good balance of different types of improvement initiatives;</li> <li>(b) be implementable in a relatively short term;</li> <li>(c) complement other projects to bring out the synergy that produces visible benefits to the community and environment; and</li> <li>(d) be supported by the community.</li> </ul> | <ul style="list-style-type: none"> <li>(a) 在不同改善方針之間取得良好的平衡;</li> <li>(b) 可於較短時間內實施;</li> <li>(c) 與其他項目互相配合，共同為社區和環境帶來明顯利益；以及</li> <li>(d) 獲得公眾支持</li> </ul> |
|--|--|

#### 3.2 Detailed Designs of the Six Early Projects 六個優先項目的詳細設計

Based on the above criteria and the public comments received during the initial public consultation exercise, six early projects for further detailed design are proposed. They are:

考慮到以上準則和在第一階段公眾諮詢活動所收集的公眾意見，我們建議了六個優先項目並再作詳細設計：

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>■ Tung Choi Street Streetscape Improvement Project</li> <li>■ Nullah Road Greening Project</li> <li>■ Lai Chi Kok Road Greening Project</li> <li>■ Nullah Road Linkage Improvement Project</li> <li>■ Prince Edward Road West Linkage Improvement project</li> <li>■ Soy Street Destination Project</li> </ul> | <ul style="list-style-type: none"> <li>■ 通菜街街景改善項目</li> <li>■ 水渠道綠化項目</li> <li>■ 荔枝角道綠化項目</li> <li>■ 水渠道行人連接設施改善項目</li> <li>■ 太子道西行人連接設施改善項目</li> <li>■ 豉油街地點美化項目</li> </ul> |
|---|--|



Six Early Projects Selected After Public Consultation 公眾諮詢後選定的六個優先項目

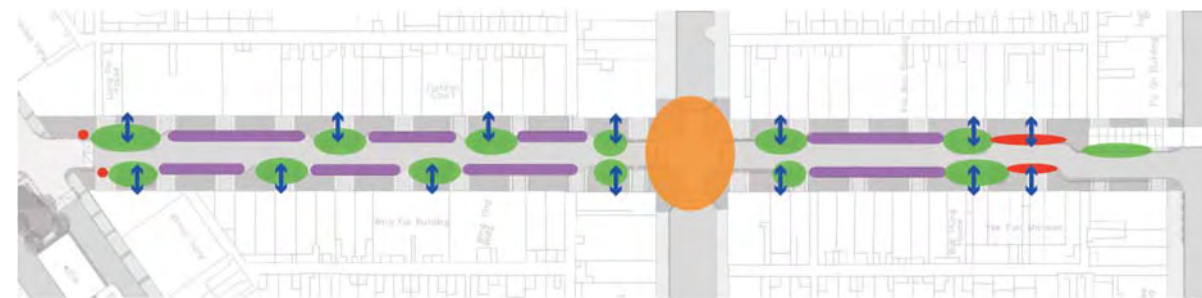


**Greening and Streetscape Improvement**  
 綠化及改善街道景觀

**3.2.1 Early Project 1 : Tung Choi Street Streetscape Improvement Project**  
 優先項目1：通菜街街景改善項目

Main improvement proposals include providing distinctive landscape treatment at entry points, pavement widening and upgrading. While deleting some metered parking spaces and retaining one traffic lane, streetside planting/greening is introduced.

主要的改善建議包括於路口設置特色景觀擺設、擴闊及優化行人路、取消部分設有收費錶的停車位、保留一條行車線和進行路旁種植/綠化。



- Legend 圖例**
- Streetside greening 路旁種植
  - Featured lighting column 具特色的燈柱
  - ↔ Pedestrian pavement widening 擴闊行人路
  - ▭ Metered parking spaces 設有收費錶的停車位
  - Speedtable treatment 減速平台

Overall Design Concept Plan 總設計概念圖



View "A" 視角圖"A"



View "A" 視角圖"A"

