

正動 INEEER

起

G 龍 IZ

ENERGIZING
KOWLOON EAST

2012-2016+

九 ING 東



PLAC

概念總綱計劃
CONCEPTUAL
MASTER PLAN

2

1

發現九龍東
DISCOVERING
KOWLOON
EAST

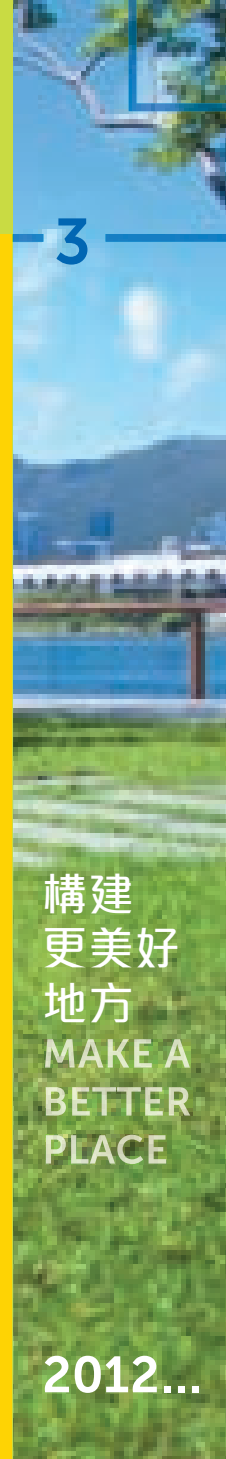
past
present
future

構建
更美好
地方
MAKE A
BETTER
PLACE

2012...

2016...

智慧城市
SMART
CITY



3

4



活力展現
vitality







— — —
文化轉「型」
culture

——
繼往開來
legacy







— — — —
共創願景
vision



發展第二個核心商業區
CBD2 DEVELOPMENT



香港是亞太區的主要金融和商業中心，對寫字樓需求甚殷，惟近年出現求過於供的情況。為了充分把握中國內地發展的機遇，並鞏固香港國際金融中心地位，維持穩定而充足的優質寫字樓供應至為關鍵。

Hong Kong is the financial and commercial hub of the Asia-Pacific region. The demand for office space has always been high. In recent years, there is a shortage of office floor space. To capitalise on the business opportunities of the fast-growing Mainland and to sustain Hong Kong's position as an international financial centre, a steady and adequate supply of quality office space is pivotal.





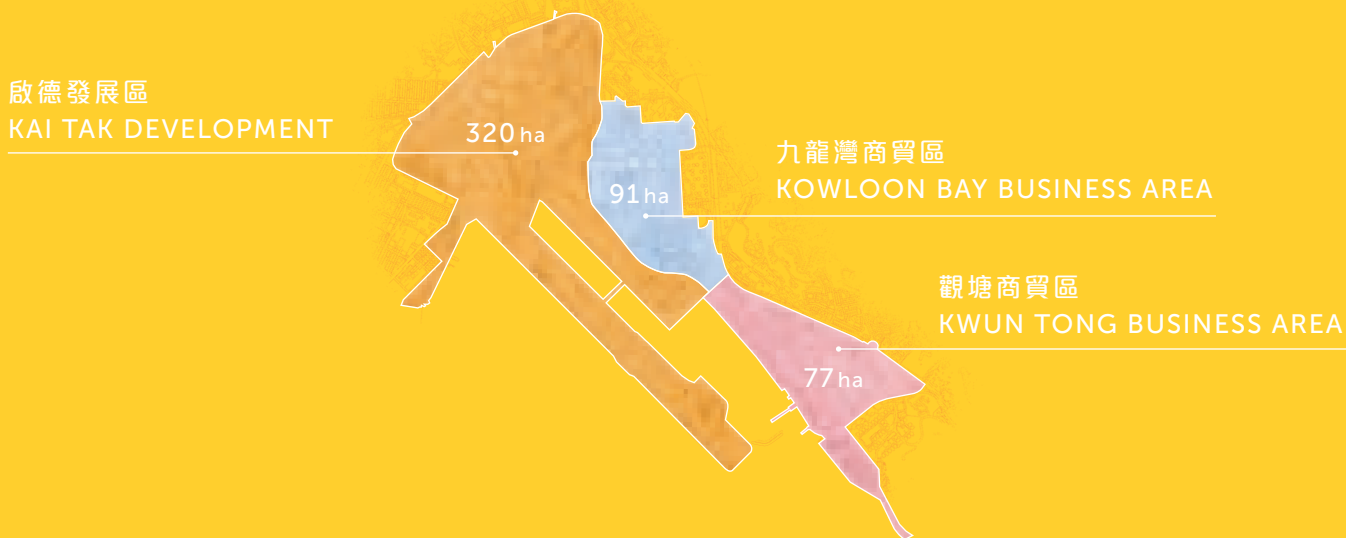
起飛行動 Kowloon East Office
九龍東辦事處

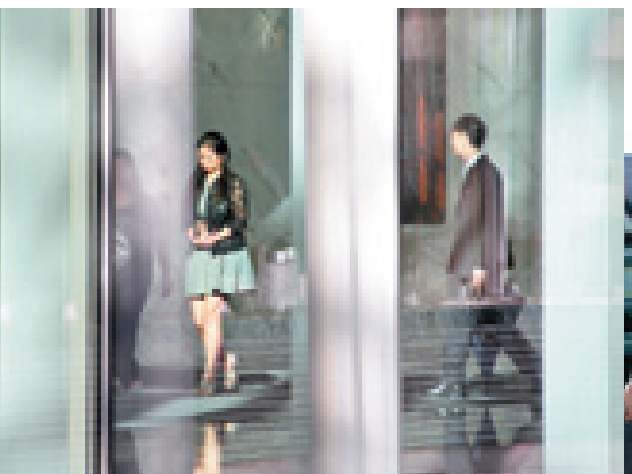
GED

起動九龍東辦事處成立
EKEO'S ESTABLISHMENT

2011/12年的《施政報告》宣布政府會採用富遠見、協調的綜合模式，加快把九龍東（包括啟德發展區、觀塘和九龍灣商貿區）轉型為香港另一個核心商業區，以支持長遠的經濟發展。起動九龍東辦事處遂於2012年6月成立。

In the 2011-12 Policy Address, it was announced that the Government would adopt a visionary, coordinated and integrated approach to transform Kowloon East (comprising the Kai Tak Development, Kwun Tong and Kowloon Bay Business Areas) into another Core Business District (CBD) to sustain Hong Kong's economic development. As a result, the Energizing Kowloon East Office was formed in June 2012.





以人為本

people-oriented

概念總綱計劃
CONCEPTUAL
MASTER PLAN

2

展現了九龍東的轉型過程。
Capturing the transformation
process in Kowloon East.

3

4

智慧城市
SMART
CITY

CONNECTIVITY 連繫

DESIGN 設計

DIVERSITY 多元化

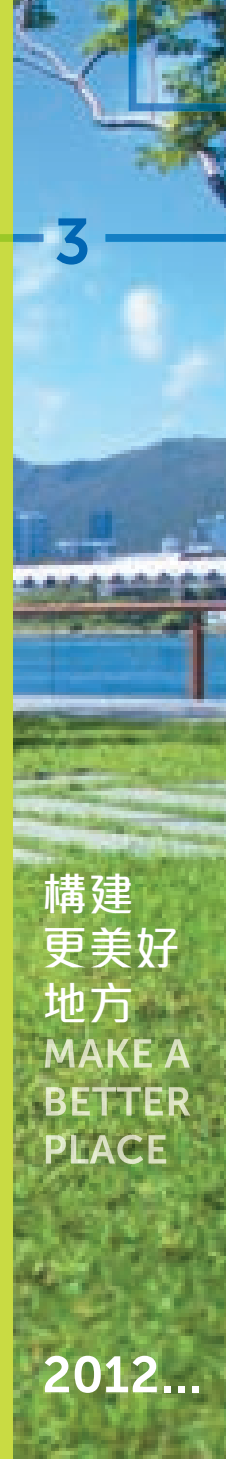
BRANDING 品牌

構建
更美好
地方
MAKE A
BETTER
PLACE

2012...

2016...

VE



發布九龍東首份概念總綱計劃，並以改善連繫、品牌、設計和多元化為策略重點。

The first Energizing Kowloon East Conceptual Master Plan (CMP) was announced. The CBD² strategy focuses on enhancing **C**onnectivity, **B**randing, **D**esign and **D**iversity.

1.0

10/2011

2.0

06/2012

第二版本在加強連繫、改善環境及加快釋放發展潛力三個範疇上提出十項任務。

CMP 2.0 formulated ten main tasks aiming at enhancing connectivity, improving the environment and releasing development potential.

3.0

06/2013

第三版本道出飛躍啟德、創意文化藝術、綠色建築及工業文化傳承為新的機遇。

CMP 3.0 identified Kai Tak Fantasy; Creativity, Art and Culture; Green Buildings; and Industrial Culture and Heritage as new opportunities.

4.0

01/2015

第四版本提出了5個主題：易行九龍東、綠色核心商業區、智慧城市、飛躍啟德及創造精神。

CMP 4.0 was released with five focuses, namely "Walkable" Kowloon East, Green CBD, Smart City, Kai Tak Fantasy and The Spirit of Creation.

第五版本以智慧、創新和可持續發展為主軸，於延續九龍東的「創造精神」的同時，繼續加強連繫和改善環境，推行多項以人為本的措施，締造一個智慧型的綠色核心商業區。

The CMP 5.0 spins around the concept of smart, innovative and sustainable development. We will continue to enhance connectivity and improve the environment, whilst promoting the "Spirit of Creation" of Kowloon East through various people-centric projects. Our goal is to shape Kowloon East into a smart and green CBD.

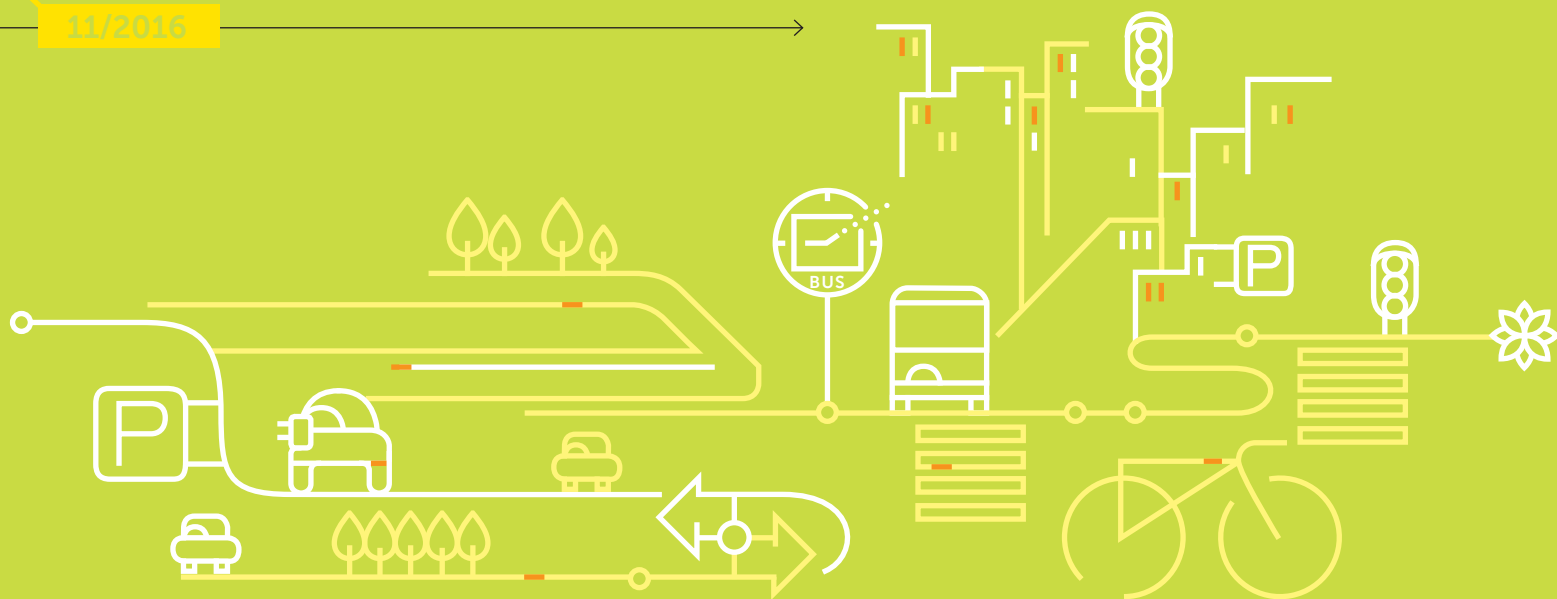
5.0

11/2016

智慧 SMART

創新 INNOVATIVE

持續 SUSTAINABLE



展開詳細可行性研究
Commence detailed feasibility study

完成初步可行性研究及公眾諮詢
Preliminary feasibility study and public consultation completed

完成技術可行性研究，包括擴展行人隧道網絡和簡化行人過路走線
Technical feasibility study completed, which includes extending pedestrian subway network and simplifying pedestrian crossing alignment

