

# 起動九龍東 Energizing Kowloon East

「飛躍啓德」城市規劃及設計概念國際比賽

International Ideas Competition on  
Urban Planning and Design for  
Kai Tak Fantasy

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

觀塘區議會 9 July 2013



發展局工務科  
Works Branch, Development Bureau

「啓德發展區前機場跑道末端，有極大潛力發展為旅遊及娛樂中樞。我們建議在此建立城中樂園 -- 『飛躍啓德』，除了娛樂設施外，還可利用啓德獨特的航空、航海及運輸背景，發展兼具教育及娛樂的園地。」

" The former runway tip in the Kai Tak Development Area has excellent potential to be developed into a tourism and entertainment hub. We propose setting up on this site a recreational landmark - Kai Tak Fantasy. On top of recreation facilities, it can be turned into an "edutainment" destination which will reflect Kai Tak's unique aviation, maritime and transportation history."

飛躍啓德 Kai Tak Fantasy

二零一三年施政報告  
2013 Policy Address

穩中求變  
務實為民

Seek Change

Maintain Stability

Serve the People with  
Pragmatism



# 飛躍啟德

- 根據已批核的啟德分區計劃大綱圖為基礎
- 與起動九龍東的政策措施發揮協同效應
- 發展一個「寓教於樂」- 教育及娛樂休閒兼備的世界級樂園

**Kai Tak Fantasy (KTF)** - to carry forward and enhance the approved Kai Tak Development (KTD) in optimising its potential as world class tourism and entertainment hub taking account of the Energizing Kowloon East (EKE) initiatives.

## 背景 Background



# 國際比賽 International Ideas Competition

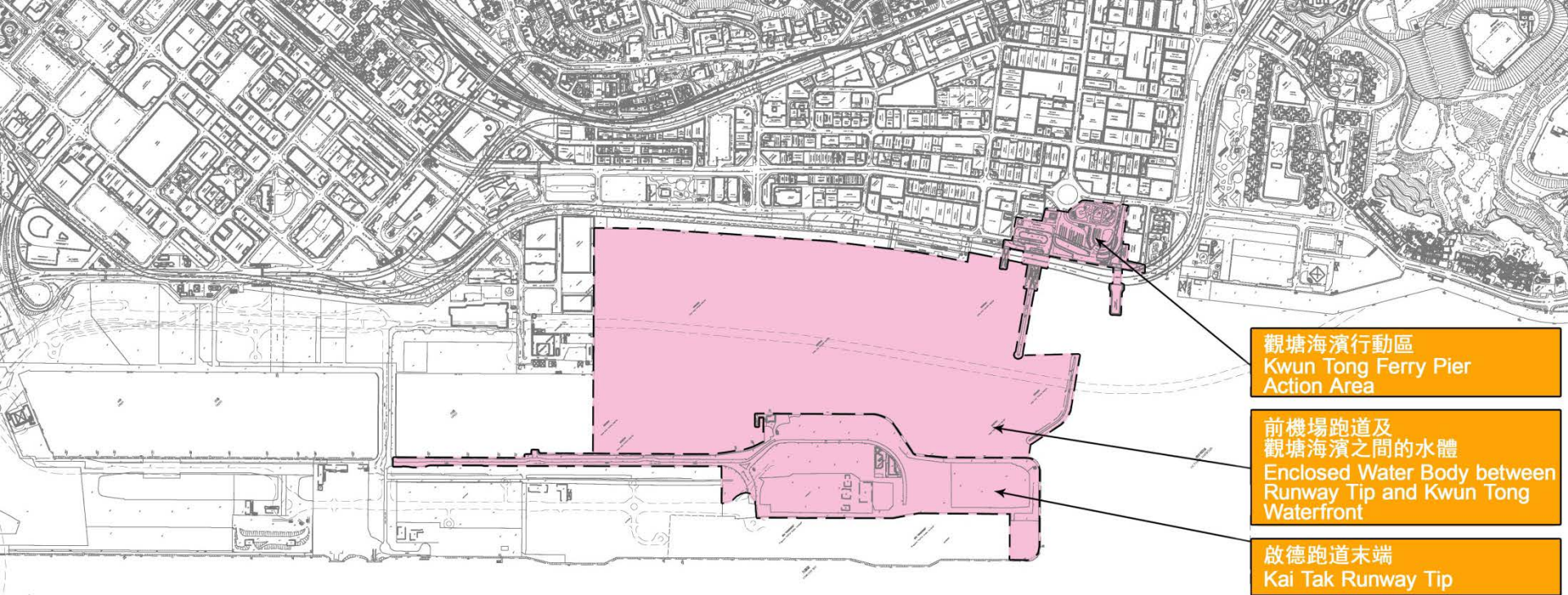
- 徵集更具創意及卓越的設計和構思  
To look for creative thoughts and design excellence
- 利用啓德獨特的航空、航海及運輸背景，發展一個教育及娛樂休閒兼備的園地  
To develop an 'edutainment' destination reflecting Kai Tak's unique aviation, maritime and transportation history. For all public enjoyment. Not a Tourist-Oriented theme park.
- 更有效運用啓德跑道末端及觀塘海濱之間的水體  
To optimise the use of waterbody between the runway tip and Kwun Tong waterfront.
- 融合水陸空間，讓海濱地區更添活力  
To allow opportunities for a vibrant water-land interface and its better connection to neighbouring areas.

