

起動 Energizing 動 Kowloon East 九龍東

香港的 CBD²

九龍東包括啓德機場舊址、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。

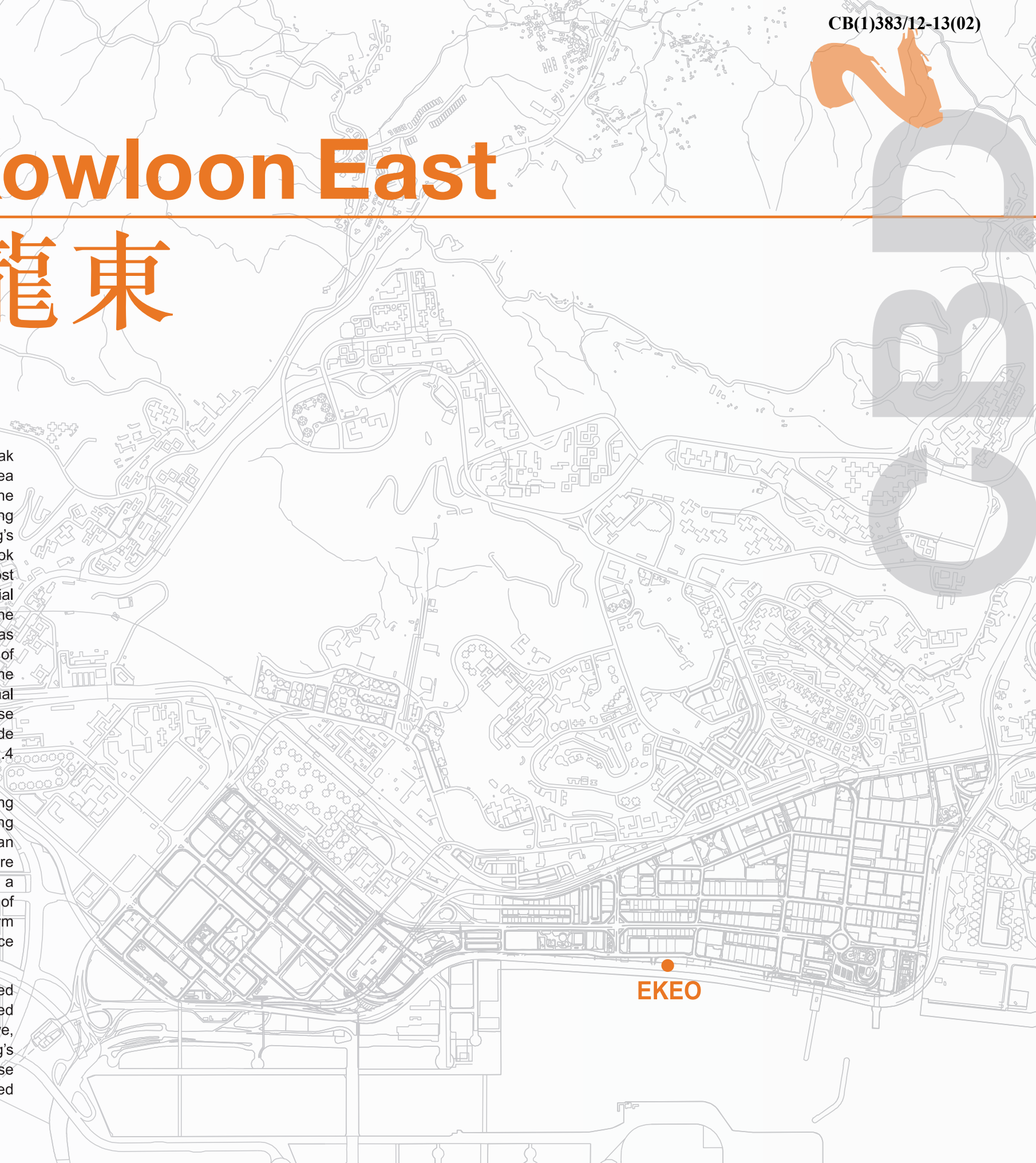
在 2011 至 12 年的施政報告中，行政長官宣布會採用富遠見、相互協調的綜合模式，加快把九龍東轉型為另一個具吸引力的商業區，以支持香港的經濟發展。具體而言，有關的工作將涉及土地用途檢討、城市設計、加強連繫及相關的基礎設施。

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

MADE FOR HONG KONG

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，其中包括啓德發展區、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。由啓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，啓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，區內的工廈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，啓發公共藝術靈感，在城市演變的過程中，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.



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.



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10 Main Tasks 十項主要任務

概念總綱計劃 2.0
 起動九龍東的初步建議是根據 CBD² 策略而制定，這策略將著眼於改善「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，促進高質素的城市設計和創新的建築，為公共空間添加活力，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、玩樂、寫意、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 on 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

- 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
- 零碳天地 ZCB
- 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 11km promenade
- 行人連接系統 pedestrian connections
- 水上運動/船舶設施 water sports / marine facilities



Enhance integration
 加強整合
 • 繼續諮詢市民對環保連接系統的意見
 • 檢討及改善九龍東與相鄰地區的行人連接通道
 • 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



Enhance pedestrian connectivity and streetscape in Kowloon Bay
 改善九龍灣的行人暢達度及街道景觀
 • 以建議的臨華街和兆業街高架行人橋組成連接到九龍灣港鐵站的支幹網絡
 • 利用零碳天地的綠化區、啟祥道及常悅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



Enhance pedestrian connectivity with Ngau Tau Kok MTR Station
 改善牛頭角港鐵站的行人暢達度
 • 研究勵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 the link to enhance connection between inland and waterfront



Enhance pedestrian connectivity with Kwun Tong MTR Station
 加強觀塘港鐵站的暢達度
 • 研究改善開源道的行人通道，以配合環保連接系統的方案
 • 尋找在較短期內改善開源道的行人環境的機遇
 • 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



Face-lifting of the Waterfront along Hoi Bun Road
 優化海濱道旁的海濱地區
 • 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
 • 把海濱道改造成林蔭大道
 • 擬備總綱計劃圖以改造觀塘海濱地區，包括研究把觀塘繞道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契機，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
 • 研究改造駿業街熟食中心外殼，使其嶄然一新
 • 擬備總綱計劃圖以改善駿業街一帶，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 façade 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



將敬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、生態和園景美化等改善計劃將現有明渠改造成河流
 • 擬備總綱計劃圖以改善敬業街一帶地區，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啟德跑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最佳發展方案
 • 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



• 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