起動九龍東十周年
10th Anniversary of
Energizing Kowloon East

2012
2022

凝心聚力
務實篤行

Create a coherent KE for a brighter future



2021

↑130%

九龍東商業樓面面積供應

supply of commercial space in Kowloon East

17

公頃公共休憩用地已新增 / 翻新

hectares of public open space are provided / renovated

>73%

九龍東的時租泊車位參與易泊車計劃

hourly parking spaces in Kowloon East joined Easy Parking scheme



50+

幢建築獲得綠建環評金級或以上級別

buildings in Kowloon East accredited with BEAM Plus Gold or above

>80%

持份者表示滿意起動九龍東辦事處的項目促進工作

stakeholders are satisfied with the facilitation by EKEO

>80%

使用者對 InPARK、翠屏河花園及海濱道公園表示滿意

users find InPARK, Tsui Ping River Garden and Hoi Bun Road Park satisfactory

1,120,000+

人次曾參與起動九龍東辦事處支持的活動

participants joined in the events supported by EKEO

2022



起動 Kowloon East 九龍東

新蒲九龍Kai啟德灣Kwun Tong

引言
Introduction

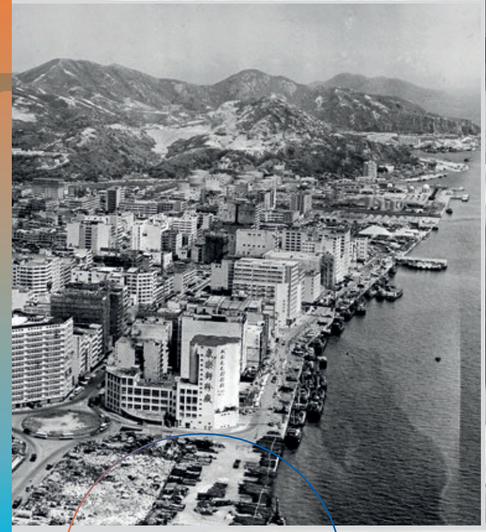
2011-12年的施政報告宣布採取具前瞻性、相互協調和綜合的方式，把包括啟德機場舊址、觀塘商貿區和九龍灣商貿區的九龍東轉型為第二個富吸引力的核心商業區。我們一直致力延續九龍東成功的故事，在城市急速演變的過程中，連繫過去、現在和未來。

The 2011-12 Policy Address announced the adoption of a visionary, coordinated and integrated approach to transform Kowloon East (KE), comprising the former Kai Tak Airport, the Kwun Tong Business Area and the Kowloon Bay Business Area, into an attractive CBD to sustain Hong Kong's economic development. We are keen to continue the successful story of KE and to link the past, present and future in the face of rapid urban transformation.

2022年6月
June 2022











圖片鳴謝

建築署、土木工程拓展署、渠務署、路政署、政府新聞處、地政總署、康樂及文化事務署、政府檔案處歷史檔案館

中國香港龍舟總會、香港水上運動議會、全城街馬

深圳怡豐自動化科技有限公司

Photo Acknowledgement

Architectural Services Department, Civil Engineering and Development Department, Drainage Services Department, Highways Department, Information Services Department, Lands Department, Leisure and Cultural Services Department, Public Records Office of Government Records Service

Hong Kong China Dragon Boat Association, Hong Kong Water Sports Council, RunOurCity Foundation

Shenzhen Yee Fung Automation Technology Co., Ltd.

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2012至2022年的重點活動 / 項目
Key events/projects from 2012 to 2022

2012

2013

01 六月 Jun 起動九龍東辦事處成立
Inauguration of EKEO

02 十月 Oct 星期四 — 玩轉駿業街之綠生活 | 藝術
Playful Thursday @Tsun Yip Street – Veggie | Arts Jamboree

03 一月 Jan 反轉天橋底一號場啟用
Fly the Flyover 01 opened

04 七月 Jul 「飛躍啟德」城市規劃及設計概念國際比賽展開
Kai Tak Fantasy International Ideas Competition on Urban Planning and Design launched

2014

05 三月 Mar 首屆「香港街馬」於九龍東舉行
First HK Streetathon at Kowloon East

06 六月 Jun 啟德跑道公園（第一期）開放
Kai Tak Runway Park (Phase 1) opened

07 九月 Sep 完成九龍東「創造精神」— 工業文化研究
Completion of the "Spirit of Creation" – Study of Industrial Culture of Kowloon East

2015

08 三月 Mar 後巷計劃@九龍東
Back Alley Project @Kowloon East

09 三月 Mar 首屆後巷街跑2015
First BackStreet Run 2015

10 五月 May 觀塘海濱花園（第二期）開放
Kwun Tong Promenade (Phase 2) opened

2016

16 四月 Apr 第60屆體育節龍舟比賽
60th Festival of Sport – Dragon Boat Competition

17 九月 Sep 反轉天橋底二號和三號場及「飛躍天橋底」城市藝裳公共藝術比賽
Fly the Flyover 02 and 03 and City Dress-up Public Art Competition "Flyover Fantasy"

18 十月 Oct 起動九龍東措施延伸至新蒲崗
Energizing Kowloon East Initiative extended to San Po Kong

19 十月 Oct 萬聖節街跑@九龍東
Halloween Run @ KE

2017

11 一月 Jan 促進私營機構提供行人連接通道
Introduction of facilitation policy for provision of pedestrian links by the private sector

12 三月 Mar 啟德跑道公園碼頭開放
Kai Tak Runway Park Pier opened

13 三月 Mar 觀塘水上運動節
Kwun Tong Water Sports Festival

14 十一月 Nov 智慧城市周
Smart City Week

15 十二月 Dec 推出「我的九龍東」手機應用程式
MyKE mobile app launched

2018

23 一月 Jan 智慧城市研討會
Smart City Symposium

24 三月 Mar InPARK開放
InPARK opened

25 三月 Mar 翠屏河花園開放
Tsui Ping River Garden opened

26 四月 Apr 更新《共享觀塘避風塘指引》
Guidelines for Co-using Kwun Tong Typhoon Shelter revised

2019

20 一月 Jan 環球帆船賽香港站
Volvo Ocean Race Hong Kong Stopover

21 七月 Jul 捷流41定翼飛機落戶啟德跑道公園
Fixed-wing aircraft Jetstream 41 came to Kai Tak Runway Park

22 十月 Oct 第20屆香港國際龍舟錦標賽
20th Hong Kong International Dragon Boat Championships

2020

27 一月 Jan 「香港街馬」延伸至港島
HK Streetathon extended to Hong Kong Island

28 三月 Mar 綠色走廊大致完成
Green Spine substantially completed

29 七月 Jul 翠屏河項目展開
Commencement of Tsui Ping River project

30 七月 Jul 臨華街遊樂場項目展開
Commencement of Lam Wah Street Playground project

31 十月 Oct 行政長官到訪
Visit by the Chief Executive

32 十月 Oct 完成觀塘行動區規劃及工程可行性研究
Completion of Planning and Engineering Study on Kwun Tong Action Area – Feasibility Study

33 十二月 Dec 完成八項概念驗證測試
Completion of 8 proof of concept trials

2021

34 一月 Jan 完成啟德跑道末端發展規劃及城市設計檢討
Completion of Planning and Urban Design Review for Developments at Kai Tak Runway Tip – Feasibility Study

35 八月 Aug 海濱道公園開放
Hoi Bun Road Park opened

36 九月 Sep 全民「煙」月
Fly Me to the Moon

37 九月 Sep 駿業熟食市場天台重新開放
Rooftop of Tsun Yip Cooked Food Market fully reopened

38 十二月 Dec 九龍東商業樓面面積供應增加70%
Achieve 70% increase in supply of commercial space in Kowloon East

39 十二月 Dec 完成九龍灣行動區發展規劃及工程可行性研究
Completion of Planning and Engineering Study for the Development at Kowloon Bay Action Area

40 十二月 Dec 康寧道公園開放
Hong Ning Road Park opened

2022

41 一月 Jan 公布概念總綱計劃6.0
Conceptual Master Plan 6.0 issued

42 三月 Mar 完成研究重建彩虹道遊樂場、體育館及街市
Completion of the Planning Study on the Redevelopment of Choi Hung Road Playground, Sports Centre and Market Complex

43 四月 Apr 行政長官到訪
Visit by the Chief Executive

44 五月 May 新蒲崗四美街項目展開
Commencement of Sze Mei Street project

45 五月 May 於橫跨觀塘道近港鐵九龍灣站B出口的行人天橋架設主橋面
Erection of main deck of the footbridge near MTR Kowloon Bay station exit B across Kwun Tong Road

欣賞影片
See video













欣逢起動九龍東辦事處成立十周年，我謹此表心致賀。

二零一一年年底，我以發展局局長身分宣布推出「起動九龍東」措施，旨在為香港構建第二個核心商業區，以滿足企業對優質商業樓宇日益增加的需求。然而，我們的願景不僅只是增加供應：發展局成立初年，在市區更新、優化海濱以至地方營造和城市設計都做了不少工作，我們整合所得的經驗，力求以「連繫」、「品牌」、「設計」和「多元化」等規劃原則，建設一個嶄新的核心商業區，並稱之為「CBD²」。得力於發展局和起動九龍東辦事處歷任管理層的精明領導，九龍東得以由以往的工業區成功轉型，成績有目共睹。

具體而言，九龍東的商業樓面總面積，已經由二零一二年的170萬平方米，增加七成至目前的290萬平方米，而在九龍灣及觀塘行動區在內的主要已規劃發展項目竣工後，將進一步提升至超過400萬平方米，規模足可媲美中環核心商業區。最令我欣喜的，是每次到訪起動九龍東辦事處，均可見大量的地方營造工作密鑼緊鼓進行，旨在把該區發展成一個讓市民能愉快工作、寫意蹓躂、悠閒消遣的好地方，例如可眺望前啟德機場跑道的觀塘海濱、翠屏河公園、海濱道公園等，現時均成為市民大眾的好去處。

我深信起動九龍東辦事處會繼續與社區攜手合作，勇於嘗試創新意念，再闖高峰。在此祝願起動九龍東辦事處的工作順利成功。

林鄭月娥

香港特別行政區
行政長官

I would like to extend my warmest congratulations to the Energizing Kowloon East Office (EKEO) of the Development Bureau on its 10th anniversary.