## 目的 Objectives

BRANDING  
DESIGN  
DIVERSITY







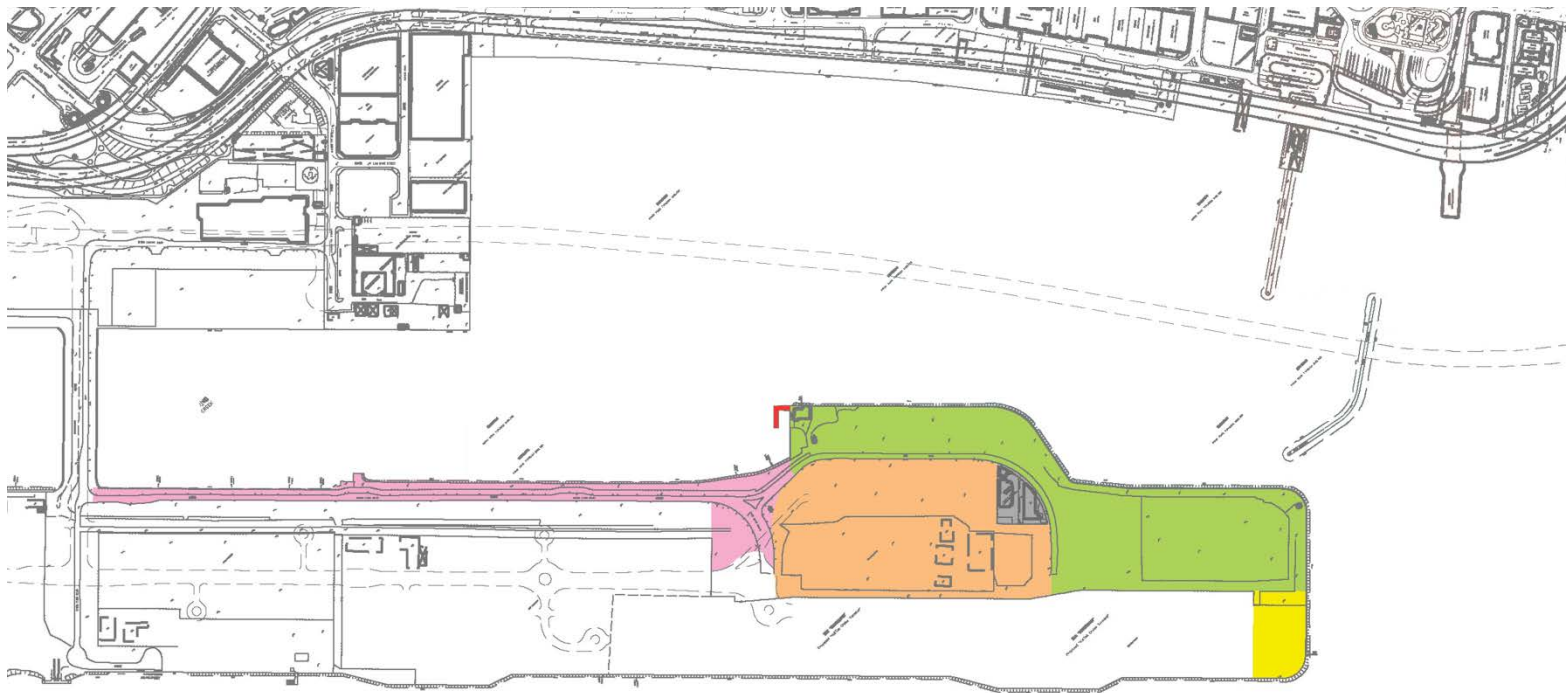
# 比賽範圍 Competition Area

BRANDING  
DESIGN  
DIVERSITY



已批核的啟德分區  
計劃大綱圖之用途  
Approved Kai Tak  
Outline Zoning Plan

- 與旅遊業有關的用途  
包括商店、酒店及娛樂  
To include commercial,  
hotel and entertainment
- 休憩用地  
(跑道公園)  
Open Space  
(Runway Park)
- 休憩用地  
(啟德海濱長廊)  
Open Space  
(Runway Waterfront  
Promenade)
- 直升機坪  
Heliport
- 政府、機構或社區  
Government, Institution  
or Community
- 碼頭  
Pier

