

起動九龍東辦事處工作進度報告及延續運作建議

Progress Report of Energizing Kowloon East Office and its continuing operation

發展局工務科
 起動九龍東辦事處
 Energizing Kowloon East Office
 Works Branch, Development Bureau
 7.1.2013

BRANDING
 DESIGN
 DIVERSITY



發展局
 Development Bureau

起動九龍東概念總綱計劃 2.0

Conceptual Master Plan 2.0

十項主要任務分爲三大類

10 Main Tasks in 3 Categories



(3) 釋放發展潛力 Release Development Potential

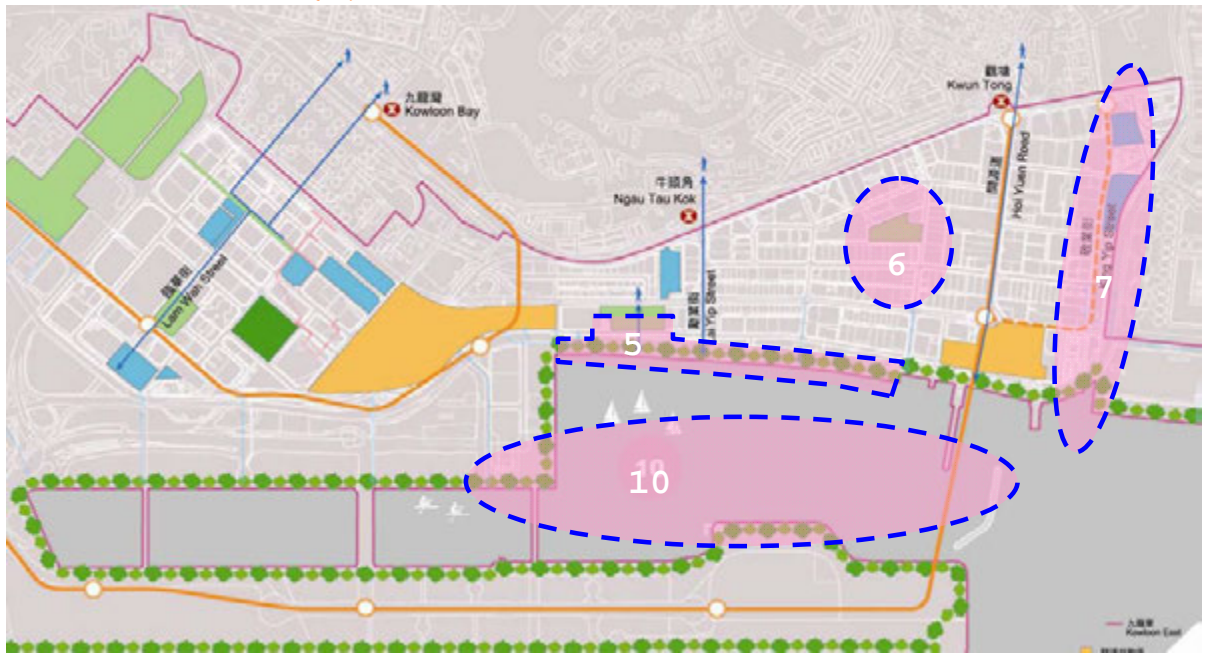
I. 加強整合 Enhance Connectivity



- 任務1. 繼續諮詢市民對環保連接系統的意見
- 任務2. 改善九龍灣的行人暢達度及街道景觀
- 任務3. 改善牛頭角港鐵站的行人暢達度
- 任務4. 改善觀塘港鐵站的行人暢達度
- Task 1. Continue to embrace suggestions regarding Environmentally Friendly Linkage System (EFLS)
- Task 2. Enhance pedestrian connectivity and streetscape in Kowloon Bay
- Task 3. Enhance pedestrian connectivity with Ngau Tau Kok MTR station
- Task 4. Enhance pedestrian connectivity with Kwun Tong MTR station