Announced by me in my then capacity as the Secretary for Development in late 2011, the Energizing Kowloon East blueprint aimed to build a second Core Business District (CBD) in Hong Kong to meet the growing demand for quality commercial premises. But our vision went beyond an increase in supply: we consolidated our experiences in those initial years of the Development Bureau, ranging from urban regeneration and harbourfront enhancement to place-making and urban design, and aspired to create a new CBD embracing the planning principles of Connectivity, Branding, Design and Diversity, which were then coined "CBD²". Thanks to successive leadership in the Development Bureau and Heads of the EKEO, this transformation of Kowloon East – a former industrial area – has come through with flying colours.

To illustrate this, the gross floor area of commercial space in Kowloon East has increased by 70 per cent, from 1.7 million sq m in 2012 to the current 2.9 million sq m. Upon completion of the major planned developments, including the action areas in Kowloon Bay and Kwun Tong, this will further increase to over 4 million sq m. By then, its scale would be on par with that of Central CBD. But what makes me very excited every time I visit EKEO is the large amount of place-making work related to turning the area into a place where people can work happily, stroll leisurely and enjoy casually. For example, the Kwun Tong harbourfront overlooking the former Kai Tak Runway, Tsui Ping River Garden, Hoi Bun Road Park, etc. are now go-to destinations for the public.

I have every confidence that EKEO will continue to engage the community, experiment with innovative ideas and scale new heights. I wish EKEO every success.

Carrie Lam

Chief Executive
Hong Kong Special Administrative Region



自二零一二年起動九龍東辦事處成立以來，九龍東舊工業區及啟德機場舊址逐步轉型為香港第二個核心商業區。我十分高興見到在衆多優質商廈和國際機構落戶九龍東的同時，區內的綠化環境和暢達度也大幅提升，更增加了大量公共休憩用地，讓市民可以在茂密商廈中，感受一片悠然的空間。

今年是起動九龍東辦事處成立十周年，我衷心感謝歷任同事多年來默默耕耘，以專業務實的精神，為九龍東轉型為第二個優質核心商業區作出寶貴貢獻，並祝願辦事處進展順利，續創佳績。

黃偉綸

發展局局長

Since the establishment of Energizing Kowloon East Office in 2012, the old industrial areas in Kowloon East and the former Kai Tak Airport have gradually been transformed into a second core business district of Hong Kong. I am pleased to note that over the years, in addition to increasing quality commercial floorspace and attracting multi-national corporations here, the Office also strives to improve the environment in the district, enhance connectivity and create significantly more public open space, providing our people with relaxing sanctuaries among dense commercial buildings.

This is the 10th anniversary of the Energizing Kowloon East Office. I would like to express my heartfelt thanks to all previous and current colleagues for their invaluable contribution in transforming Kowloon East into another premier core business district in a professional and pragmatic manner. I also extend my best wishes to the Office, and look forward to greater achievements in the years to come.

Michael Wong

Secretary for Development



九龍東的轉變並非一朝一夕能成就，而是一點一滴累積而成。沿觀塘海濱長廊踱步，回憶起昔日的公眾貨物裝卸區，搖身一變成為了今天市民及遊人的消閑熱點之一。置身其中，不難發現九龍東近十年的蛻變，工商業逐漸融合並存。

自起動九龍東辦事處2012年成立至今，不少工作已逐步落實。辦事處致力塑造九龍東成為第二個核心商業區，以提供更多優質的寫字樓。

透過道路設計、綠化、環境及管理的改善措施，「易行」九龍東將會逐步實現。辦事處利用環境、生態及園景美化等改善工程，提供超過17公頃優質的公共休憩空間，當中包括近期落成的海濱道公園和翠屏河花園。總括而言，九龍東將會是一個充滿活力和吸引力的核心商業區，以支持香港經濟持續增長。

這本十周年紀念特刊讓我們回顧了起動九龍東辦事處的歷史和成就，讓我們更了解第二個核心商業區轉型的過程及目前狀況。我希望你會和我一樣喜歡這本特刊。藉此機會，我衷心感謝辦事處所有，包括過往及現在的同事，在九龍東轉型過程中作出的巨大貢獻。謹此祝願起動九龍東辦事處更上一層樓。

劉俊傑

發展局常任秘書長（工務）

The transformation of Kowloon East does not occur in a flash, but takes years to accomplish. Memories of the former Kwun Tong public cargo working area evoked while I wandered along the waterfront. Today, the Kwun Tong Promenade has turned into a leisure hotspot for both locals and visitors. I am impressed by the magnitude of change here over the last decade, and the concordant mix of upscale office buildings and industrial heritage now lying in front of me.

Many projects have been gradually implemented since the establishment of the Energizing Kowloon East Office in 2012. The office is dedicated to transform Kowloon East into a second CBD, and to provide high quality office space.

Through improvement initiatives like road design, greening, environment and management, a "walkable" Kowloon East will be progressively achieved. EKEO has provided over 17 hectares of high-quality public open space through environmental, ecological and landscaping upgrading, including the recently opened Hoi Bun Road Park and Tsui Ping River Garden. On the whole, Kowloon East is destined to become a vibrant and attractive CBD to sustain our economic growth.

This 10th anniversary commemorative booklet allows us to look back into history and achievements of EKEO for a better understanding of the transformation process and present position of our CBD2. I hope you will enjoy reading it as much as I do. I would like to take this opportunity to express my sincere gratitude to all colleagues of the office, past and present, for their tremendous contributions in the transformation process of Kowloon East, and wish EKEO will continue its success story.

Ricky Lau

Permanent Secretary for Development (Works)



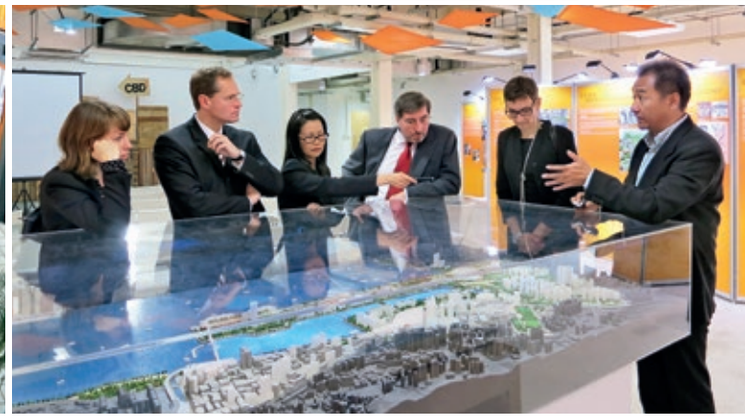
















六 JUN
月 2012

01

起動九龍東辦事處成立

Inauguration of EKEO

起動九龍東措施得到社會上差不多所有界別大力支持。為落實措施，由多個不同界別專業人士組成的專責起動九龍東辦事處於2012年6月7日正式成立。辦事處位於觀塘繞道下，曾經是荒廢土地。處所由再用的貨櫃箱建成，是首個獲綠建環評鉑金評級的臨時建築物。

The Energizing Kowloon East Initiative received overwhelming support from almost all quarters of society. To take forward the Initiative, the dedicated EKEO composing of a multi-disciplinary professional team was inaugurated on 7 June 2012. The EKEO premises is located on formerly deserted land underneath the Kwun Tong Bypass and was built from recycled freight containers. It was the first temporary building to receive platinum rating under BEAM Plus.











欣賞影片
See video

十 OCT
月 2012

02

星期四 — 玩轉駿業街之綠生活 — 藝術

Playful Thursday @Tsun Yip Street – Veggie | Arts Jamboree



這個每周一次的嘉年華是首個九龍東地方營造項目。它以推動綠色生活和藝術為主題，一連12個星期四，集合本地有機農戶、有機/公平貿易商戶及慈善團體、本地藝術家及表演者，為區內上班一族增添生活色彩。

This weekly carnival was the first place-making project of Kowloon East. With the purpose of promoting a green lifestyle and the arts, it added colours to the life of the working population in the district by bringing together local organic farmers, organic/fair trade retailers and charitable organizations, as well as local artists and performers on 12 consecutive Thursdays.



欣賞影片
See video





從2012年2月13日到10月30日的261天，我負責組建起動九龍東辦事處，並出任其首任專員。這是我33年公務員生涯中，歷時最短卻是難忘的一個工作崗位，是首次把「地方營造、智慧轉型」的概念落實在政府城市規劃工作中的創新性嘗試。有賴同事們往後十年的持續奮進，不單取得亮麗碩果，他們的積極思維方式和高效操作模式，也為政府管治改革作出了重要啟示。

凌嘉勤

前起動九龍東專員

From 13 February to 30 October 2012, I was responsible for setting up the Energizing Kowloon East Office and became its founding Head. Lasted for 261 days, this was indeed the shortest period for a post throughout my 33-year civil service. Memorably, this was a ground-breaking attempt to put the concept of "place making" and "smart transformation" into government's town planning practice. Thankful to colleagues' persistent endeavours, not only have they made impressive achievements, their proactive mindset and effective modus operandi are worth promoting to shed lights on public governance reform.

