

自宣布起動九龍東措施，透過制訂及持續更新概念總綱計劃，並積極推展及落實計劃內的項目，令起動九龍東的發展願景得以一一實現。九龍東已成功轉型為香港第二個核心商業區。九龍東的發展策略包括四個主題：連繫、品牌、設計和多元化，首英文字母縮寫為CBD2，這些必要元素令九龍東不僅只是另一個商業中心，而且是一個卓越的核心商業區，提供優質空間並吸引廣泛企業（從初創企業到跨國公司總部）在這裡設立辦公室。九龍東的發展整合於這份總綱圖，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，九龍東發展的重點如下：

Since the announcement of the Energizing Kowloon East (EKE) initiative, the development vision for Kowloon East (KE) has been progressively realized through the formulation and continuous updating of the Conceptual Master Plan, as well as the active promotion and implementation of various projects under the plan. KE has been successfully transformed into Hong Kong's second core business district (CBD2). The development strategy for realizing the EKE vision comprises four main themes: Connectivity, Branding, Design and Diversity, riding on the acronym of CBD2. These are the essential elements shaping KE not just as another commercial node, but a premier CBD providing quality spaces while attracting a wide spectrum of businesses (from start-ups to headquarters of multi-national corporations) to settle here. The development of KE is consolidated in this Master Plan, taking into account the latest planning circumstances as well as changing socio-economic needs and aspirations. The KE development is embedded with the following emphases:

確保可持續增長 Ensuring Sustainable Growth

透過用地規劃檢討及鼓勵工廈整棟改裝或重建，維持商業用地/商業樓面的穩定供應，並提供多元化企業發展空間

Maintain a steady supply of commercial land / floor spaces and provide a diverse range of accommodations for various business developments through land use reviews and encouraging wholesale conversion or redevelopment of industrial buildings

在區內設置政府設施及部門專用大樓，帶動發展
Spur development through establishing various government facilities and dedicated departmental buildings in the district

九龍東的總商業樓面面積將增至四百多萬平方米，規模可媲美中環核心商業區

Increase the commercial floor spaces in KE to over 4 million square metres, comparable in scale to the Central CBD



加強連繫、易行度及流動性 Enhancing Connectivity, Walkability and Mobility



應對交通需求，增加新幹道及規劃智慧綠色集體運輸系統
Address transport demand by adding new trunk roads and planning for the Smart and Green Mass Transit System

提倡「易行九龍東」策略，制定一套由綠色走廊／連線、後巷改造、道路改善、行人天橋及隧道組成的綜合行人網絡，優化行人環境

Advocate the "Walkable KE" strategy and formulate a comprehensive pedestrian network comprising green spine/links, back-alley revitalization, road improvements, footbridges and subways to enhance the pedestrian environment

將海岸規劃為長達約11公里的連綿海濱長廊，並加入全長約13公里的行人與單車共用的共融通道

Designate the coastline as a continuous waterfront promenade of about 11 kilometres and incorporate an inclusive GreenWay of about 13 kilometres for both pedestrians and cyclists

推展高效高質基礎建設，採納低碳環保設計，並倡議使用先進建築方法和物料

Promote high efficiency and high-quality infrastructure, adopt low-carbon and environmentally friendly designs, and advocate the use of advanced construction methods and materials

促進九龍東作為試點，探討智慧創新意念的可行性
Facilitate KE as a pilot area to explore the feasibility of smart and innovative ideas

在區內設立120公頃優質休憩用地，締造綠色及可持續發展的核心商業區

Foster a green and sustainable CBD by establishing 120 hectares of quality open space within the district



發展智慧、綠色及具抗禦力的核心商業區 Developing a Smart, Green and Resilient CBD



憑藉世界級文化、體育及旅遊設施帶來的機遇，並透過地方營造及城市設計，確立九龍東 - 香港CBD2的品牌
Leverage opportunities from the world-class cultural, sports and tourism facilities, and make use of place-making and urban design to establish the branding of KE as Hong Kong's CBD2

推廣觀塘避風塘內共享水體及促進不同類型的活動，令九龍東更具活力及多元化

Promote water body co-use within the Kwun Tong Typhoon Shelter and facilitate events of various types to bring more vibrancy and diversity to KE

推動「創造精神」 Promoting the "Spirit of Creation"



