



# 簡介「起動九龍東」概念總綱計劃

發展局  
九龍東發展辦事處(籌備小組)

2012年5月15日

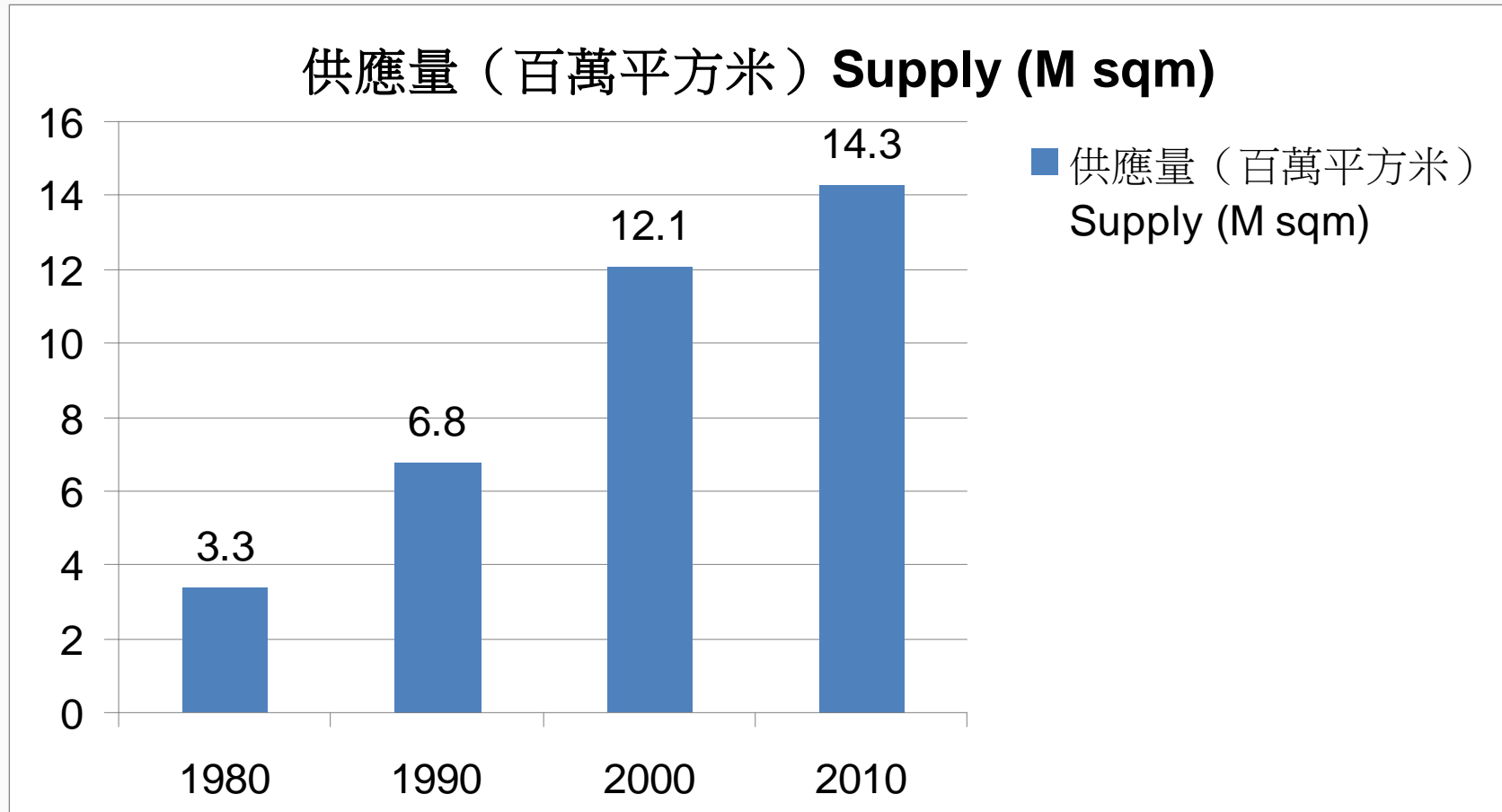
CONNECTIVITY  
BRANDING  
DESIGN  
DIVERSITY