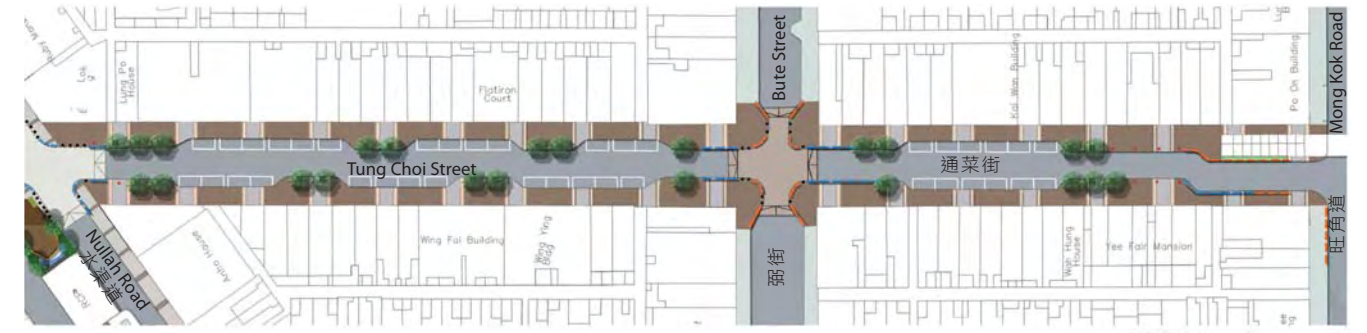
Key Plan 位置圖

1. Example of proposed bollard 建議防撞柱的例子

2. Example of accent light pole 特別燈柱的例子

3. Example of proposed railing 建議欄杆的例子

(for illustrative purpose only)  
(僅作說明用途)



Master Layout Plan 總體平面圖

- Legend 圖例**
- Existing railing 現有欄杆
  - Proposed railing 建議的欄杆
  - Proposed street trees 建議的街道樹木
  - Existing metered parking spaces to be retained 現有設置收費錶的停車位將予保留
  - Proposed accent light pole 建議的特別燈柱
  - Proposed bollard 建議的防撞柱
  - Mongkok footbridge 旺角行人天橋
  - Proposed planter 建議的種植池



Existing Condition 現有狀況



**3.2.2 Early Project 2 : Nullah Road Greening Project**

優先項目2：水渠道綠化項目

The existing PFS will be vacated to allow provision of public open space in a form of "Green Corridor" running through Nullah Road and Flower Market Road. Landscape and water features are designed to screen off the existing RCP before it is relocated in the long term.

騰空現有的加油站，透過關設貫穿水渠道和花墟道的「綠化長廊」以提供公共休憩空間；並在未遷移垃圾收集站之前設置美化景觀設施及特色水景作遮蔽用途。



Existing Condition 現有狀況



Master Layout Plan 總體平面圖

Legend 圖例

- Existing railing 現有欄杆
- Proposed railing 建議的欄杆
- Proposed gateway feature 建議的門廊裝飾
- Proposed artificial timber deck 建議的人工木平台
- Proposed water feature 建議的特色水景
- Proposed tree in planter 建議的樹池種植
- Proposed seating with vertical green 建議的座椅連垂直植物
- Proposed featured waterfall 建議的特色水牆
- Proposed preservation of existing trees 建議保留的現有喬木
- Proposed at-grade street trees 建議的地面街道樹木
- Proposed bollard 建議的防撞柱