3

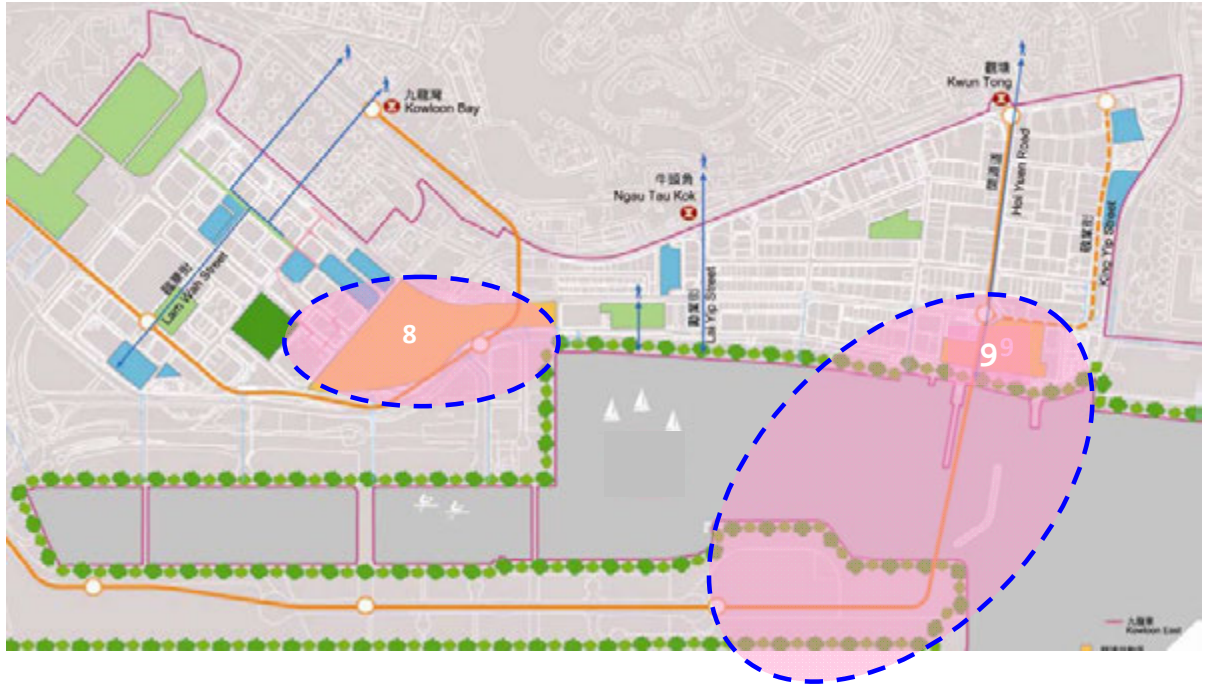
II. 改善環境 Improve Environment



- 任務5. 優化海濱道旁的海濱地區
- 任務6. 優化駿業街遊樂場
- 任務7. 改造敬業街明渠為翠屏河
- 任務10. 海濱地區添活力
- Task 5. Face-lifting of the waterfront along Hoi Bun Road
- Task 6. Face-lifting of Tsun Yip Street Playground
- Task 7. Convert King Yip Street Nullah to Tsui Ping River
- Task 10. Bring vibrancy to the waterfront

4

III. 釋放發展潛力 Release Development Potential



任務8. 釋放行動區1的發展潛力

任務9. 釋放行動區2的發展潛力

Task 8. Release the long-term development potential of Action Area 1

Task 9. Release the long-term development potential of Action Area 2

5

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「商貿區」
(於2012年8月31日完成)

Change all traffic signs from “Industrial Area” to “Business Area” in KE
(completed on 31 Aug 2012)



- 尋找綠化和改善街景的契機，整合政府部門的資源，協助落實有關的工作 (工程進行中)

Identify opportunities for urban greening and streetscape improvement (on-going work in progress)



- 制定具體交通改善措施、行人通道計劃和街道活化計劃 (工程進行中)

Implement measures on traffic improvement, pedestrian linkage provision, street vibrancy (on-going work in progress)



6

「九龍灣商貿區行人環境改善 - 可行性研究」 Kowloon Bay Business Area Pedestrian Environment Improvement – Feasibility Study

- 首階段會率先研究改善現時路面行人設施
Study the **at-grade improvement measures** in the 1st Stage
- 次階段會研究發展行人網絡
Study the **development of pedestrian links**
in the 2nd Stage