ENERGIZING  
KOWLOON  
EAST



# 香港寫字樓發展

## Office Development in Hong Kong



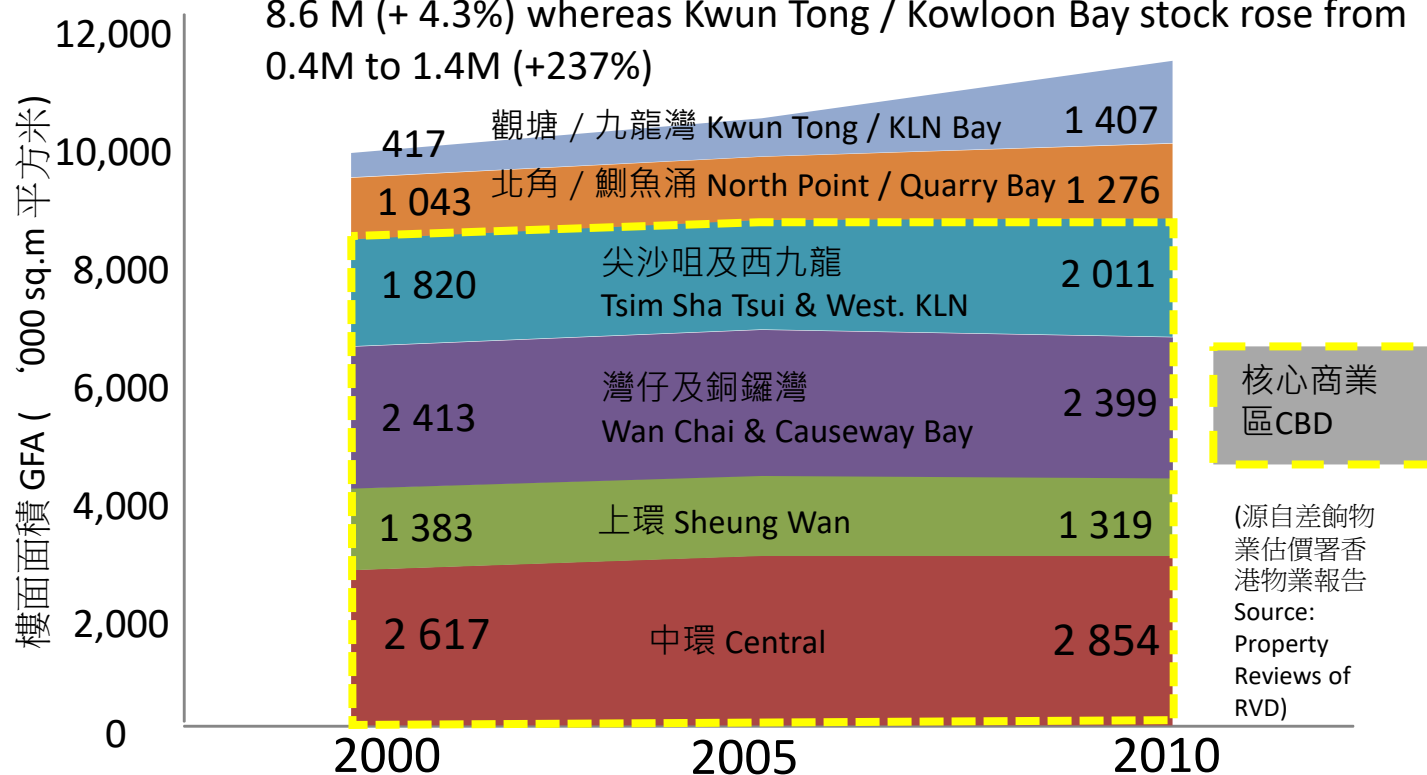
(源自差餉物業估價署香港物業報告 Source: Property Reviews of RVD)

# 香港寫字樓發展 (續)

## Office Development in Hong Kong (Cont'd)

過去10年（2000至2010年）核心商業區供應由820萬平方米升至860萬平方米(4.3%)，其間觀塘及九龍灣升幅達237%。

In the past 10 years (2000 to 2010), CBD stock rose from 8.2 M to 8.6 M (+ 4.3%) whereas Kwun Tong / Kowloon Bay stock rose from 0.4M to 1.4M (+237%)



# 與內地經濟緊密合作

## Closer Economic Partnership with Mainland

- 隨著國家「十二五」規劃支持香港鞏固其作為國際金融、貿易、航運中心的地位，並發展成為國際資產管理和離岸人民幣業務中心。

The National 12th Five-Year Plan supports Hong Kong's position as international financial, trade and shipping centre, and offshore RMB business centre.

- 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。

To sustain Hong Kong's position and longer term development, a steady and adequate supply of quality office space is pivotal.



# 增加寫字樓供應

## Increase Office Supply

「為提升競爭力，我們必須維持穩定及足夠的甲級寫字樓供應，並更積極地進行土地用途規劃、城市設計和地區改善，以及提供更便捷的交通網絡，發展新的優質辦公室羣。」

“To enhance our competitiveness, we must maintain a steady and adequate supply of Grade A offices, and strive to develop new high-grade office clusters through land use planning, urban design, area improvement and the provision of better transport networks.”

