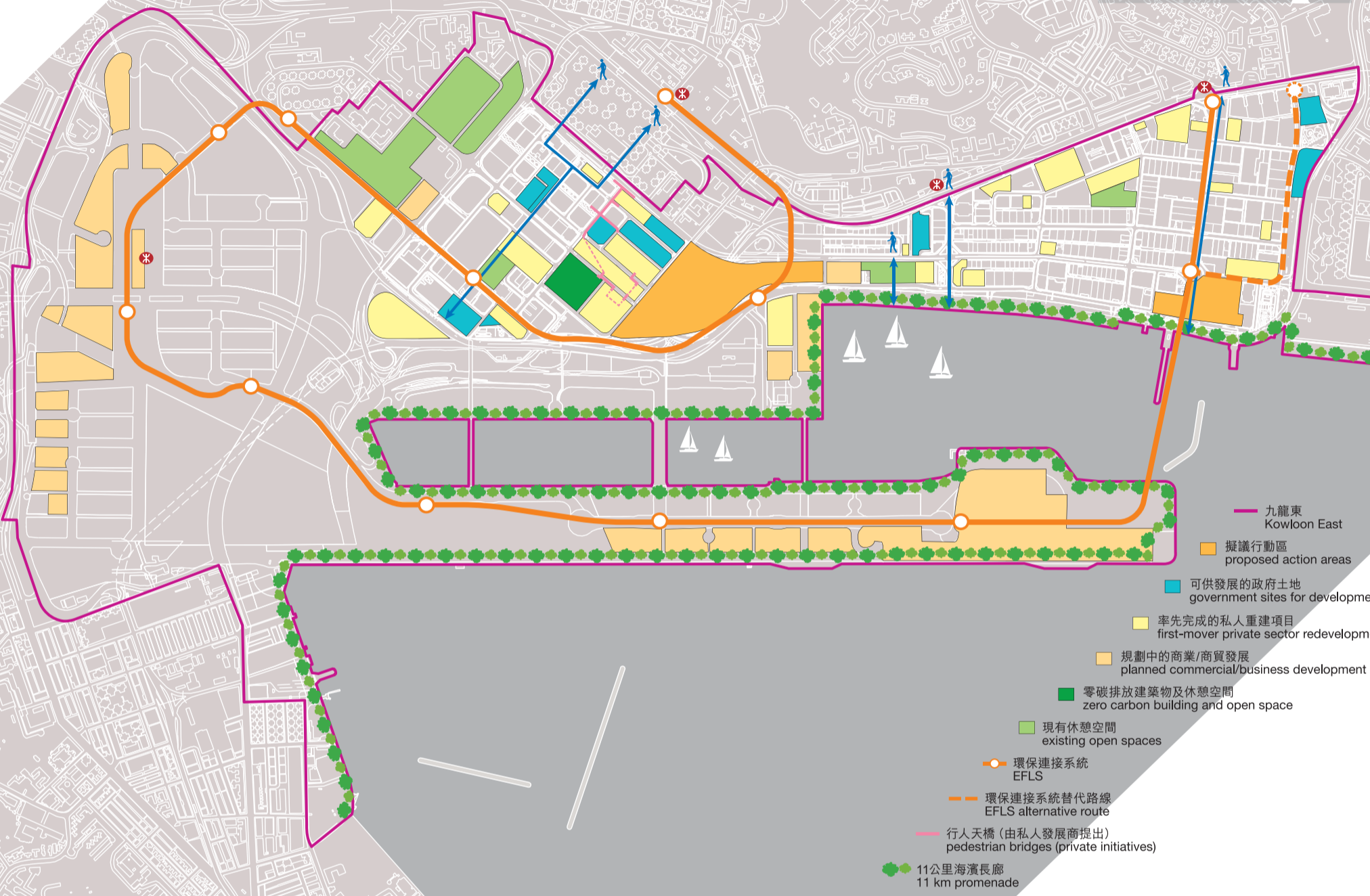


# CBD<sup>2</sup>

central business district



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

## Connectivity 連繫

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



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

## Design 設計

urban greening 都市綠化



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

## Branding 品牌

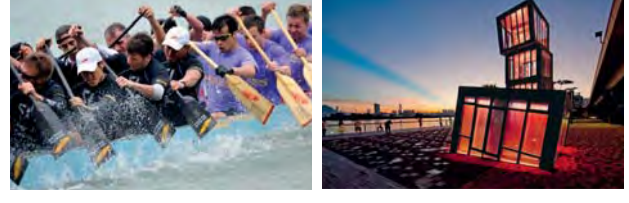
a premier office node 優質辦公室



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

## Diversity 多元化

vibrant waterfront 活力海濱



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



## 香港的 CBD<sup>2</sup>

九龍東包括啟德機場舊址、觀塘和九龍灣。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欣盛。隨著機場遷往赤鱗角、香港製造業的基地北移，這區失去了一些舊有的活力，留下大量未有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。一些私人發展商憑着敏銳的市場觸覺，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。

### 政府的措施

自2010年4月以來，我們已採取活化香港工業大廈的措施。截至2011年8月，當局批准了33幢工業大廈進行整體改裝/重建的申請，其中16幢位於觀塘和九龍灣。這些工業大廈會重建或改裝作辦公室、商舖和服務行業及酒店。

