

**Energizing Kwoloon East  
International Ideas Competition on Urban Planning and Design for  
Kai Tak Fantasy**

**Purpose**

This paper is to invite Members' views on the proposed arrangement of the "International Ideas Competition on Urban Planning and Design for Kai Tak Fantasy" (the Competition).

**Background**

2. In his 2013 Policy Address, the Chief Executive announced the proposal of setting up a recreational landmark – "Kai Tak Fantasy" (KTF) at the former runway tip in the Kai Tak Development (KTD). 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 for the enjoyment by the general public.

3. In the quest for design excellence, we propose to undertake an international ideas competition to generate original concepts, master planning and urban design schemes for the KTF. The competition aims to optimise the potential of the site as world class tourism and entertainment hub, which will have a synergy effect with the various Energizing Kowloon East (EKE) initiatives in facilitating the transformation of Kowloon East and sustaining the economic growth of Hong Kong.

**The Arrangement of the Competition**

***The Concept of "Edutainment"***

4. KTF comprises the Kai Tak Runway, the Kwun Tong Ferry Pier Action Area and the enclosed waterbody between the runway and Kwun Tong waterfront, with a total area of about 80ha. (Figure 1 of Annex I). On the basis of the proposed land uses and broad development parameters on the Kai Tak Outline Zoning Plan (OZP), the Competition looks for creative thoughts and design excellence for KTF, an 'edutainment' destination open for all, not a traditional theme park that only caters for tourists.

## ***Competition Area and Preliminary Planning & Design Requirements***

### ***Kai Tak Runway Tip (Figure 2 of Annex I)***

5. The Kai Tak runway tip is at the centre of eastern part of the territory. It enjoys a panoramic harbour view, and is adjacent to Cruise Terminal Building and the Kwun Tong Typhoon Shelter. We believe that Kai Tak Runway Tip has the potential to be developed into an “edutainment” destination that integrates education and entertainment facilities to reflect its unique aviation, maritime and transportation history. The edutainment facilities should be much more than traditional museums or science centres so as to give visitors the experience of a place that embraces both leisure and learning. In terms of form, the facilities may not necessarily be confined within building structures, but also be extended to other areas in the runway tip, including the waterfront as well as spilling over onto the water body for accommodating various exhibits/displays providing exciting place-making experiences. The contestants should use the approved Kai Tak OZP as the basis and make reference to its proposed land uses and layout in the proposed design.

### ***Kwun Tong Ferry Pier Action Area (Figure 3 of Annex I)***

6. Kwun Tong Ferry Pier Action Area is identified in the EKE Conceptual Master Plan as having potential for further development to facilitate the transformation of KE into an alternative CBD for Hong Kong. The proposed mixed uses include offices, artist workshops and office studio, retail, restaurants, outdoor performance area and waterfront promenade. Specifically the provision for art and creative industries can help transforming KE into a business area with special character, promoting diversity and sustainability, increasing vibrancy of the community and strengthening the ‘edutainment’ theme.

7. Whilst the contestants are to propose suitable water-based activities to better utilise the piers, consideration should be given to maintain their services and operation.

### ***The Enclosed Waterbody between the Kai Tak Runway Tip and Kwun Tong Ferry Pier Action Area (Figure 4 of Annex I)***

8. Different sectors of the community and professional bodies agree that a vibrant waterfront is the crucial in EKE. The intention of including the Kwun Tong Typhoon Shelter in the Competition Area is to request the contestants to propose suitable water activities in undertaking the design so as to make good use of the waterbody while maintaining its function as a typhoon shelter.

## **Eligibility**

9. The competition is open for planners, urban designers, architects, engineers, landscape architects, surveyors and professionals alike from all over the world to provide unique, innovative ideas and original concepts in the master planning and urban design schemes for the reference and appropriate adoption by the government of HKSAR .