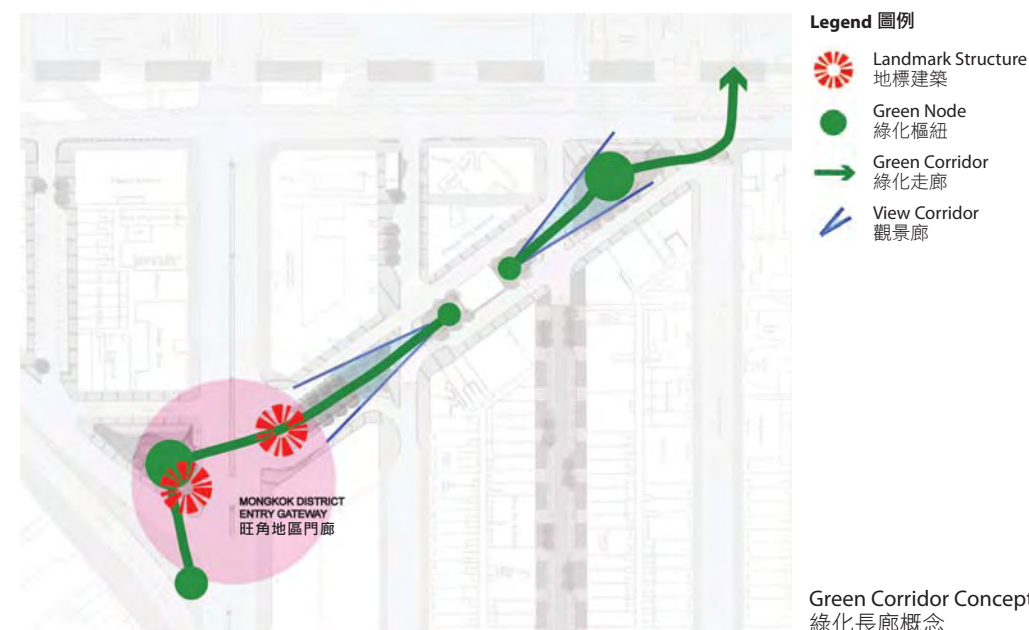


(for illustrative purpose only) (僅作說明用途)

1. Example of proposed bollard 建議防撞柱的例子
2. Example of proposed railing 建議欄杆的例子
3. Example of artificial timber deck 人工木平台的例子
4. Example of water feature 特色水景的例子
5. Example of gateway feature 門廊裝飾的例子

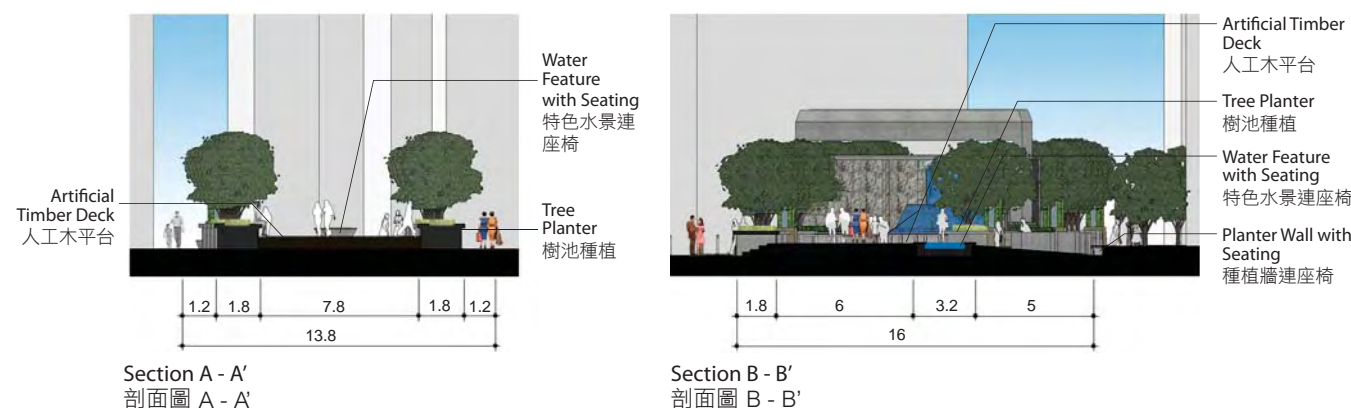
\* Design of paving/street furniture/structure is conceptual, subject to modification for compliance with relevant government departments' standards and requirements, practicality and site situation.

\* 路面/街道設施/構築物的設計乃屬概念性設計，可能須要作出修改，以符合有關政府部門的標準和要求，以及配合實際和項目地盤的情況。



- Legend 圖例
- Landmark Structure 地標建築
  - Green Node 綠化樞紐
  - Green Corridor 綠化走廊
  - View Corridor 觀景廊

Green Corridor Concept 綠化長廊概念



Section A - A' 剖面圖 A - A'

Section B - B' 剖面圖 B - B'



After Improvement 改善後



Before Improvement 改善前



Key Plan 位置圖



**3.2.3 Early Project 3 : Lai Chi Kok Road Greening Project**  
 優先項目3：荔枝角道綠化項目

Extending from the Nullah Road Greening Project, the existing park at Lai Chi Kok Road will be enhanced to form part of the proposed "Green Corridor" with a gateway sculpture and shaded seating space for the nearby cross-boundary coach waiting area.