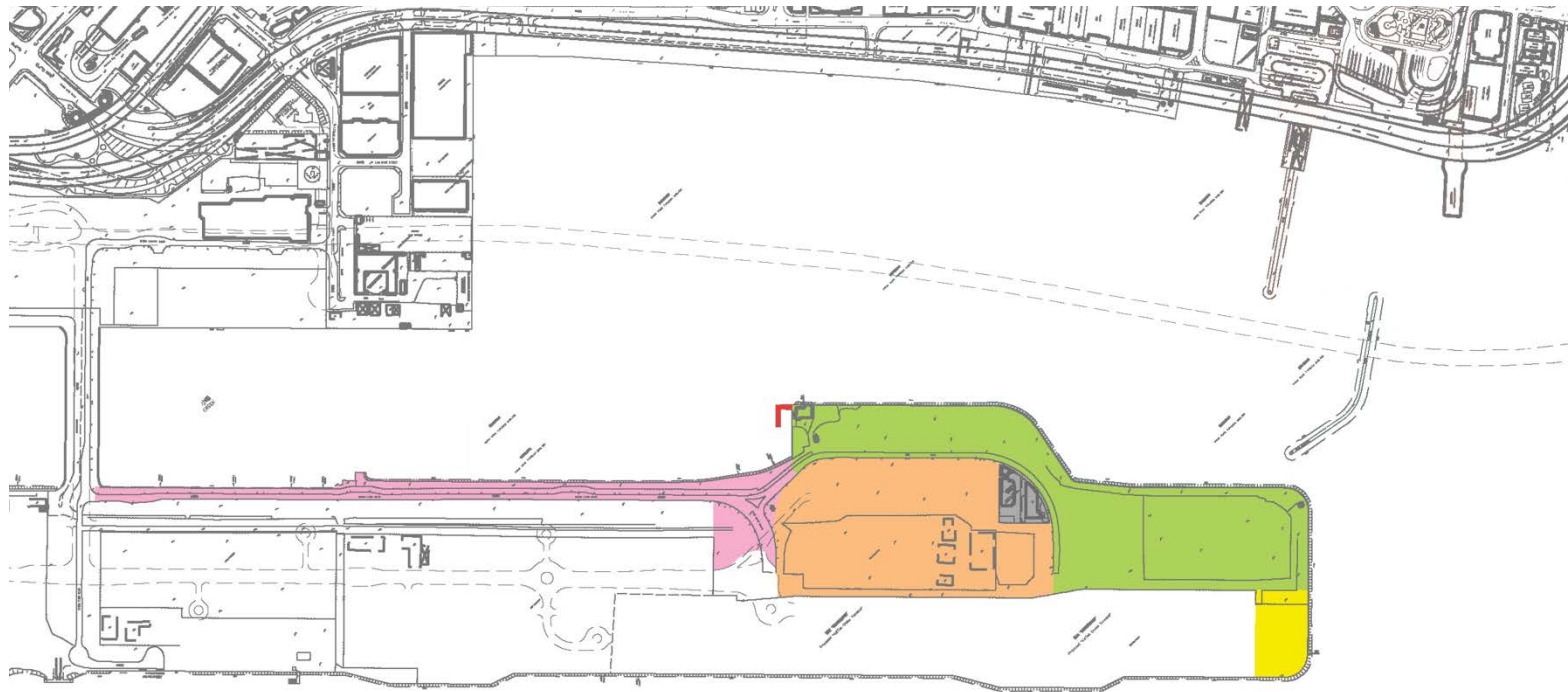


比賽範圍 - 啟德跑道末端 Competition Area - Kai Tak Runway Tip

DESIGN  
DIVERSITY







## 教育及娛樂休閒兼備的樂園 “Edutainment” Destination

DESIGN  
DIVERSITY

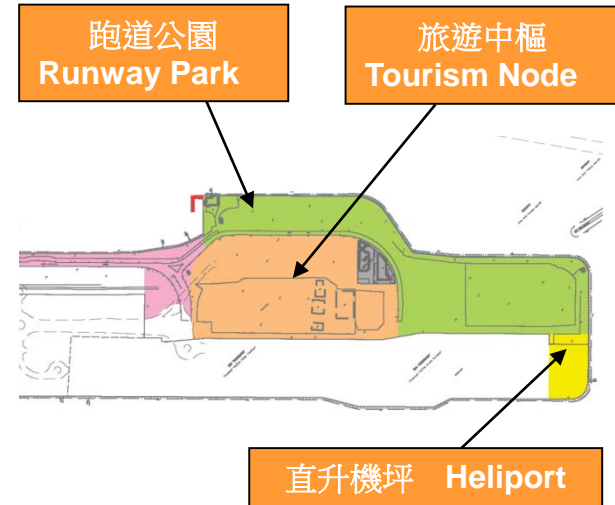


## 旅遊中樞

- 總樓面面積：229,400平方米
- 建議土地用途 - 教育及娛樂兼備的設施、商店、零售/商業、酒店、辦公室
- 「政府、機構或社區」分區內現的污水泵站和電力變電站將原地保留

## Tourism Node

- Total GFA: 229,400m<sup>2</sup>
- Proposed uses - 'edutainment' facilities, retail/commercial, hotel, office
- Existing Sewage Pumping Station and Electricity Substation in the "G/IC" will remain in situ



# 設計要求 Design Requirements

BRANDING  
DESIGN  
DIVERSITY

## 跑道公園

- 面積不小於8.6公頃
- 整體設計須與旅遊中樞互相融合
- 為方便舉辦城中盛事，設計須靈活具彈性
- 設計須有良好的水陸連接，並納入現有碼頭

## Runway Park

- not less than 8.6 ha
- integrate seamlessly with the Tourism Node
- flexible design for holding urban city events
- good interface with adjacent water body and incorporate the existing pier for water activities