## **Programme and Public Engagement**

10. The Competition will be launched in end 2013 and the result will be announced around end 2014. Before launching the Competition, we will consult different parties and organize a public consultation meeting in July/August 2013 to collect public views on the arrangement of the Competition. All the views will be suitably adopted in the Competition document. After the initial assessment of the entry submissions in mid of 2014, the short-listed submissions will be exhibited for public comments. Public opinions collected will be consolidated and reported to the Jury Panel for their consideration in the final assessment.

## **View Being Sought**

11. We appeal to Members' support to the Competition. Members are invited to comment on the arrangement as detailed above, and welcome to join the public consultation meeting to be announced in due course.

**Energizing Kowloon East Office  
Development Bureau  
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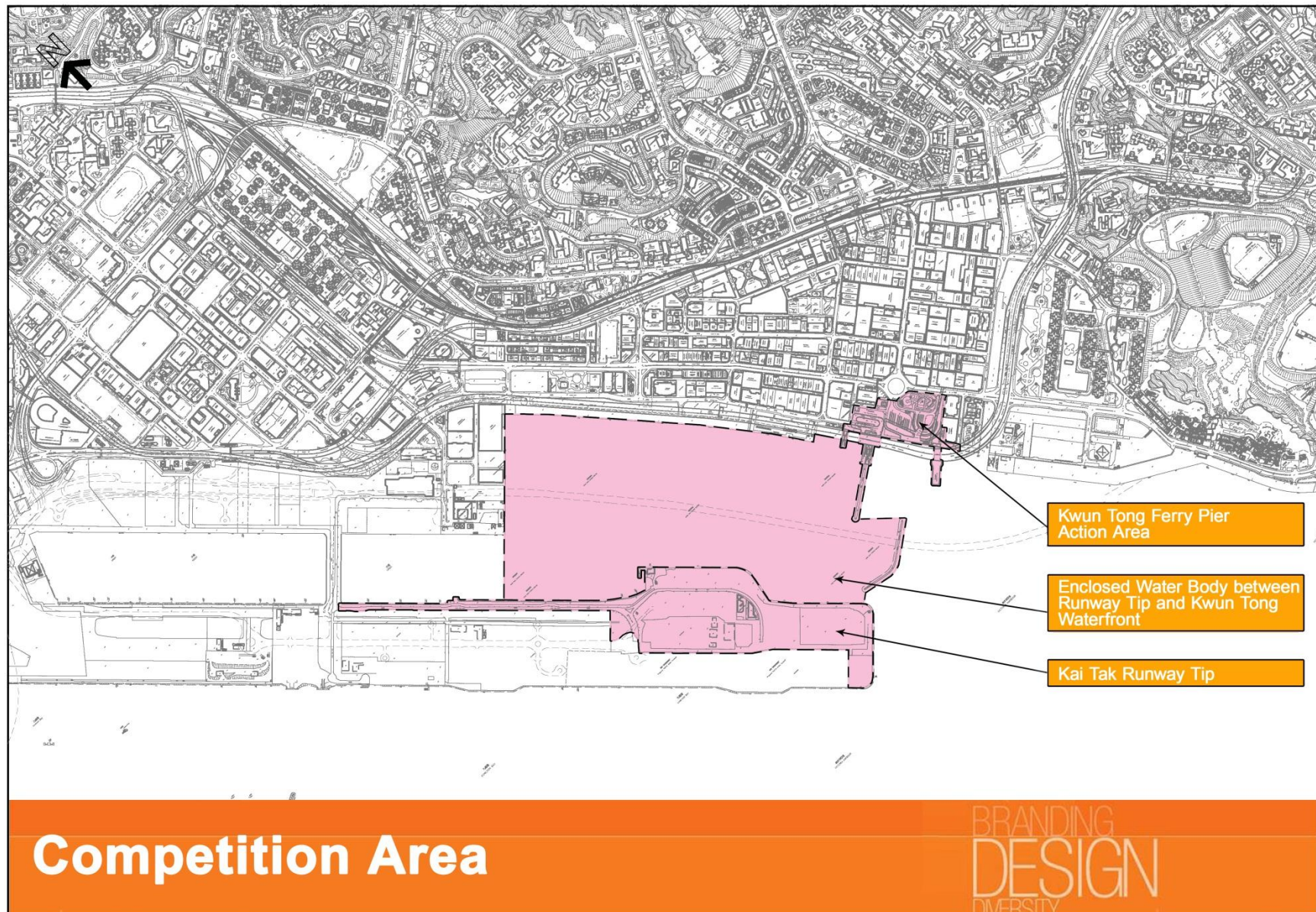