加強港鐵牛頭角站與觀塘商貿區至海濱的暢達度
Strengthen the accessibility from MTR Ngau Tau Kok Station to Kwun Tong Business Area and towards the waterfront

完成部分路面交通及行人設施改善方案
Some at-grade traffic and pedestrian facility improvement proposals completed

評估各種環保公共交通模式，以制訂一個綜合多模式連接系統
Formulate an integrated multi-modal linkage system by evaluating various green public transport modes

環保連接系統 Environmentally Friendly Linkage System



牛頭角連繫 Connectivity in Ngau Tau Kok



10 大任
MAIN T

項目發展進程
THE PROGRESSION OF TASKS



九龍灣連繫 Connectivity in Kowloon Bay

完成九龍灣商貿區行人環境改善的可行性研究
Feasibility study for the Kowloon Bay Business Area pedestrian environment improvement completed

鼓勵私人業主興建行人天橋或隧道
Encourage landowners to construct footbridges and subways

進行港鐵九龍灣站旁加建行人天橋的初步設計
Undertake preliminary design for the additional footbridge adjacent to MTR Kowloon Bay Station



觀塘連繫 Connectivity in Kwun Tong

進行促進觀塘商貿區轉型的可行性研究
Carry out the feasibility study for transformation of Kwun Tong Business Area

把後巷融入行人網絡中
Integrate back alleys into the pedestrian network

規劃行人及交通環境改善的框架
Develop an overall pedestrian and traffic environment improvement framework



「創造精神」 融入城市設計 The "Spirit of Creation" in Urban Design

將「創造精神」融入駿業街遊樂場
Capture the "Spirit of Creation" Street Playground Improvement V

改善九龍東公共休憩空間設計，加入「創造精神」元素
Improve the design of the public open space in Kowloon East by incorporating "Spirit of Creation" elements

Further im
and on the de

起動綠色
Energizing Hoi B
Green Op

進一步改善海濱道環境及海濱道公園設計，以加強連繫
 Improvements to Hoi Bun Road design of Hoi Bun Road Park to enhance connectivity

海濱道計劃 Hoi Bun Road – Operation

5



任務
TASKS



樂場改善工程
in Tsun Yip Works

es in
ion?

● 重整海濱道一帶的基礎設施
Restructuring infrastructure along Hoi Bun Road

● 把觀塘繞道下的空置用地變作創意、文化及藝術用途
Transform vacant sites beneath Kwun Tong Bypass for creativity, arts and cultural uses

● 釋放發展潛力，落實公共休憩空間，配合「飛躍啟德」計劃
Release development potential and implement public open space to complement the Kai Tak Fantasy project

● 為觀塘行動區及啟德跑道末端的發展進行研究或檢討
Carry out study or review for the developments at Kwun Tong Action Area and at Kai Tak Runway Tip

觀塘行動區及啟德跑道末端 Kwun Tong Action Area & Kai Tak Runway Tip



9



10

活力海濱 Vibrant Waterfront



翠屏河及公園 Tsui Ping River & Garden

● 推行環境、生態和園景美化計劃，將敬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

● 改善「飛躍啟德」範圍內設施，包括跑道公園碼頭，推動親水文化
Enhance the facilities in the Kai Tak Fantasy area, including the Runway Park Pier, for promoting water-friendly culture

九龍灣行動區 Kowloon Bay Action Area

● 為重置驗車中心尋覓適合地點
Identify reprovisioning site for Vehicle Examination Centres

● 重置成業街休憩處為翠屏河公園
Reprovide Shing Yip Street Rest Garden as Tsui Ping River Garden

● 進行九龍灣行動區發展規劃及工程可行性研究
Undertake the planning and engineering feasibility study for the development at Kowloon Bay Action Area

● 規劃綠色、智慧及可持續發展的商業樞紐
Plan for a green, smart and sustainable commercial hub



MAKE A BETTER PLACE



2 加強連繫
ENHANCE
CONNECTIVITY



16 改善環境
IMPROVE THE
ENVIRONMENT



32 釋放發展潛力
UNLEASH DEVELOPMENT
POTENTIAL

構建
更美好
地方
MAKE A
BETTER
PLACE

2012...

2016...

4

3



加強連繫

ENHANCE CONNECTIVITY

締造易行暢達環境，串連人和活動。

Creating an environment that is “walkable” and also accessible by vehicular traffic to link up people and activities.



繁

busy roads



The sustainability concept of "walkability" is advocated to improve connectivity and enhance the pedestrian environment. We develop the concept of "walkable" Kowloon East comprehensively in the Kowloon Bay and Kwun Tong Business Areas through various measures.

我們提倡「易行城市」的可持續環保概念，以不同措施加強連繫和改善行人環境，全面地在九龍灣及觀塘商貿區推展「易行」九龍東的概念。



1

策略性運輸網絡

Strategic Transport Network



港鐵觀塘線
MTR Kwun Tong Line

港鐵沙田至中環線 (施工中)
MTR Shatin to Central Link
(Under Construction)

初步建議的環保連接系統走線
(正在詳細可行性研究中檢視)
Preliminarily Proposed
EFLS Alignments
(Under Review in Detailed
Feasibility Study)

中九龍幹線 (已落實)
Central Kowloon Route
(Committed)

T2主幹路 (規劃中)
Trunk Road T2
(Under Planning)

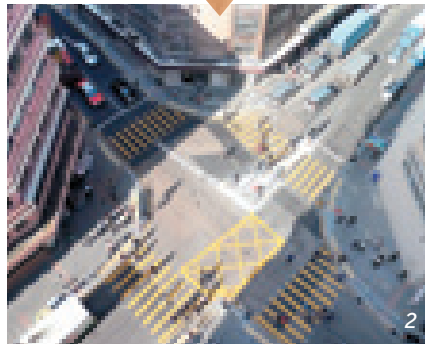
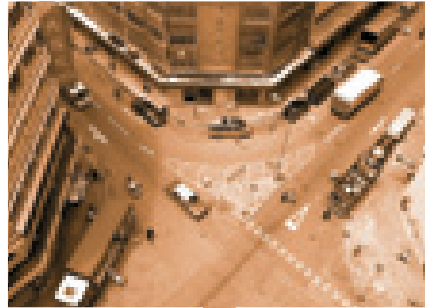
將軍澳 — 藍田隧道 (施工中)
Tseung Kwan O - Lam Tin
Tunnel (Under Construction)

九龍東享有策略性運輸網絡連繫至全港各區。政府正推展各項交通基建包括施工中的港鐵沙田至中環線及將軍澳 — 藍田隧道、已落實發展的中九龍幹線、規劃中的T2主幹路和正詳細研究可行性的環保連接系統。政府亦正研究啟德發展區單車網絡的可行性。這些鐵路及跨區道路網絡將可加強九龍東的連接性。

Kowloon East enjoys a strategic transport network with linkages to various districts in Hong Kong. The Government is taking forward various transport infrastructures, including MTR Shatin to Central Link and Tseung Kwan O - Lam Tin Tunnel which are under construction, the committed Central Kowloon Route, Trunk Road T2 under planning and the Environmentally Friendly

Linkage System (EFLS) under detailed feasibility study. The Government is also conducting a feasibility study on the cycling network in Kai Tak Development Area. These railway and inter-district road networks will strengthen the connectivity of Kowloon East.





- 1 開源道
Hoi Yuen Road
- 2 鴻圖道 / 巧明街交界
Hung To Road/
How Ming Street junction
- 3 巧明街 / 創業街 / 巧明里交界
How Ming Street/Chong Yip
Street/How Ming Lane junction
- 4 駿業街遊樂場外圍行人路
Pedestrian footpath outside
Tsun Yip Street Playground

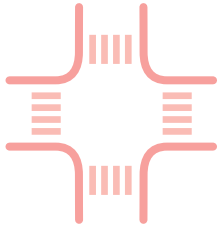


2 快見成效的改善 Quick Wins

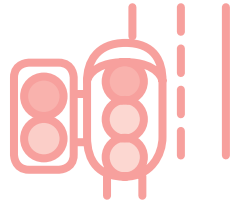
我們積極推展「易行」九龍東的概念，目標是為市民提供一個優質的步行環境，鼓勵多步行的健康生活模式。截至2016年10月底，我們完成了共48項交通和行人改善方案，並會推展33項進一步改善方案。我們亦檢討了燈控路口的燈號時間，並作出調整。

To encourage a healthy lifestyle, we actively promote the concept of "Walkable" Kowloon East, and foster a quality walking environment. Up to October 2016, we have completed 48 traffic and pedestrian improvement schemes and will further implement 33 improvement schemes. After review, we have also implemented improvement on the traffic signal timing at road junctions.

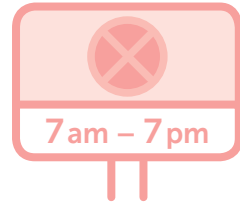




路口改善
Improvement
of crossings



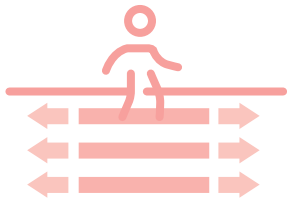
加設交通燈號
Installation of
traffic lights



管理路旁活動
Management of
kerbside activities

81

行人及交通環境改善方案 PEDESTRIAN & TRAFFIC ENVIRONMENT IMPROVEMENT SCHEMES



擴闊行人過路處
Widening of
pedestrian crossings



加設上落貨區
Provision of loading/
unloading bays



改善道路指示牌
Improvement
of signage



危險品汽車 渡輪碼頭 Dangerous Goods Vehicular Ferry Pier

在碼頭內開闢行人通道，讓行人在車輛進出渡輪以外的時候使用，令海濱更暢達。

To improve accessibility along the waterfront, a footpath has been provided through the ferry pier for pedestrians' use.



跑道公園碼頭 Runway Park Pier

翻新及開放位於前機場跑道消防局旁的碼頭給公眾使用，開拓水路交通，加強連繫。

Refurbish the pier by the ex-fire station at the Runway Tip and open it to public access to enhance connectivity.