Ling Kar-kan

Former Head of Energizing Kowloon East Office

一 JAN
月 2013

03

反轉天橋底一號場啟用



Fly the Flyover 01 opened

「反轉天橋底行動」是起動九龍東一項重要的地方營造策略和「起動海濱道計劃」密不可分的一部分。這項行動旨在重新定義和轉化觀塘繞道下的閒置空間為創意藝術文化用途。

The "Fly the Flyover Operation" is an important place-making strategy in the Energizing Kowloon East Initiative and an integral part of "Energizing Hoi Bun Road". The Operation is meant to redefine and transform the unused spaces beneath Kwun Tong Bypass for creative, arts and cultural uses.

欣賞影片
See video

七 JUL
月 2013

04

「飛躍啟德」城市規劃及設計概念國際比賽展開

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





2013年的施政報告建議在前啟德機場跑道末端、觀塘行動區及兩者之間的水體建立城中樂園 —「飛躍啟德」。透過飛躍啟德城市規劃及設計概念國際比賽，我們徵集具創意的設計概念。經過兩個階段的公眾參與活動，以健康城市為題的「啟德2.0：健康啟航」獲選為優勝作品。

The 2013 Policy Address announced the proposal of setting up a recreational landmark – Kai Tak Fantasy – on the site of the former Kai Tak Runway Tip, Kwun Tong Action Area and the enclosed water body between the two. An International Ideas Competition was held to invite creative and innovative proposals for Kai Tak Fantasy. Following two stages of public engagement, "Kai Tak 2.0: Healthy Lift Off" with the theme of healthy city was selected as the winning entry.

三 MAR
月 2014

05

First HK Streetathon at Kowloon East

首屆「香港街馬」於九龍東舉行

全城街馬是一個通過跑步促進健康生活方式和社會共融的非牟利組織，在起動九龍東辦事處的支持下，在九龍東舉辦了首場長跑活動。香港街馬已成為九龍東一年一度的盛事，成功地為九龍東注入了生機與活力。

RunOurCity Foundation, an NGO that promotes healthy lifestyle and social inclusion through running, organized the first long-distance running event in Kowloon East with the support of the Energizing Kowloon East Office. The Hong Kong Streetathon has become a grand annual event in Kowloon East and has successfully brought vibrancy and vitality to Kowloon East.









六 JUN
月 2014

06

啟德跑道公園（第一期）開放



Kai Tak Runway Park (Phase 1) opened

啟德跑道公園第一期擁有超過1公頃的大草坪，位於前啟德機場跑道的末端，坐擁世界級的維多利亞港全海景，亦可遠眺獅子山、飛鵝山及鯉魚門等優美景色。原啟德機場跑道的一部分被保留並融合在公園的設計內，以回應香港的航空歷史。

Kai Tak Runway Park Phase 1 has a grand lawn of over 1 hectare, located at the tip of the former Kai Tak Runway. It enjoys a world-class panoramic view of Victoria Harbour together with the Lion Rock, Kowloon Peak and Lei Yue Mun as its backdrop. To celebrate the aviation history of Hong Kong, part of the original Kai Tak Runway is retained and integrated into the design of the Park.

九 SEP
月 2014

07

工業文化研究完成九龍東「創造精神」

Completion of the “Spirit of Creation” – Study of Industrial Culture of Kowloon East

在市區轉型的過程中，我們尊重九龍東的工業文化，把這些珍貴精粹與城市設計及空間營造策略互相融合，引領該區優質及有機的城市發展。九龍東「創造精神」— 工業文化研究記錄了觀塘及九龍灣工業發展的歷史故事，涵蓋城市規劃、工業發展、工業樓宇的建築設計等各方面，以及把獨特的工業文化轉化為設計原則及指引協助規劃師、建築師及設計師在九龍東推行各項公共空間、設施及建築項目。

During the urban transformation process, we respect the industrial culture of Kowloon East and integrate this precious essence with urban design and our place making strategy for quality and organic growth of the city. The Spirit of Creation – Study on Industrial Culture of Kowloon East recorded the industrial development history and stories of Kwun Tong and Kowloon Bay on aspects including urban planning, industrial evolution, architecture of industrial buildings, and translation of the unique industrial culture into design principles and guidelines to assist planners, architects and designers in implementing their projects on public spaces, facilities and buildings in Kowloon East.



三 MAR
月 2015

08

後巷計劃@九龍東

Back Alley Project @Kowloon East

「後巷計劃@九龍東」是一項把大廈之間的後巷融入了整個商貿區的行人網絡中的短期落實項目。我們邀請了不同界別的團體，包括非牟利機構、社會企業、教育機構、學生、本地及海外藝術家等參與其中，以色彩繽紛的街頭藝術美化後巷。「後巷計劃@九龍東」不但吸引更多行人使用，更從而發揮共創共融精神改善社區環境。

The Back Alley Project @Kowloon East is a quick-win that has integrated back alleys between buildings into the pedestrian network. Groups from various sectors, including non-profit organizations, social enterprises, academic institutes, students, local and overseas artists, were invited to participate in the project in beautifying selected back alleys with creation of colourful street art. This Back Alley Project @Kowloon East not only attracts more pedestrian use but also embraces social inclusion in the process of improving the neighbourhood.









恭賀起動九龍東辦事處成立十周年！還記得在2012年底我的第一個工作天，走進這個無論外觀和架構都非一般的起動九龍東辦事處，感覺彷彿仍是昨天的事。

我一直認為「起動九龍東」措施是一個培養及管理市區智慧轉型的城市實驗，建基於對地方的了解、地方與用家之間的互動、更有效利用公共空間，以及釋放未盡其用的發展潛力。這個利用市場力量和改善公共空間來推動變革的模式，可保存現有城市的結構以及推動城市逐步轉型。

起動九龍東辦事處早年的工作並非一帆風順。辦事處的早期成員可能還記得那些激烈示威及對抗。但這些都過去了。每一代來自多個不同專業界別的辦事處成員都堅持採用一套整合規劃、設計、執行、管理和社區參與的綜合策略，在九龍東創造優質的城市環境。感謝同事的努力，證明十年前開始的城市實驗能夠取得成果。

在起動九龍東措施四個核心價值，即連繫、品牌、設計及多元化的引導下，我有信心辦事處成員會繼續令九龍東成為一個市民喜歡寫意蹓躂、娛樂消閒和停留休息的地方，並能夠凝聚人才、吸引投資和提供商機。

李啟榮

前起動九龍東專員



Congratulations to EKEO on its 10th anniversary! It seems like yesterday when I walked into EKEO's unconventional office (both in terms of its physical form and institutional set-up) on my first working day there back in late 2012.

I have always considered the EKE Initiative an urban experiment of fostering and managing smart transformation of an urban area based on establishing an understanding of the place, its users and how they interact; reconsidering the use of public space for its most effective and efficient purposes; and releasing the development potential that has not been fully utilized. In so doing, the existing urban fabric is preserved and transformed incrementally by leveraging market forces and improving public space to drive the change.

The work of EKEO in its early years had not been smooth all the time. Earlier generation EKEOers would still have recollections of the hostile demonstrations and confrontations. But that was the past. Different generations of multi-disciplinary professional EKEOers have consistently adopted an integrated strategy for planning, design, implementation, management and community engagement in creating a quality urban environment in Kowloon East. Thanks to their hard work, the urban experiment which started ten years ago has proved to be able to deliver desirable results.

Under the guidance of the four core values of the EKE Initiative, i.e. Connectivity, Branding, Design and Diversity (CBD^2), I am confident that EKEOers will continue to make Kowloon East a place where people like to walk, play and stay; and that can conglomerate talents, attract investment and provide business opportunities in the coming years.

Raymond Lee

Former Head of Energizing Kowloon East Office

First BackStreet Run 2015

三 MAR 月 2015

09

首屆後巷街跑2015



我們透過地方營造手法，支持在九龍東的後巷舉辦街跑活動。2015年3月首次舉辦，吸引了超過1 500人參與。

By adopting a place-making approach, we support a back street run series in Kowloon East. The first event held in March 2015 attracted over 1 500 participants.



Kwun Tong Promenade

五 MAY
月 2015

10

觀塘海濱花園（第二期）開放

在重建以前，部分的觀塘海濱用作廢紙回收業的裝卸區。設計利用了「失衡的動感」為概念及躉船起重架的形態來設計多用途廣場的建築物，作為向廢紙回收業為香港環境保護多年來的貢獻致意。

Before the redevelopment, part of the Kwun Tong seafront served as a loading and unloading area for the recycled paper industry. The idea of "dynamic instability" and the form of the lifting cranes were adopted in the design of the buildings within the multipurpose plaza, in acknowledgement of the contribution of the recycled paper industry towards environmental protection in Hong Kong.

(Phase 2) opened









不論是保留一些有歷史價值的建築，或是創造新的建築和設施，譬如一些街道、後巷或是海濱，這是需要通過設計令這個地方表達它原有的性格或是新的性格，令這個地方富有創意及吸引力。

Whether it is about preserving old buildings with a legacy or building new structures and facilities, such as streets, back alleys and the harbourfront, we always rely on design to help reflect their history or spawn a new character, so that creativity and attractiveness could be brought to the area.



在維港兩岸的海濱，我們都有一個最終的願景 — 將海濱還給市民使用。

We have a long-term vision for both sides of Victoria Harbour – to return the harbourfront to the people.

吳永順
Vincent Ng
海濱事務委員會主席
Chairperson, Harbourfront Commission





一 JAN
月 2016

11

促進私營機構提供行人連接通道

Introduction of facilitation policy for provision of pedestrian links by the private sector

2016年施政報告提出以九龍東為試點，促進私營機構自資興建已規劃的行人建接，豁免相關修訂契約所須繳付的土地補價，以利構建綜合行人網絡，提升行人暢達度和連繫。

An incentive policy was announced in the 2016 Policy Address, using Kowloon East as a pilot area, to encourage the private sector to provide planned pedestrian links by way of waiving the land premium payable for lease modification. This could facilitate provision of integrated pedestrian networks to enhance connectivity and walkability.



