

## Hong Kong's CBD<sup>2</sup>

Comprising the former Kai Tak Airport, Kwun Tong and Kowloon Bay, Kowloon East witnessed rapid growth as a major industrial base creating thousands of jobs in the heydays of our manufacturing industry and propelling Hong Kong's prosperity. This area has lost some of its past vibrancy with many under-utilised industrial buildings following the relocation of our Airport to Chek Lap Kok and manufacturing base to the Mainland. Meanwhile, the booming of Hong Kong's financial and service sectors as well as the establishment of a large number of regional headquarters and offices of multi-national companies have increased the demand for quality offices. In meeting this market demand, many private developers have begun redeveloping their properties in Kowloon East into high-grade office buildings and retail centres since the mid to late 90's. Our vision is to continue facilitating transformation of this area as Hong Kong's CBD<sup>2</sup>.

## 香港的CBD<sup>2</sup>

九龍東涵蓋的範圍包括啟德機場舊址、觀塘及九龍灣。在香港製造業的全盛時期，九龍東見證了一個工業重鎮的迅速發展，不僅創造了數十萬計的職位，亦推動了香港的繁榮欣盛。隨著機場遷往赤鱗角及香港製造業的基地北移，這區失去了昔日的活力，更遺留大量未被充分使用的工業大廈。另一方面，金融及服務業持續興旺，無數跨國公司在香港設立區域總部和辦事處，它們對優質辦公室的需與日俱增，傳統的商業中心區已難以負荷。為滿足這市場需求，多家私人發展商自九十年代中至後期起，把旗下於九龍東的物業，重建成甲級寫字樓和零售中心。我們的願景是繼續促進這區的轉型，使之成為香港的CBD<sup>2</sup>。

### VISION 共創理想

齊建香港另一個核心商業區  
for another premier CBD

### CULTURE 文化傳承

連繫過去、現在和未來  
to link the Past, Present and Future

### LEGACY 繼往開來

延續我們成功的故事  
for success

### PARTNERSHIP 夥伴關係

與持份者合作無間  
with all stakeholders



發展局起動九龍東辦事處  
Energizing Kowloon East Office  
Development Bureau

九龍觀塘海濱道122號  
122 Hoi Bun Road, Kwun Tong, Kowloon  
Enquiry Tel: 3904 1337 E-mail: ekeo@devb.gov.hk Website: www.ekeo.gov.hk



起energising動 Kowloon East  
九龍東

# CBD<sup>2</sup>





# 發掘機遇

## EXPLORING OPPORTUNITIES

### 飛躍啟德

KAI TAK FANTASY INTERNATIONAL IDEAS COMPETITION

### Kai Tak Fantasy

Set up a recreational landmark, an "edutainment" destination to reflect Kai Tak's unique aviation, maritime and transportation history. Find the best urban planning proposal through an international ideas competition for urban planning and design to integrate Action Area 2 with Kwun Tong Waterfront and Kai Tak Runway tip.

### 工業文化傳承

延續「龍運工業文化」，並於城市轉型過程中與創新設計及公共藝術結合。Integrate the living legacy of industrial heritage in Kowloon East with creative design and public art in the urban transformation process.

### 綠色建築

將綠色建築的要求，納入賣地條款內。Develop green building requirements in land sales conditions. 為公眾提供多元化環保資訊。Develop "Green Map" highlighting green buildings in Kowloon East to provide diversified environmental information to the public. 綠色建築推動低碳理念，並鼓勵採用環保節能措施。Include green building requirements in land sales conditions. Develop "Green Map" highlighting green buildings in Kowloon East to provide diversified environmental information to the public. Green buildings to promote low carbon usage; encourage adoption of green measures in buildings.

### 創意文化藝術

在九龍東尋找機遇，給予藝術家、藝團和創意產業營運的空間，包括善用舊有地點及天橋底餘下的地方。Explore opportunities to provide space for artists, art groups and creative designers through releasing the remaining tower sites and in old and new premises in this area.

### 飛躍啟德

### 城中樂園

建議興建城中樂園「飛躍啟德」，利用啟德獨特的航空、航海及運輸背景，發展為兼具教育及娛樂意義的地標。透過國際概念比賽，為這個由啟德跑道末端、行動區2與觀塘海濱組成的樂園，尋找最佳規劃及設計方案。



#### 01 環保連接系統

Engage the community on the proposed environmentally friendly linkage system (EFLS)



#### 02 九龍灣連繫

Implement enhancement to the pedestrian and vehicular traffic environment in this area



#### 03 牛頭角連繫

Implement enhancement to the pedestrian connection from Ngau Tau Kok MTR Station to waterfront



#### 04 觀塘連繫

Implement enhancement to the pedestrian and vehicular traffic environment with possible alignment of EFLS



#### 06 工業文化傳統公園

Carry out design and advance works to convert Tsun Yip Street playground into industrial heritage park

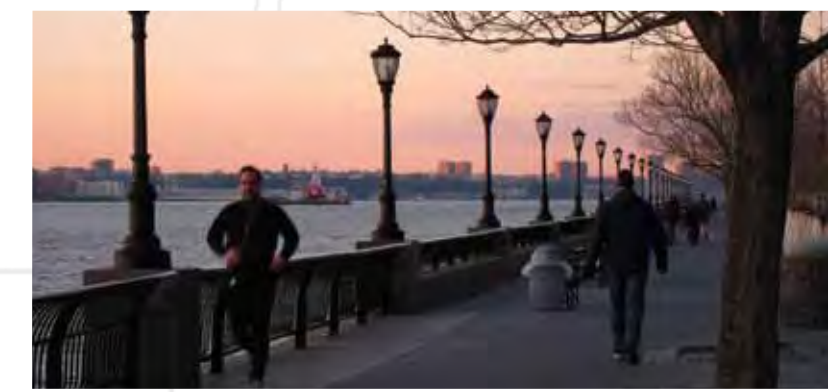


## 十個主要任務



#### 05 林蔭大道

Develop Hoi Bun Road into a tree-lined avenue with enhanced urban greening and streetscape



#### 07 翠屏河

Convert existing King Yip Street nullah into Tsui Ping River with environmental, ecological and landscaping upgrading without compromising on storm-water discharge function and capacity



#### 08 行動區1

Implement advance work to release potential of Action Area 1 for mixed development to bring vibrancy to Kowloon East



#### 09 行動區2

Include Action Area 2 in Kai Tak Fantasy to explore potential to integrate with Kwun Tong Waterfront and Kai Tak Runway tip



#### 10 活力海濱

Launch an international ideas competition to find the best urban planning proposal for the water body between the old runway and Kwun Tong Waterfront