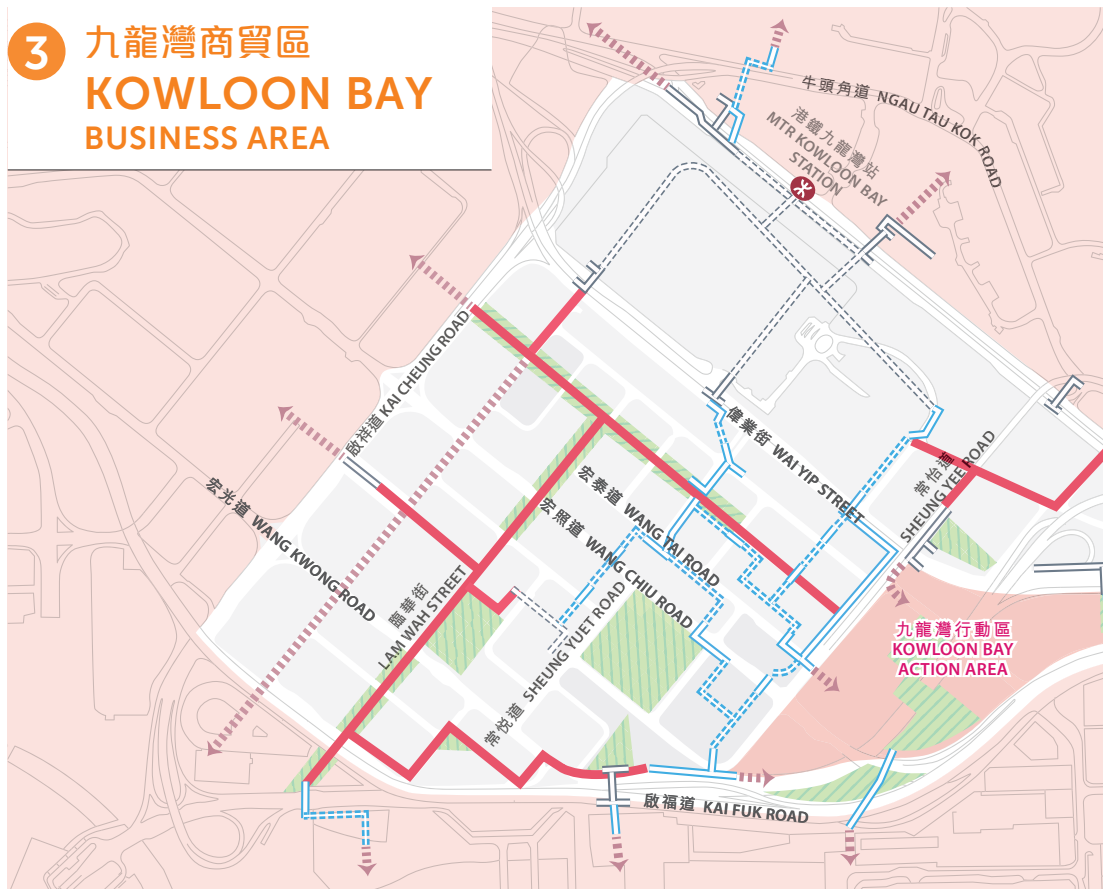
綜合行人網絡 Comprehensive Pedestrian Networks

2012 - 2016+

2016年8月，我們完成了「九龍灣商貿區行人環境改善可行性研究」。這項研究提出整體行人和交通環境改善建議，包括七組連接路線、十項行人設施及七項交通路口改善方案，加強連繫九龍灣商貿區的東西南北及啟德發展區，構建出一個完整的行人連接網絡。

The Kowloon Bay Business Area (KBBA) Pedestrian Environment Improvement Feasibility Study was completed in August 2016. The study makes holistic recommendations to improve the pedestrian and traffic environment. Features include seven sets of pedestrian links, ten pedestrian and seven road junction improvement proposals. We hope to build a comprehensive pedestrian network to enhance the connectivity between KBBA and the Kai Tak Development Area.

3 九龍灣商貿區 KOWLOON BAY BUSINESS AREA



擬建主要走廊
Proposed major corridors

現有行人天橋 / 行人隧道
Existing footbridges / subways

現有貫通大廈的行人通道
Existing passageways through buildings

擬建行人天橋 / 行人隧道
Proposed footbridges / subways

擬建貫通大廈的行人通道
Proposed passageways through buildings

現有後巷
Existing back alleys

綠化空間
Green space

4 觀塘商貿區 KWUN TONG BUSINESS AREA



1 營造一個便捷舒適的行人網絡
Foster a convenient and comfortable pedestrian network

2 以行人天橋 / 行人隧道接通行人網絡
Build a comprehensive pedestrian network with footbridges/subways

3 加強觀塘道至觀塘商貿區和海濱的連繫
Enhance connectivity among Kwun Tong Road, KTBA and the waterfront

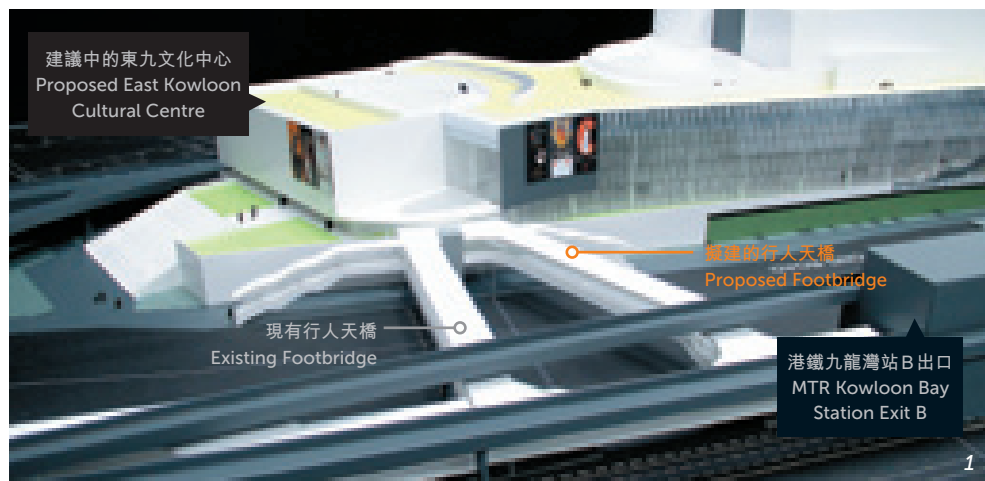


「觀塘商貿區的行人環境改善計劃可行性研究」提出六組主要南北走廊和四組東西走廊，以及一系列的行人設施及交通路口改善方案，優化觀塘道至觀塘商貿區和海濱的行人網絡。

The Pedestrian Environment Improvement Scheme for Transformation of Kwun Tong Business Area (KTBA) Feasibility Study recommends enhancing six major north-south corridors, four major east-west corridors,

as well as a series of pedestrian and road junction improvement schemes. Connectivity among Kwun Tong Road, KTBA and the waterfront will be strengthened.



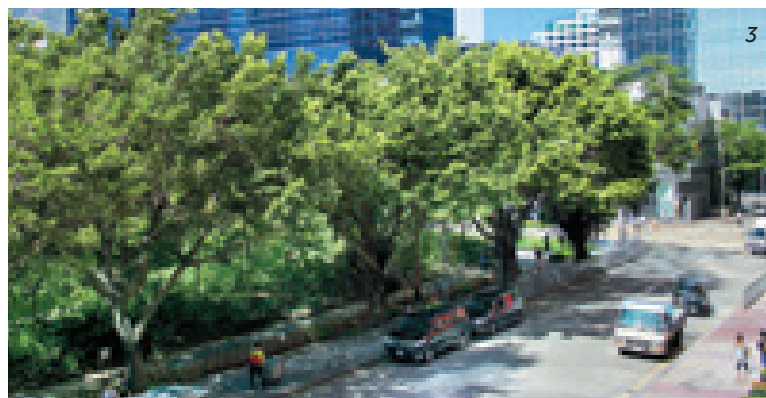


1 加強港鐵站、未來的文化中心及住宅區的連接，連繫生活、工作與玩樂
Strengthen the connection among MTR station, future cultural centre and residential areas for an integration of life, work and play

2 推展「易行」九龍東概念，鼓勵多步行的建康生活模式
Promote the concept of "Walkable" Kowloon East to encourage a healthy lifestyle

3 加強綠化改善現有的公共空間
Upgrade existing public space with enhanced greening

4 建議的「綠色走廊」
Proposed Green Spine



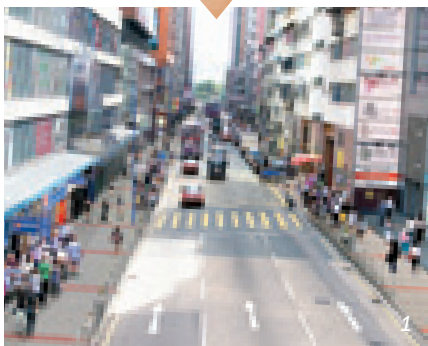
5 九龍灣改善工程 Kowloon Bay Improvement Works

在九龍灣商貿區，我們正分階段推展中、長期改善方案。例如於港鐵九龍灣站B出口，擬建的新行人天橋前期設計已經展開，此項設施有助加強與未來的東九文化中心及附近一帶住宅區的連繫。我們建議發展「綠色走廊」疏導九龍灣商貿區內的人流及加強綠化，改善現有的公共空間。



We are taking forward the medium and long-term improvement schemes by stages. For example, the design stage of the proposed footbridge at MTR Kowloon Bay Station Exit B has commenced. This project will strengthen the connection between the future East Kowloon Cultural Centre and the neighbouring residential areas. We also propose to develop a Green Spine to facilitate pedestrian flow in KBBA and upgrade existing public spaces with enhanced greening.





效果圖 Artist's impression



6 觀塘及牛頭角改善工程 Kwun Tong & Ngau Tau Kok Improvement Works

在觀塘商貿區，我們正擬定中、長期改善方案，加強行人連接。這包括改善港鐵觀塘站附近的行人天橋，和港鐵牛頭角站附近的行人隧道和公共運輸交匯處，以及提供新行人隧道和地面連接至海濱。

In KTBA, we are developing medium and long-term improvement proposals to strengthen the pedestrian connections. These include improving the footbridges near MTR Kwun Tong Station, the subways near MTR Ngau Tau Kok Station as well as the public transport interchanges and providing new subways and at-grade connections to the waterfront.

17 主要行人走廊
MAJOR PEDESTRIAN CORRIDORS

- 1 擴闊開源道行人路
Widen Hoi Yuen Road footpaths
- 2 美化順業里
Facelift Shun Yip Lane
- 3 美化行人隧道
Facelift pedestrian subways

擬建行人隧道
Proposed subways

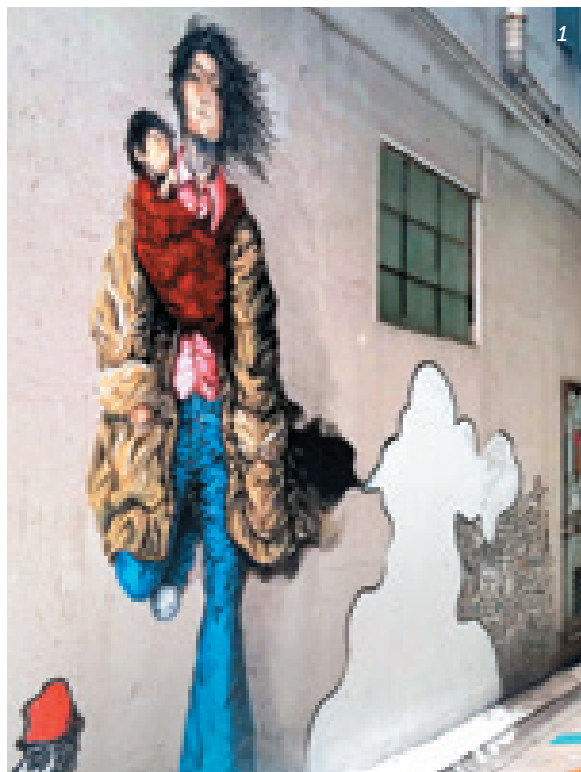
24小時無障礙公眾通道
24-hour barrier-free public passageway

擬建地面連繫
Proposed at-grade connections

7

後巷計劃@ 九龍東

Back Alley Project @ Kowloon East



2015年，我們先以六組後巷做試點，重鋪後巷路面、改善環境衛生、增加路面標示、加入公共藝術元素、以昔日傳統工業命名和鼓勵舉行活動，並且計劃分階段延伸至觀塘商貿區其他後巷。

我們正着手推展第二期「後巷計劃@九龍東」，吸引更多行人使用後巷，紓緩附近主要行人路段於繁忙時段的擠逼情況。

It began with six back alleys as a pilot test in 2015. Improvement works done include: resurfacing of alleys, improving the hygiene, introducing more signage, incorporating artistic elements, naming alleys after industries and encouraging activities to be held in the alleys. We plan to extend to other alleys in KTBA by phases.

We are making preparation for Phase 2 of the Back Alley

Project @ Kowloon East to attract more pedestrians to use back alleys and relieve the congestion along the main roads during peak hours.