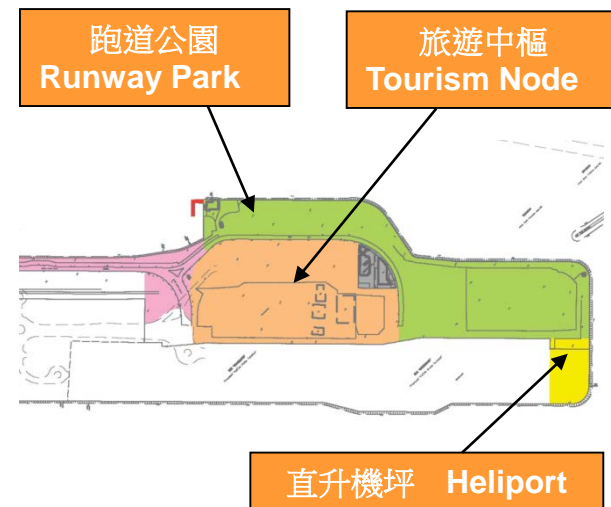
## 直升機坪

- 設計與旅遊中樞互相融合

## Heliport

- integrate with development in Tourism Node

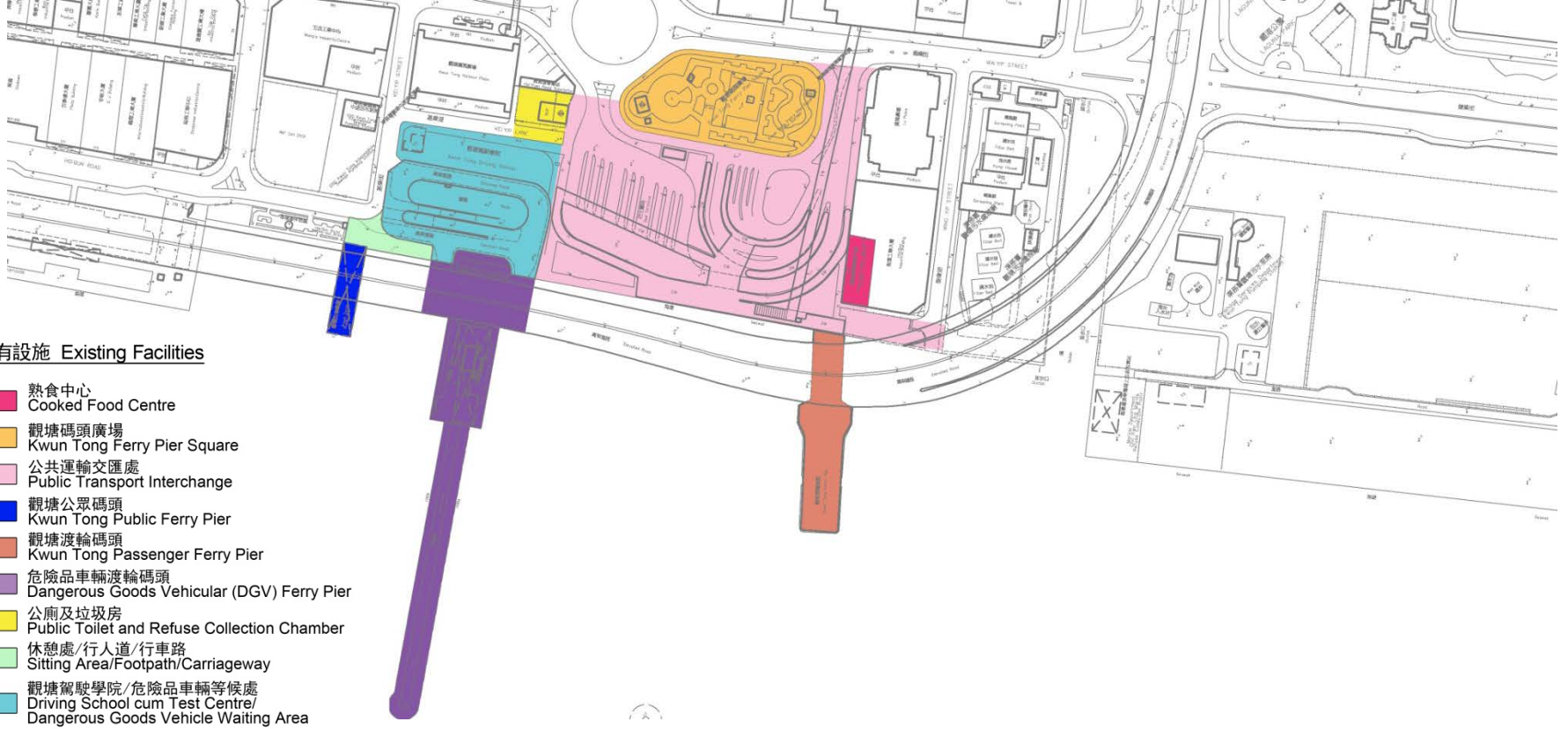
為鼓勵靈活設計，旅遊中樞、跑道公園及直升機坪的土地使用配置和佈局可偏離啓德分區計劃大綱圖的限制和分區邊界。



## 設計要求 Design Requirements

BRANDING  
DESIGN  
DIVERSITY

To encourage flexibility in design, the land use disposition and layout of the Tourism Node, Runway Park & Heliport can deviate from the restriction and zoning boundary of OZP.