Figure 1



Figure 2

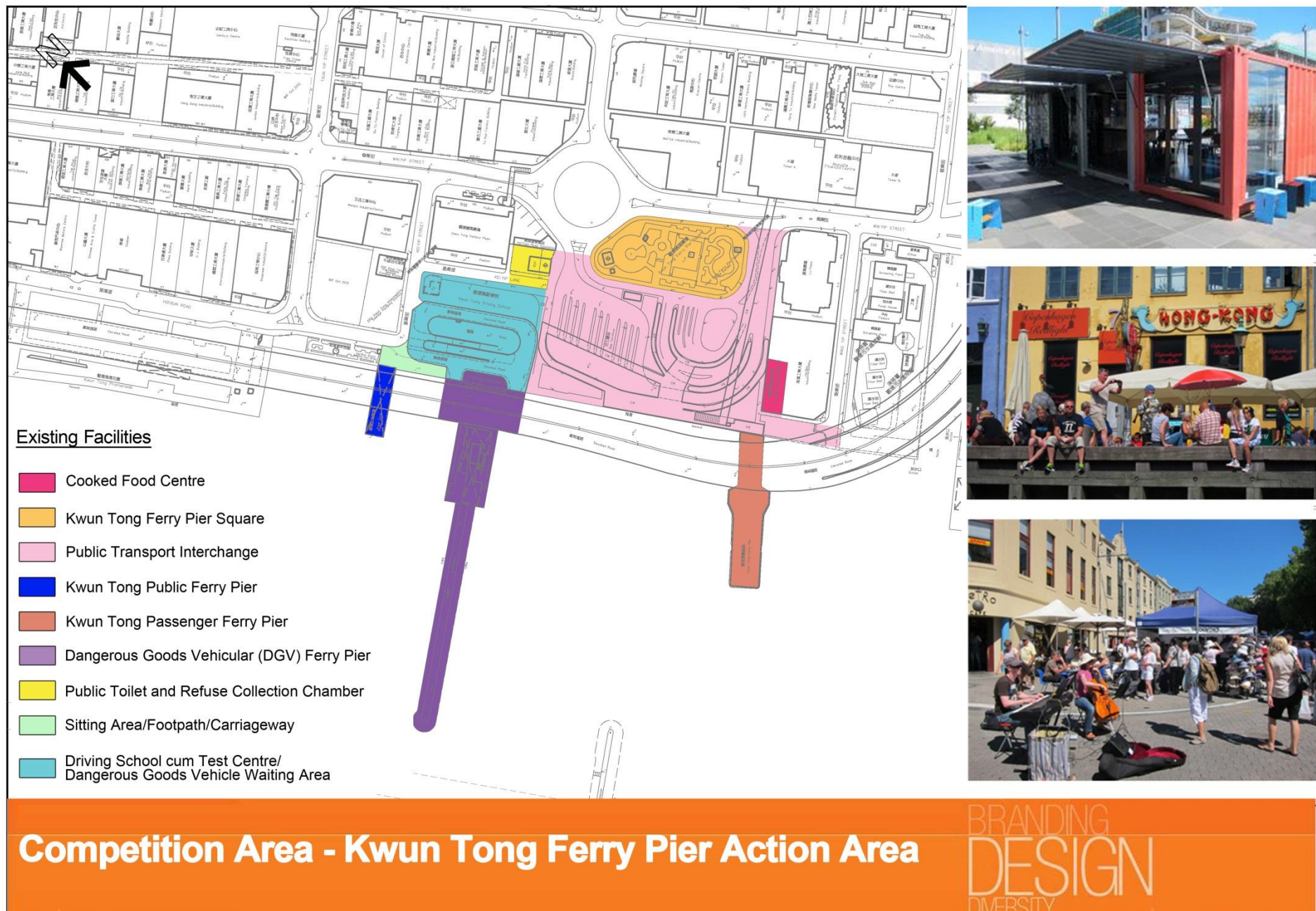


Figure 3



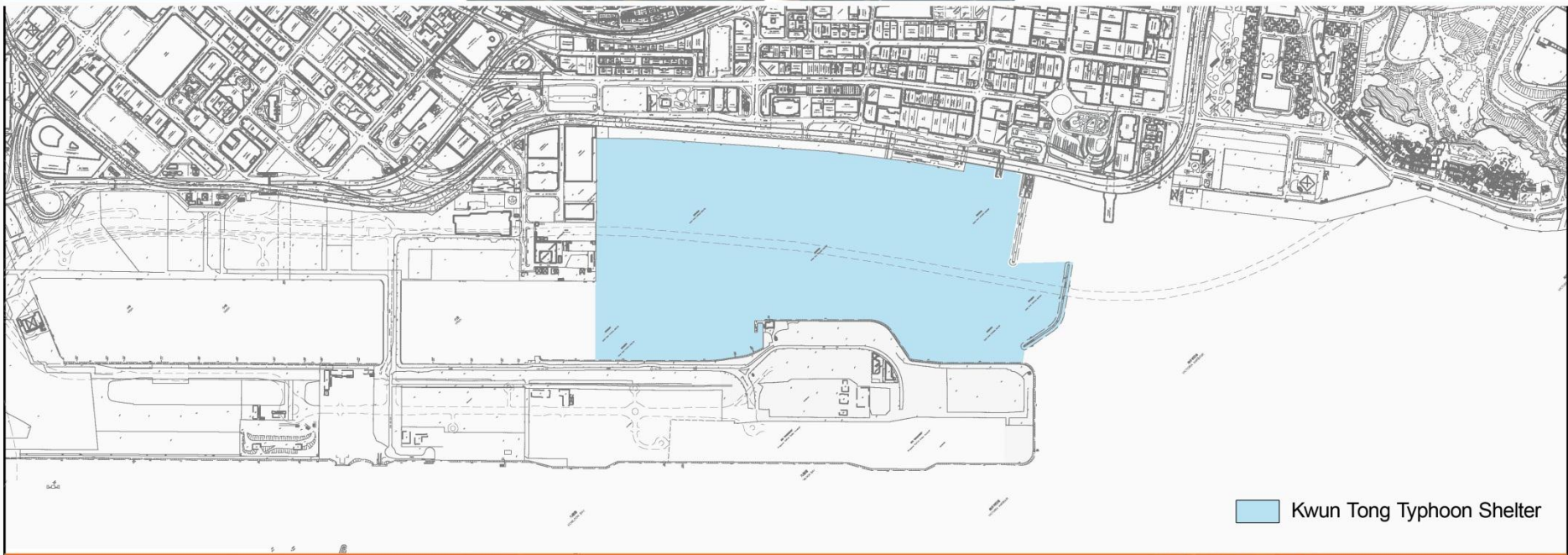
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Kwun Tong Typhoon Shelter

Competition Area - Kwun Tong Typhoon Shelter

BRANDING  
DESIGN  
DIVERSITY

Figure 4

### **Acknowledgement of Image Source**

1. <http://pillowleaves.wordpress.com/2012/11/12/30-bands-perform-in-jazz-colors-at-central-park>
2. <http://marinachetner.files.wordpress.com/2012/06>
3. <http://www.manchestereveningnews.co.uk/news/local-news>
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5. <http://www.demotix.com/news/1741545/big-issue-street-football-festival-held-floating-field-sydney#media-1741472>
6. <http://waaaat.welovead.com/cn/top/detail/cf0Amqry.html>