1 碎冰里
Shui Bin Lane

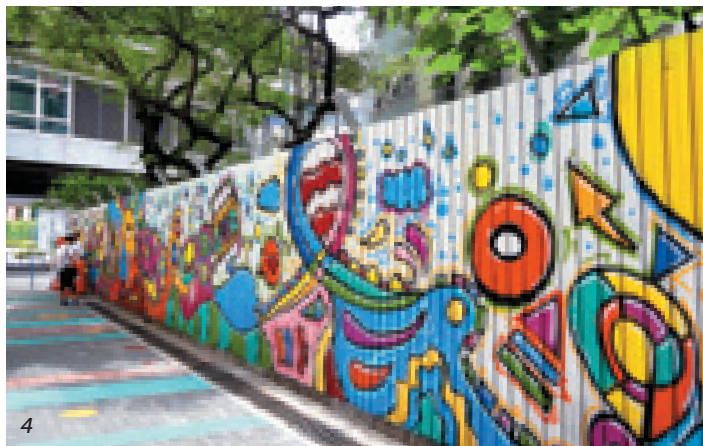
2 電路里
Din Lo Lane

3 乳酸里
Yu Sun Lane

4 打版里
Da Ban Lane

現有後巷
Existing back alleys

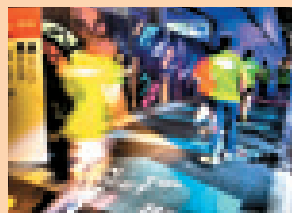
後巷試點
Pilot back alleys



6 後巷試點 PILOT BACK ALLEYS



後巷街跑 BACK ALLEY RUN



我們和各政府部門、非牟利機構、社會企業、教育機構、學生、本地及海外藝術家合作改善後巷試點，加入街頭藝術和地方營造活動，為後巷增添活力。這能吸引更多行人在社區環境改善過程中實踐共創共融。

We collaborate with other government departments, non-profit organisations, social enterprises, academic institutes, students, local and overseas artists to improve the pilot back alleys by introducing street art and energising the back alleys with place-making events. These can attract more pedestrians and embrace social inclusion through co-creation in the process of improving the neighbourhood.



8

加強行人暢達度 Enhancing Walkability

為提供便捷舒適的行人網絡，以促進九龍東發展為一個優質核心商業區，我們鼓勵私營機構在這兩個商貿區內一同加強行人暢達度。

To provide a convenient and comfortable pedestrian network to facilitate the transformation of Kowloon East into a quality core business district, we encourage private developers to take part in enhancing walkability in the two business areas.



繫

pedestrian
network





為持續吸納市民就改善九龍灣及觀塘商貿區行人環境及交通情況的意見，我們自2012年起舉辦了一系列的大型公眾參與活動，包括社區工作坊、簡介會、與持份者會面及巡迴展覽，並透過多個途徑，包括書面、電郵、電話及網上互動公眾參與地圖，收集市民就改善九龍灣及觀塘商貿區行人環境及交通情況的意見。

綜合了公眾參與收集到的意見和建議，我們進一步改善了九龍灣及觀塘商貿區的整體行人及交通環境改善框架，並跟進和逐步展開各項短、中及長期改善方案。

公眾參與

PUBLIC ENGAGEMENT

To continuously gauge public views on the improvement of the pedestrian environment and traffic conditions in KBBA and KTBA, a series of public engagement activities including community workshops, briefings, meetings with stakeholders and roving exhibitions have been held since 2012. Public views were also collected through various channels, including letters, emails, phone calls and online interactive public engagement map.

After consolidating the public comments and suggestions received, we have further enhanced the overall framework of pedestrian and traffic environment improvement in KBBA and KTBA. We are following up and implementing the short, medium and long-term improvement proposals in stages.

社區工作坊 COMMUNITY WORKSHOPS



步行工作坊 'WALKSHOPS'



巡迴展覽 ROVING EXHIBITIONS





改善環境

IMPROVE THE ENVIRONMENT

以優良的城市設計、土地用途重整和街景改善，把九龍東轉型為富吸引力的第二個核心商業區。

Enhancing the place through quality urban design, land use restructuring and streetscape enhancement to transform Kowloon East into an attractive CBD2.

我們提出「起動綠色海濱道」計劃，透過重整海濱道沿海一帶的基礎設施，增加綠化面積及提高景觀質素，締造活力的海濱。概念總綱計劃提出建設綠色核心商業區，藉着改善公共空間和環境，促進地區轉型。我們在改善公共空間的計劃內適當地加入區內舊工業的元素，以展現九龍東工業文化的「創造精神」。

Our “Energizing Hoi Bun Road – Greening Operation project” involves restructuring the facilities along Hoi Bun Road and in the surrounding areas, increasing the greening area and enhancing the quality of the landscape so as to energise the waterfront. The CMP suggests developing a green CBD through enhancing public spaces and the environment to facilitate urban transformation. In enhancing public spaces, we suitably incorporate the industrial elements of Kowloon East into the urban design to reflect the “Spirit of Creation” in the industrial culture of the district.



綠化路線圖 GREEN TRAIL

- | | | |
|--|---|--|
| <p>1 翠屏河及翠屏河公園
Tsui Ping River and
Tsui Ping River Garden</p> <p>2 中途污水泵房
Intermediate Sewage
Pumping Station</p> <p>3 海濱道休憩處
Hoi Bun Road Sitting-out Area</p> <p>4 觀塘海濱花園
Kwun Tong Promenade</p> <p>5 反轉天橋底一號場
Fly the Flyover01</p> | <p>6 勵業街垃圾收集站
Lai Yip Street Refuse
Collection Point</p> <p>7 海濱道公園及其鄰近範圍
Hoi Bun Road Park and
adjacent area</p> <p>8 常怡道 / 啟福道休憩處
Sheung Yee Road/Kai Fuk
Road Sitting-out Area</p> <p>9 零碳天地
ZCB</p> <p>10 臨華街遊樂場
Lam Wah Street Playground</p> | <p>11 綠色走廊
Green Spine</p> <p>12 偉業街 / 常怡道休憩處
Wai Yip Street/Sheung Yee Road
Sitting-out Area</p> <p>13 觀塘道休憩處
Kwun Tong Road Sitting-out Area</p> <p>14 觀塘道休憩花園
Kwun Tong Road Rest Garden</p> <p>15 駿業街遊樂場
Tsun Yip Street Playground</p> |
|--|---|--|



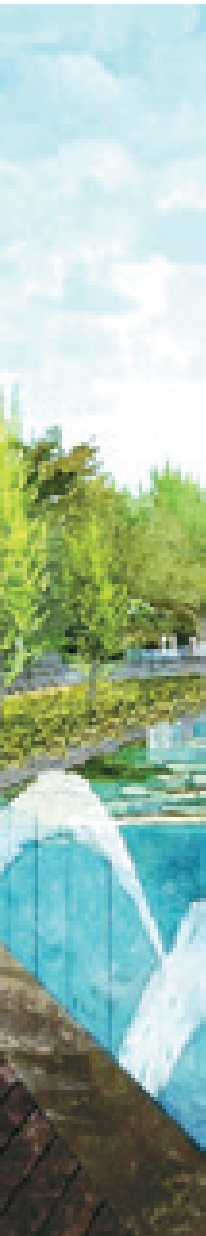
1

翠屏河及 翠屏河公園

Tsui Ping River & Tsui Ping River Garden

我們與渠務署正推展詳細顧問研究，把敬業街明渠轉化成翠綠和充滿生氣活力的翠屏河。現時用作臨時公共停車場的土地將改建為翠屏河公園，及與毗鄰的翠屏河計劃結合，組成綠色走道連接翠屏河公園與相鄰的公共設施，形成協同效應。





悠

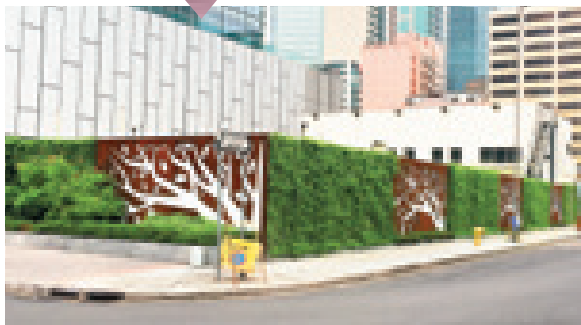
relaxation



In collaboration with the Drainage Services Department, we are taking forward a detailed consultancy study on transforming the existing King Yip Street Nullah into a green and vibrant Tsui Ping River with environmental and landscaping

upgrading in the vicinity. The existing temporary car park site will be developed into Tsui Ping River Garden and integrated with the Tsui Ping River project to create synergy through green connections from the garden to the neighbouring public facilities.





2 中途污水泵房 Intermediate Sewage Pumping Station

把退入的泵房外牆綠化，並加入工業設計元素，改善行人環境。

Greening and industrial elements are incorporated into the walls of the setback pumping station to enhance the pedestrian environment.

與渠務署合作，拆除渠務設施外牆，把旱季截流器藏入地底，該處已建設為海濱道休憩處，成為海濱長廊的一部分。

In collaboration with the Drainage Services Department, the walls of the drainage facility have been removed and the dry weather flow interceptors have been relocated underground.

The area has been developed into Hoi Bun Road Sitting-out Area, forming part of the waterfront promenade.

3

海濱道休憩處 Hoi Bun Road Sitting-out Area



4

觀塘海濱花園 Kwun Tong Promenade



觀塘海濱花園於2015年5月全面開放給市民使用，成為城中的休閒新熱點。海濱環境更優美，有助在觀塘避風塘舉行多樣化的活動。

The Kwun Tong Promenade was fully open to public in May 2015. It has become a new popular leisure spot. The enhanced waterfront allows the typhoon shelter to be used for holding various activities.





公眾喜愛的
休憩空間
Popular
open space



閒

leisure



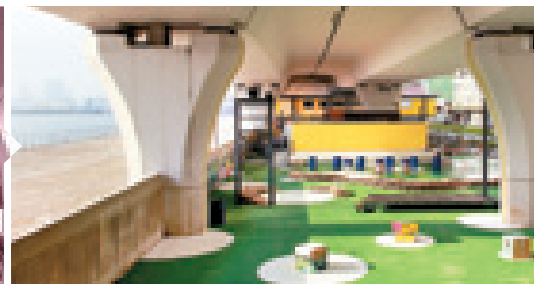
5

反轉天橋底一號場 Fly the Flyover01



The Fly the Flyover01 has been in operation since January 2013. The venue is designed and operated based on a place-making approach. It is a very popular venue for cultural and creative activities and performances.

2013年1月啟用的「反轉天橋底一號場」，以「地方營造」的概念設計和營運，是一個十分受歡迎的自由創意文化及表演場地。





二號及三號場 Fly the Flyover 02 & 03

我們會將這概念延伸至
觀塘繞道下的「反轉天橋底」
二號及三號場。

We will extend this concept
to Fly the Flyover 02 & 03
beneath Kwun Tong Bypass.



6 勵業街垃圾收集站 Lai Yip Street Refuse Collection Point

改善設施外觀，配合「起動
綠色海濱道」計劃。

Improve the appearance of the
facility in line with the Energizing
Hoi Bun Road – Green Operation.

7 海濱道公園及其鄰近範圍 Hoi Bun Road Park and Adjacent Area



我們計劃優化海濱道公園，並同時改善周邊的設施包括「反轉天橋底」四號場。

We plan to improve Hoi Bun Road Park and the surrounding facilities including Fly the Flyover04 (FF04).

8 常怡道 / 啟福道休憩處 Sheung Yee Road / Kai Fuk Road Sitting-out Area

常怡道 / 啟福道交界處的三角空地將成為綠化空間，供市民享用。

The triangular open space at the junction of Sheung Yee Road / Kai Fuk Road be converted into a landscaped area for public enjoyment.



9

零碳天地 ZCB

香港首座零碳建築，包括一座三層高的零碳大樓和設有都市原生林的園景區，展示環保建築的尖端科技及先進設計，及提高市民認知可持續生活模式。

The first zero carbon building in Hong Kong, comprising of a 3-storey zero carbon building and a landscaped area with the native urban woodland to showcase the state-of-the-art eco-building design and technologies and to raise the community awareness of sustainable living in Hong Kong.



10

臨華街遊樂場 Lam Wah Street Playground



臨華街遊樂場為九龍灣城市公共空間的一個重要綠化空間。透過改善臨華街遊樂場，可以改善城市空間質素及帶動區內發展。

Improvement to Lam Wah Street Playground as a major public green space in Kowloon Bay will enhance the quality of urban space and promote development of the area.





11

綠色走廊 Green Spine



「綠色走廊」連接區內休憩空間，改善行人網絡。

Green Spine is a landscaped pedestrian corridor linking a series of open spaces to improve the pedestrian network.