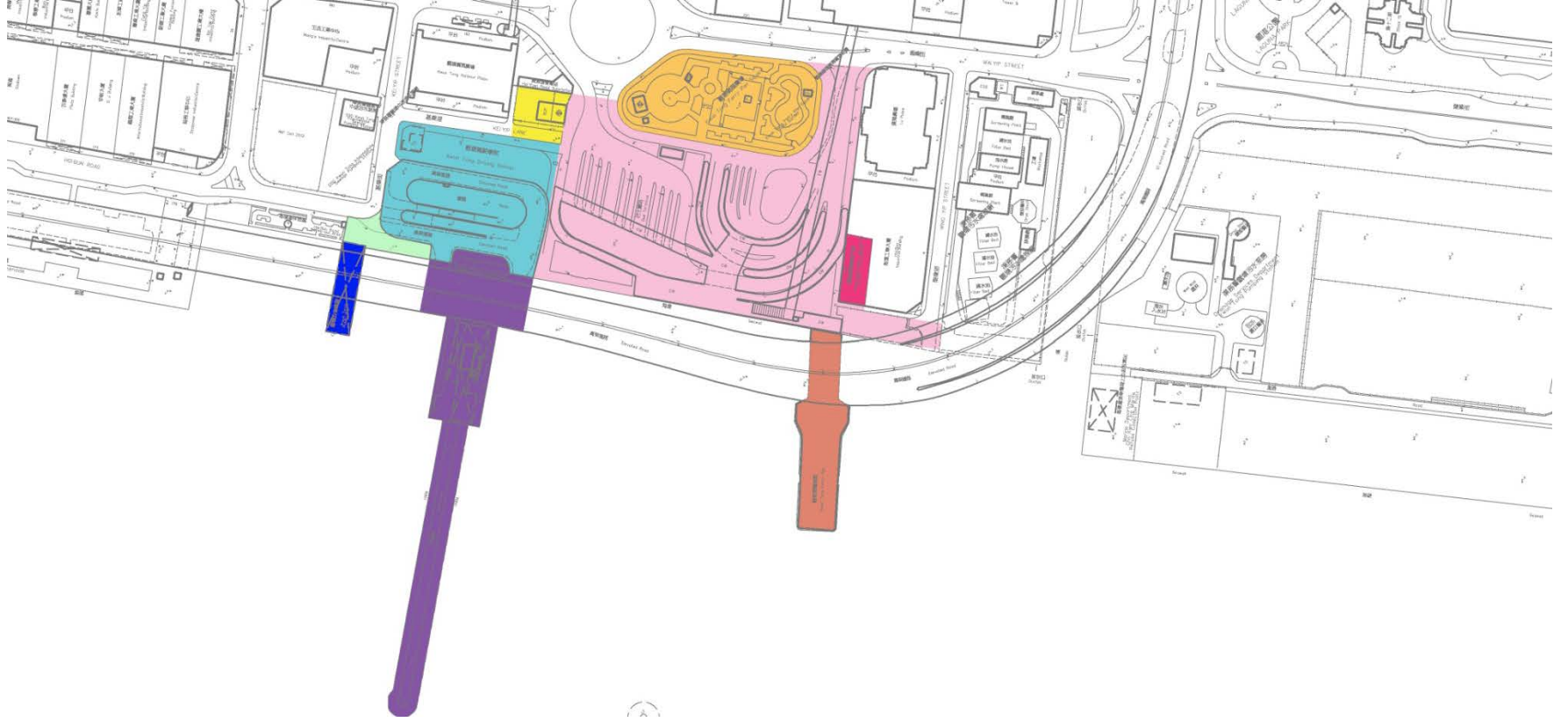
**現有設施 Existing Facilities**

- 熟食中心  
Cooked Food Centre
- 觀塘碼頭廣場  
Kwun Tong Ferry Pier Square
- 公共運輸交匯處  
Public Transport Interchange
- 觀塘公眾碼頭  
Kwun Tong Public Ferry Pier
- 觀塘渡輪碼頭  
Kwun Tong Passenger Ferry Pier
- 危險品車輛渡輪碼頭  
Dangerous Goods Vehicular (DGV) Ferry Pier
- 公廁及垃圾房  
Public Toilet and Refuse Collection Chamber
- 休憩處/行人道/行車路  
Sitting Area/Footpath/Carriageway
- 觀塘駕駛學院/危險品車輛等候處  
Driving School cum Test Centre/  
Dangerous Goods Vehicle Waiting Area

**比賽範圍- 觀塘海濱行動區 Competition Area - Kwun Tong Ferry Pier Action Area**







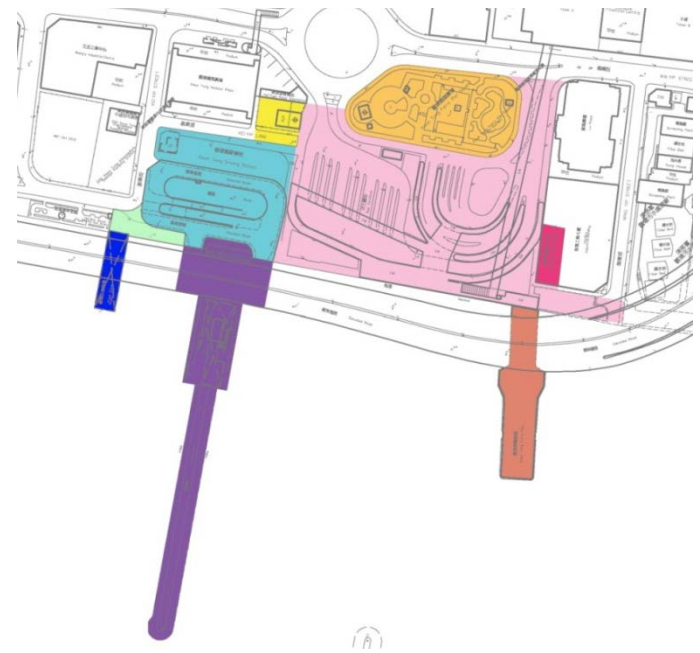
# 創建藝術創意空間 Creativity, Arts and Culture

STANDING  
DESIGN  
DIVERSITY





- 總樓面面積：83,500平方米；
- 建議用途 - 辦公室、藝術家工作室、商店、食店、室外表演場地及海濱長廊
- Total GFA : 83,500m<sup>2</sup>
- Proposed uses - offices, artist workshops, retail shops, restaurants, outdoor performance area and waterfront promenade