作為水渠道綠化項目的延伸工程，現存於荔枝角道的公園將會獲改善，使其成為擬建「綠化長廊」的一部分，附近還會設置門廊雕塑，而在過境巴士候車區亦會提供有蓋座椅。



Master Layout Plan  
總體平面圖

- Legend 圖例**
- Existing railing 現有欄杆
  - Proposed water feature 建議的特色水景
  - Proposed artificial timber deck 建議的人工木平台
  - Proposed canopy 擬設簷篷
  - Proposed seating 擬設休憩座椅
  - Proposed preservation of existing trees 擬保留的現有喬木
  - Proposed gateway feature 擬設門廊雕塑



Existing Condition  
現有狀況

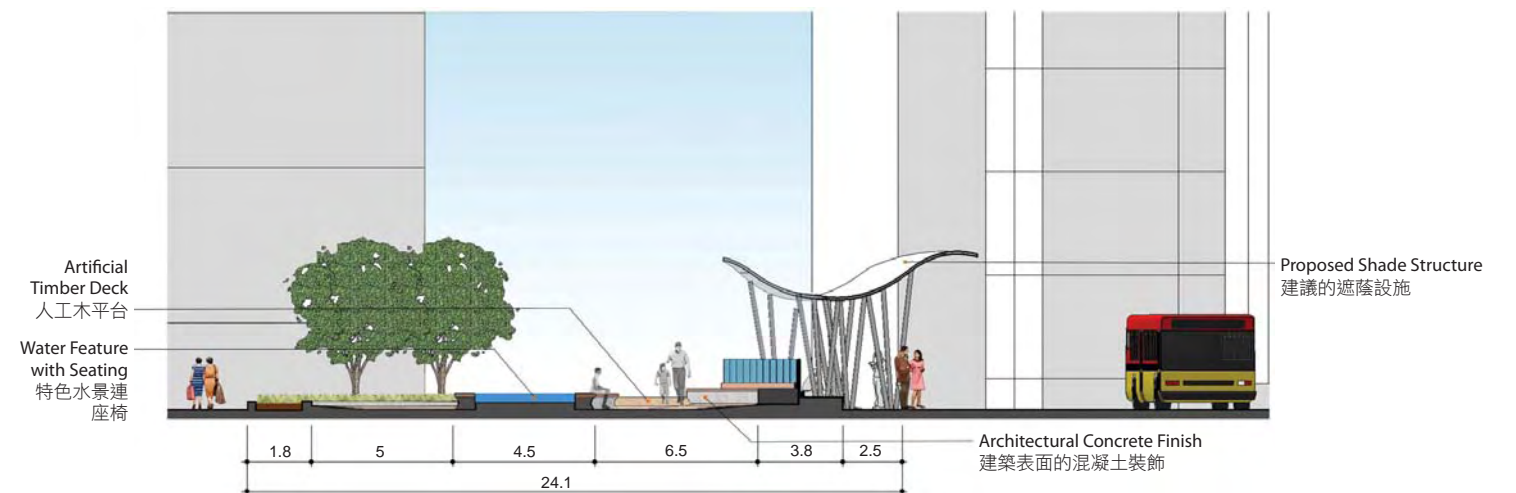
1. Example of artificial timber deck 人工木平台的例子
2. Example of paving pattern 路面圖案的例子
3. Example of gateway sculpture 門廊雕塑的例子

(for illustrative purpose only)  
(僅作說明用途)



\* Design of paving/street furniture/structure is conceptual, subject to modification for compliance with relevant government departments' standards and requirements, practicality and site situation.

