



University-Government-Industry Forum on New Ways of Development for New Towns in Hong Kong

Towards a pedestrian-oriented environment in Kowloon East – relevance to our new town development

Ms Winnie HO

Deputy Head of Energizing Kowloon East Office
Works Branch, Development Bureau

26 August 2014

ENERGIZING
KOWLOON
EAST

COMMUNITY
BRANDING
DESIGN
DIVERSITY



Kowloon East (KE)



	Kai Tak Development	320ha
	Kwun Tong Business Area	77ha
	Kowloon Bay Business Area	91ha
	TOTAL	488ha

Vision



Transforming KE as another
PREMIER CBD –

a place where people would like to
work, to do business, to walk,
to stay, and to play

That was KE....in 2011

Busy pedestrian and vehicular traffic



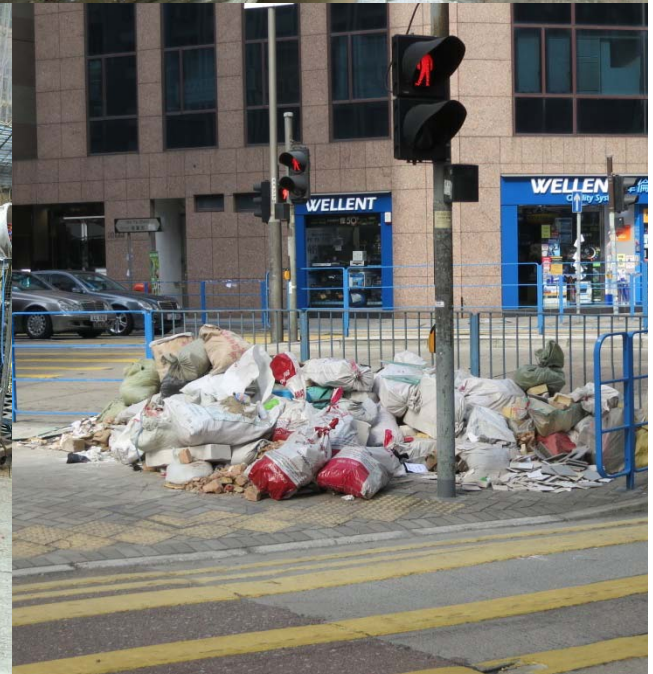
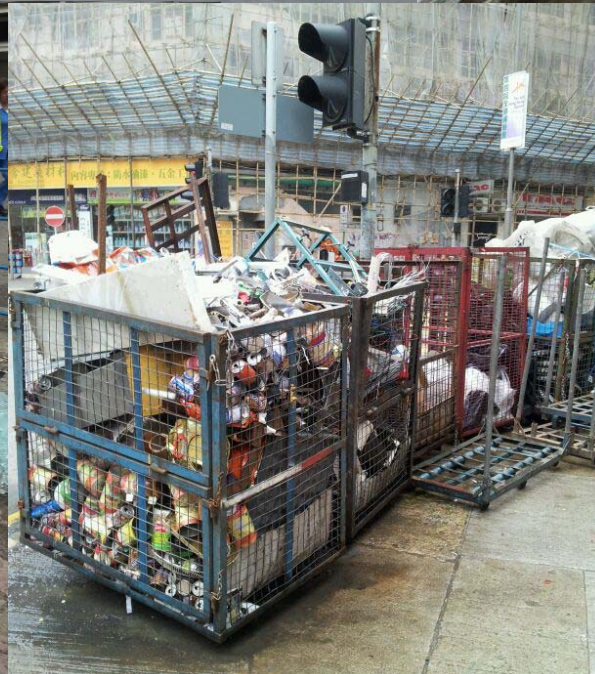
More....



And more....



And more....