## 設計要求 Design Requirements

BRANDING  
DESIGN  
DIVERSITY

### 三個現有碼頭

- 需原地保留；設計需改善現有碼頭的結構，讓海濱的用途更具活力及促進水路運輸

### 休憩用地（0.58公頃）及公共交通交匯處

- 於行動區內重置

### 熟食中心、公共洗手間及垃圾收集站

- 與行動區內的其他發展互相結合

### Three existing piers

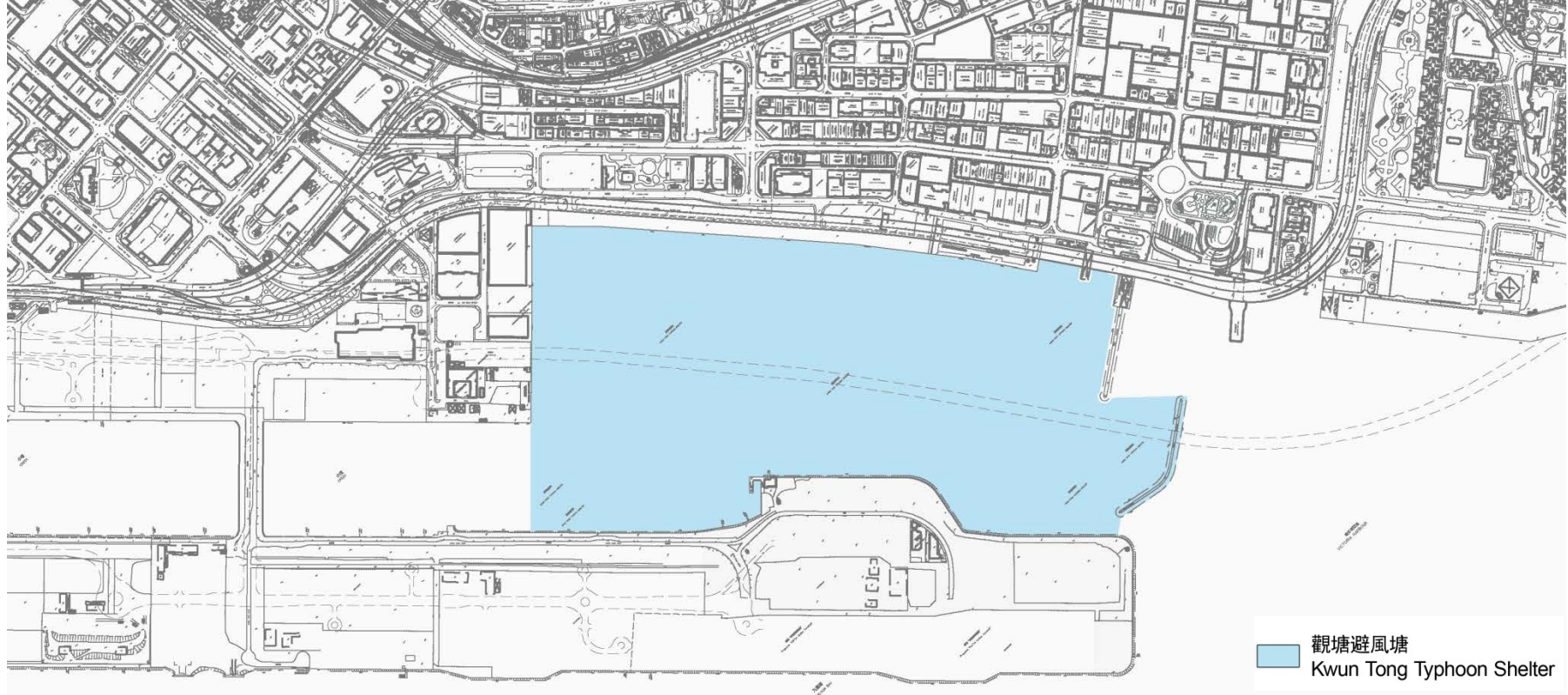
- to remain in-situ; design to improve existing structure for more vibrant waterfront uses, and promote waterborne transport

### Open Space (0.58 ha) and Public Transport Interchange

- to be reprovided in the Action Area.

### Cooked Food Centre, Public Toilet and Refuse Collection Point

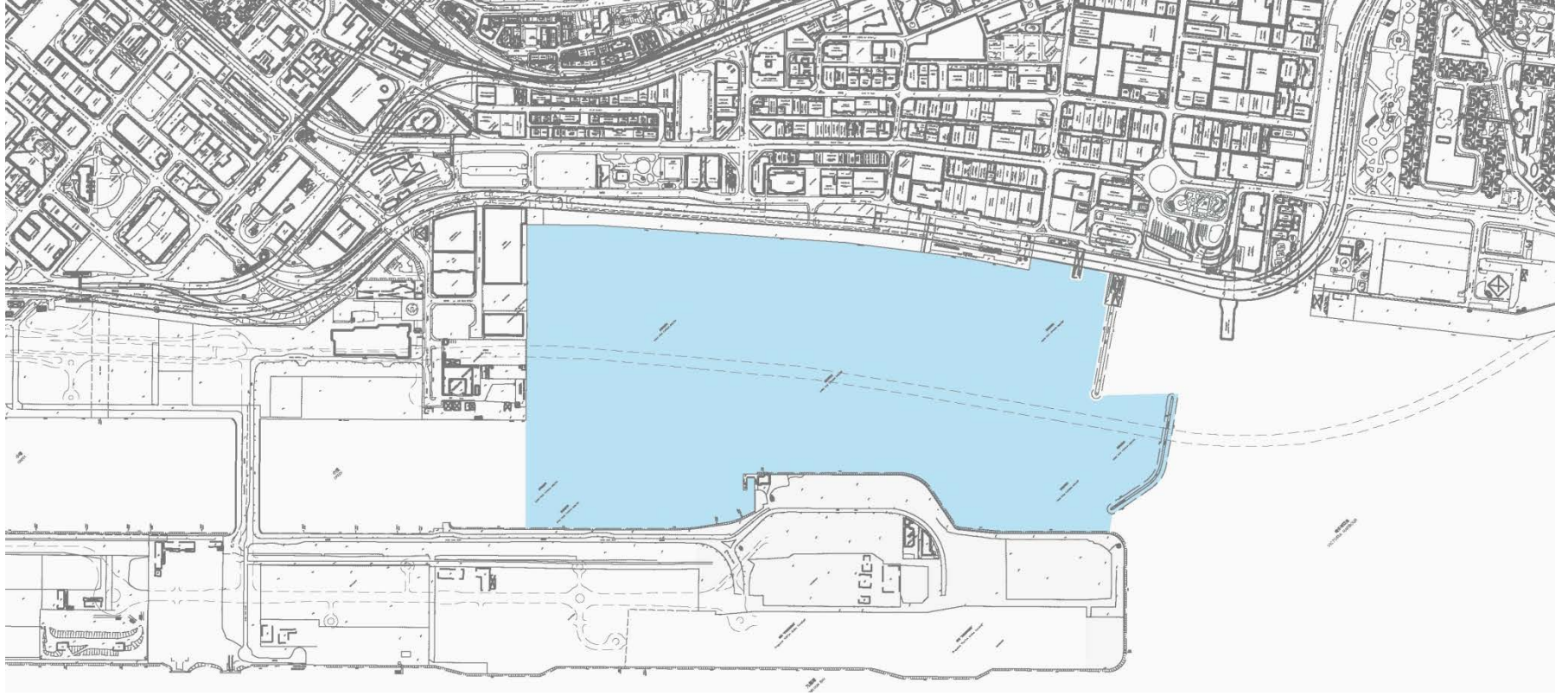
- to be incorporated/integrated with the other developments in Action Area