\* 路面/街道設施/構築物的設計乃屬概念性設計，可能須要作出修改，以符合有關政府部門的標準和要求，以及配合實際和項目地盤的情況。



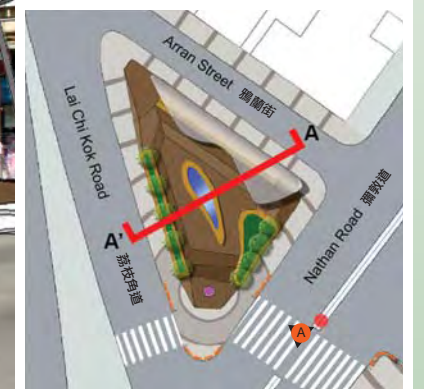
Section A - A'  
剖面圖 A - A'



After Improvement  
改善後



Before Improvement  
改善前



View "A"  
視角圖 "A"

Key Plan  
位置圖



**Destination Improvement**  
 改善及美化個別地點

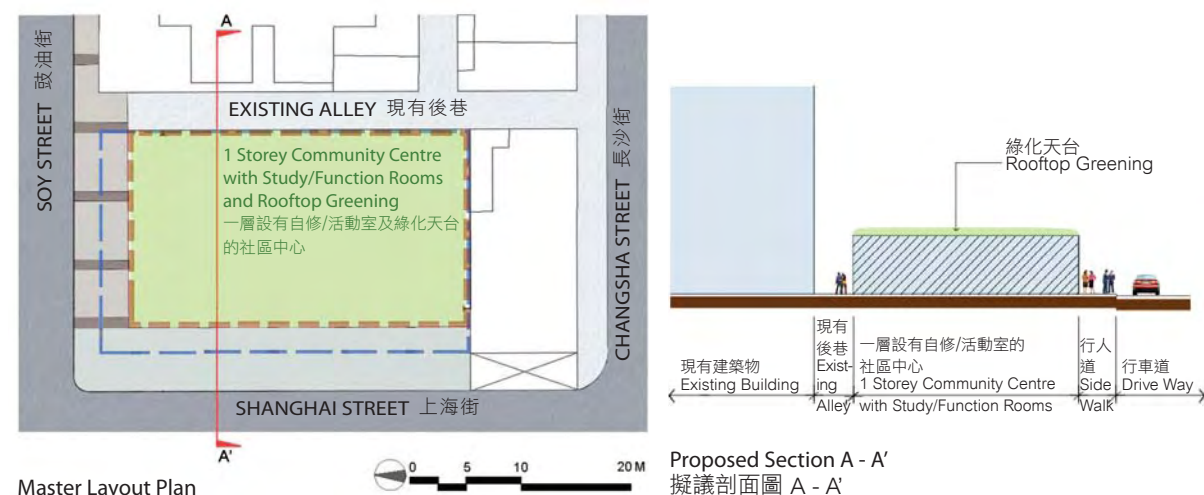
**3.2.4 Early Project 4 : Soy Street Destination Project**  
 優先項目4：豉油街地點美化項目

A community centre with multi-functional rooms is proposed to serve residents in the vicinity. With building setback and rooftop greening, it will enhance the streetscape and pedestrian environment of this area.

建議提供一個設有多用途活動室的社區中心，以服務區內居民。透過退後建築物和綠化天台，有助優化地區的街景和行人環境。



Existing Condition 現有狀況



\* Owing to the site location, there is local concern on the possible safety and security issues arising from the proposal. Details of the proposal will be subject to further discussion.