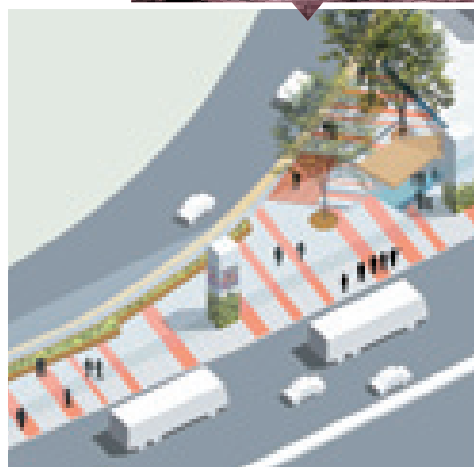
13 14

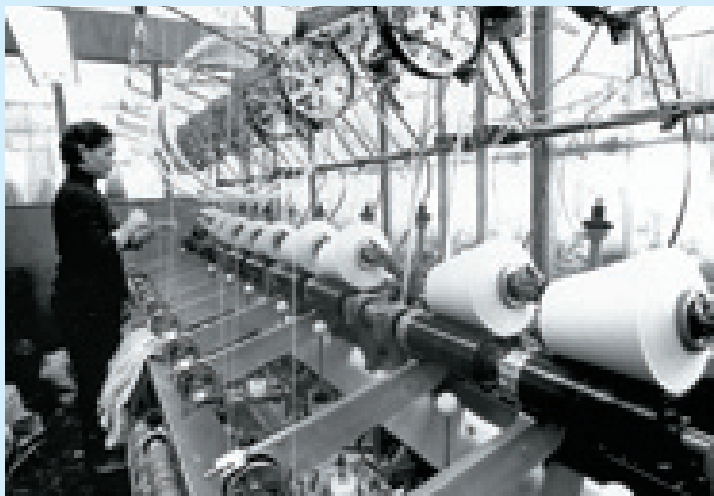
觀塘道休憩處 及休憩花園

Kwun Tong Road Sitting-out Area & Rest Garden

美化觀塘道休憩處及觀塘道休憩花園，給予行人一個舒適的步行環境，方便他們前往觀塘海濱花園。

Facelift Kwun Tong Road Rest Garden and Kwun Tong Road Sitting-out Area to create a pleasant walking environment for pedestrians to access the Kwun Tong Promenade.





創造精神 THE SPIRIT OF CREATION

將工業文化特色
轉化為城市設計元素
To incorporate our
unique industrial culture into
urban design elements

我們完成了九龍東「創造精神」— 工業文化研究，分析觀塘及九龍灣的工業文化，確定未來發展與創意設計結合的願景，將工業文化特色轉化為城市設計元素。除了駿業街遊樂場外，這份「創造精神」還實踐在其他項目上。

We have completed the study on “The Spirit of Creation” – Industrial Culture of Kowloon East, enabling us to analyse the industrial culture of Kwun Tong and Kowloon Bay, ascertain our vision on integrating innovative design with developments, and transform the unique industrial culture into urban design elements. Apart from the Tsun Yip Street Playground, “The Spirit of Creation” is also showcased in other projects.

33

工業家、工人及
非牟利團體接受訪問
INDUSTRIALISTS, WORKERS &
NON-PROFIT ORGANISATIONS
INTERVIEWED

8

個區內主要工業
經研究
MAJOR INDUSTRIES
IN THE DISTRICT
STUDIED



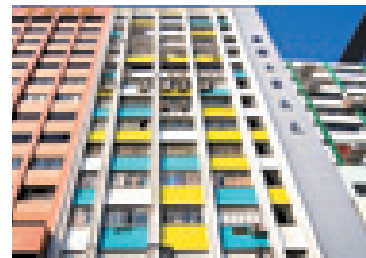
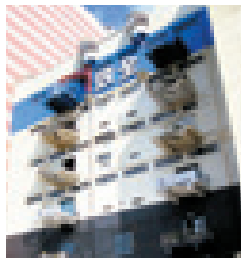
倡議書

Advocacy Statement

延續「創造精神」，鼓勵觀塘及九龍灣商貿區的私人業主和發展商把工業文化元素融入他們的重建或改建項目中，合力展現這區的特色。

To extend “The Spirit of Creation” and display the district’s uniqueness, we encourage private owners and developers in KTBA and KBBA to incorporate industrial culture elements in their new development or conversion projects.

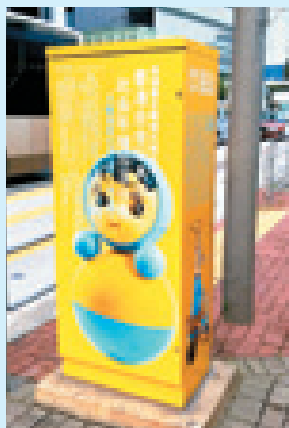




探索地圖 Discovery Map

將九龍東一些具歷史、建築及文化價值的景點串連起來，讓公眾認識它的歷史與發展。

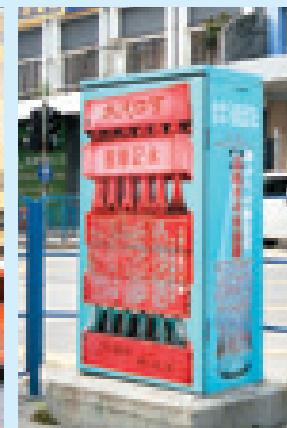
Link up public spaces with spots of historical, architectural and cultural values. The public can appreciate the industrial culture and the transformation of Kowloon East.

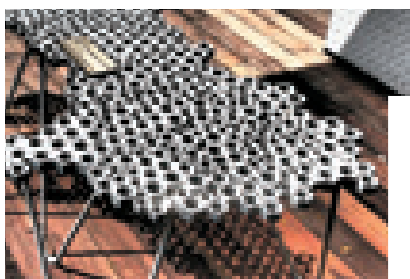


電箱裝飾 Switch Box Decorations

承載「香港製造」品牌的故事，展示工業文化，讓公眾了解九龍東的工業歷史。

Switch boxes are decorated with different "Made in Hong Kong" stories to showcase the industrial culture, enabling the public to know more about Kowloon East's industrial history.





創

innovation

15

駿業街遊樂場 Tsun Yip Street Playground

2014年9月開放的駿業街遊樂場休憩處，以「創造精神」為主題，展示富工業特色的公共藝術裝置，突顯觀塘區的文化特質，體現城市轉型、創新設計及公共藝術的結合。

Tsun Yip Street Playground was opened in September 2014 with "The Spirit of Creation" as the theme. It exhibits art installations with the industrial culture that highlights the unique character of Kwun Tong and showcases the integration of city transformation, innovative design and public arts.



1 避雨亭兼展覽空間
Rain shelters and
exhibition pavilions

2 展現九龍東工業文化
的發展與未來
The evolution of
Kowloon East is shown

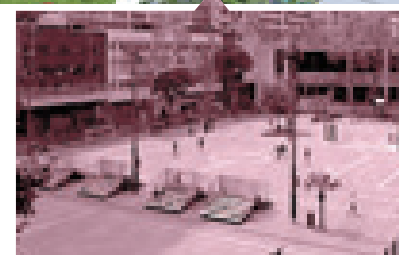


第二期改善工程 Phase Two Improvement

施工中的駿業街遊樂場第二期改善工程亦以「創造精神」為主題，設置具工業文化概念的藝術裝置，使它成為商貿區內富吸引力的公共空間。



Phase two improvement of Tsun Yip Street Playground is in progress. It will include art installations carrying also an industrial culture theme, creating an attractive public space of the business area.





釋放發展潛力

UNLEASH DEVELOPMENT POTENTIAL

提供穩定商業樓面供應，並結合各式用途將工作與玩樂、市民與訪客連繫起來。
Providing a steady supply of commercial floor space and integrating a multitude of
land uses to bring work and play, locals and visitors together.

自2012年起，九龍東的新增商業／寫字樓樓面面積約有48萬平方米。我們預計在未來五年，九龍東可再提供約80萬平方米的商業／寫字樓樓面面積，包括自2012年起出售的政府土地的發展項目。

商業／寫字樓樓面面積
Commercial/office floor area

九龍灣及觀塘行動區
KOWLOON BAY & KWUN TONG
ACTION AREAS

560,000m²

九龍東
KOWLOON EAST

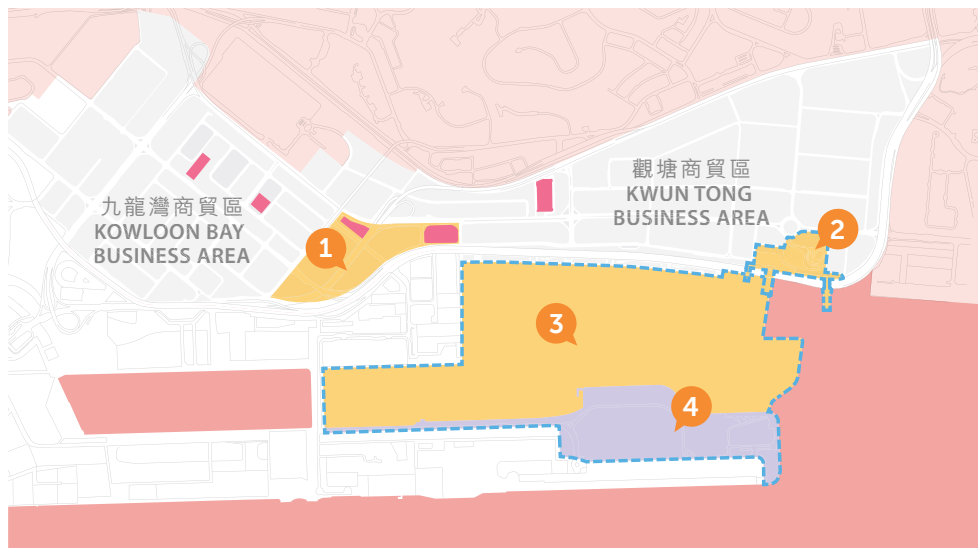
2,200,000m²

現時 PRESENT

7,000,000m²

未來 FUTURE

Since 2012, there has been an additional 480,000 square metres of commercial/office floor area provided in Kowloon East. The supply of new commercial/office floor area in Kowloon East in the coming five years is estimated to be around 800,000 square metres, including the government land sale sites sold since 2012.



- 1 九龍灣行動區
Kowloon Bay Action Area
- 2 觀塘行動區
Kwun Tong Action Area
- 3 「飛躍啟德」水體
Kai Tak Fantasy Waterbody
- 4 啟德跑道末端
Kai Tak Runway Tip

— — — — —
「飛躍啟德」範圍
Kai Tak Fantasy Area

■
已出售商業用地
Commercial Sites Sold



1

九龍灣行動區

Kowloon Bay Action Area

「九龍灣行動區」位處啟德、九龍灣和觀塘的中心點，現用作廢物回收中心、驗車中心等政府設施，日後擬作綜合發展，包括商業、寫字樓及其他用途，勢將成為九龍東的新焦點。

The Kowloon Bay Action Area is situated at the centre of Kai Tak, Kowloon Bay and Kwun Tong, where several government facilities, such as the waste recycling centre and vehicle examination centres, are currently located. The site will be turned into an integrated development with commercial, office and other uses poised to become a new highlight in Kowloon East.



綜合
廢物處理設施
Integrated
Waste Handling
Facility

文化 / 創意及
科技用途
Cultural/creative
and tech uses

九龍灣商貿區
KOWLOON BAY
BUSINESS
AREA

牛頭角
NGAU TAU KOK

「九龍灣行動區」
位處九龍東中心
Kowloon Bay Action
Area at the centre of
Kowloon East





觀塘商貿區
KWUN TONG
BUSINESS
AREA



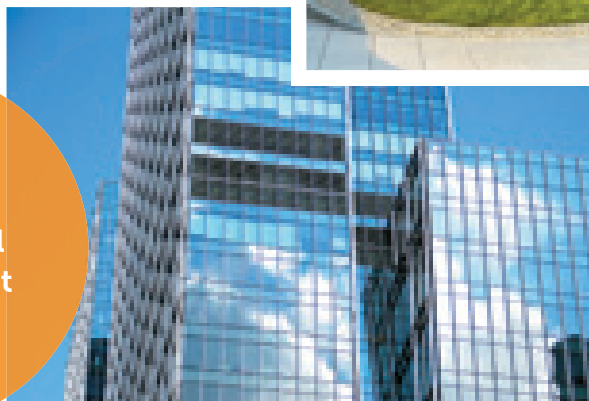
研究中的
環保連接系統
車廠及車站
EFLS depot
& station
under study



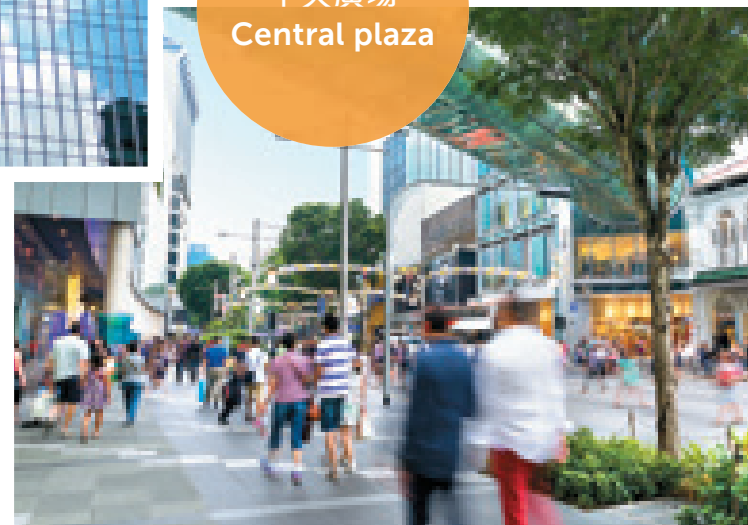
園景平台及
休憩空間
Landscaped
deck and open
space



商業發展
Commercial
development



中央廣場
Central plaza



「九龍灣行動區」的規劃，會在訊息發放、交通管理、建築設計及設施管理、廢物收集及處理和綠化等方面引入可持續發展概念和智慧城市元素。

In the Kowloon Bay Action Area development plan, the concept of sustainability and smart city elements will be incorporated into such aspects as information dissemination, traffic management, building design and facility management, waste handling and collection, greening, etc.



