

# CBD<sup>2</sup> 4.0

概念總綱計劃  
Conceptual  
Master Plan

活力創意九龍東  
CONNECTIVITY | BRANDING  
DESIGN | DIVERSITY  
IN KOWLOON EAST

## a place for you...

這概念總綱計劃在工作進程中不斷吸納公眾意見而持續演進。概念總綱計劃 4.0 有五個焦點，包括「易行」九龍東、綠色核心商業區、聰明城市、飛躍啟德及創造精神。

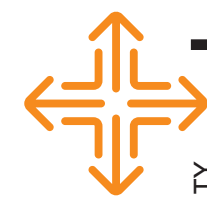
The Conceptual Master Plan (CMP) is evolving as work progresses to incorporate public views received from continuous public engagement activities. CMP 4.0 has five focuses: "Walkable" Kowloon East, Green CBD, Smart City, Kai Tak Fantasy and the Spirit of Creation.

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「易行」九龍東  
"Walkable" Kowloon East

提倡「易行城市」的可持續環保概念，以加強連繫和改善行人環境。我們會以不同措施，全面地在九龍灣及觀塘商貿區推展「易行」九龍東的概念，包括研究便利私營機構提供行人天橋的措施；研究優化海濱道公園的可行性，以加強牛頭角港鐵站與觀塘海濱的連繫；研究優化後巷成為行人網絡一部分的可行性；及研究於九龍灣港鐵站附近加建行人天橋，以疏導現時擠擁的行人通道並加強連繫。

The sustainability concept of "walkability" is advocated in improving connectivity and enhancing the pedestrian environment. We develop the concept of "walkable" Kowloon East comprehensively in the Kowloon Bay and Kwun Tong Business Areas through various measures. These include exploring ways to facilitate the provision of elevated walkways by the private sector; studying the feasibility of face-lifting Hoi Bun Road Park with a view to strengthening the connectivity between Ngau Tau Kok MTR Station and Kwun Tong waterfront; studying the feasibility of face-lifting back alleys to form part of the pedestrian network; and studying the feasibility of constructing an additional footbridge near Kowloon Bay MTR Station to alleviate congestion at the existing pedestrian passages and to enhance connectivity.



「易行」九龍東  
"Walkable"  
Kowloon East



綠色核心商業區  
Green CBD

觀塘海濱花園與沿海濱道天橋底的藝術創意空間，將會連成一起，與周邊綠化行人網絡融合，並伸展至未來的翠屏河。區內公私營的綠色建築與綠化環境發揮協同效應，令九龍東成為一個充滿活力的綠色核心商業區。

Kwun Tong Promenade will integrate with the art and creative spaces beneath the flyover along Hoi Bun Road and the adjacent landscaped pedestrian network extending to the future Tsui Ping River. Together with the green buildings by the public and private sectors, these create synergy in turning Kowloon East into an energized Green CBD.



綠色核心商業區  
Green CBD



聰明城市  
Smart  
City

聰明城市  
Smart City

以九龍東作為試點，研究發展「聰明城市」的可行性，例如利用科技增加人車的暢達度和管理區內設施，以數碼形式發放資訊予公眾，讓市民可以更享受在這個地方工作及玩樂。

A pilot study on Kowloon East will be carried out to examine the feasibility of developing a "Smart City", such as using technology to enhance pedestrian and vehicular accessibility, manage the district facilities, and disseminate information to the public in digital format with a view to making the area a better place to work and play.

飛躍啟德·健康啟航  
Kai Tak Fantasy · Healthy Lift Off

以「健康城市」為題的得獎作品為參考，繼續推展「飛躍啟德」計劃，把前機場跑道末端、觀塘行動區及兩者之間水體發展成為一個旅遊、娛樂及休閒兼備的好去處。

With reference to the Healthy City concept of the winning scheme, we will continue to take forward the Kai Tak Fantasy project to develop the former airport runway tip, Kwun Tong Action Area and the water body in between into a tourism, entertainment and leisure destination for all.

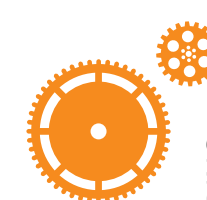
創造精神  
The Spirit of Creation

在九龍東的轉型過程中，我們須尊重昔日的工業文化。透過九龍東的工業傳統研究，我們明白以往的「創造精神」及把它引領至未來的重要性；並提出結合和轉化城市發展、工業文化及建築設計等瑰寶的城市空間營造策略，引領獨特及有機的城市增長。

The past industrial culture should be respected during the transformation of Kowloon East. Through the Industrial Heritage Study of Kowloon East, we understand the "Spirit of Creation" and the importance of inheriting this spirit of the past into the future. Urban place making strategies are proposed by incorporating the collective treasures of urban development, industrial culture and architectural design to support a unique and organic growth of our city.

飛躍啟德·健康啟航

Kai Tak Fantasy ·  
Healthy Lift Off



創造精神  
The Spirit  
of Creation



THE SPIRIT OF  
CREATION  
創精  
造神

起energizing動 Kowloon East  
九龍東

香港特別行政區政府  
發展局  
Development Bureau  
The Government of the Hong Kong Special Administrative Region

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香港的另一個核心商業區 Hong Kong's CBD2

九龍東啟德機場舊址、觀塘和九龍灣商貿區曾是香港的工業重鎮及通往世界的大門。這地方正在「起動九龍東」的措施帶動下轉型及再次成為重要的經濟中心，這措施銳意為香港建造另一個核心商業區 (CBD2)。透過和社區持續溝通而不斷演進的起動九龍東概念總綱計劃，提出了最新的方案以實現這個願景。

Once the industrial powerhouse of Hong Kong and gateway to the city, Kowloon East – made up of the former Kai Tak Airport, Kwun Tong and Kowloon Bay Business Areas – is transforming and re-emerging as an important economic centre. This transformation is facilitated under the “Energizing Kowloon East” initiative which aims to create an alternative central business district for Hong Kong – CBD2. This evolving Energizing Kowloon East Conceptual Master Plan highlights the latest initiatives that are crystallised from our continuous dialogue with the community to bring this vision to fruition.