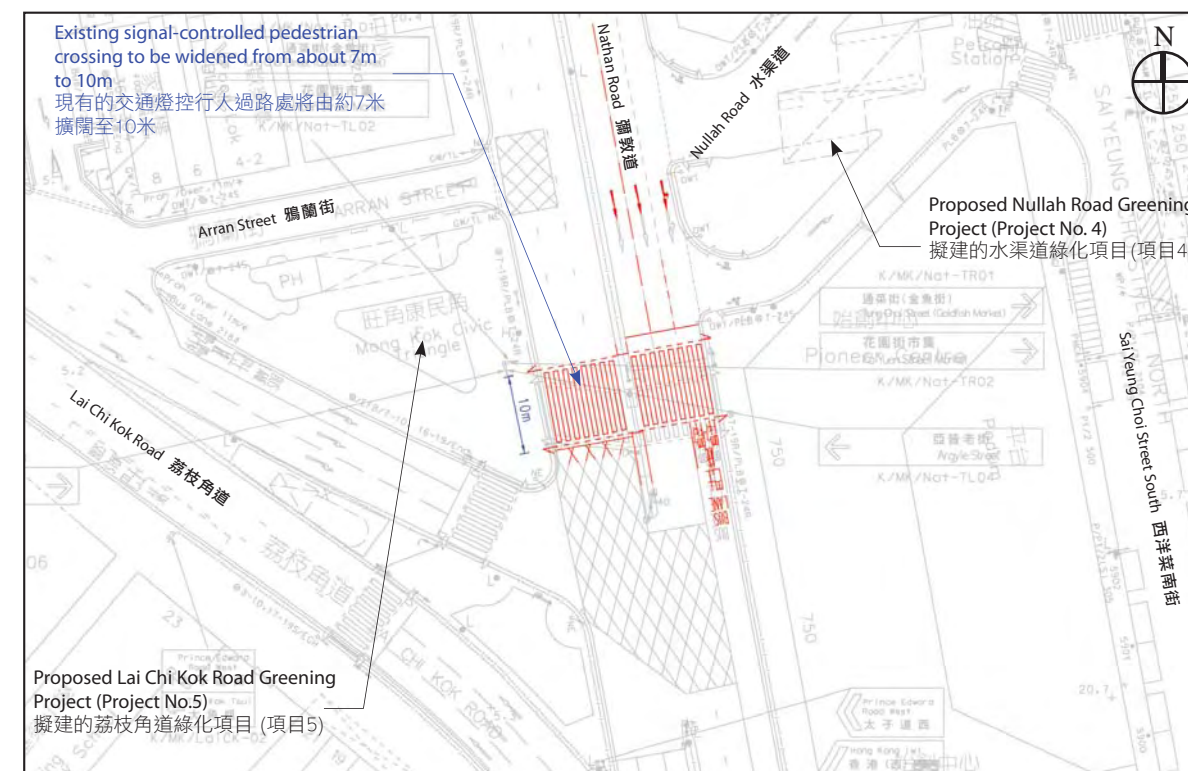
\* 此建議項目因場地位置而可能引起的安全和保安問題，備受區內人士關注。有關建議細節，將再作商討。

**Linkage Improvement**  
 改善行人連接設施

**3.2.5 Early Project 5 : Nullah Road Linkage Improvement Project**  
 優先項目5：水渠道行人連接設施改善項目

This project is to provide a more comfortable and safe crossing environment and regulate heavy pedestrian flow at the existing junction. It is proposed to straighten the existing pedestrian crossing at Nathan Road near Nullah Road and widen it from 7m to 10m.

該項目是要提供更舒適及更安全的行人過路環境，並管制現有過路處繁忙的人流。建議將現有靠近水渠道橫過彌敦道的行人過路處拉直，並由7米擴闊至10米。



Proposed Improvement of the Pedestrian Crossing at Nathan Road near Nullah Road  
 建議改善靠近水渠道的彌敦道行人過路處



(for illustrative purpose only)  
 (僅作說明用途)