在啟德發展項目的320公頃土地中，可建約106萬平方米總樓面面積的土地已規劃作辦公室。我們將興建啟德政府合署，並計劃把其他政府辦公大樓遷往啟德。啟德發展項目另有80萬平方米總樓面面積規劃作零售和酒店用途，還有約33,200個公營和私營房屋單位、國際郵輪碼頭、體育和旅遊設施，將會增加該區的人流，並注入多元發展。加上觀塘和九龍灣的168公頃土地，九龍東有龐大潛力打造成為香港一個充滿活力的主要商業區。

## Hong Kong's CBD<sup>2</sup>

Kowloon East is an area comprising the former Kai Tak Airport, Kwun Tong and Kowloon Bay. 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 Kowloon East. About 1.4 million m<sup>2</sup> office space have been completed.

The National 12<sup>th</sup> 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 Kowloon East 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.

### Government Initiatives

Since April 2010, we have introduced measures to revitalise industrial buildings in Hong Kong. By end August 2011, 33 applications have been approved for wholesale conversion or redevelopment and 16 of them are in Kwun Tong and Kowloon Bay. These industrial buildings will be redeveloped or converted into offices, shops and services, and hotels.

About 1.06 million m<sup>2</sup> of office space has been planned for within the 320 hectare Kai Tak Development (KTD). We are building a Kai Tak Government Office and are planning to relocate other government office buildings to Kai Tak. With another 0.8 million m<sup>2</sup> of retail and hotel accommodation planned, some 33,200 public and private housing units, an international cruise terminal, sports and tourism facilities, KTD will inject development density and diversity into the area. Together with 168 hectares in Kwun Tong and Kowloon Bay, Kowloon East has great potential to evolve into a vibrant premier business district in Hong Kong.

## 行動區

### 行動區 1 — 海濱道重建項目

我們建議把現有的廢物回收中心及驗車中心遷往其他地點，以騰出約6.4公頃的政府土地，發展成全新的活力樞紐，提供辦公室、展覽/會議設施、酒店/服務式住宅及零售/娛樂場所。擬議的啟德環保連接系統的車站及車廠亦會設於這個行動區內，令此小區成為九龍東的連接樞紐。

### 行動區 2 — 觀塘渡輪碼頭海旁發展項目

我們建議為巴士總站加設上蓋，以闢設公共休憩空間及戶外表演場地。發展項目內將設有擬議環保連接系統的車站，以加強連繫。此碼頭區將建成新的樞紐，設有小型辦公室、藝術創作室、娛樂場所、畫廊、零售專門店及沿海濱長廊食肆，以配合日後在啟德跑道公園發展的旅遊樞紐。

此外，我們會善用觀塘及九龍灣內多幅總面積約為5公頃的政府土地，以配合整區的轉型。

### 面對的挑戰

雖然觀塘及九龍灣的傳統製造業活動大多已遷離，但這些舊工業區內仍存在許多經濟活動。因此，在這些工業區再作轉型時，我們必須小心處理。現時區內許多分層工業大廈業權分散，可能會為加快重建工業大廈或改裝整幢工業大廈的工作帶來另外一項挑戰。

### 落實工作

我們計劃在發展局成立新的九龍東發展辦事處，由多類專業人士組成，負責督導和監察香港這項極為重要的策略性發展，致力實現九龍東願景。

香港特別行政區政府新聞處設計 政府物流服務署印  
(採用環保油墨及再造紙印製)

## Action Areas

### Action Area 1 — Hoi Bun Road Redevelopment

We propose to relocate the existing waste recycling centre and vehicle examination centres to release some 6.4 hectares of government land for the development of a new vibrant node for offices, exhibition/conference facilities, hotel/service apartments and retail/entertainment outlets. With the location of the proposed EFLS station and depot connecting to Kai Tak at this site, it will become the linkage hub of Kowloon East.

### Action Area 2 — Kwun Tong Ferry Pier Waterfront Development

We propose to deck over the bus terminus to provide public open space and outdoor performance area. A station of the proposed EFLS is proposed to be located within the development to enhance connectivity. The area will become a new hub for small offices, artist workshops, entertainment, gallery and specialty retail and restaurants along the waterfront promenade to complement the tourism node to be developed at Kai Tak Runway Park.

In addition, we will make good use of government sites in Kwun Tong and Kowloon Bay totaling some 5 hectares to support the transformation.

### Challenges

While most traditional manufacturing activities in Kwun Tong and Kowloon Bay have moved out, there are still a lot of economic activities in these former industrial areas. We need to handle the further transformation of the area carefully. The present fragmented ownership in many existing flatted industrial buildings in the area may present a further challenge to their speedy redevelopment or wholesale conversion.

### Implementation

We intend to set up a new multi-disciplinary Kowloon East Development Office (KEDO) in Development Bureau to steer and monitor this highly strategic and significant development for Hong Kong, and champion for the goals we have set for Kowloon East.

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發展局  
Development Bureau

起 *Energising* 動

Kowloon East  
九龍東

Design 設計

Connectivity 連繫

Diversity 多元化

Branding 品牌

CBD<sup>2</sup>