(摘錄自財政司司長二零一一至一二年《財政預算案》  
extracted from the Financial Secretary's 2011-12 Budget Speech))



# 起動九龍東 Energizing Kowloon East

「香港的傳統核心商業區已無法滿足經濟增長對寫字樓的需求，我們必須開拓另一個核心商業區 — 九龍東。」

“Hong Kong's traditional core business districts can no longer satisfy the growing demand for office space. We must develop another core business district — East Kowloon.”

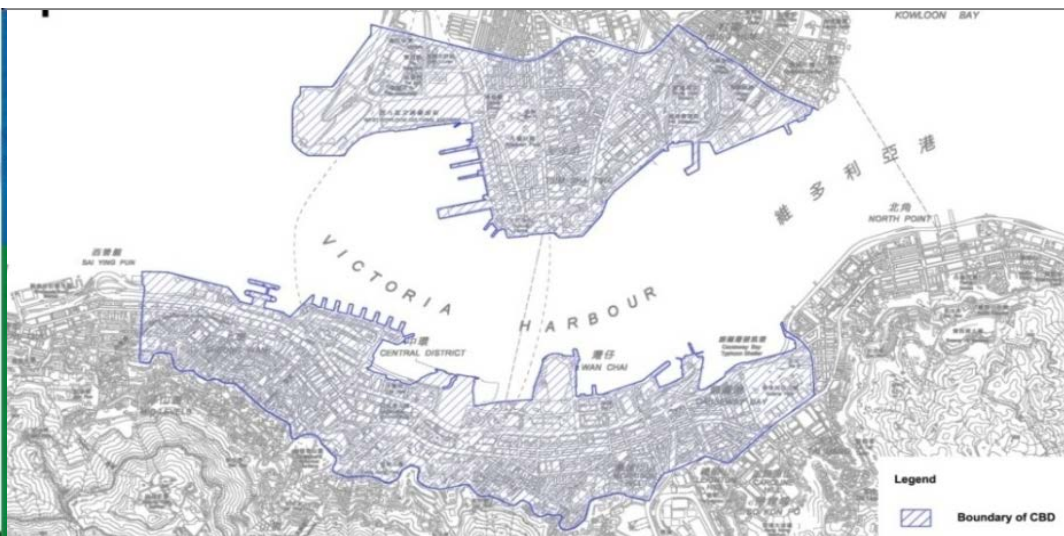
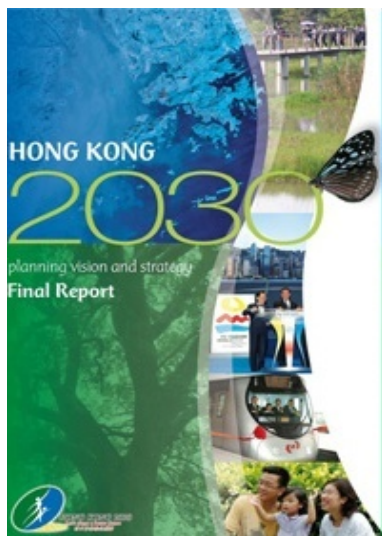
(摘錄自行政長官二零一一至一二年《施政報告》  
extracted from the Chief Executive's 2011-12 Policy Address)



# 香港2030研究：辦公室發展策略

## HK2030 Study: Office Development Strategy

- 鞏固核心商業區  
Consolidation of CBD
- 政府辦公室遷離核心商業區  
Relocation of government offices away from CBD
- 在核心商業區外發展辦公室樞紐  
Development of new office nodes outside CBD



# 已採取的政策措施

## Policy initiatives adopted

- 城規會自**2001**年起把合適工業地區改劃為「商貿」地帶，促進轉型  
“OU(Business)” zoning introduced by Town Planning Board since 2001 to facilitate transformation of industrial sites
- 自**2010**年**4**月推出的鼓勵活化工廈措施  
Measures to incentivize revitalization of industrial buildings introduced since April 2010
- 主動出售商業/商貿用地  
Initiate sale of commercial/ business sites



# 九龍東的發展潛力

## Development Potential of Kowloon East

九龍東(啟德發展區、觀塘和九龍灣商貿區)

Kowloon East (Kai Tak Development Area, Kwun Tong and Kowloon Bay Business Areas)



# 啟德發展的機遇

## Opportunity of Kai Tak Development

- 發展啟德成為一個維港畔富有特色、朝氣蓬勃、優美動人及與民共享的社區

Developing Kai Tak into a distinguished, vibrant, attractive and people-orientated community by the Victoria Harbour