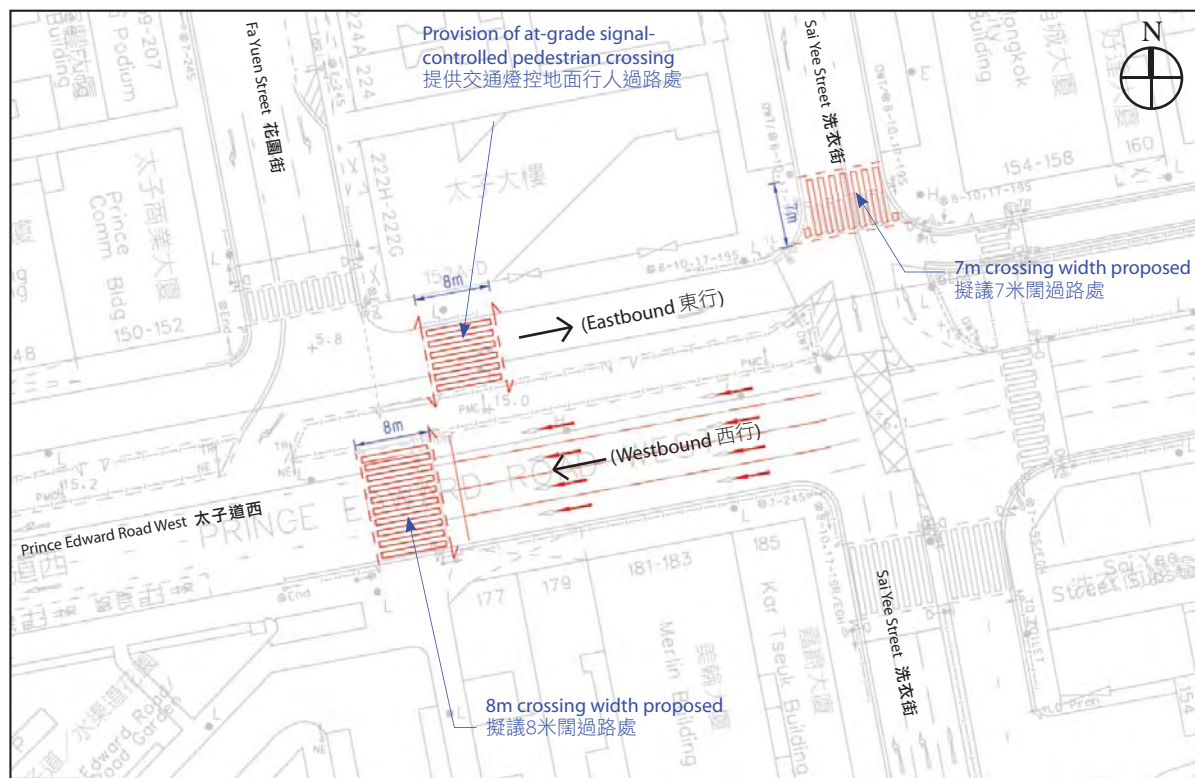


**3.2.6 Early Project 6 : Prince Edward Road West Linkage Improvement Project**

**優先項目6：太子道西行人連接設施改善項目**

To further improve pedestrian safety, it is proposed to provide a 8m wide signal-controlled pedestrian crossing at Prince Edward Road West (eastbound). The existing crossings at Prince Edward Road West with the junctions of Fa Yuen Street and Sai Yee Street are proposed to be widened from 6m to 8m and 5.5m to 7m respectively.

為了進一步改善行人安全，我們建議在太子道西(東行方向)提供8米闊的交通燈控地面行人過路處，及分別擴闊太子道西與花園街及洗衣街現有的過路處，由6米至8米及由5.5米至7米。



Proposed Improvement of the Pedestrian Crossing at Prince Edward Road West with the Junctions of Fa Yuen Street and Sai Yee Street  
建議改善太子道西與花園街及洗衣街的行人過路處



Existing Condition of Pedestrian Crossing at Sai Yee Street  
洗衣街行人過路處現況



Existing Condition of Pedestrian Crossing at Prince Edward Road West  
太子道西行人過路處現況

**4 Public Consultation**  
公眾諮詢

As an essential component in a planning study, a public consultation exercise was carried out to obtain views from the general public and stakeholders on the proposed area improvement planning framework and the proposed Early Projects.

The Study involves a two-stage public consultation to solicit public views and suggestions on the Study's initial findings and the detailed design of the six Early Projects. A series of consultation activities were undertaken.

The initial public consultation exercise on the proposed planning framework and three Early Projects was conducted between May 2007 and end July 2007. Public consultation activities include a roving exhibition with display panels and presentation to various statutory and advisory bodies (such as Town Planning Board, Planning Sub-Committee of the Land and Building Advisory Committee and Yau Tsim Mong District Council). To further engage members of the public, a public forum was organized with about 150 participants including representatives of local community groups, professional bodies, non-government organisations (NGOs), local shop operators, residents and the general public. Consultation materials, such as a Public Consultation Digest, pamphlets and a website with animation clips, were also provided to facilitate discussion. During the consultation period, a total of 31 written comments were received.

The public generally supported the planning framework and wished that more projects would be implemented with priority. After taking the public views and other relevant factors into account, the AIP and the selection of Early Projects were refined.

The second public consultation exercise on the detailed design of the six Early Projects was conducted between mid April 2008 to mid May 2008 with focus on consulting the key stakeholders including residents' organizations, owners' committees and management offices of commercial buildings which would likely be affected by these projects.