*How has KE been
transformed NOW?*

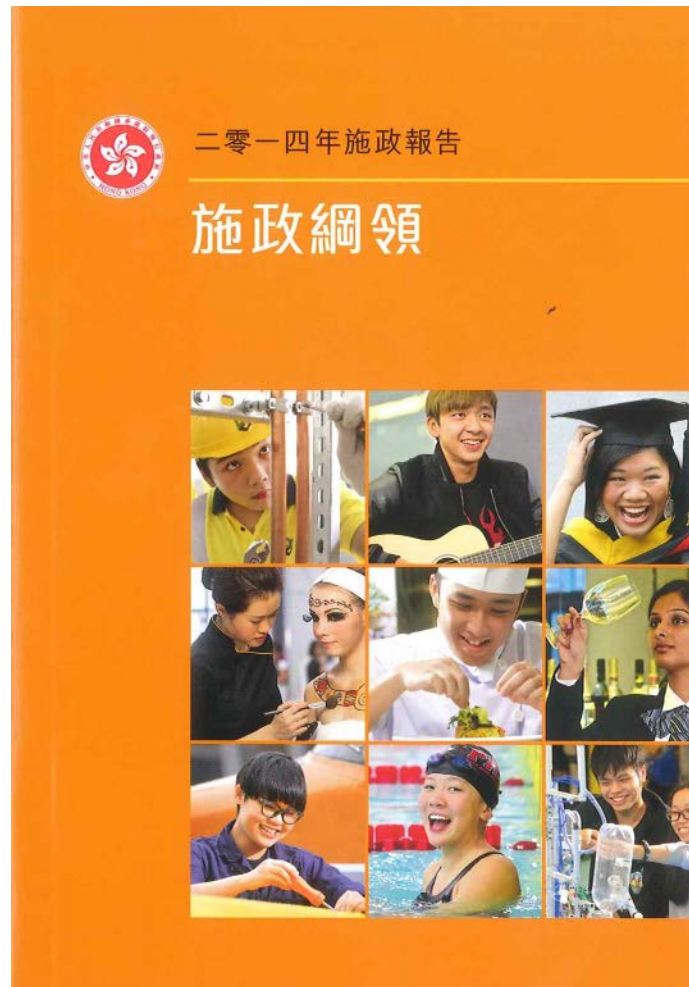
CBD²



- 走 *energizing* 動 Kowloon East
九龍東



2014 Policy Address



- Advocate the sustainability concept on “walkability” in Kowloon East through improving connectivity and enhancing pedestrian environment

Improvement Proposals

I) Short-term measures

To improve at-grade pedestrian environment in phases

II) Mid to long-term measures

To commission studies to develop comprehensive pedestrian linkage network

I) Short-term measures

- Established an inter-departmental traffic focus group
- As of today, we have :
 - Implemented road improvement works at 24 locations
 - Reviewed 41 signalized junctions with adjustments in signal timings carried out where necessary

I) Short-term measures

I. Widening of Footpath



At the junction of Lai Yip Street and Hung To Road

I) Short-term measures

I. Widening of Footpath



At the junction of How Ming Street/Hoi Yuen Road

I) Short-term measures

II. Improvement of pedestrian facilities



At the junction of Hoi Bun Road/ Lai Yip Street

I) Short-term measures

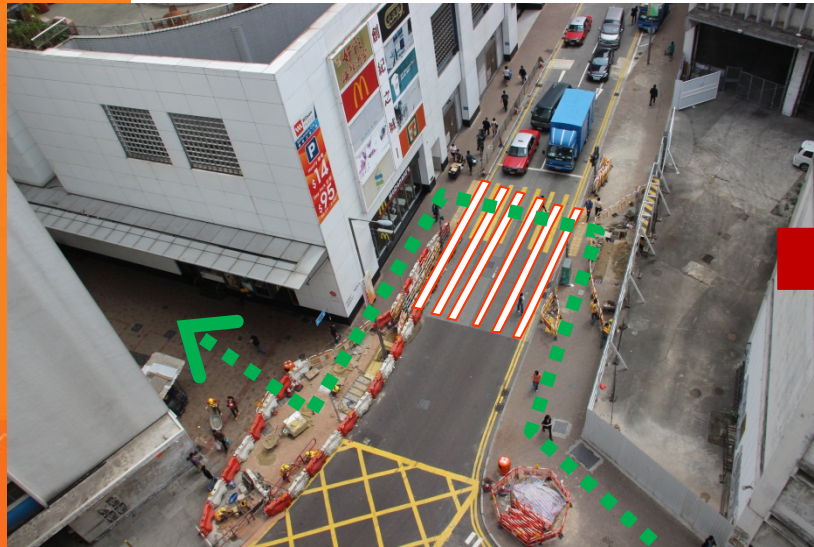
II. Improvement of pedestrian facilities



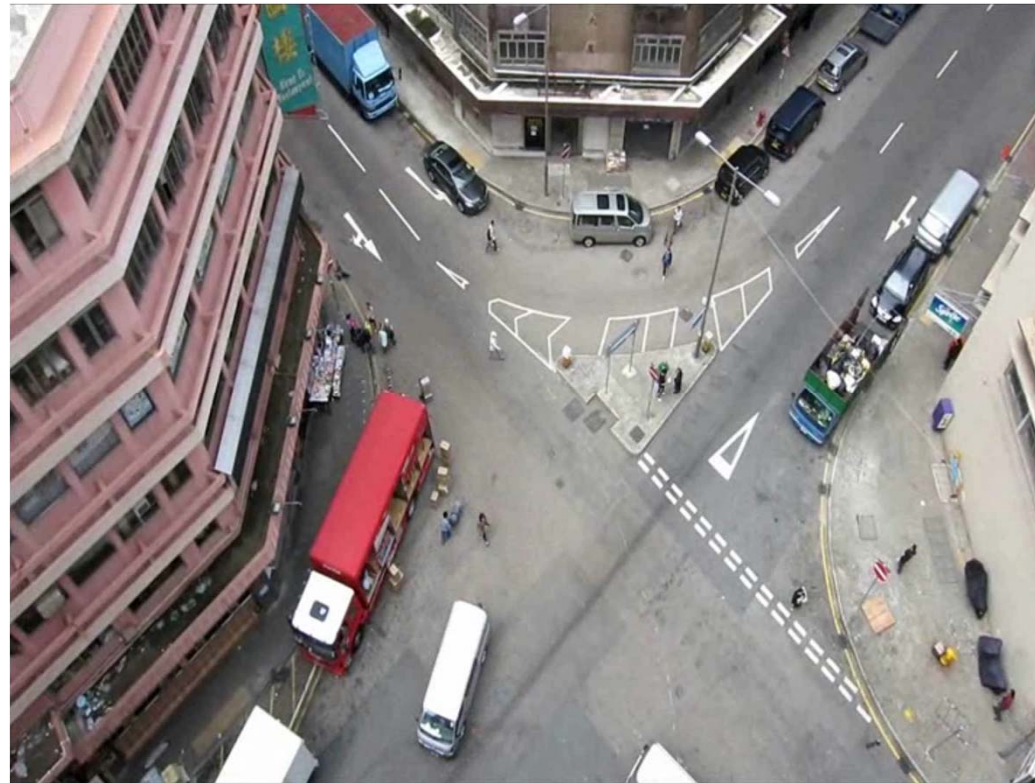
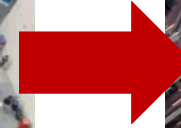
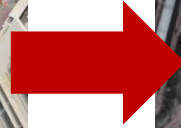
At the junction of Hoi Yuen Road/Shing Yip Street