- 住用樓面面積:約 **2** 百萬平方米

Domestic GFA : about 2 million sq m

- 非住用樓面面積:約 **2** 百萬平方米

Non-domestic GFA: about 2 million sq m

- 住宅單位數目: **33 200** 個

Number of Flats: 33 200

- 人口: **89 800**

Population: 89 800

- 休憩用地: 約 **100** 公頃

Open Space: about 100 ha

- 首階段預計於 **2013** 年完成

First phase development to be completed in 2013



# 觀塘及九龍灣活化工廈的進展

## Revitalization of Industrial Buildings in Kwun Tong and Kowloon Bay

- 觀塘及九龍灣有**68**公頃「其他指定用途」註明「商貿」地帶，於該地帶內的辦公室總樓面面積由**2000**年的**40**萬平方米升至**2010**年的**140**萬平方米。

There are 68 ha “OU(B)” zone in KT and KB. Office GFA within “OU(B)” zone tripled from 0.4 M m<sup>2</sup> in 2000 to 1.4 M m<sup>2</sup> in 2010.

- 截至**2012**年**3**月，地政總署已根據活化工廈措施，批出**21**宗位於觀塘及九龍灣的工廈整幢改裝或重建申請。這些工廈改裝或重建後的主要新用途包括辦公室、食肆、零售和服務行業，以及酒店。

By end March 2012, the Lands Department had approved under the revitalisation measures 21 applications for wholesale conversion or redevelopment of industrial buildings in Kwun Tong and Kowloon Bay. The major proposed new uses for the converted or redeveloped buildings include office, eating place, shops and services, and hotel.

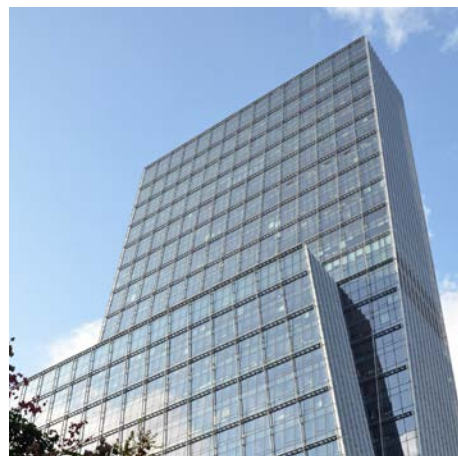


# 率先在九龍東發展的辦公室

## First-mover of private development in Kowloon East

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。

With first-mover initiatives of some private developers, high grade office buildings and retail centres are emerging in Kowloon East. About 1.4 M m<sup>2</sup> office space have been completed.



# 九龍東商業機構的統計調查

## Survey on Business Establishments in Kowloon East

調查顯示：

The survey shows that:

- 約**80%**的商業機構位於工業大廈，但用作辦公室或辦公室相關的用途。  
A majority (about 80%) of the business establishment are still located in industrial building but performing mainly office/office-related functions.
- 約**80%**位於工業大廈的商業機構在開始業務時已位於九龍東，但位於辦公室樓宇的，則有約**60%**為新成立的機構，包括約**24%**由商業核心區搬遷過來。  
About 80% of the establishments in industrial buildings have been located in Kowloon East since setting up their business, about 60% of those in office buildings are new establishments, whilst about 24% were relocated from CBD.
- 如果將來一定要搬遷，有超過**90%**的商業機構意願留在九龍東。  
Over 90% of the establishments preferred to stay in Kowloon East even if they were to move in the future.



起energizing動

Kowloon East  
九龍東



CBD<sup>2</sup>

Design 設計

Connectivity 連繫

Diversity 多元化

Branding 品牌



ENERGIZING  
KOWLOON  
EAST

# 概念大綱圖

## Conceptual Master Plan

Connectivity 連繫

Branding 品牌

Design 設計

Diversity 多元化

CBD<sup>2</sup>



# 促進連繫

## Improve connectivity

- 便捷區內外連繫  
Convenient inter- and intra-district connector
- 連繫啓德商業/商貿發展區，擬議的兩個行動區及九龍東商業區  
Link up Kai Tak Commercial/Business developments with two proposed Action Areas and Kowloon East CBD
- 經現有地鐵線及沙田至中環線連繫其他商貿區  
Link up with other CBDs through existing MTR line and the Shatin-to-Central Link
- 連繫主要旅遊景點/休憩用地，可產生協同效應  
Link up major tourism attractions/open spaces and generate synergy effect
- 當局已於**2012年2月**就單軌列車系統及其他環保連接系統方案諮詢公眾  
Consultation on the proposed monorail system and other EFLS options was commenced in Feb 2012