公眾諮詢活動是任何規劃研究中不可或缺的部分。我們就擬議的地區改善規劃大綱及優先項目，進行了一項公眾諮詢活動，收集公眾及有關人士的意見。

本研究包括兩個階段的公眾諮詢，就研究的初步結果和六個優先項目的詳細設計，收集公眾的意見及建議，我們就此進行了一連串的諮詢活動。

在2007年5月至7月底期間，我們就擬議規劃大綱及三個優先項目進行了第一階段的公眾諮詢活動，包括舉辦巡迴展覽和向各個法定及諮詢機構(如城市規劃委員會、土地及建設諮詢委員會的規劃小組委員會及油尖旺區議會)作出簡介。我們更舉辦了一個約有150位不同背景人士參與的公眾論壇，其中包括當地社區組織、專業團體、非政府機構、區內商戶、居民及市民大眾的代表。為了促進公眾討論，我們印製了一些諮詢文件如公眾諮詢摘要和小冊子，還製作附有動畫短片的網站。於公眾諮詢期間，我們共收到31份書面意見。

公眾普遍支持規劃大綱，並希望有更多項目可以訂為優先項目。考慮到公眾意見及其他有關的因素，我們已經修改了地區改善計劃並重新選定優先項目。

在2008年4月中至5月中期間，我們就六個優先項目的詳細設計，進行了第二階段的公眾諮詢活動，並重點諮詢主要的有關人士，包括居民組織、大廈業主委員會及商業大廈的管理處，因為他們很有機會受優先項目影響。





During the consultation period, no adverse comments were received from the key stakeholders, i.e. the local residents and shop operators, on the detailed design of the six Early Projects. Comments received, which were mainly concerned with design details, were incorporated into the proposals, as appropriate.

於公眾諮詢期間，我們收集了公眾對六個優先項目的詳細設計的寶貴意見，主要有關人士(包括區內的居民及商戶)並沒有提出任何負面意見。有關涉及項目詳細設計的意見，我們亦適當地歸納在擬議的計劃內。



## 5 Technical Assessments 技術評估

A traffic impact assessment has been conducted to ensure that no adverse traffic impact arising from the implementation of the AIP is expected in terms of junction capacity, pedestrian capacity, and car parking provision.

我們已進行交通影響評估，確保地區改善計劃的實施不會在路口的容車量、行人容量及泊車位設施方面帶來負面的交通影響。

To ascertain the merits and sustainability of the proposals of the AIP, a sustainability assessment has also been carried out.

我們亦已進行可持續性評估，以確定地區改善計劃的建議項目的優點及其可持續性。

## 6 Vision of Mong Kok : Choices Beyond Shopping 旺角願景：購物以外的選擇

Under the existing institutional arrangement, relevant Government departments will play different roles in planning and design, implementation and maintenance of different projects in the AIP. The six Early Projects are identified as short-term projects. For other AIP projects, which would need time to go through the detailed design process and involve reprovisioning of the existing facilities, are identified as medium or long-term projects. The respective implementation agents will consider the views received in taking forward the projects.

在現行的制度下，有關政府部門會負責不同角色，包括就地區改善計劃的實施擔當策劃及設計角色、落實地區改善計劃的工程和負責未來的維修工作。當中，六個優先項目被選定為可於短期實施的項目，至於其他改善項目，因需要時間作詳細設計及牽涉重置現有設施，故被選定為中期或長期項目。有關執行部門會仔細考慮所有接獲的意見，並開始逐步實施。

With the implementation of the AIP, Mong Kok will become a better shopping area for overseas visitors and the locals. Though the exact implementation schedule and detailed technical assessments would be subject to the resource availability of the implementation agents and also the local consultation of the detailed design, through the joint efforts of Government and relevant bodies, Mong Kok will be sustained as a popular shopping district with vibrant street life.

實施地區改善計劃有助旺角成為海外旅客及本地居民心目中一個更佳的購物區。雖然落實建議改善項目的確實時間表和詳盡的技術評估須要視乎實施部門的資源供應，以及就詳細設計進行地區諮詢的結果，但透過政府及有關機構的共同努力，旺角將繼續成為一個廣受歡迎及充滿生氣的購物區。