I) Short-term measures

II. Improvement of pedestrian facilities



At the junction of How Ming Street/Chong Yip Street/How Ming Lane



At the junction of How Ming Street/Hung To Road

I) Short-term measures

II. Improvement of pedestrian facilities



At the junction of How Ming Street/Tsun Yip Street

I) Short-term measures

II. Improvement of pedestrian facilities



Hoi Yuen Road (near Kwun Tong Plaza)

I) Short-term measures

II. Improvement of pedestrian facilities



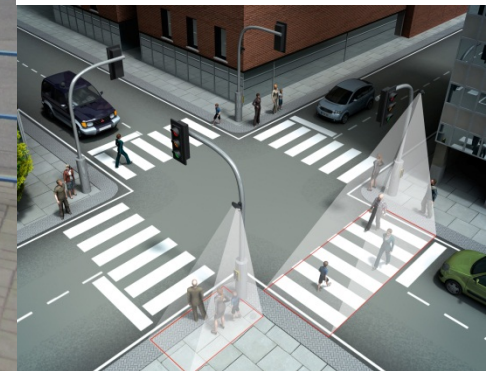
Wai Yip Street (near Manulife Financial Centre)

I) Short-term measures

II. Improvement of pedestrian signal

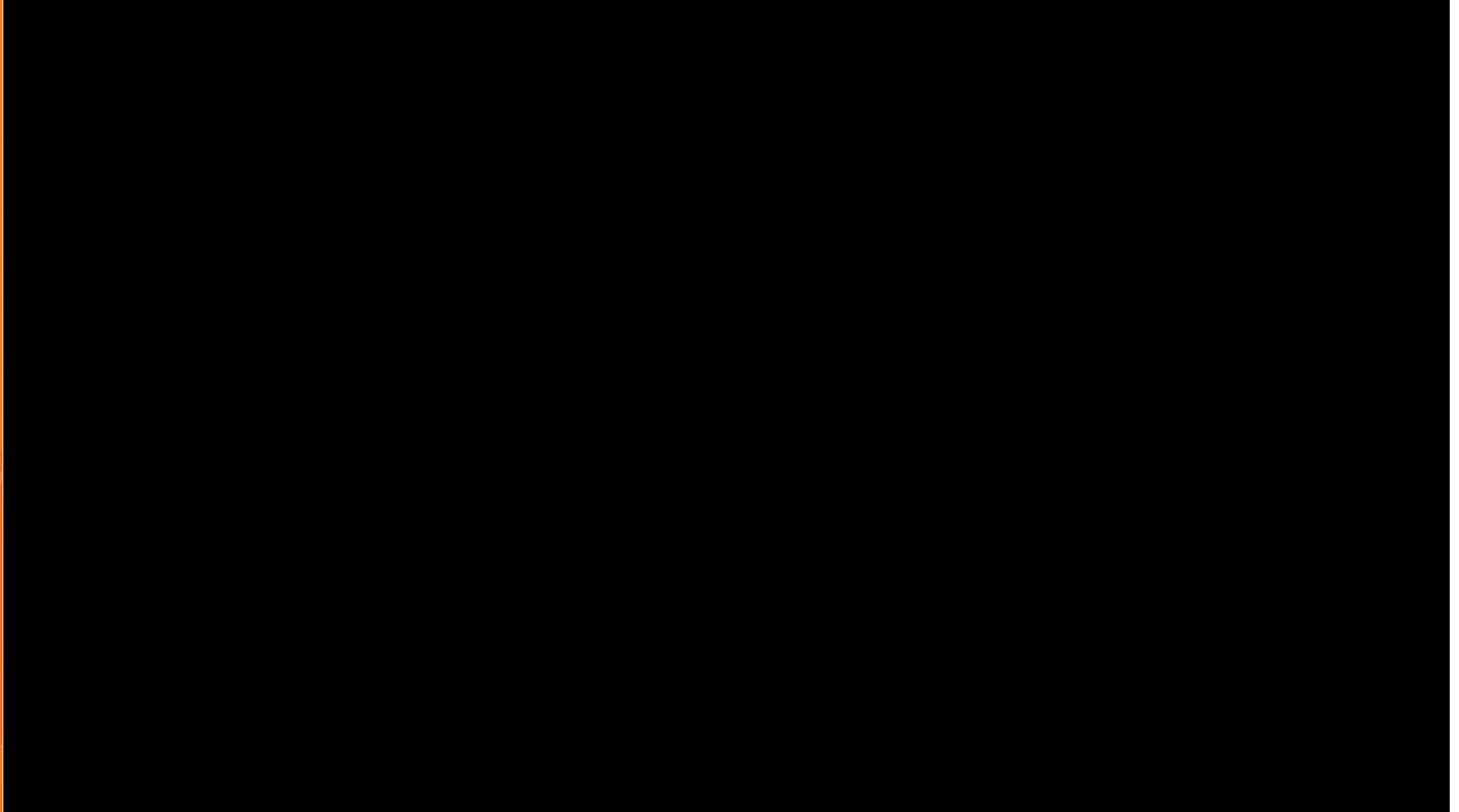


Trial pedestrian video detector at the junction of Lai Yip Street and Hoi Bun Road