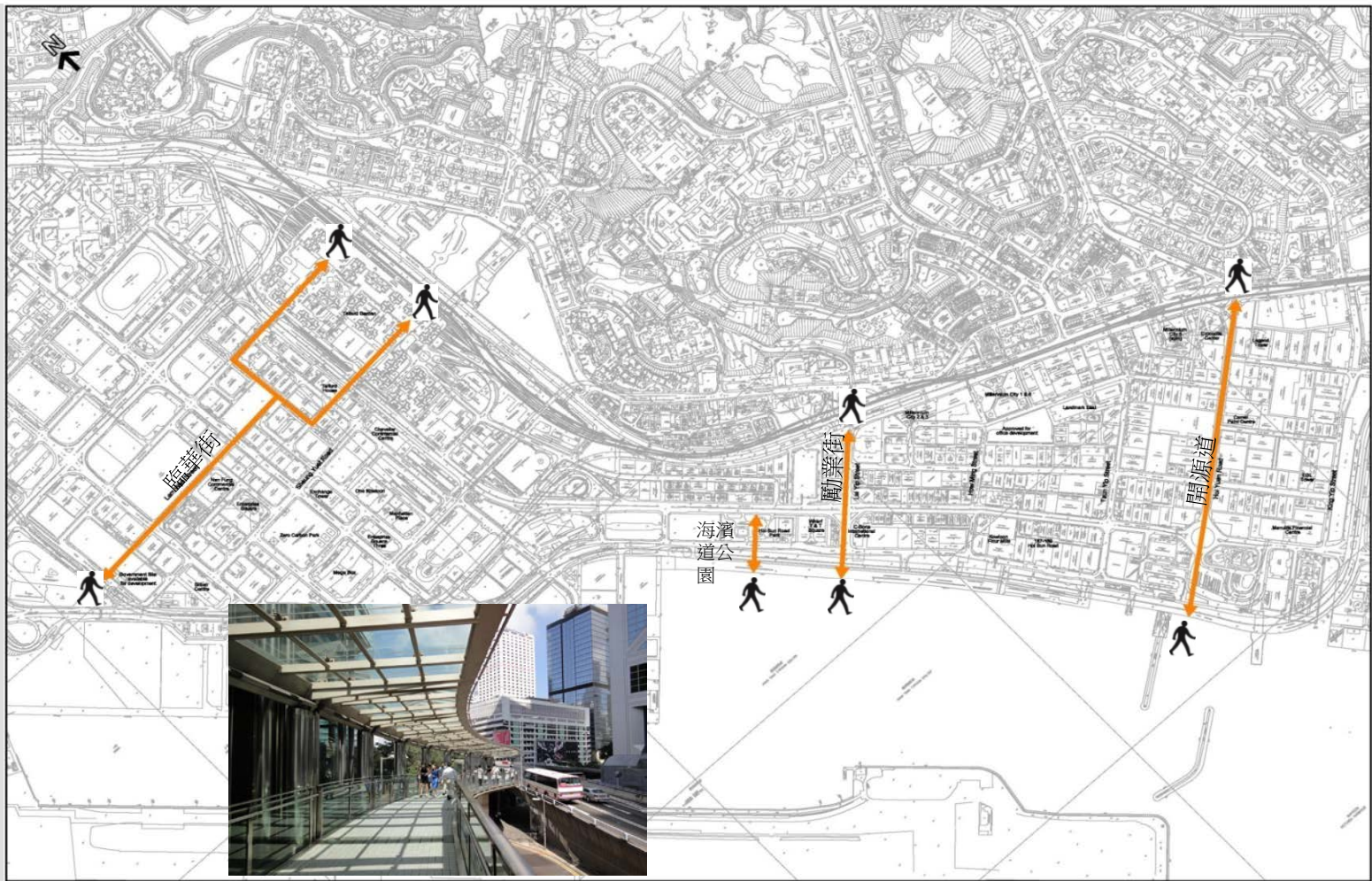


# 促進連繫 (續)

## Improve connectivity (Cont'd)

研究改善行人連接系統

Examining improved/enhanced pedestrian connections

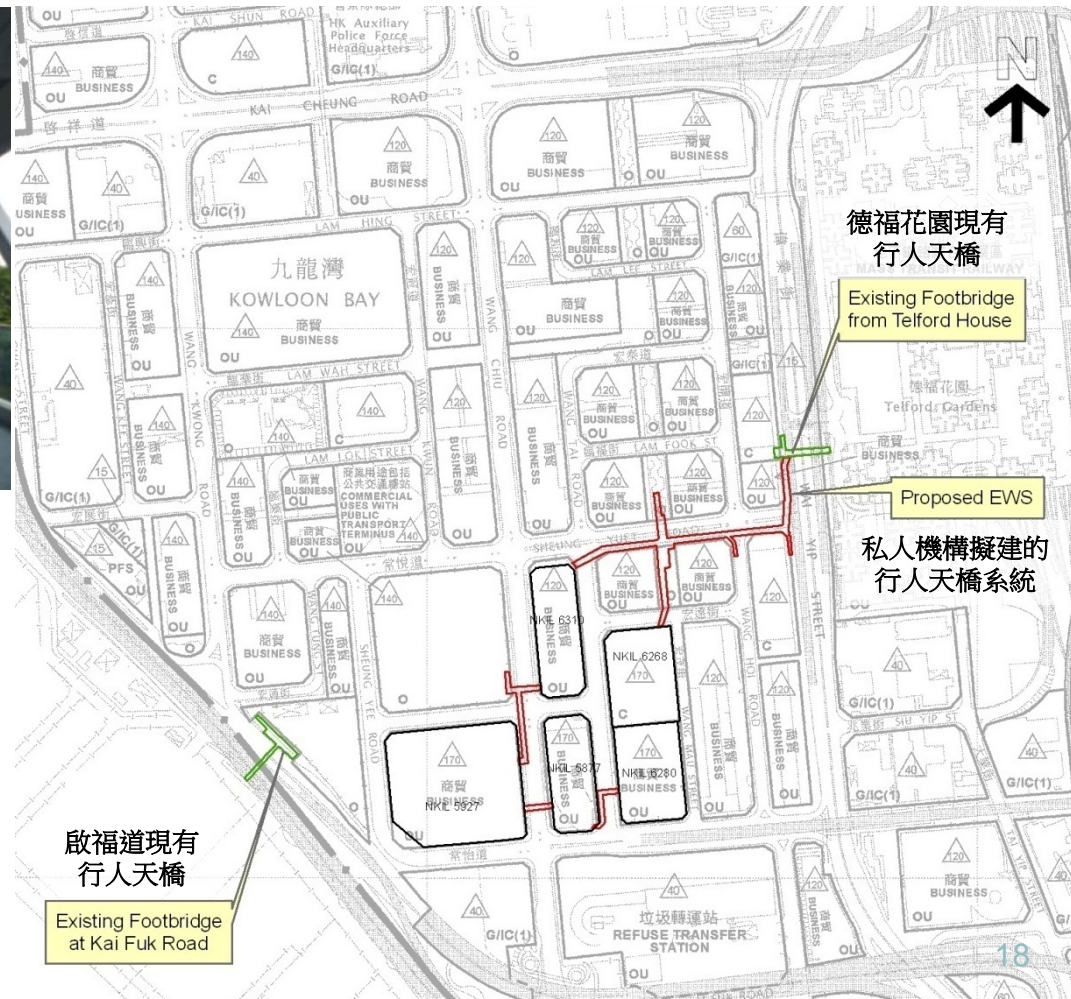


# 促進連繫 (續)

## Improve connectivity (Cont'd)

鼓勵及協助私人機構提出的發展方案

Encourage and facilitate private sector initiative



# 推展設計與品牌

## Promote design and branding

- 優化街道景觀及綠化設施  
Enhance streetscape and greening through urban design
- 提升現有休憩空間  
Upgrade existing open space

— 九龍東  
Kowloon East

□ 現有公共空間  
existing open spaces



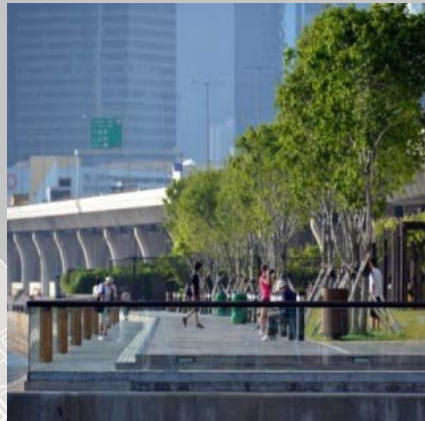
# 推展設計與品牌 (續)

## Promote design and branding (Cont'd)

- 發展長約十一公里的海濱長廊  
Develop a 11 km continuous promenade

— 九龍東  
Kowloon East

● 11公里海濱長廊  
11 km promenade



# 推展設計與品牌 (續)

## Promote design and branding (Cont'd)

- 設立一座零碳排放建築物及休憩空間於九龍灣的建造業議會訓練場地前址  
Establish a zero carbon emission building and open space at former CIC Training Ground at Kowloon Bay

— 九龍東  
Kowloon East

■ 零碳排放的建築物及休憩空間  
zero carbon building and open space



# 推廣多元化用途

## Encourage diversity of land use

- 觀塘避風塘可設水上運動/船舶設  
Marina / water sports activities at Kwun Tong Typhoon Shelter