三 MAR
月 2016

12

啟德跑道公園碼頭開放



Kai Tak Runway Park Pier opened

在相關政策局/部門的支持下，停用多年的機場跑道消防局碼頭翻新成啟德跑道公園碼頭，並於2016年3月開放予公眾使用。其後於2018年3月，起動九龍東辦事處聯同建築署增置蔭棚及座椅。

With the joint support of relevant bureaux and departments, the abandoned pier of the Ex-Kai Tak Fire Station was refurbished to Kai Tak Runway Park Pier. The pier was opened for public use in March 2016. New shelter and seating were installed by EKEO and Architectural Services Department in March 2018.

三 MAR
月 2016

13

觀塘水上運動節

Kwun Tong Water Sports Festival







隨着2015年施政報告發表鼓勵親水文化，觀塘避風塘舉辦了首個水上活動。活動由香港水上運動議會統籌。兩天嘉年華包括獨木舟、龍舟及賽艇活動，既提升親水文化，亦為九龍東海濱增添活力。

Following announcement in the 2015 Policy Address for promotion of the water-friendly culture, Kwun Tong Typhoon Shelter hosted its first water activity. Coordinated by the Hong Kong Water Sports Council, the two-day carnival included canoeing, dragon boating and rowing activities, which not only enhanced the water-friendly culture, but also added vibrancy to the Kowloon East waterfront.





十一月 NOV 2016

14

智慧城市周

Smart City Week

九龍東是香港研究發展智慧城市的試點。辦事處舉辦智慧城市展覽、巡迴展覽、焦點小組會議和社區工作坊，就建議框架、倡議書和創新方案的概念驗證測試諮詢相關持份者及公眾。

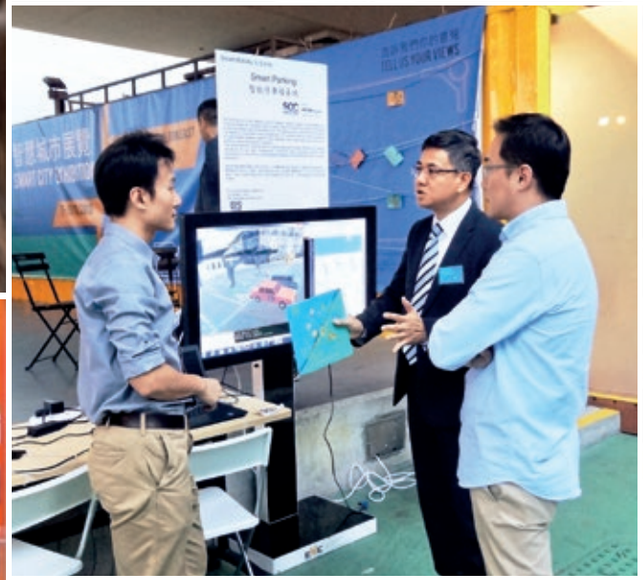
Kowloon East is Hong Kong's pilot area to explore smart city development. A smart city exhibition, a roving exhibition, focus group meetings and a community workshop were held to consult relevant stakeholders and members of the public on the proposed framework and advocacy statement, as well as solicit ideas for proof of concept trials of innovative solutions.

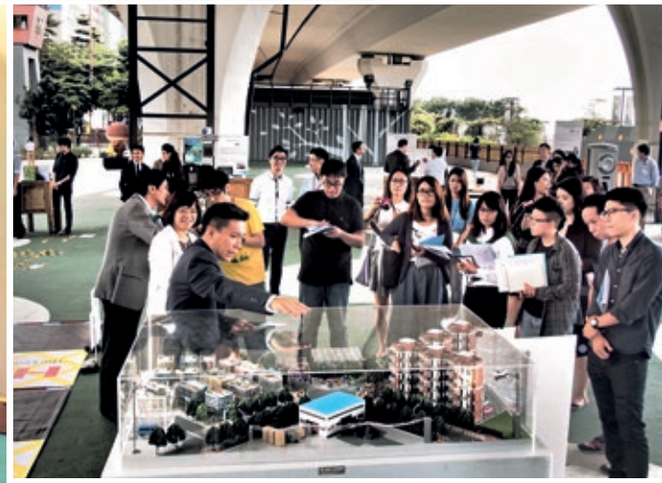












十二月 DEC 2016

15

MyKE mobile app launched

推出「我的九龍東」手機應用程式



MyKE

Google Play

App Store

手機應用程式推出初期，它的主要目的是推廣智慧城市措施和「易行九龍東」概念。後來陸續推出多項功能，如易泊車、易搭車、主題導賞等。

At the early stage, the MyKE mobile app mainly promoted smart city initiatives and the concept of "Walkable Kowloon East". Later on, more functions, such as Easy Parking, Easy Transport, Thematic Tour, etc, were progressively launched.

四月 APR 2017

16

60th Festival of Sport – Dragon Boat Competition

第60屆體育節龍舟比賽



作為在觀塘避風塘舉行的第一個龍舟比賽，此項目亦是中國香港體育協會暨奧林匹克委員會每年舉辦的體育節的一部分。

Being the first dragon boat competition held at the Kwun Tong Typhoon Shelter, it is also a part of the Festival of Sport organized annually by the Sports Federation & Olympic Committee of Hong Kong, China.



摘自「你所不知的香港建築故事」一書

馮永基及團隊合著

中華書局即將出版

Excerpt from the book
"UNTOLD STORIES –
Hong Kong Architecture" by

Raymond Fung and his team







九龍東的新形象，涵蓋在啟德、九龍灣、觀塘一帶，是看新建築最多選擇的地方。引用官方口徑，這是CBD2，即香港第二「核心商業區」。在啟德機場遷離後，在這片市區剩下來最大的平地上，政府欲打造一個優美的新城區，為此更開設專責的辦公室，並諮詢各界意見、舉辦公開的規劃概念比賽等等，令大家寄以極高的期望。

九龍灣有不少工業大廈正在交替中變身，有重新興建，亦有舊廈換新顏。一個很成功例子是機電工程署大樓，正是由前身的航空貨運大樓改建而成。建造業零碳天地是九龍灣一幅地塊上全新興建的專題建築，鑑於政府著意推動零碳概念，尤其是建築業；透過與建造業議會合作，是一座包含各適其適的環保概念及設施，並配有導賞安排，讓市民深入淺出，增進環保知識。

鑑於整個九龍東欠缺文娛設施，政府遂於在九龍灣興建東九龍文娛中心，由嚴迅奇建築師設計，蓋因他在內地早已設計不少文化建築，成績斐然，唯在他的出生地，這才是他首度設計的文化項目。

觀塘的工廈大變身，亦逐步在市區更新過程中邁進，尤其在駿業街公園附近，首先是這公園（第一期）的改造，帶來一個有關觀塘工業主題的現代設計，由王維仁建築師的團隊負責，引進幾個貨箱，用很短的時間來創造一個有工業味道的戶外空間；連同旁鄰的熟食中心，穿上潮流的外衣，非常型格。城東誌由美國建築師Arquitectonica設計，令這原來平凡的街道變得再不平凡。偉業街133號由荷蘭建築師MVRDV負責翻新，租客隨即變換，霎時由型人進駐。

另一方面，特區政府在觀塘海旁設立「起動九龍東」的專責辦公室，有目的打造一個智慧型城市，作為香港走向全面高智能作試點。在成就CBD2的大前提下，政府有心分散商業中心區，令九龍東走向多元化。「起動九龍東」的辦事處，示範用一系列貨箱堆疊成建築組合，令工業風味再度彰顯，延續觀塘舊情懷。何永賢建築師領導的團隊，包括李翹彥建築師、王安華建築師為「開荒牛」，筆者亦接受邀請，為「起動九龍東」義務設計標誌，沒料會一直沿用至今。這個辦公室扮演全方位功能，齊兼顧設計、聯繫、統籌、執行，更需用心化解不少來自各方的制肘及民間團體的疑慮；令本來了無生氣的觀塘繞道橋底，連同由溫灼均及區佩琚建築師共同設計的海濱道公園，不消幾年便化腐朽為神奇，搖身變成香港最好玩、最標緻、最浪漫的東九新海濱。





17

「飛躍天橋底」城市藝裳公共藝術比賽
反轉天橋底二號和三號場及

Fly the Flyover 02 and 03 and City Dress-up Public Art Competition “Flyover Fantasy”



經公開邀請提交建議書，選出非牟利機構藝土民間管理及營運反轉天橋底三個場地。這行動為九龍東帶來更多活力，並與富吸引力的觀塘海濱產生協同效應。

「飛躍天橋底」城市藝裳公共藝術比賽為觀塘繞道下「反轉天橋底」場地的部分橋墩上加添藝術壁畫。得獎作品「都市圖騰」展現了九龍東的故事和特色，既有舊城新貌和過往的工業產品，亦有新元素如文化表演和綠色生活。

A non-profit making organization, HKALPS, was selected through an open Invitation for Proposal to manage and operate the three Fly the Flyover sites. The Operation brings more vibrancy to Kowloon East and creates synergy with the attractive Kwun Tong waterfront.

City Dress-up Public Art Competition “Flyover Fantasy” created mural paintings on some of the columns of Kwun Tong Bypass at the Fly the Flyover sites. The winning design “Urban Totem” features stories and characteristics of Kowloon East, including the old and new cityscape, industrial products of the past as well as new elements such as performing arts and green lifestyle.

欣賞影片
See video









我最喜歡九龍東是它的多元。

What I love most about Kowloon East is its diversity.