2 觀塘行動區 Kwun Tong Action Area

「觀塘行動區」鄰近偉業街／開源道交界及海濱，現作公共交通交匯處、駕駛考試中心、公園、熟食中心等用途。對岸的郵輪碼頭和跑道末端的休閒區同屬「飛躍啟德」計劃範圍，有潛力發展成旅遊和娛樂樞紐。我們計劃重整此行動區現有設施的布局，進行混合式發展，包括商業、寫字樓、文化及創意用途和戶外表演場地等。



「觀塘行動區」臨近海濱，宜作混合式發展。Kwun Tong Action Area on the waterfront can be developed for mixed land uses.

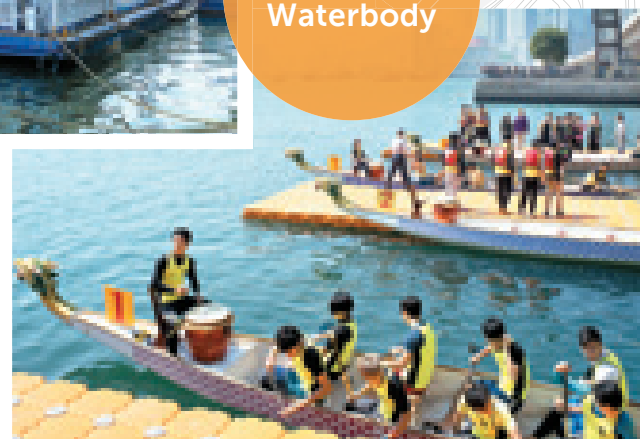
政府、機構或
社區設施
Government,
institutional or
community
facilities

The Kwun Tong Action Area is located near the junction of Wai Yip Street/Hoi Yuen Street and the promenade. It is currently used as a public transport interchange, driving test centre, park, cooked food market, etc. Across the typhoon shelter stand the cruise terminal and the leisure area on the runway tip, which have the potential to be developed into a tourism and entertainment node under the “Kai Tak Fantasy” project. We plan to restructure the layout of facilities in the area for mixed use development, including commercial, office, cultural and creative uses with outdoor performance venue.



碼頭
Piers

水體
Waterbody

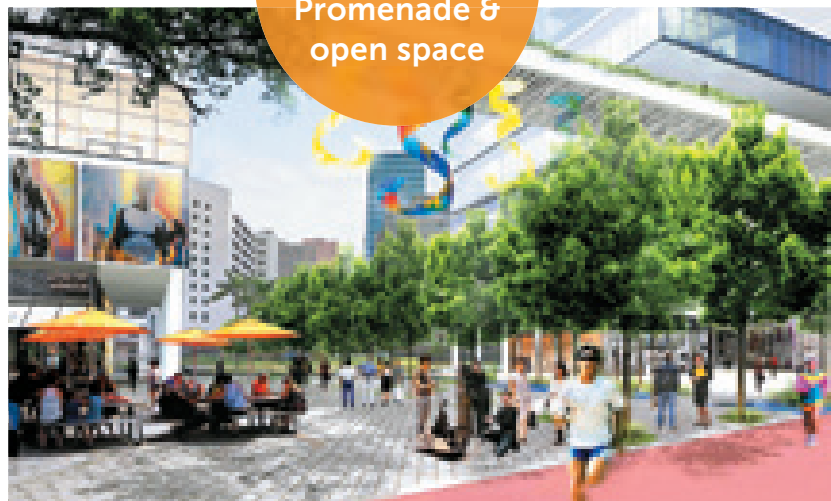


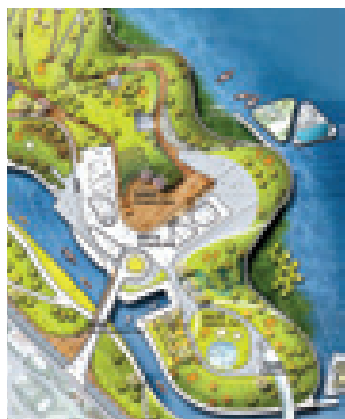
九龍灣商貿區
KOWLOON BAY
BUSINESS AREA



商業、文化及
創意用途
Commercial
with cultural &
creative uses

海濱長廊
休憩空間
Promenade &
open space





3 飛躍啟德 Kai Tak Fantasy

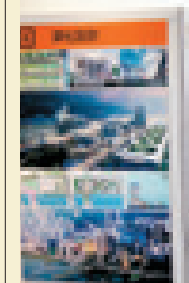
我們將「飛躍啟德」發展為一個旅遊、消閒及娛樂兼備的園地，致力促成更多能吸引市民及遊客參與的盛事和活動，並提供推動親水文化的基本設施。這與「起動九龍東」政策產生協同效應，促進九龍東轉型為核心商業區。

We will develop "Kai Tak Fantasy" into a tourism, entertainment and recreation destination, endeavour to facilitate hosting of mega events and activities that are popular with the locals and tourists, and provide basic facilities for promoting a water-friendly

culture in the area. It will have synergy with the various Energizing Kowloon East initiatives in facilitating the transformation of Kowloon East into a CBD.

「飛躍啟德」城市規劃設計概念國際比賽選出以健康城市為題的「啟德2.0：健康啟航」為優勝作品。

"Kai Tak 2.0: Healthy Lift Off" with the theme of healthy city was selected as the winning entry in the "Kai Tak Fantasy – International Ideas Competition on Urban Planning and Design".



評審團商議
ADJUDICATION



巡迴展覽 ROVING EXHIBITIONS



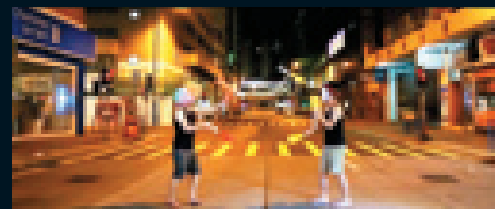
公眾參與
PUBLIC ENGAGEMENT



「你想地方」短片比賽 'A PLACE FOR YOU' VIDEO CONTEST

參賽短片不約而同表現出一個共同願望，希望在「飛躍啟德」有綠色和精心設計的公共空間。

Video entries showed a common vision for green and well-designed public spaces in Kai Tak Fantasy.



釋放發展潛力 UNLEASH DEVELOPMENT POTENTIAL





4 啟德跑道末端 Kai Tak Runway Tip

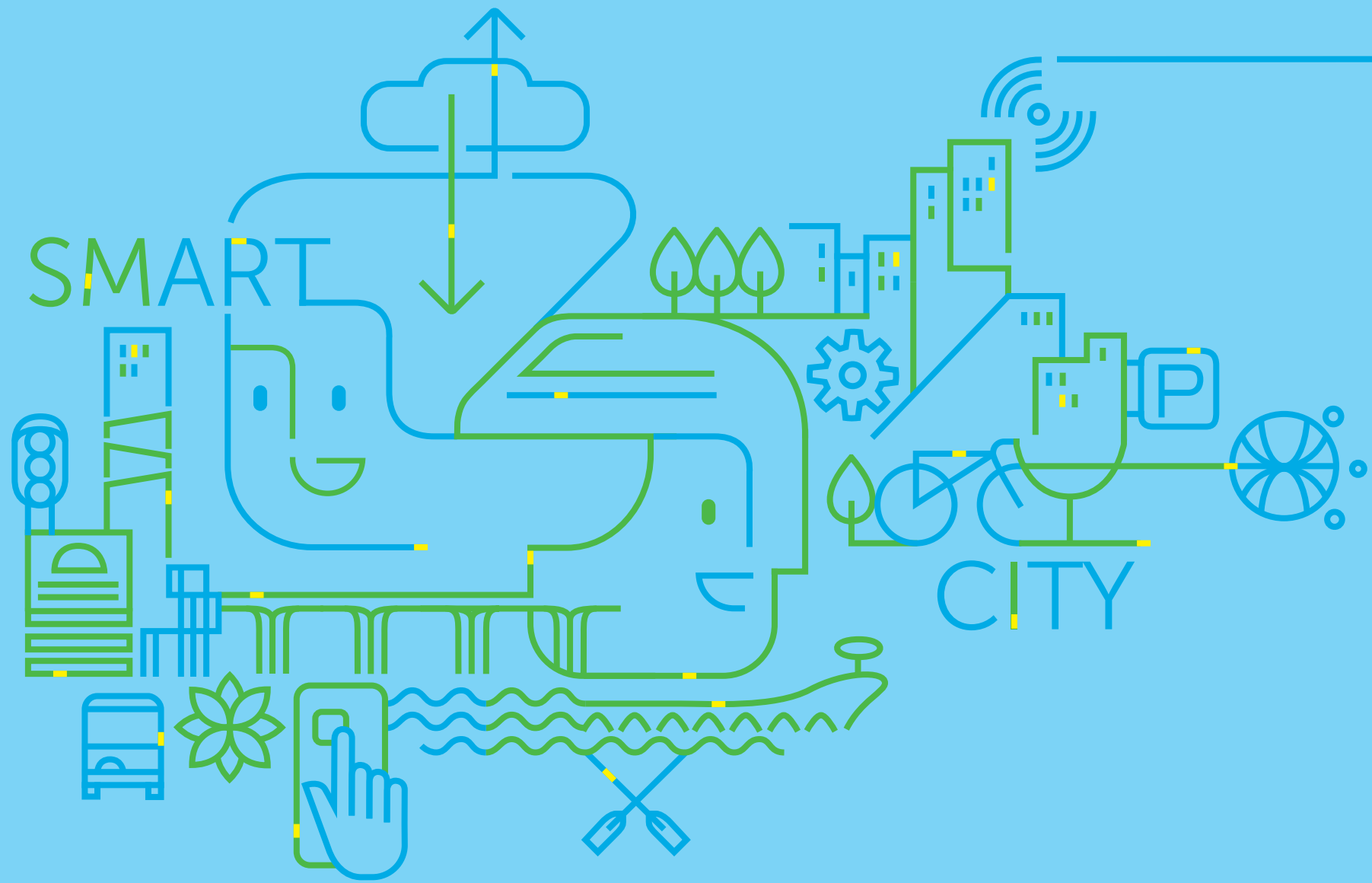
我們參考比賽得獎及入選作品的優秀設計概念和構思，開展有關「飛躍啟德」計劃的兩項規劃及工程研究。其中，「啟德跑道末端的都市發展設計及規劃檢討」於2015年12月展開，而「觀塘行動區規劃及工程可行性研究」亦已於2016年3月展開。我們將分期落實「飛躍啟德」計劃，為九龍東注入更多活力及增添多元性。

With reference to the winning scheme together with the excellent design and concepts of shortlisted entries of the competition, two planning and engineering studies are being undertaken to further develop the Kai Tak Fantasy project. The Planning and Urban Design Review for Developments at Kai Tak Runway Tip – Feasibility Study was commenced in December