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## 「您」想地方...

### 1 環保連接系統 Environmentally Friendly Linkage System (EFLS)

進行詳細可行性研究及初步土地勘測工程，以制訂環保連接系統的未來路向  
Carry out detailed feasibility study and preliminary site investigation works to determine the way forward for the proposed EFLS



### 「易行」九龍東 “Walkable” Kowloon East

### 2 九龍灣連繫 Connectivity in Kowloon Bay

推展短、中及長期行人環境及道路改善計劃，以加強九龍灣商貿區內部及與啟德發展區的連繫  
Implement short, medium and long-term improvements to the pedestrian and vehicular traffic environment in Kowloon Bay Business Area for enhancing internal connectivity and connection with Kai Tak Development Area

### 3 牛頭角連繫 Connectivity in Ngau Tau Kok

加強牛頭角港鐵站至海濱的行人連繫  
Enhance pedestrian connection between Ngau Tau Kok MTR Station and the waterfront

### 4 觀塘連繫 Connectivity in Kwun Tong

改善觀塘商貿區行人及道路環境，及研究優化後巷成為行人網絡一部分的可行性  
Improve the pedestrian and vehicular traffic environment in Kwun Tong Business Area, having regard to the potential alignment of EFLS; and to study the feasibility of face-lifting back alleys to form part of the pedestrian network



### 5 起動綠色海濱道計劃 Energizing Hoi Bun Road – Green Operation

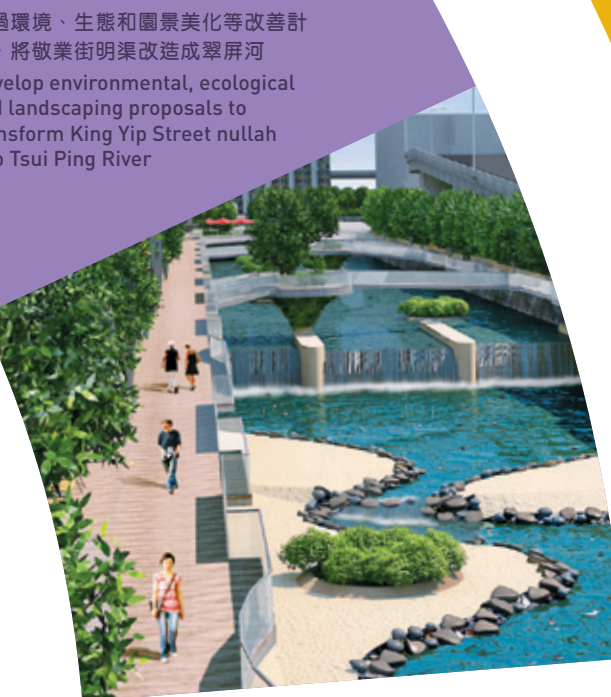
透過綠化改善海濱道一帶的環境，並加強海濱與內陸的連繫，善用觀塘繞道下的土地作藝術、文化及創意用途  
Improve the environment of the Hoi Bun Road area through greening, and enhance connectivity between the waterfront and inland areas. Transform the areas beneath Kwun Tong Bypass along Hoi Bun Road for arts, cultural and creative uses



### 綠色核心商業區 Green CBD

### 7 翠屏河 Tsui Ping River

透過環境、生態和園景美化等改善計劃，將微業街明渠改造成翠屏河  
Develop environmental, ecological and landscaping proposals to transform King Yip Street nullah into Tsui Ping River



### 6 觀塘工業文化公園 Kwun Tong Industrial Culture Park

將微業街遊樂場變身為觀塘工業文化公園  
Transform Tsun Yip Street Playground into an Industrial Culture Park



### 創造精神 The Spirit of Creation

### 8 九龍灣行動區 Kowloon Bay Action Area

釋放九龍灣行動區的潛力，發展為一個活力社區  
Release the potential of Kowloon Bay Action Area and develop it into a vibrant neighbourhood



### 10 活力海濱 Vibrant Waterfront

加強海濱的活力，發掘「飛躍啟德」範圍內觀塘避風處的潛力  
Enhance the vibrancy of the waterfront and explore the potential of Kwun Tong Typhoon Shelter in the Kai Tak Fantasy area



### 飛躍啟德・健康啟航 Kai Tak Fantasy・Healthy Lift Off

- 圖例 Legend
- EFLS – Environmentally Friendly Linkage System
  - EFLS – Environmentally Friendly Linkage System (Alternative Alignment)
  - 零碳天地  
Zero Carbon Building
  - 現有休憩空間  
Existing Open Spaces
  - 九龍灣及觀塘行動區  
Kowloon Bay and Kwun Tong Action Areas
  - 可供發展的政府土地  
Government Sites for Development
  - 自2012年已售出的政府土地  
Sold Government Sites since 2012
  - 11公里海濱長廊  
11km Promenade
  - 行人連接系統  
Pedestrian Connections
  - 行人天橋(由私人發展商提出)  
Pedestrian Footbridges (Private Initiatives)
  - 綠色走廊及綠色連繫  
Green Spines and Green Link
  - 觀塘商貿區的行人及交通環境改善計劃研究範圍  
Study Area of Pedestrian and Traffic Environment Improvement of Kwun Tong Business Area
  - 水上活動  
Water Activities

January 2015