比賽範圍 - 觀塘避風塘 Competition Area - Kwun Tong Typhoon Shelter





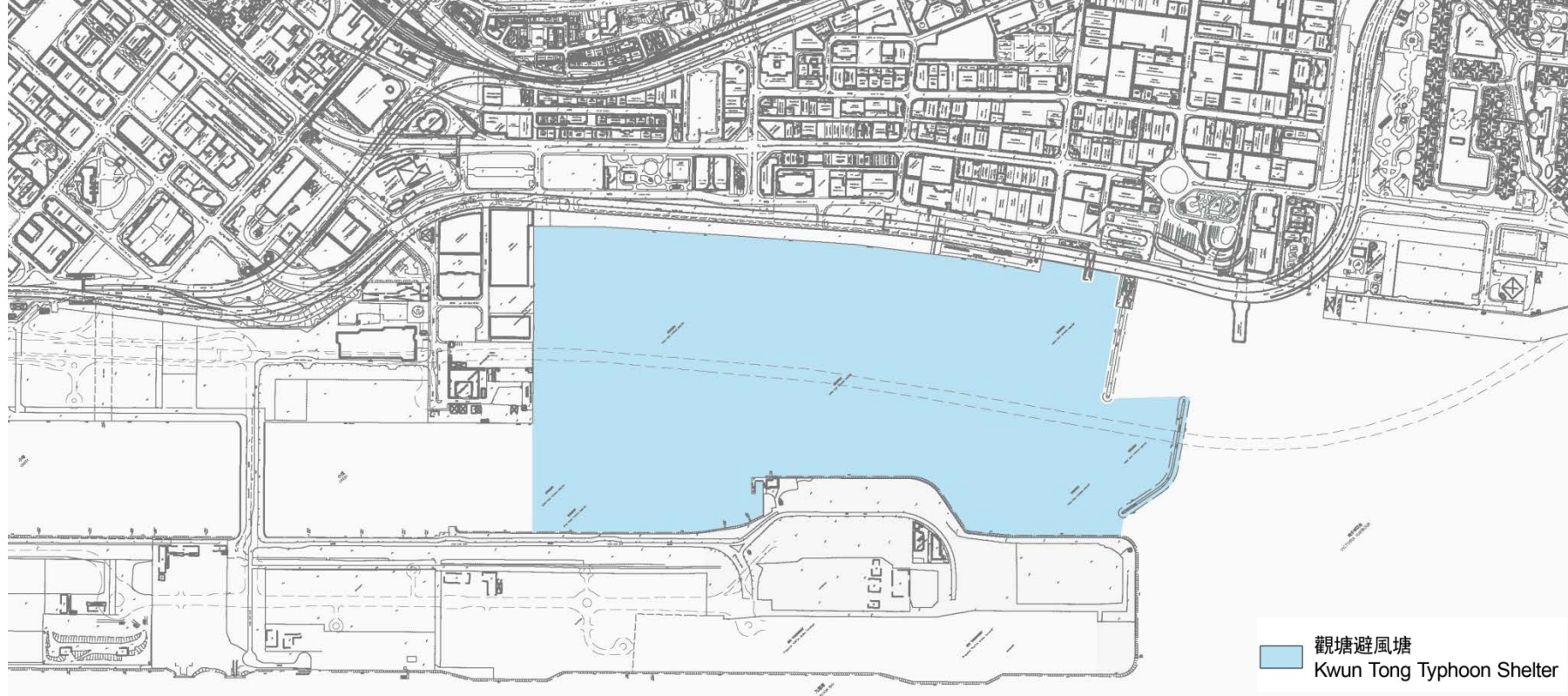


# 活力海濱 Waterfront Vibrancy

BRANDING  
DESIGN  
DIVERSITY



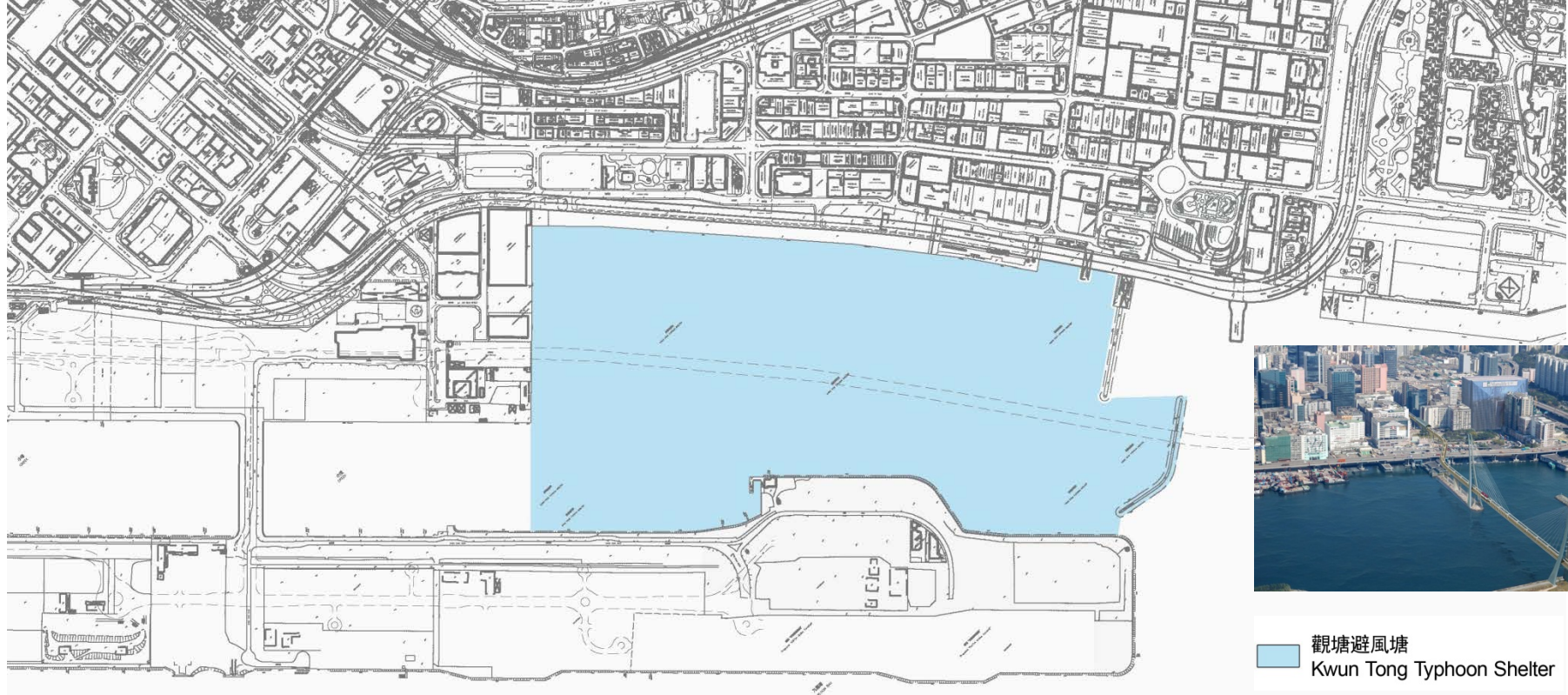




## 設計要求 Design Requirements

BRANDING  
DESIGN  
DIVERSITY

- 需保留避風塘的功能
- 考慮水質的限制及避風塘功能，提供適合的水上活動
- typhoon shelter function to be maintained
- suitable water-based activities having regard to the constraint of water quality and typhoon shelter function



觀塘避風塘  
Kwun Tong Typhoon Shelter

# 設計要求 Design Requirements

- 設計須納入政府已公布的環保連接系統
- 參賽作品須建議環保連接系統落成前，加強聯繫的方案
- Design should incorporate EFLS proposal published by the Government.
- Design should strengthen connectivity before implementation of EFLS.



BRANDING  
DESIGN  
DIVERSITY



- 歡迎世界各地包括本港的規劃師、城市設計師、建築師、工程師、園境師及測量師等專業人士參與。

Open for qualified overseas and local planners, urban designers, architects, engineers, landscape architects and surveyors.

## 參賽資格 Eligibility

BRANDING  
DESIGN  
DIVERSITY





事項	日期
收集公眾對比賽要求之意見 Collection of Public Opinions on Design Requirements	2013年6月20日至8月19日 20 June – 19 Aug 2013
公眾諮詢會 Public Consultation Meeting	2013年7月27日 27 July 2013
比賽接受報名 Launch of Competition	2013年底 End of 2013
展出入圍作品及收集公眾意見 Exhibition of Shortlisted Entry & Engage Public Comment	2014年中 Mid of 2014