— 九龍東  
Kowloon East

水上運動 / 船舶設施  
water sports / marina facilities



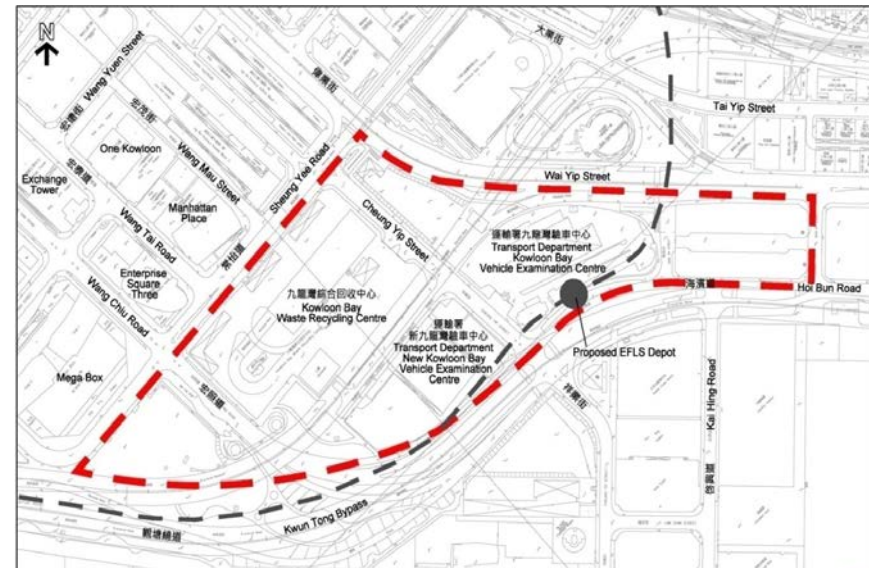
# 行動區1 — 海濱道重建地盤

## Action Area 1 – Hoi Bun Road

### Redevelopment site

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。

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.