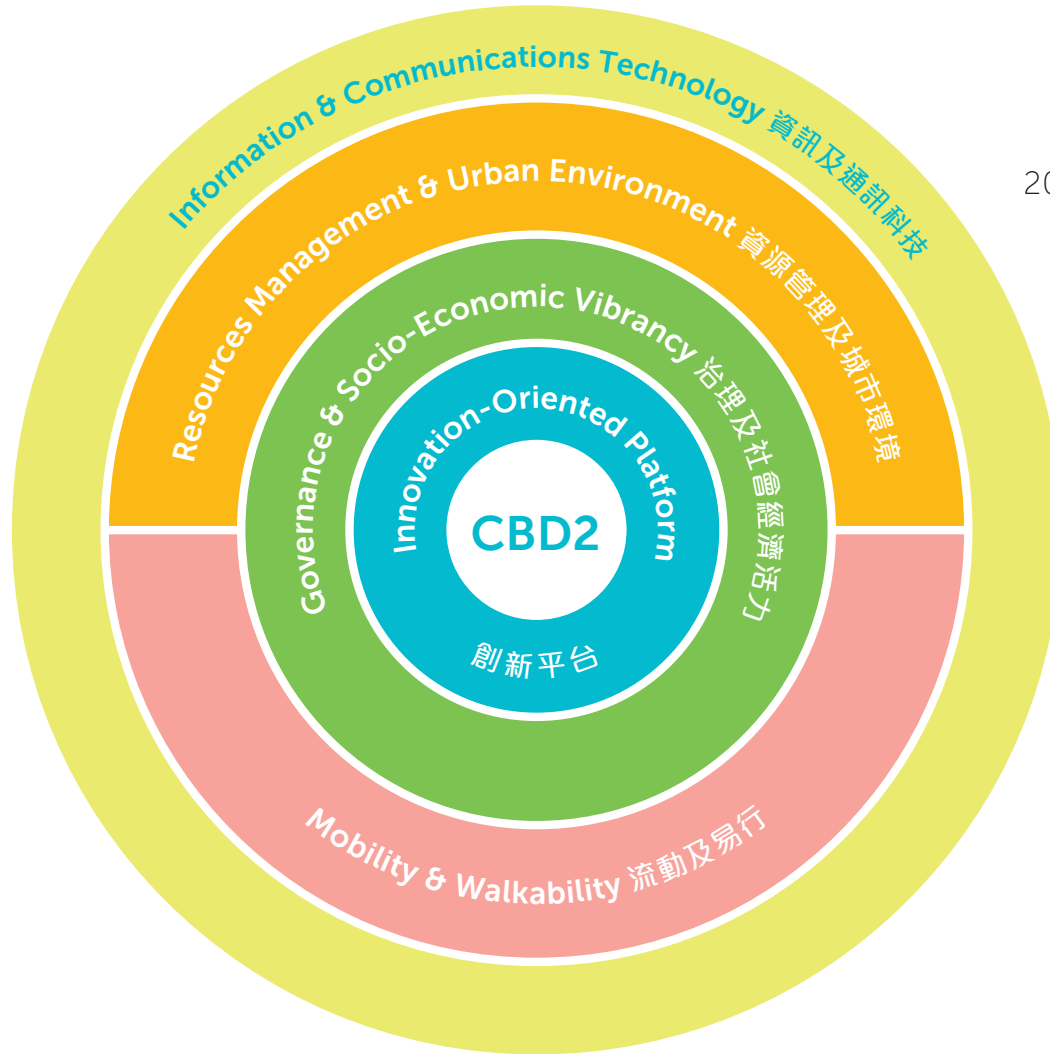


2015 while the Planning and Engineering Study on Kwun Tong Action Area – Feasibility Study was commenced in March 2016. We will implement the Kai Tak Fantasy project in phases to bring vibrancy and diversity to Kowloon East.





智慧城市
SMART
CITY



2015年的施政報告提出以九龍東作為試點，研究發展智慧城市的可能性。其後，我們與相關政府部門、科研及學術機構、業界深入探討，制定研究方向，並於2016年2月展開可行性研究。

It was announced in the 2015 Policy Address that Kowloon East would be used as a pilot area to explore the feasibility of developing a smart city. We have since been meeting with relevant government departments, research and academic institutes and the industry to further explore and identify research areas and topics. A feasibility study was commissioned in February 2016.

我們以九龍東營造一個鼓勵創新的平台，凝聚各界互動和合作。採取全面的方略，從資訊及通訊科技、易行暢達、資源管理及城市環境、管治及社會經濟活力這幾方面着手，構建智慧九龍東。

We create an innovation-oriented platform in Kowloon East for converging people to interact and collaborate. We adopt a holistic strategy to build a smart Kowloon East, involving aspects like ICT, walkability and connectivity, resources management and city environment, and governance and socio-economic vibrancy.



44 智慧流動及易行
SMART MOBILITY &
WALKABILITY

48 智慧環境及資源管理
SMART ENVIRONMENT &
RESOURCES MANAGEMENT

54 智慧全方位
ALL-ROUND SMART
DEVELOPMENT

智慧流動 及易行

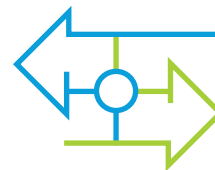
SMART MOBILITY & WALKABILITY

1

我們繼續推展「易行」九龍東概念，改善行人及交通環境。在改善行人環境時，增加區內的休閒設施，減少依賴使用高排放量的交通工具，並減低道路交通。

The concept of a “walkable” Kowloon East will continue to be promoted through improvements to the pedestrian and traffic enhancement. Plans to improve the pedestrian environment include: increase the number of leisure facilities in the district, reduce reliance on high-emission vehicles and reduce road traffic.

「易行」九龍東 “Walkable” Kowloon East



智慧室內 / 外導航 Smart Indoor/Outdoor Navigation

我們與部門及科研機構合作利用室內 / 外導航系統提供行人定位導航服務。

We work with government departments and a research institute to provide pedestrian positioning and navigation services with the use of indoor and outdoor navigation systems.



交通及泊車資訊 Traffic and Parking Information

我們借助各種平台，為道路使用者提供實時資訊：

We will provide real-time information to road users by making use of various platforms:

空置停車位實時資訊 參與計劃的停車場可透過手機應用程式上傳實時數據，方便駕駛者搜尋車位。

Real-time parking vacancy information Participating car parks will upload real-time data to a mobile app, allowing drivers to easily identify vacant car parking spaces.

路旁上落貨區實時資訊 我們正研究提供實時資訊，讓司機知悉路旁上落貨區的情況，可隨時調整駕駛路線，以紓緩區內交通阻塞。

Real-time information of loading/unloading bays To alleviate traffic congestion in the area, we are looking into the possibility of providing real-time data on kerbside loading/unloading bays, so that drivers can adjust driving routes accordingly.

實時巴士資訊 鼓勵巴士公司提供更清晰路線及班次資訊，預報巴士到站時間，同時加裝新設施改善候車環境。

Real-time bus information Encourage bus companies to provide detailed information for bus routes and schedules, estimated arrival times and new facilities to improve the waiting area.



我們支持提供高效低碳的公共交通，積極參與各階段的工程籌劃。

We support and are engaged in different stages of the provision of high-efficiency, low-carbon public transport.

綠色交通基礎設施 Green Transport Infrastructures



九龍東環保連接系統 Environmentally Friendly Linkage System (EFLS) for Kowloon East

政府正在研究最適合的環保公共交通模式，制訂一個加強區內連繫的環保連接系統。

The Government is exploring the most suitable green public transport mode of EFLS for enhancing the connectivity in the district.

精簡巴士路線 Optimising Bus Routes

優化巴士班次計劃，有助紓緩觀塘區內擠塞的交通。

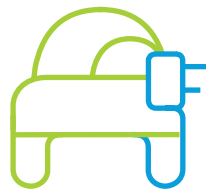
Optimisation of bus schedules can alleviate traffic congestion in Kwun Tong.



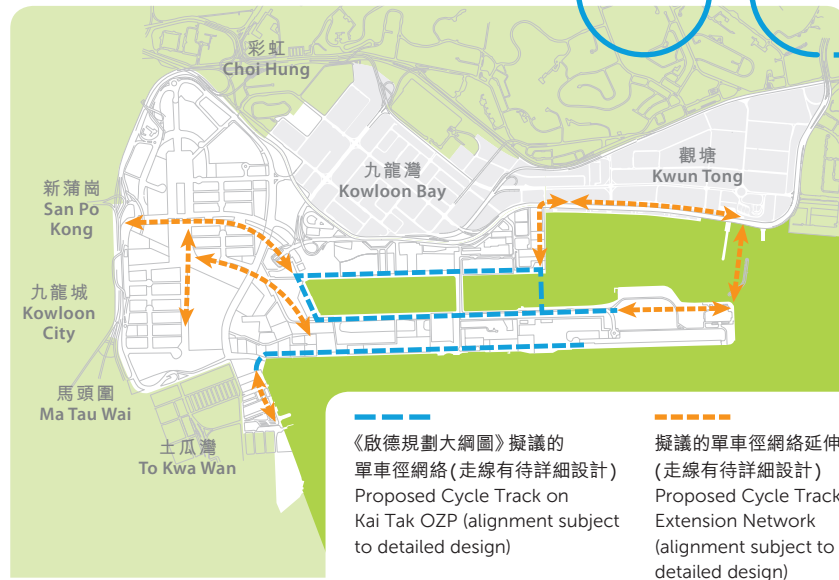
電動車充電設施 EV Charging Facilities

政府在九龍東出售的土地，將加入提供電動汽車充電設施的規定。

Land sale sites in Kowloon East will be required to include EV charging facilities in the development.



擬議手機應用程式 Proposed mobile app



擬議感應器及實時資訊屏 Proposed sensor & real-time display



單車徑網絡 Cycling Network

政府計劃把啟德發展區的單車徑網絡由6公里擴展至13公里，並已於2015年11月展開可行性研究，檢討擬議的單車徑網絡、配套設施(包括租賃與停泊服務)、經營與管理架構和實施策略。

The Government plans to extend the cycling track in Kai Tak Development Area from 6km to 13km. The feasibility study commenced in November 2015, is reviewing the proposed cycle networks, ancillary facilities (including renting and parking services), operation and management framework and implementation strategy.



2

2016+

智慧環境 及資源管理 SMART ENVIRONMENT & RESOURCES MANAGEMENT



明渠活化 Revitalisation of Nullahs

我們積極研究把九龍東的敬業街明渠及啟德明渠活化成河道。於河道工程的規劃及設計階段，將會加入「藍、綠建設」的

意念（「藍」象徵水體，「綠」代表綠化景觀），藉以推廣環境保育和可持續發展。在設計排水改善工程時，致力減低水浸風險之餘，亦同時積極保留原有河道的生態功能、復修受損河道、選用天然物料建造河堤及河床，以及保育原有的生態環境。

綠色基礎設施 Green Infrastructures



We are actively researching the possibility of revitalising the nullahs along King Yip Street and in Kai Tak into rivers. To promote conservation and sustainability, plans and designs related to the construction of the rivers will involve the concept of “blue-green infrastructure” (“blue” symbolises the waterbody, while “green” symbolises the green scenery). When designing drainage

improvement works, we aim to reduce risks of flooding, and at the same time actively conserve the initial ecological function of rivers and its environment, repair damaged rivers, select natural materials for the construction of embankments and river beds.

啟德區域供冷系統 Kai Tak District Cooling System

啟德發展區已採用資源節約型基礎設施，減少二氧化碳等溫室氣體排放。區內的非住宅發展項目將使用此供冷系統。此外，政府亦鼓勵私人發展項目採用此系統，以提升環保效益。

To reduce emissions of carbon dioxide and other greenhouse gases, the Kai Tak Development Area adopted energy-saving infrastructures. Non-residential developments within the district will use the district cooling system. In addition, the Government also encourages private developers to use the mentioned system, so as to enhance environmental performances.



全面廢物管理策略 Comprehensive Waste Management Strategy

正研究在「九龍灣行動區」利用綜合自動化收集、分類、回收的方法，有效管理區內廢物，並轉化成有用的資源，實踐綠色社區。

Exploring the feasibility of using an integrated facility in the Kowloon Bay Action Area, which automatically collects, categorises and recycles waste. A green community involves effective management and conversion of wastes to useful resources within the district.