公佈比賽結果 Announcement of Result	2014年底 End of 2014

## 時間表及公眾參與 Programme and Public Engagement

BRANDING  
DESIGN  
DIVERSITY



- 設計要求  
Design Requirements
- 技術安排  
Technical Arrangement

意見徵詢 Advice Sought



KAI TAK FANTASY INTERNATIONAL  
飛躍啟德  
IDEAS COMPETITION

1. <http://www.planetware.com/tourist-attractions-/lucerne-luzern-ch-lu-luc.htm>
2. <http://www.aktnz.co.nz/2011/09/08/fridays-trains-buses-ferry-rwc-arrangements/>
- 3.&4. [http://www.tbany.com/projects\\_page.php?projectid=275](http://www.tbany.com/projects_page.php?projectid=275)
5. <http://pillowleaves.wordpress.com/2012/11/12/30-bands-perform-in-jazz-colors-at-central-park>
6. <http://marinachetner.files.wordpress.com/2012/06>
7. <http://www.manchestereveningnews.co.uk/news/local-news>
8. [http://www.sfsu.edu/~oip/f1services/oipnews/2011/September/september16\\_sfdragonboatfest.htm](http://www.sfsu.edu/~oip/f1services/oipnews/2011/September/september16_sfdragonboatfest.htm)
9. <http://www.demotix.com/news/1741545/big-issue-street-football-festival-held-floating-field-sydney#media-1741472>
10. <http://waaaat.welovead.com/cn/top/detail/cf0Amqry.html>
11. <http://www.fabulouslybroke.com/2009/05/chicago-part-un/>

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多謝! Thank you!