I) Short-term measures

II. Improvement of pedestrian signal



11) Medium to Long-term measures

Feasibility studies to formulate medium to long-term improvement proposals required for improving the pedestrian environment

i) Kowloon Bay Business Area (KBBA)

- commenced in February 2013 for completion in end 2014
- to enhance connectivity from Kowloon Bay MTR Station to KBBA and towards Kai Tak Development

ii) Kwun Tong Business Area (KTBA)

- commenced in May 2014 for completion in mid-2016
- to enhance connectivity from Ngau Tau Kok and Kwun Tong MTR stations to KTBA and towards the waterfront

11) Medium to Long-term measures

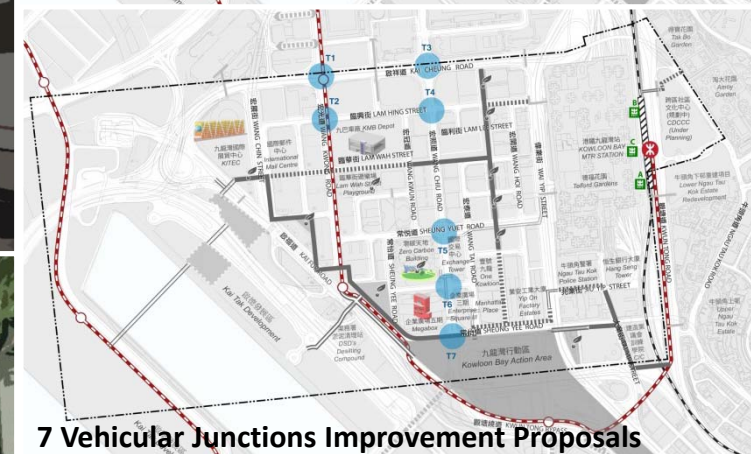
Feasibility studies to formulate medium to long-term improvement proposals required for improving the pedestrian environment

i) Kowloon Bay Business Area (KBBA)

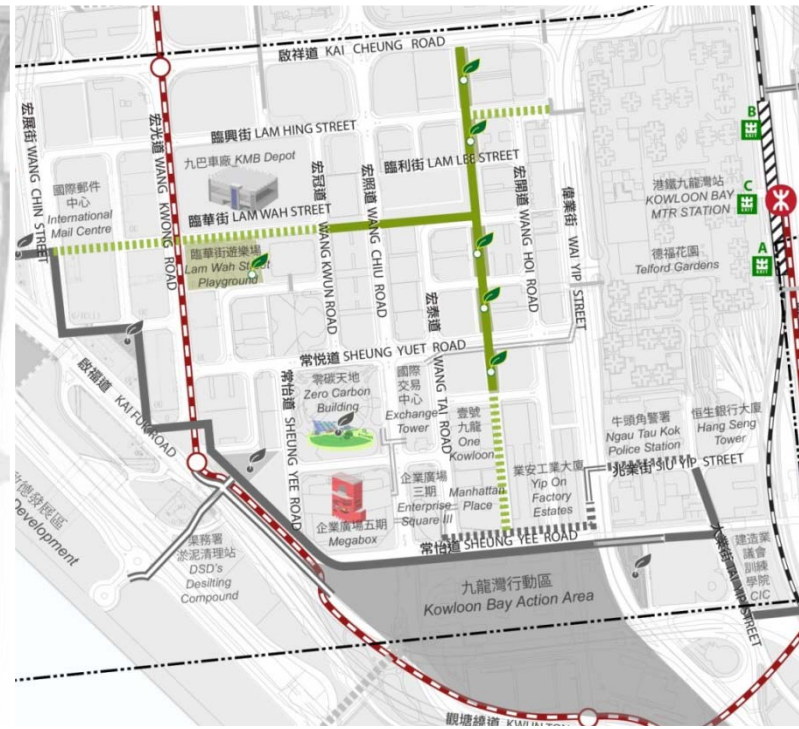
- commenced in February 2013 for completion in end 2014
- to enhance connectivity from Kowloon Bay MTR Station to KBBA and towards Kai Tak Development

ii) Kwun Tong Business Area (KTBA)

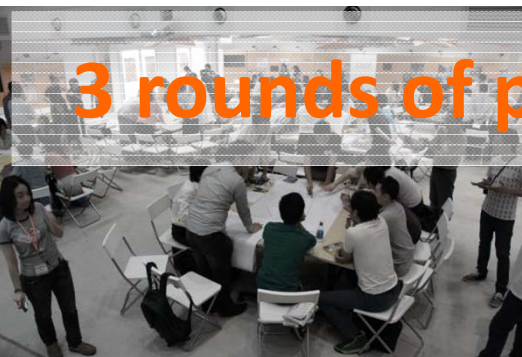
- commenced in May 2014 for completion in mid-2016
- to enhance connectivity from Ngau Tau Kok and Kwun Tong MTR stations to KTBA and towards the waterfront