選擇在九龍東創業，最初是因為它作為一個新型的商業區到處卻有很多綠化空間。這個多元的環境十分吸引。

We decided to start our business in Kowloon East initially because it is a new commercial district, but it is actually also very green. The environment is very appealing.

反轉天橋底場地租戶
Tenant of Fly the Flyover venues





起動九龍東措施延伸至新蒲崗

建基於九龍東轉型的動力，2017年的施政綱領宣布將起動九龍東措施延伸至新蒲崗，涵蓋面積約26公頃。

Building on the momentum of the transformation in Kowloon East, the 2017 Policy Agenda announced that the Energizing Kowloon East Initiative was extended to San Po Kong, covering an area of about 26 hectares.

Energizing Kowloon East Initiative extended to San Po Kong



萬聖節街跑@九龍東

Halloween Run @ KE



九龍東歡迎各式創意點子，樂意成為各個創新項目或活動的試點。萬聖節街跑就是其中一個將節慶元素融入體育活動的社區實驗。

Kowloon East welcomes all kinds of innovative ideas and is geared up to serve as a pilot area for various experimental projects or activities. The Halloween Run was one such community experiments that incorporated festive elements into a sports event.



一 JAN
月 2018

20

環球帆船賽香港站

Volvo Ocean Race Hong Kong Stopover

環球帆船賽首次落戶香港，選址啟德跑道末端，吸引超過10萬人參與。除了環球離岸帆船賽，參賽船隊由啟德出發，進行環島賽和港內賽。公眾亦趁機參與為期兩星期的帆船嘉年華，大人小朋友都能近距離欣賞帆船比賽。

The Volvo Ocean Race took place in Hong Kong for the first time at the Kai Tak Runway Tip, attracting more than 100 000 participants. In addition to the round-the-world offshore regatta, the participating fleets departed from Kai Tak for a round-the-island race and in-port races. The public also took the opportunity to participate in the 2-week carnival, where people of all ages were able to watch the boats up close.







七 JUL
月 2018

21

啟德跑道公園捷流41定翼飛機落戶

Fixed-wing aircraft Jetstream 41 came to Kai Tak Runway Park





為配合航空主題，退役捷流41定翼飛機設置於啟德跑道公園第一期作長期展示。這是政府飛行服務隊的退役機首次作公開展覽。

To echo the aviation theme of the former airport, the retired fixed-wing aircraft Jetstream 41 was installed at Kai Tak Runway Park Phase 1 for permanent display. It is the first public exhibition of a retired Government Flying Service aircraft.

有關新聞
Related news

十 OCT
月 2018

22

第20屆香港國際龍舟錦標賽

20th Hong Kong International Dragon Boat Championships







中國香港龍舟總會首次將香港國際龍舟錦標賽移師至觀塘避風塘及觀塘海濱花園舉行，吸引約64 000人參與。來自世界各地和本地的龍舟隊伍在這個優美的核心商業區中享受比賽。

For the first time, the Hong Kong China Dragon Boat Association held the Hong Kong International Dragon Boat Championships at the Kwun Tong Typhoon Shelter and Kwun Tong Promenade, attracting about 64 000 participants. Overseas and local paddlers enjoyed the games at this scenic CBD.

Smart City Symposium

一 JAN
月 2019

23

智慧城市研討會

研討會展示了九龍東智慧城市發展的進度，以及各政府部門及夥伴進行中的智能措施，以鼓勵所有持份者創新、交流及力求突破。其後亦邀請社區人士參與於辦事處展覽廳舉辦的公眾論壇及技術展覽。並於區內數個地點設展覽，介紹擬議的智慧城市措施。

The Symposium showcased the progress of smart city development in Kowloon East and also the on-going smart initiatives of various government departments and partners concerned in order to encourage all stakeholders to innovate, exchange and excel. Members of the community were invited to participate in the subsequent public forum and technologies showcase. Exhibitions were also conducted at several locations in the district to introduce the proposed smart city initiatives.

欣賞影片
See video







我們應該在不同方面發掘科技的可能性，和令我們未來的城市成為一個更宜居的地方。

We should examine the potential of technology in various areas and use creative ideas to help make our future city a better and more liveable place.

劉昇陽
Sunnie Lau

Director of Smart City Research and Industry Collaboration, MIT HK Innovation Node







三 MAR
月 2019

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InPARK opened

InPARK 開放

駿業街遊樂場原建於1973年，主要服務當時觀塘工業區的工人。駿業街遊樂場完成改造後重新命名為「InPARK」，透過公園的設施及裝置表達工業文化元素。

公園內設有七組公共藝術作品，展示九龍東昔日的七個主要工業，包括製衣及成衣、紡織、玩具、塑膠、電子、印刷及鐘錶。這些作品突顯九龍東工業文化的特色，展現未來商業發展與創意設計結合的願景。

Tsun Yip Street Playground was originally built in 1973 serving mainly the workers in the Kwun Tong industrial area at the time. The Playground was renamed “InPARK” after completion of the improvement works, converging industrial culture elements through the park facilities and installations.

Seven sets of public artworks were installed, featuring prominent industries in Kowloon East in the past, including clothing and garments, textile, toys, plastics, electronics, printing, and timepieces. They highlight the industrial culture in Kowloon East and showcase the vision of integrating commercial developments with creative design.









我們是一組新晉的藝術家。大型的公眾藝術品可以在一個已經發展得非常成熟的地方長期呈現出來，

We are a new artistic duo. To be able to have a large-scale art piece on long-term display in a major developed area,

我會感到被重視，因為藝術品成為了城市設計的一部份。

I feel a sense of being respected, because our work has become a part of the city's design.

劉美寶
Lau Mei-po

InPARK《沉球》藝術家
Artist, Cam4 Kau4 at InPARK





三 MAR
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Tsui Ping River Garden opened

翠屏河花園開放

為更善用土地及加強與翠屏河計劃的協同效應，成業街休憩花園已重置並優化為翠屏河花園，以改善環境及加強區內連繫。騰空的成業街休憩花園土地連同毗鄰的用地，會一併用作發展。翠屏河花園為市民提供舒適的公共休憩空間。

To optimize land use and enhance synergy with the Tsui Ping River project, Shing Yip Street Rest Garden was relocated and regenerated as Tsui Ping River Garden to improve the environment and enhance connectivity in the area. The land released from Shing Yip Street Rest Garden together with the adjoining site will be available for development. The Tsui Ping River Garden provides a cozy public open space for the community.

四 APR
月 2019

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Guidelines for Co-using Kwun Tong Typhoon Shelter revised





為推廣水上康樂活動的多元性，以及加強海濱的活力，促進觀塘避風塘內的船隻能在非颱風日子與水上康樂活動安全共用水體，我們及海事處更新了《共享觀塘避風塘指引》，並把避風塘沿觀塘海濱花園的通航區由50米擴闊至100米，以釋放更多空間作水上康樂活動。

With the aim to advocate diverse water recreational uses and vibrancy of the waterfront, and to promote water body co-use between vessels and water recreational activities in the Kwun Tong Typhoon Shelter during non-typhoon days, EKEO and Marine Department revised the "Guidelines for Co-using Kwun Tong Typhoon Shelter". The vessel passageway along the Kwun Tong Promenade has been widened from 50 m to 100 m to release more space for water recreational activities.

更新《共享觀塘避風塘指引》

HK Streetathon extended to Hong Kong Island

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「香港街馬」延伸至港島



全城街馬將從未舉行過跑步活動的東區海底隧道納入長跑路線，把活動伸延至港島，跟起動九龍東辦事處一樣大膽創新，獲得一眾跑手大力支持。自2014年首屆賽事以來，在九龍東舉辦的7場全城街馬跑步活動，規模從5 000人增至高峰期的13 000人。



Being as innovative as the Energizing Kowloon East Office, RunOurCity included the Eastern Harbour Crossing, which had never held a running event, into the long-distance running route and thereby extended the streetathon event to HK Island. This won a great deal of support from runners. A total of seven HK STREETATHONs were held in Kowloon East since 2014, attracting 5 000 participants at the start to a peak of 13 000.

Green Spine substantially completed

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綠色走廊大致完成



「九龍灣商貿區行人環境改善 — 可行性研究」於2016年8月完成，以研究九龍灣商貿區行人環境所需的改善方案。研究制定了多組行人連接路線的方案，並找出兩條主要的行人路線，即綠色走廊和綠色連線，以改善九龍灣商貿區的通達性和行人環境。

The “Kowloon Bay Business Area Pedestrian Environment Improvement – Feasibility Study” was completed in August 2016 to examine the required improvements for the pedestrian environment in Kowloon Bay Business Area (KBBA). It formulated a series of pedestrian links scheme and identified two main pedestrian routes, i.e. the Green Spine and the Green Link, to improve connectivity and the pedestrian environment within KBBA.



翠屏河項目展開





Commencement of Tsui Ping River project

「活化翠屏河」項目旨在將毗鄰觀塘商貿區的敬業街明渠活化成翠綠和具活力的「翠屏河」，同時在加強現有明渠的排洪能力之餘，創造以綠化河道走廊為中心的跨河行人通道、園景平台、觀景平台和休憩及康樂設施。

The Tsui Ping River project seeks to revitalize the King Yip Street Nullah abutting the Kwun Tong Business Area into "Tsui Ping River" with environmental, ecological and landscaping upgrading, at the same time to enhance flood conveyance capability and to create cross-river walkways, landscaped decks, viewing platforms and leisure and recreational facilities, centring on the green river corridor.



