

Agreement No. CE 49/2012 (TT)
Kowloon Bay Business Area Pedestrian Environment Improvement Feasibility Study
Stage 1 Public Engagement (May to June 2013)
Executive Summary

1. Background

- Energizing Kowloon East Office (EKEO) of the Development Bureau (DevB) has initiated the study: **Agreement No. CE 49/2012 (TT) Kowloon Bay Business Area Pedestrian Environment Improvement** (the Study) to review and assess the pedestrian and traffic environment, also investigate and produce feasible proposals illustrated with schemes and drawings for enhancing pedestrian connectivity in Kowloon Bay Business Area (KBBA) by firstly improving at-grade level pedestrian and vehicular traffic facilities, which can be done in short-term and secondly formulating pedestrian links to further improve connectivity, which can be carried out in medium to long-term. The main objective of the Study is to improve/enhance the pedestrian and traffic environment of KBBA so as to create a pedestrian environment and an urban fabric which will compliment the creation of an attractive, new premier Central Business District in Hong Kong.
- The key issues identified within the Study Area include the following:
 - (1) Connectivity:
 - Overcrowded passageway
 - Conflict between pedestrians & vehicles
 - (2) Branding and Design:
 - Unattractive streetscape
 - Lack of clear pedestrian signage
 - (3) Diversity:
 - Lack of streetside activities
 - Lack of attraction points for open spaces
- The main strategies proposed for improving the pedestrian and traffic environment under this Study include the following:
 - (1) Enhance walkability
 - (2) Improve road traffic
 - (3) Face-lifting of pedestrian environment
- In order to continuously collect suggestions regarding the improvement of pedestrian and traffic environment in KBBA from the public, we plan to carry out 3 stages of Public Engagement (PE) to gather opinions from district representatives, stakeholders and the public. Stage 1 PE was officially launched in May 2013 and lasted for two months up to the end of June 2013. The purpose of this PE is to collect views and ideas to formulate main strategies and improvement proposals.

- We consulted Kwun Tong District Council (KTDC) on 7 May 2013 and met with the KTDC members interested in our study. We held a public forum on 8 June 2013 as a major event of the Stage 1 PE. Representatives of the district such as KTDC Members, organizations, owners, developers, residents and general public were invited to participate in this public forum. About 60 people joined the event. In order to further collect comments/views from the public, a public opinion survey/interview was also carried out and about 500 responses were received. In addition, the Transport Policy Committee of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) invited us for a meeting on 21 June 2013 to discuss on the Study and deliver recommendations/comments from their professional views.

STAGE 1 PUBLIC ENGAGEMENT EVENTS
<i>Public Opinion Survey / Interview</i>
<i>Launching of Project Website (www.ekeo.gov.hk/kbba-pedestrian)</i>
<i>Kwun Tong District Council Meeting (2013-05-07)</i>
<i>1st Public Forum (2013-06-08)</i>
<i>Meeting with Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) (2013-06-21)</i>

2. Comments Received

- Most stakeholders were supportive of our objective and proposed strategies in enhancing the pedestrian and traffic environment in KBBA. General comments received in the Stage 1 PE include-
 - Most participants expressed their comments on the over-crowded walking conditions along the existing footbridge connecting Kowloon Bay MTR Station Exit B and eastern footpath of Kwun Tong Road and the other footbridge connecting Telford Garden Podium level and Telford House. Lack of proper barrier-free access, signage, traffic calming measures are also the concerns of the public.
 - People working at the farther part of KBBA prefer taking shuttle bus from Kowloon Bay MTR Station because it is faster and more convenient. Questionnaires indicated that most of them may consider adopting walking mode should the pedestrian environment be improved.
 - Inadequate car parking provision, frequent loading/unloading activities obstructing traffic flow/pedestrian flow and the traffic queue induced by such are the major concern of the participants.
 - Some participants were concerned about the implementation programme of the Kowloon Bay Elevated Walkway System (EWS) initiated by private developers.
 - Most participants opined that a continuous, direct and convenient pedestrian network running through KBBA, which separates pedestrian from vehicles, is essential for an ideal walking environment for developing a CBD.