An example: Green Spine



3 rounds of public engagement



11) Medium to Long-term measures

Feasibility studies to formulate medium to long-term improvement proposals required for improving the pedestrian environment

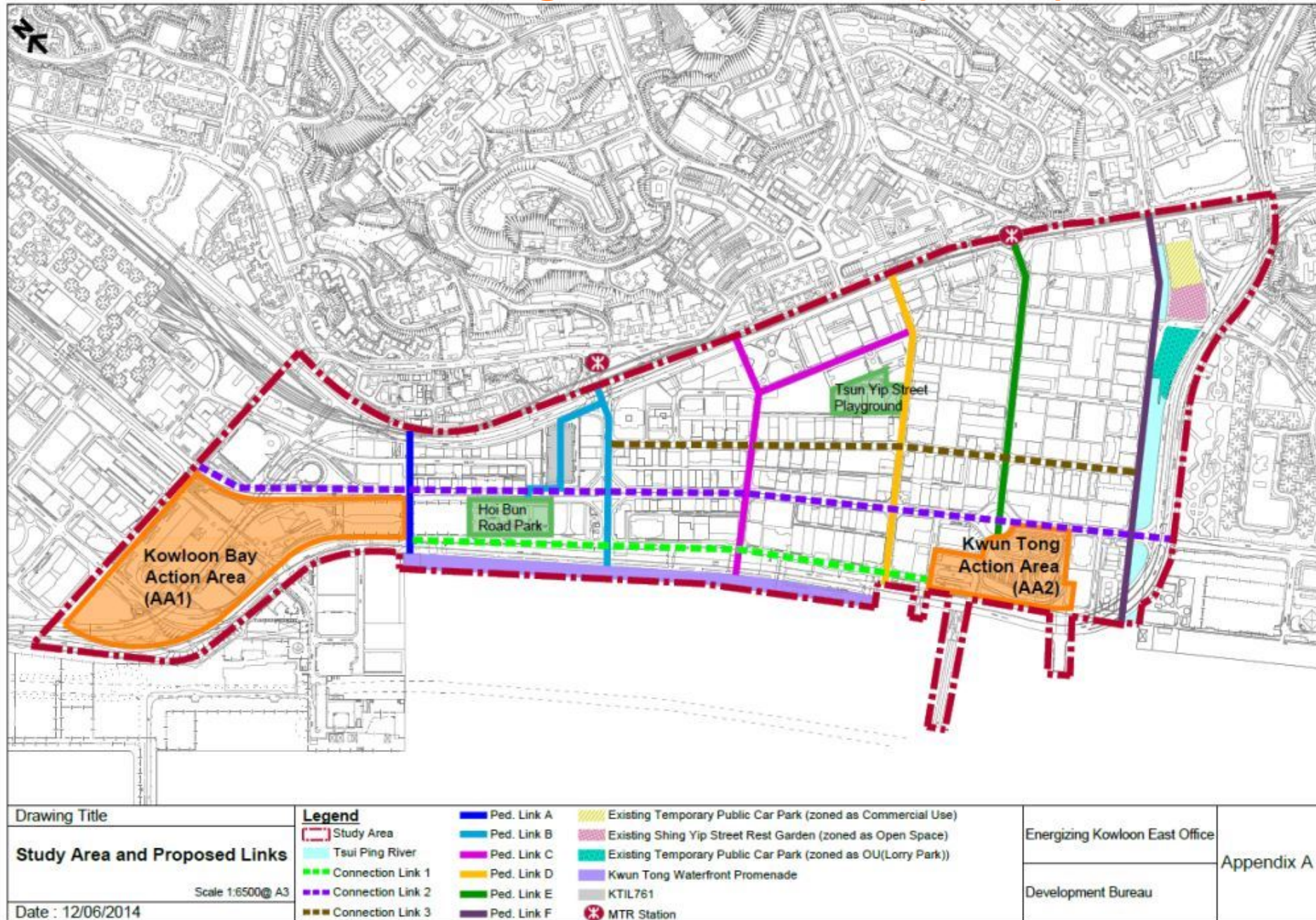
i) Kowloon Bay Business Area (KBBA)

- commenced in February 2013 for completion in end 2014
- to enhance connectivity from Kowloon Bay MTR Station to KBBA and towards Kai Tak Development

ii) Kwun Tong Business Area (KTBA)

- commenced in May 2014 for completion in mid-2016
- to enhance connectivity from Ngau Tau Kok and Kwun Tong MTR stations to KTBA and towards the waterfront

Kwun Tong Business Area (KTBA)



Back Alleys in Kwun Tong



Make it nice to Walk...