開展九龍東工業傳統及公共藝術與城市設計潛力研究 (2012年12月- 2013年底)

Provision of Consultancy Services for Study on Industrial Heritage
of Kowloon East and its Potential for Public Art/Urban Design
(Dec 2012 – end 2013)

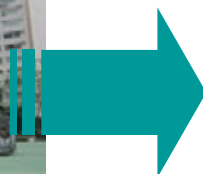


起動駿業街遊樂場

Place-making of Tsun Yip Street Playground

駿業街遊樂場周四嘉年華 (2012年10月25日至2013年1月10日)

Weekly Carnival at Tsun Yip Street Playground (25 Oct 2012 – 10 Jan 2013)



星期四 玩轉駿業街
之 綠生活 | 藝術
Veggie | Arts Jamboree
at Tsun Yip Street
Thursday Market

CONNECTIVITY
BRANDING
DESIGN
DIVERSITY
ENERGIZING
KOWLOON
EAST



Transform Tsun Yip Street Playground into Kwun Tong Industrial Heritage Park



CONNECTIVITY
BRANDING
DESIGN
DIVERSITY
ENERGIZING
KOWLOON
EAST



駿業街遊樂場初步設計方案





觀塘海濱長廊 Kwun Tong Waterfront Promenade



觀塘海濱長廊第一期
Kwun Tong Promenade Phase 1



觀塘海濱長廊第二期
Kwun Tong Promenade Phase 2

- 觀塘海濱長廊第一期已經竣工，而第二期工程將於**2013年第一季動工及約於2014年底竣工**
Kwun Tong Promenade Phase 1 already completed while Phase 2 works to commence in early 2013 for completion around end 2014

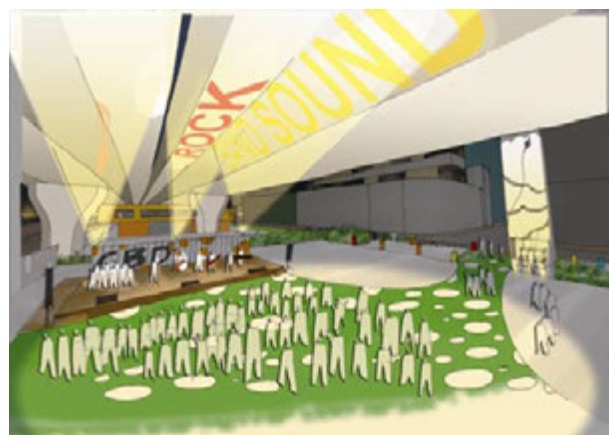
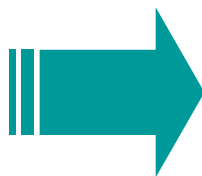
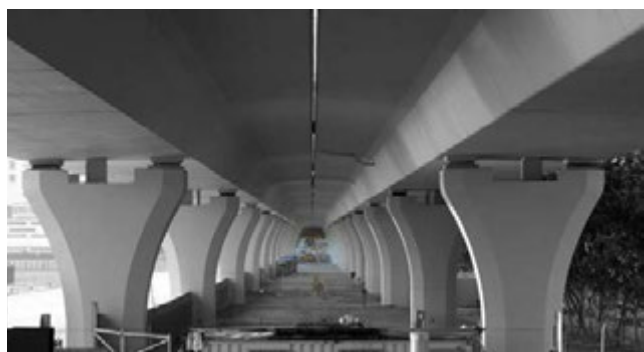


活化天橋底

把觀塘繞道下用地作文化用途

Place-making under flyover

transform idle land to a venue for arts and culture



ENERGIZING
KOWLOON
EAST

公眾參與 Public Engagement

- 分別向各區議會、專業團體、業主等人士諮詢
Engaged with District Councils, professional institutions, land owners, etc.