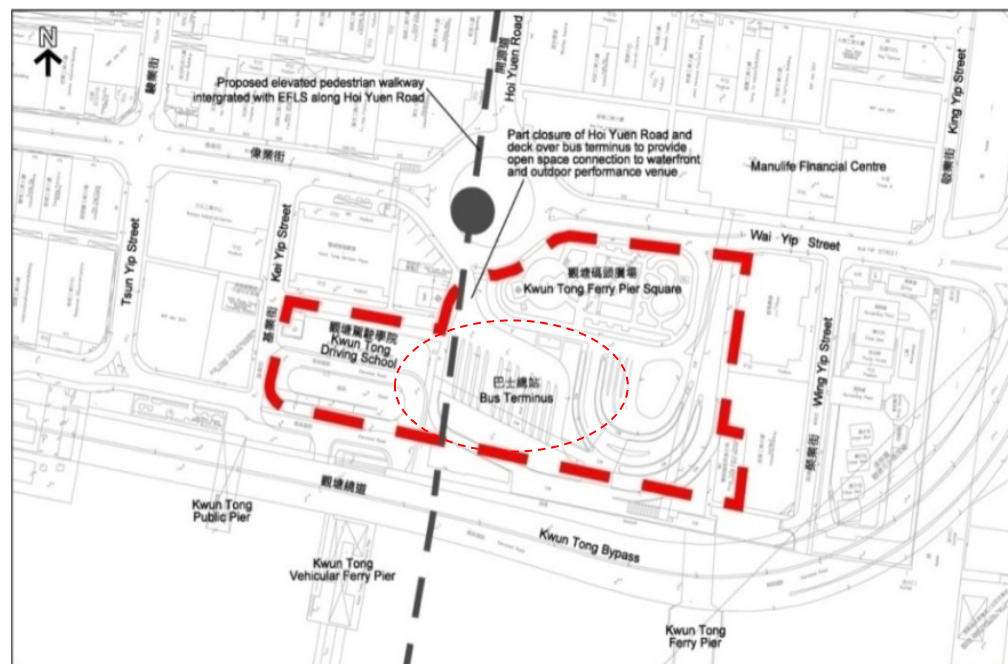


# 行動區2 — 觀塘渡輪碼頭海旁發展地盤

## Action Area 2 – Kwun Tong Ferry Pier Waterfront Development site

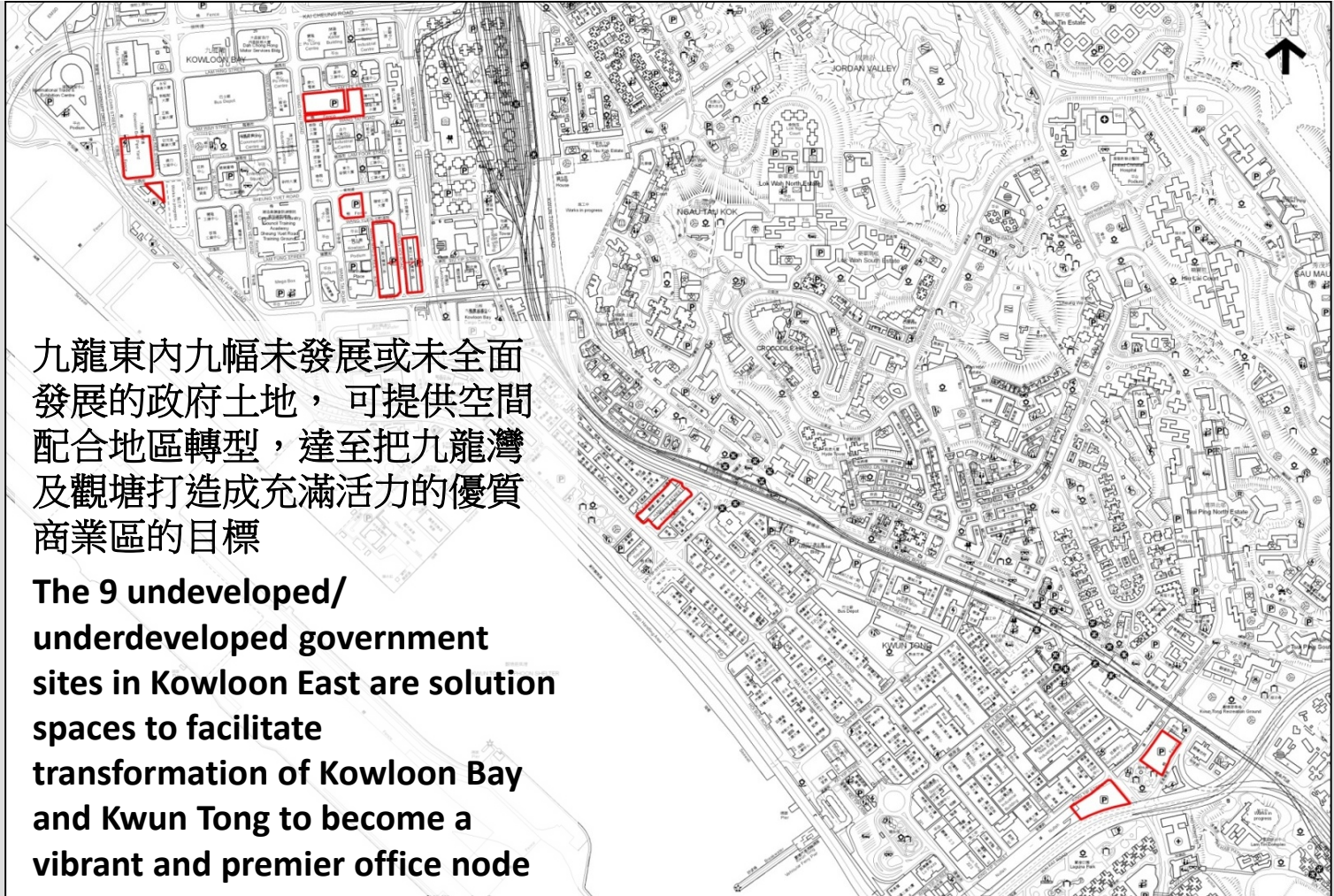
我們建議為巴士總站加設上蓋，以闢設公共休憩空間及戶外表演場地。發展項目內將設有擬議環保連接系統的車站，以加強連繫。

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.



# 其他政府土地

## Other government sites



九龍東內九幅未發展或未全面發展的政府土地，可提供空間配合地區轉型，達至把九龍灣及觀塘打造成充滿活力的優質商業區的目標

**The 9 undeveloped/  
underdeveloped government  
sites in Kowloon East are solution  
spaces to facilitate  
transformation of Kowloon Bay  
and Kwun Tong to become a  
vibrant and premier office node**

# 面對的挑戰 Challenge

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。

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.



# 落實工作 Implementation



我們建議在發展局成立新的起動九龍東辦事處，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。

A new multi-disciplinary Energizing Kowloon East Office (EKEO) is proposed to be set up in Development Bureau to steer and monitor this highly strategic and significant development for Hong Kong.

# 落實工作<sup>(續)</sup>

## Implementation (Cont'd)

起動九龍東辦事處的臨時寫字樓將位處海濱道觀塘繞道高架行車天橋下，並包括一所資訊中心，其位置毗鄰啟德發展區、九龍灣及觀塘。

The site office of EKEO including an information kiosk will be set up underneath the Kwun Tong Bypass at Hoi Bun Road, which is at close proximity to KTD, Kowloon Bay and Kwun Tong.



# 起動九龍東工作坊 Energizing Kowloon East Public Workshop

5.5.2012

起動九龍東 人車路暢通  
活動多元化 歡樂在其中



謝謝!  
Thank you!

Connectivity

Branding

Design

Diversity