Urban Greening



Transformation of Tsun Yip Street Playground to Kwun Tong Industrial Heritage Park



Transformation of Tsun Yip Street Playground to Kwun Tong Industrial Heritage Park





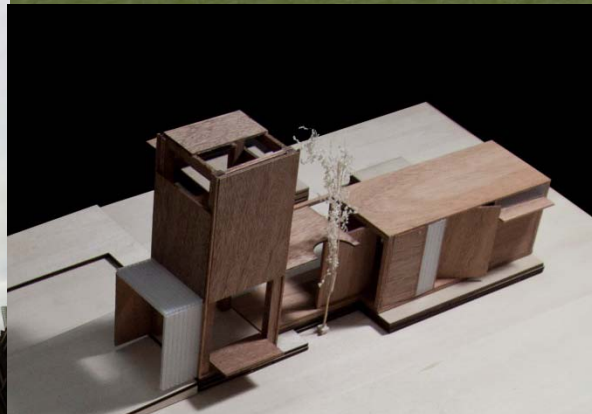
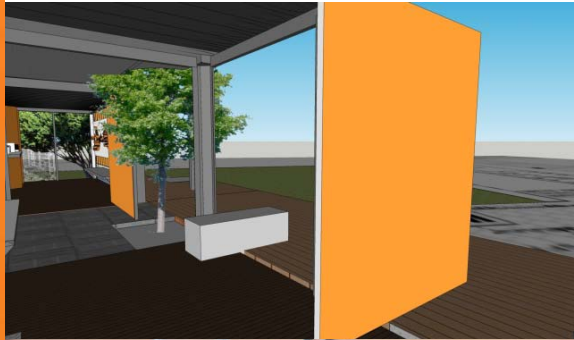
Transformation of Tsun Yip Street Playground

Fences removed

Original Tsun Yip Street Playground with fences surrounding

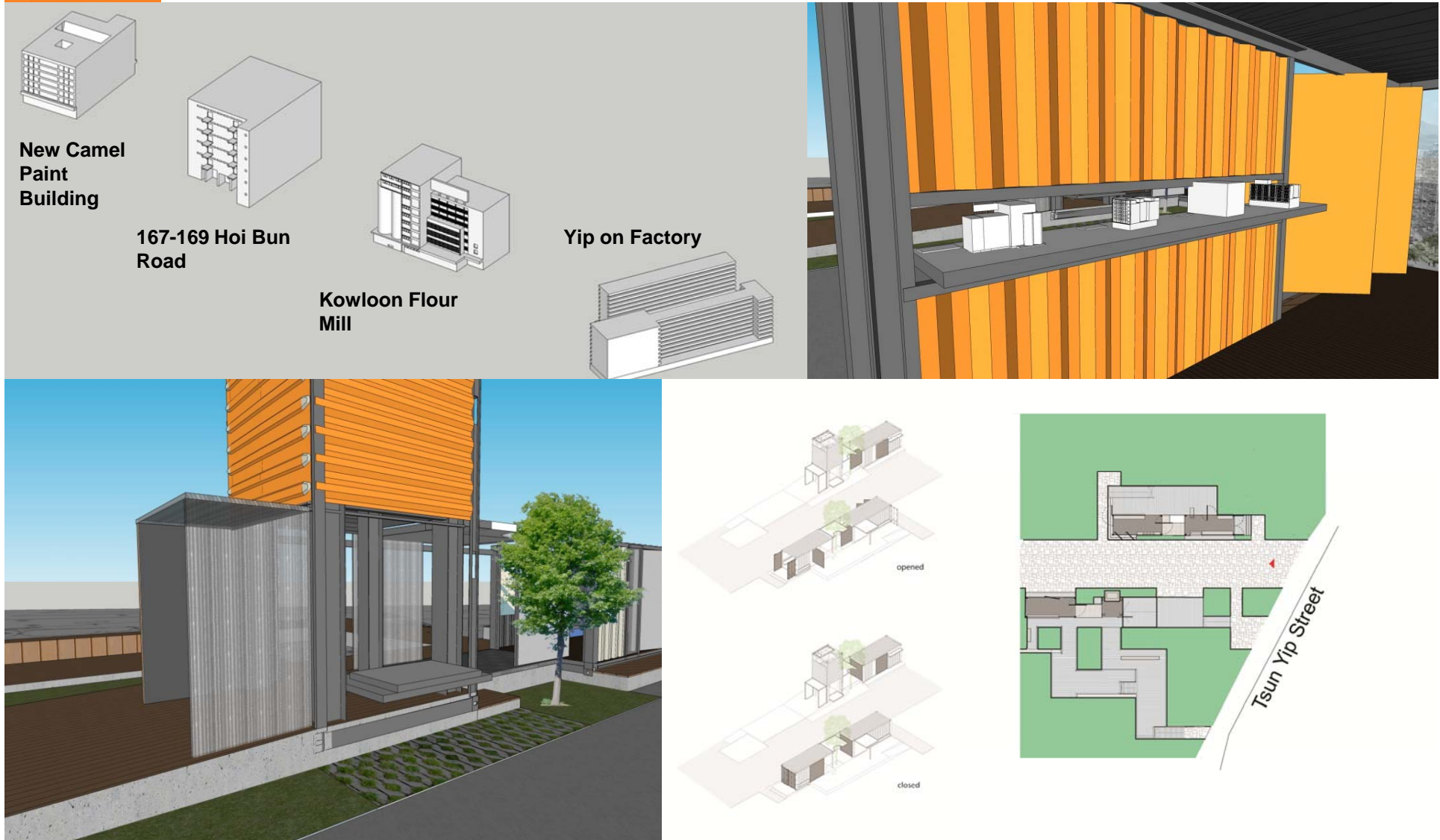
Transformation of Tsun Yip Street Playground