從事「起動九龍東」計劃那六年多，於我是一次精彩的經歷。創意、專業精神、統籌、促進和社區參與，是起動九龍東辦事處與眾不同的原因。在地方營造、地區改善和發展方面嘗試創新理念和新方法，九龍東有無盡可能。我感恩能見證九龍東從一個工業區轉型為香港第二個核心商業區，以及它如何變成一個吸引和充滿活力的地方，讓市民愉快工作及悠然享樂。這有助建設宜居城市，也是城市規劃的目的。

區潔英

前起動九龍東專員

Working on the Energizing Kowloon East Initiative for some six years was an amazing experience to me. Creativity, professionalism, co-ordination, facilitation and community engagement are what have made EKEO different. Kowloon East has infinite possibilities for trying out innovative ideas and new approaches in place-making, area improvement and development. I am thankful for having witnessed Kowloon East's transformation from an industrial area into Hong Kong's CBD2, and how it has become an attractive and vibrant place for people to work happily and enjoy leisurely. This contributes to building a liveable city and is what town planning is for.

Brenda Au

Former Head of Energizing Kowloon East Office

Commencement of Lam Wah Street Playground project

遊樂場位於綠色走廊，有助促進九龍灣商貿區內行人的流動。工程將會增加遊樂場及其鄰近範圍的綠化覆蓋率及植物品種，同時改善遊樂場設施和附近的街景。

The Playground lies along the Green Spine which facilitates pedestrian movements within Kowloon Bay Business Area. The improvement works will increase the green coverage and diversity in plant species and at the same time enhance the leisure facilities in the Playground and the streetscape nearby.



Visit by the Chief Executive

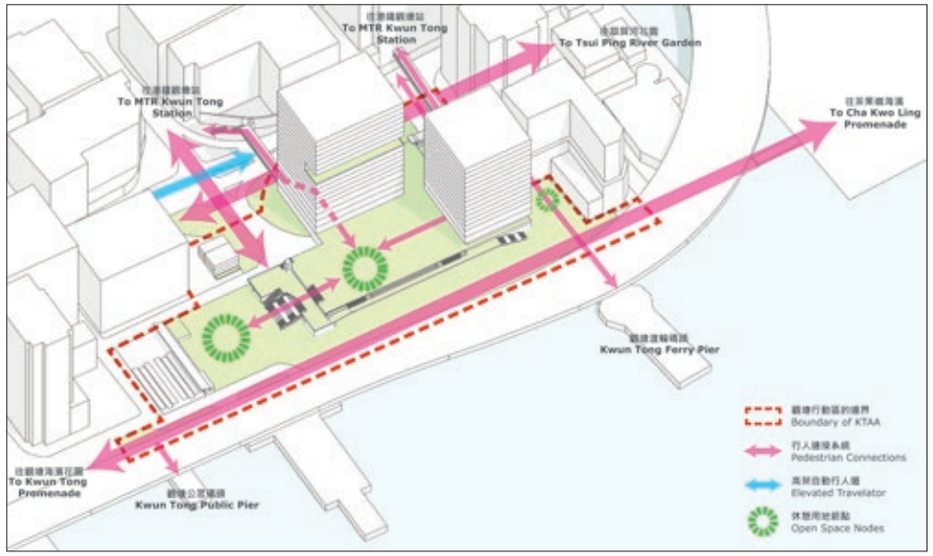




行政長官到觀塘了解「起動九龍東」計劃的最新發展，很高興政府部門和公私營持份者多年來緊密協作，透過創新意念、善用公共空間和優化環境，正逐步實現「起動九龍東」的願景。

The Chief Executive visited Kwun Tong to learn more about the latest developments of Energizing Kowloon East. She was pleased to see that the government departments have worked closely with the public and private stakeholders over the years and have gradually realized the vision of Energizing Kowloon East through innovative ideas, making good use of public areas and improving the environment.

Completion of Planning and Engineering Study on Kwun Tong Action Area – Feasibility Study



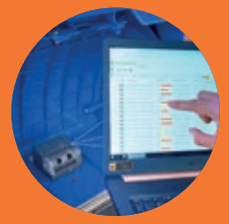
觀塘行動區是「飛躍啟德」計劃的一部分，將發展成世界級的旅遊、娛樂和休閒樞紐。觀塘行動區規劃及工程可行性研究建議，把觀塘行動區規劃為一個包括商業（即辦公室、零售及飲食）、政府、機構或社區，休憩用地以及公共交通設施等用途的混合式發展。

The Kwun Tong Action Area is part of the Kai Tak Fantasy project, which is envisioned to become a world-class tourism, entertainment and leisure attraction. The Planning and Engineering Study on Kwun Tong Action Area – Feasibility Study proposed a mixed-use development comprising uses like commercial (i.e. office, retail and food and beverages), government/institution or community, open space, and public transport facilities, etc. at the site.

Completion of 8 proof of concept trials



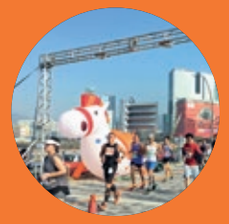
路旁上落貨區監察系統
Kerbside Loading/Unloading Bay Monitoring System



智慧回收箱系統
Smart Recycling Bin System



按個人特性及喜好提供的行人導向
Persona and Preference-based Way-finding for Pedestrians



智慧人流管理系統
Smart Crowd Management System



能源效率數據系統
Energy Efficiency Data System



多功能路燈
Multi-purpose Lamp Post



實時道路工程資訊
Real-time Road Works Information



違例泊車監察系統
Illegal Parking Monitoring System

因應九龍東內的挑戰，我們進行了八項概念驗證測試，以展示智慧城市發展對社會的效益和審視擴大應用規模的可行性。部分經驗證的概念已由相關公共服務機構或政府部門持續發展至大範圍應用，包括智慧人流管理系統、多功能路燈和智慧回收箱系統。

Taking into account the challenges in Kowloon East, eight proof of concept trials have been conducted in KE to demonstrate the social benefits of smart city development and examine the feasibility of wider application. Some of the proved concepts have been further taken forward and scaled up by relevant public utilities companies or government departments, including the Smart Crowd Management System, the Multi-purpose Lamp Post and the Smart Recycling Bin System.

欣賞影片
See video

完成啟德跑道末端發展規劃及城市設計檢討

Completion of Planning and Urban Design Review for Developments at Kai Tak Runway Tip – Feasibility Study



啟德跑道末端是「飛躍啟德」計劃的一部分，將發展成世界級的旅遊、娛樂和休閒樞紐。研究範圍約20公頃，主要涵蓋啟德跑道公園及旅遊中樞用地。研究考慮了「飛躍啟德」城市規劃設計概念國際比賽的優勝及入圍作品的優點，為啟德跑道末端制訂了一個可持續、創新及可行的設計和發展方案，並為將來實施提供指引。

Kai Tak Runway Tip (KTRT) is part of the Kai Tak Fantasy (KTF) project, which is envisioned to become a world-class tourism, entertainment and leisure attraction. The study area is about 20 hectares, including the Kai Tak Runway Park and the Tourism Node site. Having regard to the design merits of the winning and shortlisted schemes of the KTF International Ideas Competition, the study formulated a sustainable, innovative and feasible design and development scheme for the developments at KTRT to guide their future implementation.

海濱道公園開放

Hoi Bun Road Park opened

海濱道公園原建於1990年，主要服務區內的工作人口。為配合九龍東轉型為另一個核心商業區，公園已完成翻新工程以配合市民大眾不斷轉變的需要。

Hoi Bun Road Park was originally built in 1990 mainly to serve the working population in the area. With the transformation of Kowloon East into another Core Business District, the Park has been renovated to meet the changing needs of the public.