香港 Hong Kong's
CBD² 九龍東
Kowloon East

發展總綱圖 Master Plan

九龍東發展總綱圖

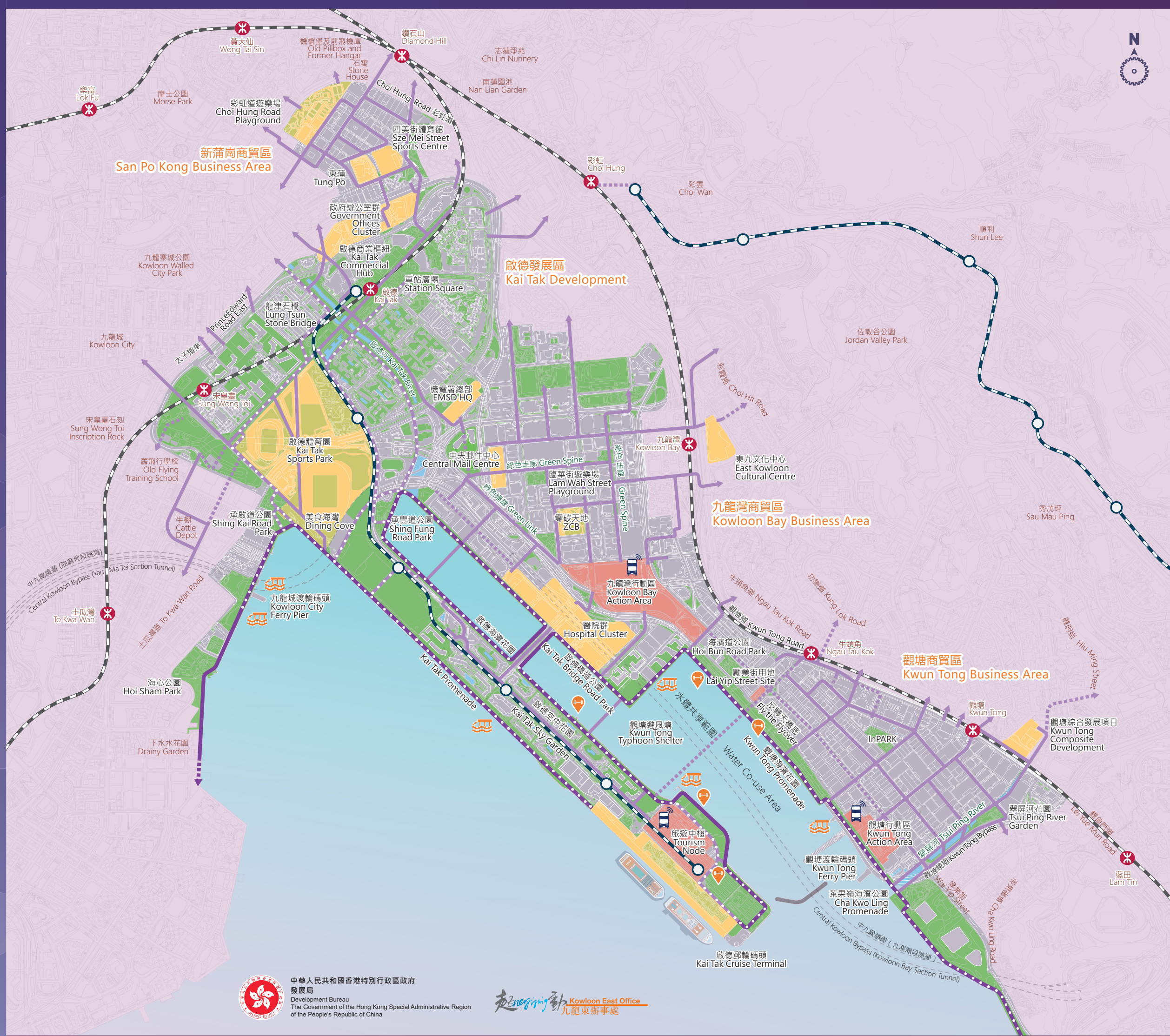
Kowloon East Master Plan

圖例 Legend *

- 主要行人連接
Major Pedestrian Connection
包括 Including
●●●●● 共融通道 GreenWay
- 概念性的行人連接
Conceptual Pedestrian Connection
- - - - -
- 海濱長廊
Waterfront Promenade
包括 Including
●●●●● 共融通道 GreenWay
- 擬議智慧綠色集體運輸系統
Proposed Smart and Green Mass Transit System
○
- 主要政府 / 公共設施附內部連接
Major Government / Public Facility with Internal Connections
■
- 已規劃的主要發展樞紐附內部連接
Planned Major Development Node with Internal Connections
■
- 休憩空間 / 園景美化
Open Space / Landscaped Area
■
- 建議的智能公共交通樞紐
Proposed Smart Transport Hub
■
- 水上運動 / 康樂場地
Water Sports / Recreation Venue
■
- 公眾泊岸設施
Landing Facility for Public Use
■

*除非另有說明，每個圖例均包含現有和已規劃部分。
Unless specified, each legend includes existing and planned provisions.

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中華人民共和國香港特別行政區政府
發展局
Development Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

起點 Kowloon East Office
九龍東辦事處