Exhibits of “The Spirit of Creation” – Study on Industrial Culture at KE

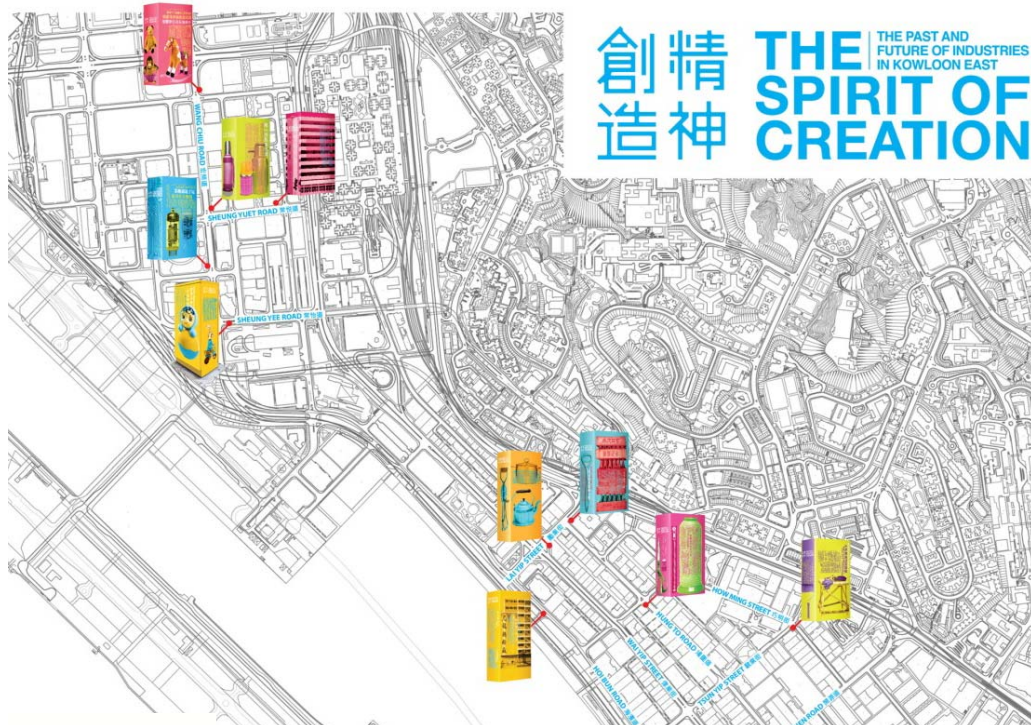


Transformation of Tsun Yip Street

Exhibits of “The Spirit of Creation” – Study on Industrial Culture at KE



“The Spirit of Creation” – Study on Industrial Culture at KE Decoration of Switch Boxes



Face-lifting of Hoi Bun Road Sitting-out Area

Hoi Bun Road
SoA

DWFI (modification
works completed)

Kwun Tong
Promenade Phase 1



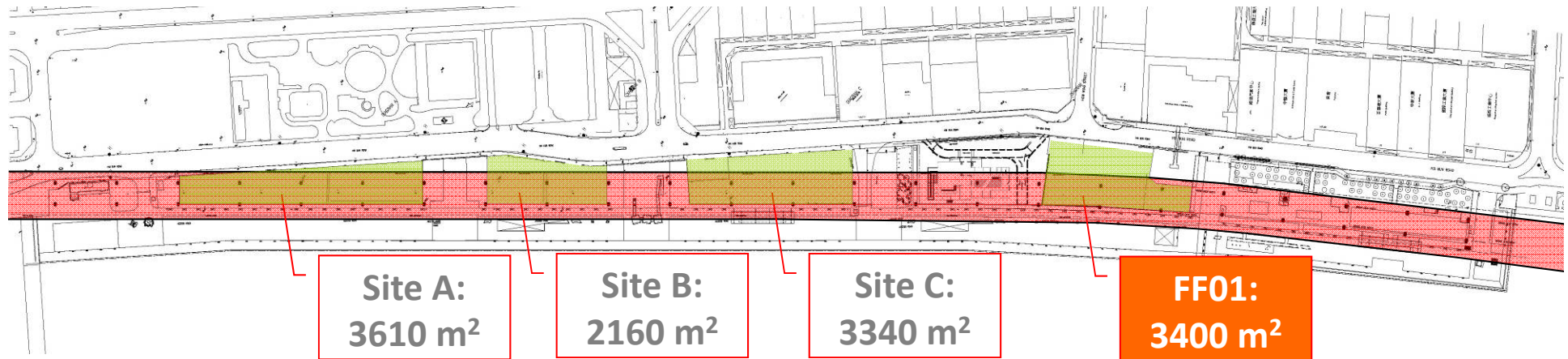
Before



Artist's impression

Fly the Flyover 01

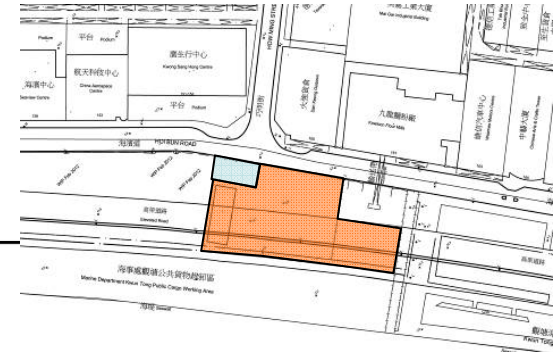
From idle land to public space





(June 2012)