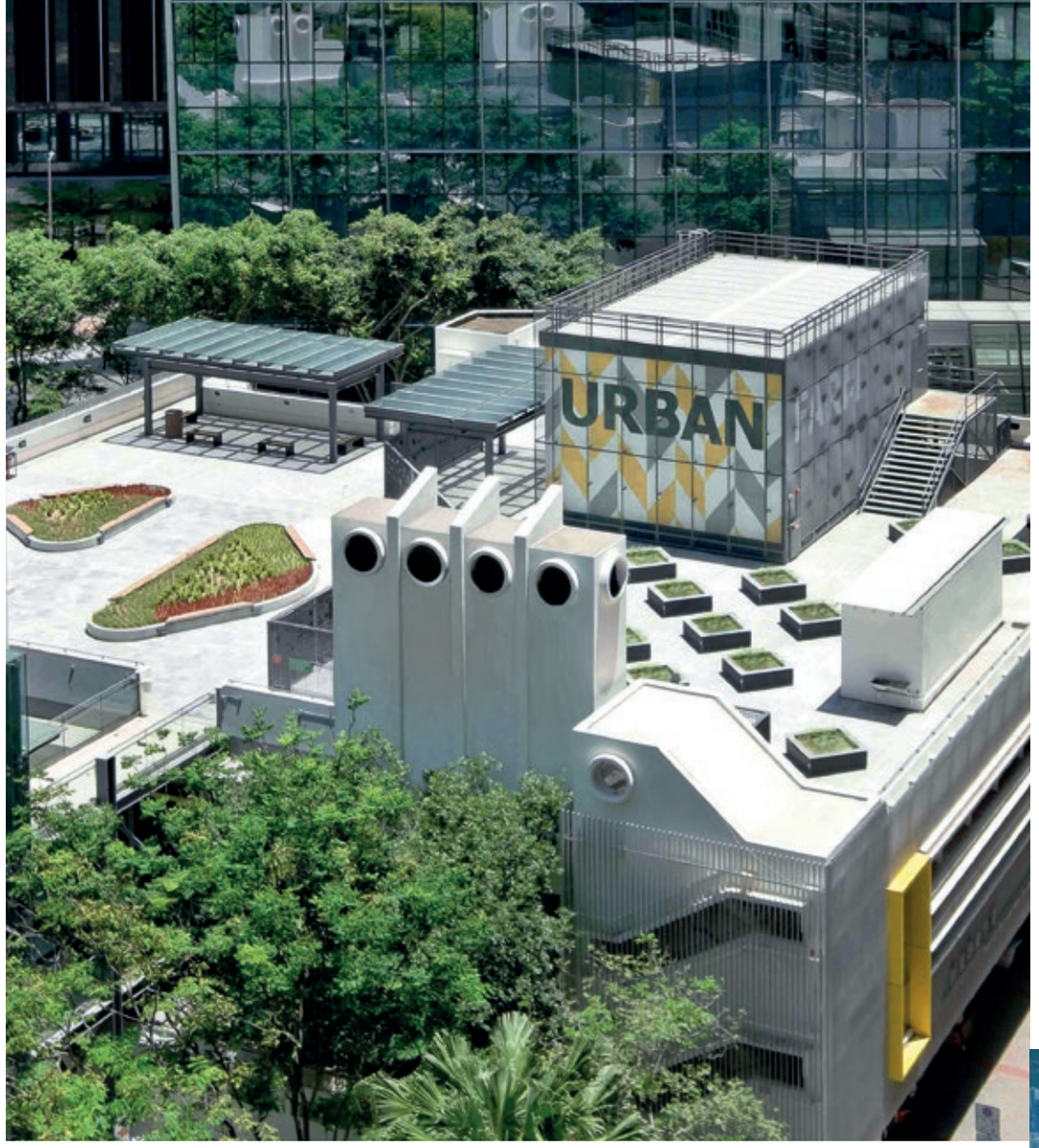


Fly Me to the Moon

全民「燈」月活動於2021年中秋節期間在觀塘海濱和反轉天橋底場地舉行。活動包括歌舞表演、大型光影表演、市集活動和在觀塘避風塘海面上展出直徑長達15米的巨型發光月亮，吸引大量市民參與。

The Fly Me to the Moon event was held at the Kwun Tong Promenade and Fly the Flyover sites during the Mid-Autumn Festival in 2021. The event included singing and dancing performances, large-scale lighting shows, a bazaar and a super-sized luminous moon of 15 metres in diameter displayed on the Kwun Tong Typhoon Shelter, which attracted a large number of participants.

駿業熟食市場天台重新開放



Rooftop of Tsun Yip Cooked Food Market fully reopened

鄰近InPARK的駿業熟食市場已完成翻新工程，包括外牆翻新、提供暢通易達升降機、提升屋宇裝備及翻新天台休憩處並增設社區園圃。

Adjacent to InPARK, Tsun Yip Cooked Food Market has been facelifted through facade renovation, provision of accessible lift, upgrading of building services installation and renovation of roof-top sitting-out area with addition of a community garden.

九龍東商業樓面面積供應增加70%

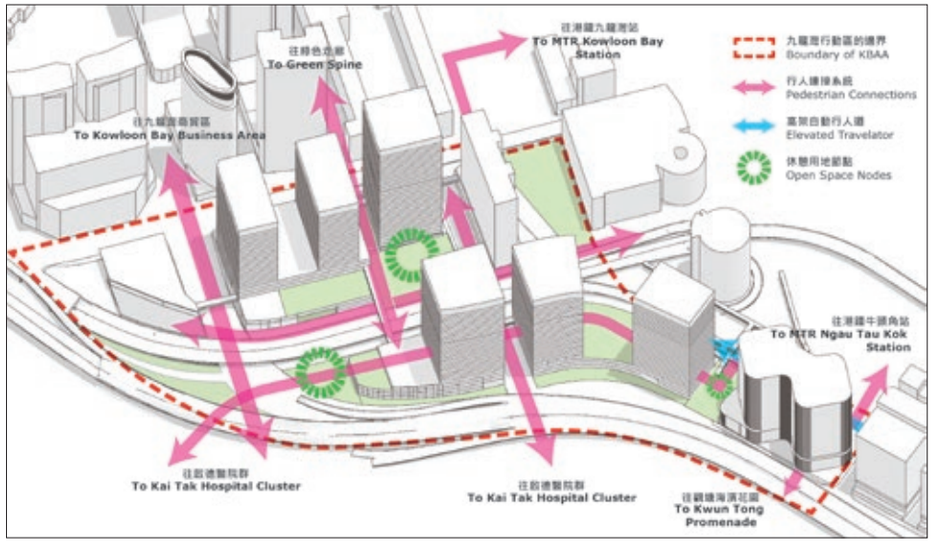
起動九龍東辦事處促進九龍東商業樓面面積的增加，包括工業大廈的改裝，新發展及重建項目，由2012年的170萬平方米增至2021年尾的290萬平方米，增幅達七成。

EKEO facilitated an increase of commercial floorspace in KE, including conversion of industrial buildings, new development and redevelopment projects, by about 70% from 1.7 million sq m in 2012 to 2.9 million sq m by end of 2021.

Achieve 70% increase in supply of commercial space in Kowloon East



Completion of Planning and Engineering Study for the Development at Kowloon Bay Action Area



按九龍灣行動區發展規劃及工程可行性研究建議，九龍灣行動區主要規劃為一個商業樞紐，用途包括辦公室、酒店、零售及餐飲、休憩用地以及公共交通設施等。該區有潛力成為九龍東內一個創新及充滿活力的焦點。

The Planning and Engineering Study for the Development at Kowloon Bay Action Area proposed a commercial hub providing office, hotel, retail, food and beverages, open space and public transport facilities, etc. at the site. The area has great potential to become a new and vibrant development node in Kowloon East.

Hong Ning Road Park opened



這項工程源自起動九龍東計劃下之駿業街遊樂場改建項目，康寧道公園重置了一些位於駿業街遊樂場舊有的設施，同時翻新了原有的公園設施，以提供優質的康樂及休憩空間。

The project originated from the redevelopment of Tsun Yip Street Playground under the Energizing Kowloon East Initiative. Some of the original facilities at Tsun Yip Street Playground have been reprovisioned and the original park facilities have also been renovated to provide a quality recreational and leisure space.



Conceptual Master Plan 6.0 issued

概念總綱計劃6.0配合最新的規劃情況、不斷變化的社會經濟需求和公眾意見，重點包括加強連繫、易行度及流動性，發展智慧、綠色及具抗禦力的核心商業區，確保可持續增長和推動「創造精神」。

CMP 6.0 has taken into account the latest planning circumstances as well as changing socio-economic needs and public aspirations with the following emphases: enhancing connectivity, walkability and mobility; developing a smart, green and resilient CBD; ensuring sustainable growth; and promoting the "Spirit of Creation".



圖例
Legend

- 行人連接 Pedestrian Connection
- 概念性的行人連接 Conceptual Pedestrian Connection
- 建議的共融通道和可能的擴展部分 Proposed GreenWay and Possible Extension
- 主要發展樞紐附內部連接 Major Development Node with Internal Connections
- 休憩空間 Open Space
- 建議的休憩空間 Proposed Open Space
- 建議的智能公共交通樞紐 Proposed Smart Transport Hub
- 建議用作水上活動的水體範圍配以可能的登岸設施 Proposed Waterbody for Water Activities with Possible Landing Facilities
- 建議在特定日子用作水上活動的水體範圍 Proposed Waterbody for Water Events on Specific Days
- 水上運動 / 康樂場地 Water Sports / Recreation Venue
- 公眾泊岸設施 Landing Facility for Public Use
- 藝術、文化和創意場地 Art, Cultural and Creative Venue







Completion of the Planning Study on the Redevelopment of Choi Hung Road Playground, Sports Centre and Market Complex

2020年《施政報告》附篇宣布展開研究彩虹道遊樂場及體育館（包括彩虹道街市）用地的整體規劃及長遠發展，以「一地多用」原則善用土地資源。研究建議經改善康體設施將結合地區康健中心、社福設施和地下公眾停車場等其他用途。

The 2020 Policy Agenda announced the commencement of the Study on overall planning and long-term development of the Choi Hung Road Playground and Sports Centre (including Choi Hung Road Market) site under the principle of "single site, multiple use" to make better use of land resources. The study recommended the improved recreational and sports facilities will be integrated with a District Health Centre, social welfare facilities and an underground public vehicle park.

Visit by the Chief Executive





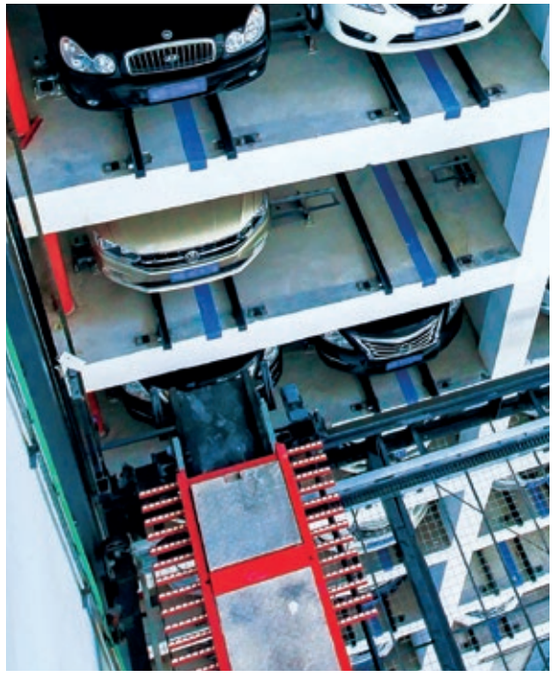
行政長官到訪與起動九龍東辦事處同事一起慶祝辦事處成立10周年，並在附近一帶視察「起動九龍東」計劃的最新進展。她表示有信心起動九龍東辦事處將繼往開來，通過官、商、民齊心協作，為本港匯聚人才、吸引投資，鞏固九龍東作為香港第二個核心商業區的重要地位，同時發揮香港作為創新城市和國際都會的獨特優勢。

The Chief Executive visited EKEO to celebrate the 10th anniversary with our colleagues and toured the area to survey the latest developments of the Energizing Kowloon East Initiative. She expressed her confidence that the EKEO will continue to co-ordinate the efforts of the Government, business sector and community to help Hong Kong bring in talents and investments, reinforcing the important status of Kowloon East as Hong Kong's second core business district, and exploiting Hong Kong's unique advantage as an innovative city and international metropolis.