公眾參與 Public Engagement

- 舉辦不同研討會和論壇，讓市民、發展商及藝術團體提供意見
Held various workshops and forums with public, developers and artists



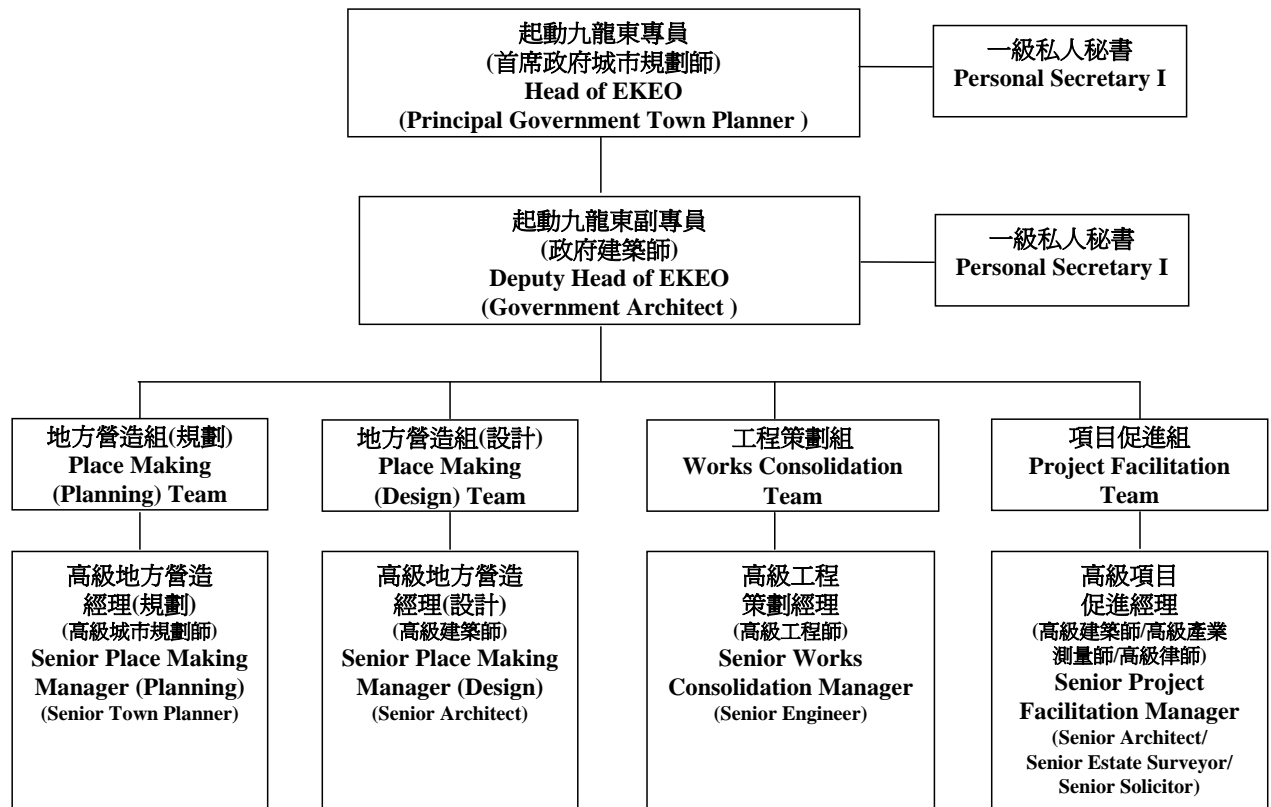
公眾參與 Public Engagement

- 和巴塞隆拿市合辦國際研討會
Co-organised international seminar with the city of Barcelona



起動九龍東辦事處的擬議架構圖

Energizing Kowloon East Office (EKEO)



19

我們相信，如果在九龍東工作的**22萬**員工能認同九龍東是一個方便**步行**的地方，有他們樂於**流連歇息**的公共空間，這個地方便能吸引投資、聚匯人才，並提供無限的機遇和就業，成為香港另一個**具吸引力的核心商業區**

We believe, if the **220,000** workers found Kowloon East a **walkable** area with **stayable** public spaces and **sittable** spots, then we can attract investment, conglomerate people and provide limitless business opportunities, making Kowloon East an **attractive alternative CBD** of Hong Kong

20

多謝! Thank you!

Connectivity

Design

Diversity

Branding

CONNECTIVITY
BRANDING
DESIGN
DIVERSITY
ENERGIZING
KOWLOON
EAST