廢物
waste

綠色社區 Green Community



綠色建築設計 Green Architectural Designs

為推動九龍東持續發展，並轉化為一個綠色社區，我們除了倡議建築物採用低碳環保設計外，還制定條款要求發展商在政府出售的土地上採用「綠建環評」金級或以上環保認證的綠色建築設計、提高綠



化率、提供智能水錶和電動車輛充電設施等。我們將繼續鼓勵發展商採用低碳建築設計，降低對環境造成的影響。

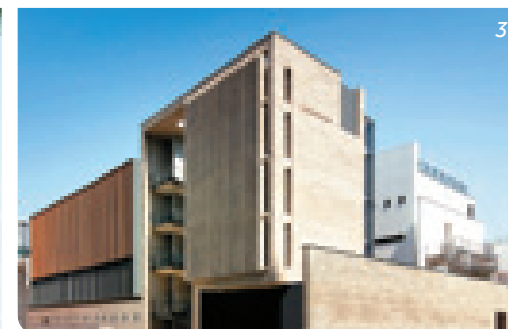
To transform Kowloon East into a green community and promote sustainable development, we advocate low-carbon and environmentally-friendly designs in buildings, require developers to adopt green building design of BEAM Plus Gold

level or above, raise the greening ratio, provide smart meters and EV charging facilities, to name but a few. We will continue to encourage developers to adopt low-carbon architectural designs in order to minimise the impacts on the environment.



23

發展項目達到
「綠建環評」金級或以上
development projects achieved
BEAM Plus Gold level or above



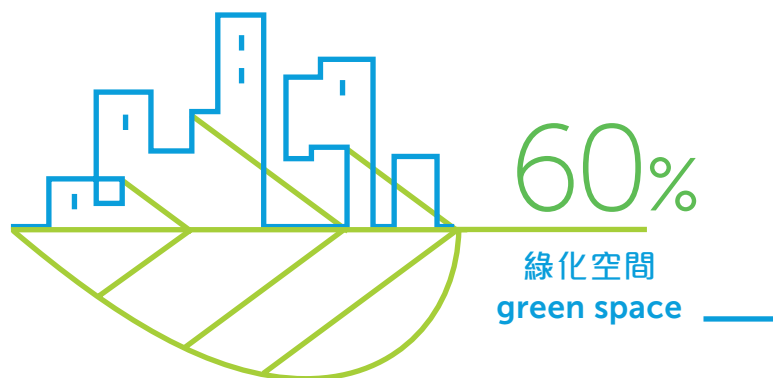
1 機電工程署總部
Electrical and Mechanical
Services Department
Headquarters

2 香港兒童醫院
Hong Kong Children's
Hospital

3 保良局何壽南小學
Po Leung Kuk
Ho Sau Nan Primary
School

4 啟德發展區
工業貿易大樓
Trade and Industry
Tower in Kai Tak





綠化城市空間 Greening of Urban Spaces

綠化總綱計劃建議提供更多優質的休憩用地和綠化空間。約三分之一的啟德發展區（約100公頃）闢為休憩空間，綠化率高達百分之六十。目標是創造綠色網絡，減低二氧化碳和溫室氣體的排放量。

The Greening Master Plan proposes to provide more open and green spaces. With the objectives to create a green network and reduce emission of carbon dioxide and other greenhouse gases, about one-third of the Kai Tak Development Area (about 100 hectares) will be for open space use with a greening ratio of up to 60%.

綠化和 城市耕作 Greening and Urban Farming



利用科技管理樹木 Application of Technology in Tree Management

探討利用科技探測區內樹木，識別出可能產生危險的樹木，適時採取相應的行動。

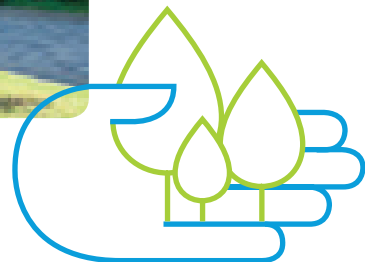
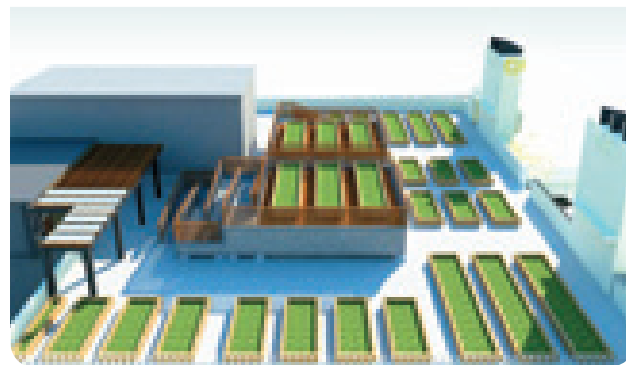
Explore the use of technology to detect trees within the district, to identify trees that might pose immediate danger and take necessary action.



市區耕作 Urban Farming

我們與漁農自然護理署將在駿業熟食中心天台合作推展城市耕作。我們鼓勵利用合適地方進行市區耕作。

Collaborating with the Agriculture, Fisheries and Conservation Department, we will develop an urban farm on the rooftop of Tsun Yip Cooked Food Centre. Making use of suitable spaces for urban farming is encouraged.



智慧全方位 ALL-ROUND SMART DEVELOPMENT



我們看重市民參與，集思廣益，發掘區內空間的無限可能，在轉型的同時，凝聚歸屬感。

We value the public's opinion and participation. While taking the limitless opportunities the district may bring during transformation, we hope to also cultivate a sense of belonging among the community.

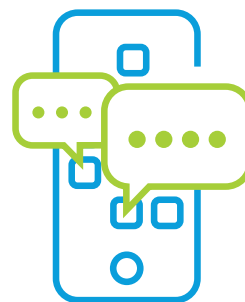
共同參與 Public Engagement



互動手機應用程式 Interactive Mobile App

我們正開發手機應用程式，讓市民在互聯網上分享資訊。

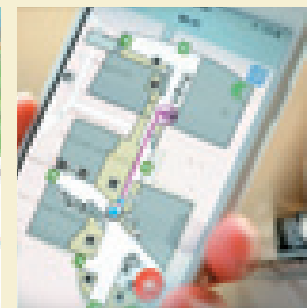
We are developing a smartphone application for the public to share information online.





應用程式的用戶可以尋找區內停車場的實時空置車位及建議路線，以及有關「反轉天橋底」活動的最新消息，並分享區內有趣事情。

With real-time data available, the app will allow users to locate vacant parking spaces in the district, search suggested routes, obtain updates regarding "Fly the Flyover Operation" and upload interesting information about Kowloon East.



與各界合作

MULTI-STAKEHOLDER COLLABORATION

我們與科研和學術機構、科技界別及相關持份者互相協作，試驗創新的城市發展方案。

We carry out trials of various innovative urban development solutions with multi-stakeholder collaboration involving research institutes, universities, IT sector and other stakeholders.



地方營造 Place-making

配合「多元化」的策略重點，我們以規劃、設計、公眾參與、實踐及管理各方面的協同作用，把已獲改善的地點營造為大家樂用的地方。

In line with the strategy on 'Diversity', we leverage synergy of planning, design, community engagement, implementation and management in making improved venues into places for all.



共同創造 Co-creation

我們抓緊每一個讓持份者參與的機會。例如，夥拍藝術家和設計師合辦長達12個星期的「星期四玩轉駿業街」、靈活管理「反轉天橋底一號場」以支持各式各樣活動、促成後巷街跑等。

我們支持及協辦有助推廣九龍東的各種活動，包括不同類型的跑步賽事、嘉年華、水上活動、展覽等，參與人數超過55萬。

550,000+

參加者投入各種活動
participants in
various events



We have taken opportunities to involve stakeholders in creating places. For instance, we have partnered with artists and designers in the twelve-week Playful Thursday @ Tsun Yip Street, managed "Fly the Flyover01" flexibly by encouraging various kinds of activities, facilitated back alley run, to name but a few.



We support and co-organise various events to promote Kowloon East. Examples include marathons, carnivals, water activities and exhibitions, etc., with over 550,000 participants.



天橋底空間 Space Beneath Flyover

「反轉天橋底一號場」以靈活及開放管理方式孕育藝術和創意活動。我們樂見團體活動的類型以至運用都遠超過設計者原先所想，而大家都鍾愛和珍惜這個場地。

"Fly the Flyover01" operates in a flexible and liberal manner to cultivate arts and creative activities. We are glad to witness that users love and treasure this venue which has been utilised to an extent beyond the designers' original expectations.





水體 Waterbody

我們鼓勵善用觀塘避風塘，促成運動團體、文化組織等不同機構舉行水上活動，發揮「創造精神」，藉此引發多樣化的互動交流。

We encourage better use of the typhoon shelter in Kwun Tong by sport organisations, cultural groups, etc. Various organisations may hold water-related activities and demonstrate the 'Spirit of Creation' so as to stimulate a diversity of interactions.

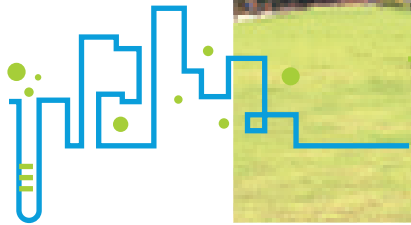
未來數年，我們繼續積極在加強連繫和改善環境方面推行各種以人為本的項目，與政府部門、專業人士及其他機構攜手將九龍東塑造為一個智慧綠色核心商業區。

In the coming years, with the goals to enhance connectivity and improve the environment, we will continue to promote people-centric projects with government departments, professionals and other organisations. We will work hand-in-hand with stakeholders to shape Kowloon East into a smart and green CBD.

共同協作 Collaboration

「智慧城市」試點 "Smart City" Test Bed

要推行智慧城市試點政策，九龍東以開放態度採納和審視各方提供的智慧城市方案。我們樂與更多學術和研究機構以及業界合作，在九龍東測試各種智慧城市措施，發揮及共同創造智慧九龍東。



Being the test-bed for smart city initiatives in Hong Kong, Kowloon East adopts an open door approach in receiving and reviewing Smart City solutions across all sectors. We are happy to collaborate with more academic and research institutes as well as the industry in trying out various Smart City initiatives

in Kowloon East. Through co-creation and maximising the synergies, we are one-step further in developing a smart Kowloon East.



截至2016年10月，本辦事處共舉辦了超過440個簡介會、座談會、工作坊、參觀和研討會，參加者超過12,500人。

As of October 2016, the Office conducted over 440 briefing sessions, forums, workshops, visits and seminars, with over 12,500 participants.

公眾參與

PUBLIC ENGAGEMENT

工作坊
WORKSHOPS

研討會
SEMINARS



獲獎項目 Award Winning Projects

起動九龍東辦事處

- 「環保建築大獎2014」優異獎
- 「建築測量師大獎2015 — 新建樓宇工程」優異獎
- 綠建環評新建建築1.1版 — 最終鉑金級

駿業街公園遊樂場第一期展覽亭

- 香港建築師學會2014年年獎評審特別提名 — 主題建築獎 — 都市設計
- Good Design Award 2015

創造精神—九龍東工業文化及市區轉型

- 2015香港規劃師學會年度大獎 — 銀獎

重塑翠屏河周邊的都市空間

- 2015香港規劃師學會年度大獎 — 優異獎

連繫•易行九龍東

- 香港城市設計學會2016年年獎評審特別提名

Energizing Kowloon East Office

- Green Building Award 2014 – Merit
- Building Surveyor Awards 2015 – New Building Works – Merit
- BEAM Plus NB V1.1 – Final Platinum

Exhibition Pavilion, Tsun Yip Street Playground Phase 1

- HKIA Annual Awards 2014 – Special Architectural Award – Urban Design – Jury's Special Mention
- Good Design Award 2015

The Spirit of Creation

- HKIP Awards 2015 – Silver Award

Urban Restructuring around Tsui Ping River

- HKIP Awards 2015 – Certificate of Merit

Connectivity and Walkability in Kowloon East

- HKIUD Urban Design Awards 2016 – Special Citation

我們相信若在九龍東工作的27萬人都感受到九龍東方便暢達，有他們樂於流連憩息的公共空間，這個地方便能吸引投資、匯聚人才，並提供無限的機遇，成為香港第二個具吸引力的核心商業區。

We believe if the 270,000 workers find Kowloon East a walkable and accessible area with public spaces they enjoy to stay and relax, then we can attract investment, conglomerate people and provide limitless business opportunities, making Kowloon East another attractive CBD of Hong Kong.

發展局
起動九龍東辦事處
2016年11月

Energizing Kowloon East Office
Development Bureau
November 2016



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

起energizing動 Kowloon East
九龍東

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