Commencement of Sze Mei Street project

新蒲崗四美街項目展開





為增加泊車位數量和配合2018年《施政報告》提出的「一地多用」原則，工程計劃將在四美街公共休憩用地提供應用智能泊車系統的地下公眾泊車位，並提升和增加東啟德體育館及東啟德遊樂場的休憩康體設施。工程已於5月展開。

With a view to increasing the provision of parking spaces and following the principle of "single site, multiple use" as promulgated in the Policy Address in 2018, the project aims to provide underground public car parking spaces with the adoption of smart parking system, and to enhance and increase leisure, recreational and sports facilities of the Kai Tak East Sports Centre and the Kai Tak East Playground. The project commenced in May 2022.

Erection of main deck of the footbridge near MTR Kowloon Bay station exit B across Kwun Tong Road

行人天橋架設主橋面於橫跨觀塘道近港鐵九龍灣站B出口的

該天橋為「九龍灣商貿區行人環境改善 — 可行性研究」下其中一組行人連接路線的方案，以改善九龍灣商貿區的通達性和行人環境。它將提供另一條無障礙通道，連接港鐵九龍灣站B出口的現有高架行人通道、將來的東九文化中心和觀塘道東邊的行人路，以減輕現有行人通道系統的擠擁情況。該天橋的主橋面於2022年5月架設橫跨觀塘道。

The footbridge is one of the pedestrian links scheme under the "Kowloon Bay Business Area Pedestrian Environment Improvement – Feasibility Study", aimed at improving connectivity and the pedestrian environment within Kowloon Bay Business Area. It will provide an alternative barrier free access to connect the existing elevated walkway at MTR Kowloon Bay Station Exit B and the future East Kowloon Cultural Centre as well as the eastern footpath of Kwun Tong Road, thus alleviating the congestion at the existing walkway system. The main deck of the footbridge was erected across Kwun Tong Road in May 2022.



將會增加130%
九龍東商業樓面面積供應

130% increase in supply of commercial space in Kowloon East

計及正在興建或已獲批的計劃，九龍東商業樓面面積將在未來數年由現時的290萬平方米進一步增至390萬平方米，較2012年增加了1.3倍。

Taking into account projects under construction or approved, the commercial space in Kowloon East will further increase from the current 2.9 million sq m to about 3.9 million sq m in the next few years, representing an increase of 130% from 2012.



130%

在這幾年一些跨國的公司進駐了九龍東，他們希望利用這裡的海濱走廊帶動多些人流到海濱，亦有一些景點及「打卡位」，這些是其他地區未必有的特色，我們都希望可以參與這個「起動」。



In the past few years, there have been many multinational companies setting up offices in Kowloon East. They wanted to make better use of the promenade and bring more people to the harbourfront for enjoyment.

Now the harbourfront is a selling point. It is something special that other districts cannot offer. We hope we can continue to participate in this "energizing" development.

黃光耀
Ricky Wong
會德豐地產（香港）有限公司常務董事
Managing Director, Wheelock Properties



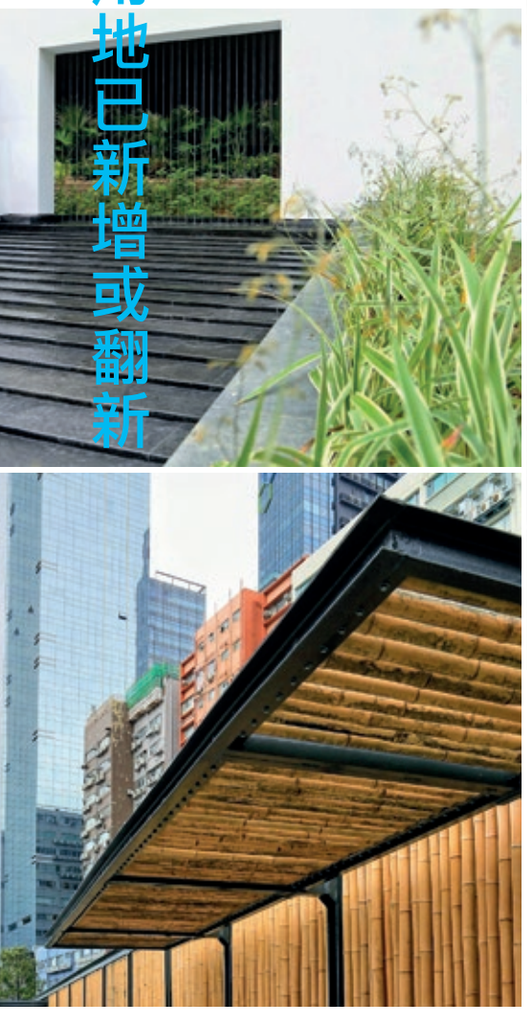
其實改建比新建樓宇更加困難，更加有挑戰性。重點是怎樣去了解它本來的結構，尊重這個地方，而裁剪出我們現在的需要。重點在於如何將九龍東的工業特色顯現在新的商業發展內。這些可能性希望會帶出更多的衝擊，更多元化的發展。

Actually, transforming an old building is much more difficult than building a new one and has many more challenges. The most important thing is to understand the building's original structure, respect the area and also tailor it suit our current needs. The crux is how to reflect Kowloon East's unique character in the new commercial development. I hope this can bring more impact and diversity to the district.

梁澄宙
Raymond Leung
唯諾酒店管理有限公司董事
Director, Camlux Hospitality Limited

>17 ha of public open space provided or renovated

>17公頃公共休憩用地已新增或翻新

















自2012年起動九龍東辦事處成立以來，至2022年6月，已有超過17公頃位於九龍東的公共休憩用地被新增或翻新。多於80%使用者對InPARK、翠屏河花園及海濱道公園表示滿意。

From the establishment of EKEO in 2012 to June 2022, over 17 hectares of public open space in Kowloon East have been newly provided or renovated, with over 80% users find InPARK, Tsui Ping River Garden and Hoi Bun Road Park satisfactory.

欣賞影片
See video

1.12M+ participants joined in the events supported by EKEO

112萬人次曾參與辦事處支持的活動







我們支持及促進了多個在九龍東的項目和活動，包括在啟德跑道末端和反轉天橋底場地舉行的藝術、文化、和體育的活動，以加強海濱的活力及多元性。自2012年起共吸引超過112萬人參與。

We supported and facilitated various events and activities in Kowloon East, including arts, cultural and sports activities held at the Kai Tak Runway Tip and the Fly the Flyover sites to bring more vibrancy and variety to the waterfront, involving more than 1 120 000 participants since 2012.

>73% hourly parking spaces in Kowloon East joined Easy Parking Scheme



參與易泊車計劃的九龍東及新蒲崗商貿區的停車場透過「我的九龍東」手機應用程式分享實時空置泊車位數目，覆蓋區內約七成三的時租泊車位，協助駕駛者尋找空置泊車位，以減少不必要的車程和交通擠塞。

Car parks in Kowloon East and San Po Kong Business Area joining Easy Parking Scheme share their real-time parking vacancy data via MyKE mobile app, which covers more than 73% of the hourly parking spaces in the district, enabling drivers to locate available parking spaces easily thereby helping in reducing unnecessary car journeys and traffic congestion.

73%

50+ buildings in Kowloon East accredited with BEAM Plus New Buildings Gold or above by Hong Kong Green Building Council



截至2022年6月，九龍東和新蒲崗商貿區內已有超過50幢建築達到綠建環評金級或以上認證級別，使九龍東成為全港綠色建築密度最高的地區。

As of June 2022, over 50 projects acquired BEAM Plus New Buildings Gold or above rating are found in Kowloon East and San Po Kong Business Area, making Kowloon East the area with highest density of Green Buildings in Hong Kong.



作為第四任起動九龍東專員，我十分感謝幾位前任專員，以及各位同事，多年來努力不懈，讓我們得以在十年後的今日看到成果，並讓大家知道，妥善規劃，方能有好的開始，這點至為關鍵。

然而，未來工作充滿挑戰。過去十年間，相對簡單的任務已大致完成，在未來五年的工作必將更為艱鉅。今年年初，辦事處將九龍東概念總綱計劃更新至第六版，列出多個策略方向，包括加強連繫、推動智慧/綠色/具抗禦力城市發展、確保可持續增長，以及透過地方營造建立品牌、增添活力。凡此種種，可望有助把九龍東轉型為真正的第二個核心商業區。

讓市民在此安居樂業，是起動九龍東辦事處的使命。就讓我們為此一起努力，再創佳績！

張綺薇

起動九龍東專員

As the fourth Head of EKEO, I am most grateful for my predecessors' and colleagues' tremendous effort in the past, without which we will not be able to see the achievements of today ten years after. They showed us the importance of getting off on the right foot by formulating the right planning strategy.

Nonetheless, the road ahead is rough. In the past ten years, we have already picked the low-hanging fruits, and before us in the next five years would only be an uphill battle. Earlier this year, EKEO updated the Conceptual Master Plan for Kowloon East to version 6.0, which sets out the strategic directions on enhancing connectivity, promoting smart-green-resilient city development, ensuring sustainable growth, as well as branding and activating the district through a place-making approach. These will, hopefully, help re-shape Kowloon East into a true second core business district.

EKEO's mission is to enable our people to work happily and live happily here. Let us all work together to this end!

Amy Cheung

Head of Energizing Kowloon East Office



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

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