- Comfort is also an important factor for an ideal KBBA pedestrian environment. Participants prefer the pedestrian network to be wide enough, connected on the same level, covered and possibly air-conditioned, and best with travelators.
- Attractiveness is also a major factor to switch people from taking shuttle bus to KBBA to walking. The general methods mentioned to improve the attractiveness include greening, visual beautification, organization of activities within the pedestrian network; and introduction of retail and artistic elements.
- Constructing new footbridges, greening/ beautification of pedestrian network and providing comfort facilities are the general suggestions from the public in enhancing their walking environment.
- Professional institutions suggested pedestrianization and enhancing vibrancy along the streets to attract people to walk. Also effective and practical traffic management measures were recommended to alleviate roadside activities.

3. Recommendations Received

- We received a lot of recommendations from the stakeholders at different occasions in the Stage 1 PE. Summary of recommendations included-

a) District Council

Pedestrian Network:

- To construct a footbridge across Kwun Tong Road connecting Ting Yip Street and Megabox;
- To study the possibility of constructing footbridges from the Amoy Garden, Choi Tak Estate, Choi Fook Estate, Choi Ying Estate and Lok Wah Estate to Kowloon Bay MTR Station in order to ease the existing crowded condition;
- To consider the possibility of constructing a pedestrian network system connecting between Tai Yip Street, Shun Yip Street via Shun Yip Lane and major commercial buildings ;
- To expedite the construction of the Kowloon Bay EWS initiated by private developers;
- To consider the provision of underground access through the MTR station and the surrounding areas, with escalators;
- To study the possibility of using the road section from Eastern Road of Kai Tak Development Area to Prince Edward Road East to ease the pedestrian flow of KBBA;
- To improve the connectivity of footpath and carriageway to major destinations.

Vehicular Traffic:

- To study the possibility of allowing the southbound of Wai Yip Street turning to Sheung Yuet Road;
- To implement no stopping restriction zone at the interchange of Wang Chiu Road and Kai Cheung Road;
- To request the car parks in commercial building to provide stacking area to shorten the queue for accessing the car park;
- To increase the number of public car park spaces in the commercial area (e.g. using the space under the flyover adjacent to the Megabox);
- To regulate the loading/unloading activities at KBBA

Public Transport and Others:

- To upgrade and enhance capacity of the Ngau Tau Kok MTR Station;
- To assess the capacity of Kowloon Bay Station and identify alternative mode of public transport (e.g Kai Tak Station)
- To provide more greening to the areas under flyovers;
- To hold focus group meetings with the local District Council Members;
- To extend the Study Area to its vicinity

b) Public Forum

Pedestrian Network:

- To provide a continuous pedestrian network (footbridge system) running through existing and future development in KBBA, which separates pedestrian from vehicles (e.g. Telford Plaza ↔ MegaBox; Telford Plaza ↔ Emax; MTR↔Amoy Gardens; MTR↔ Emax; MegaBox ↔Emax);
- To widen existing footbridges /construct new footbridges at MTR exits to divert the pedestrian flow;
- To widen/face-lift existing footpath

Branding, Design & Diversity:

- To provide greening, street furniture beautification and other visual beautification;
- To upgrade existing public space;
- To introduce entertainments, retail and artistic elements;
- To enhance vibrancy along streets (street level shops, outdoor café and food kiosks)

Others

- To provide barrier-free access (e.g. existing footbridge across Kwun Tong Road connecting to MTR Exit B);
- To provide clear signage (e.g. from MTR Station to KBBA via the existing footbridge near HKU Space across Wai Yip Street);
- To construct covered footbridges - best with air-conditioned, travelator (e.g. existing connection to MTR);
- To introduce electric vehicles to KBBA;
- To increase the provision of parking spaces and introduce parking information system

4. Way Forward

- We collected useful views and recommendations from different stakeholders in the Stage 1 PE. The views, suggestions and concerns collected in the 1st PE will serve as the fundamental basis of formulating the improvement schemes. Next, the Study team will continue to work on designing the at-grade improvements and other short, medium and long-term measures.
- We plan to hold the Stage 2 PE in the 4th quarter of 2013 to introduce the proposals of the at-grade improvements to pedestrian and traffic facilities. We welcome comments from the public.
- Public are invited to browse through our study website (www.ekeo.gov.hk/kbba-pedestrian) for the latest information.