FLY THE FLYOVER 01



Existing WSD Depot



(October 2012)



ENERGIZING
KOWLOON
EAST

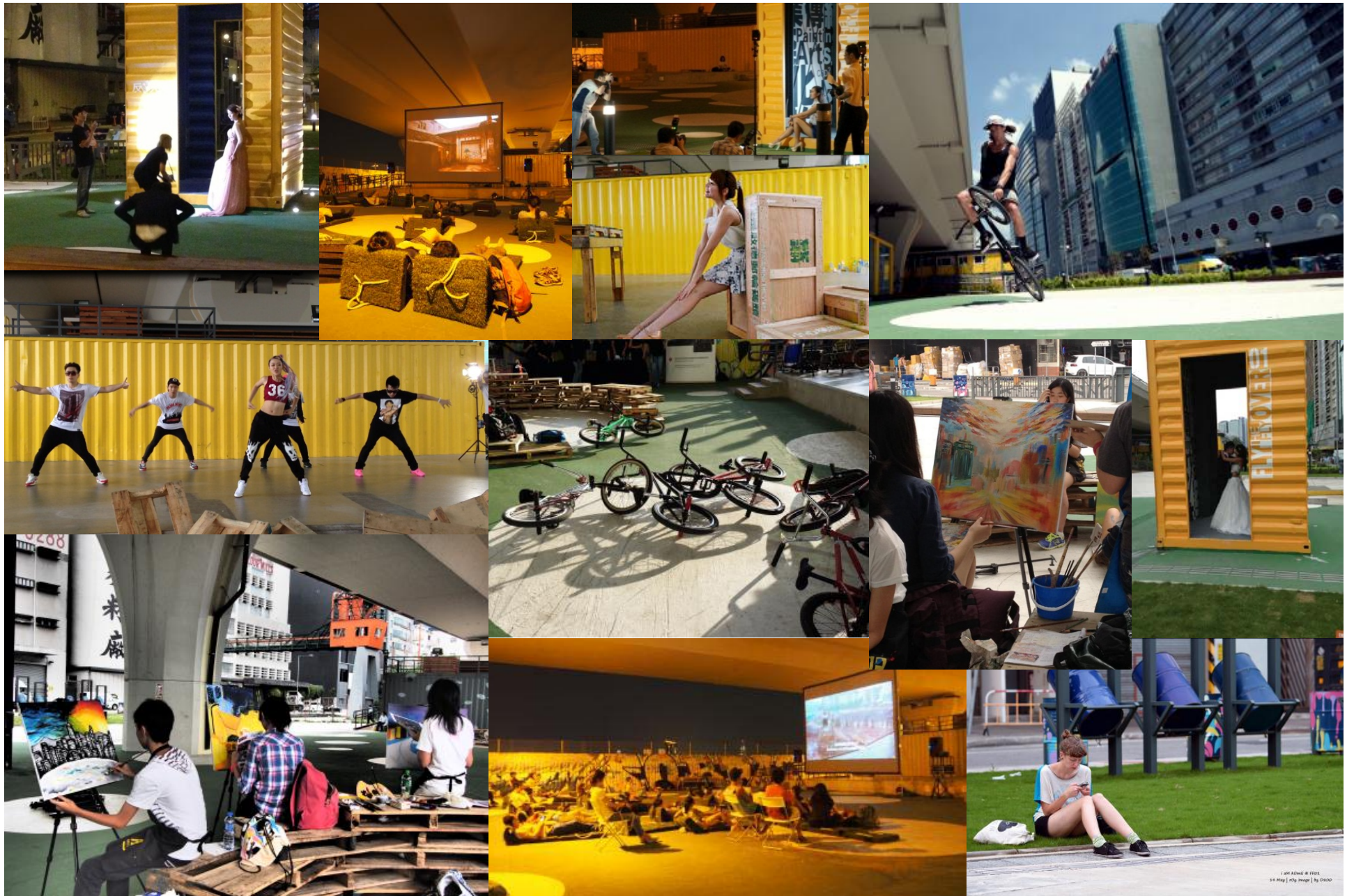




ENERGIZING
KOWLOON
EAST

BRANDING
DESIGN
DIVERSITY





ART KOWLOON & FYRIS
31 May | City Square | by FYRIS

ENERGIZING
KOWLOON
EAST

BRANDING
DESIGN
DIVERSITY

■ Facilitating RunOurCity Streetathon at Kowloon East 2014



Relevance to new town development

➤ People-oriented

- Well-planned pedestrian network

➤ Attractive Urban Form

- Place-making, creating point of interest, enhancing vibrancy, where people would like to walk, stay and play

➤ Urban Design and Landscape Framework

- More pedestrian-friendly elements with good urban design at both at-grade and elevated levels, connecting different nodes of attraction

Kwun Tong and Kowloon Bay Business Areas



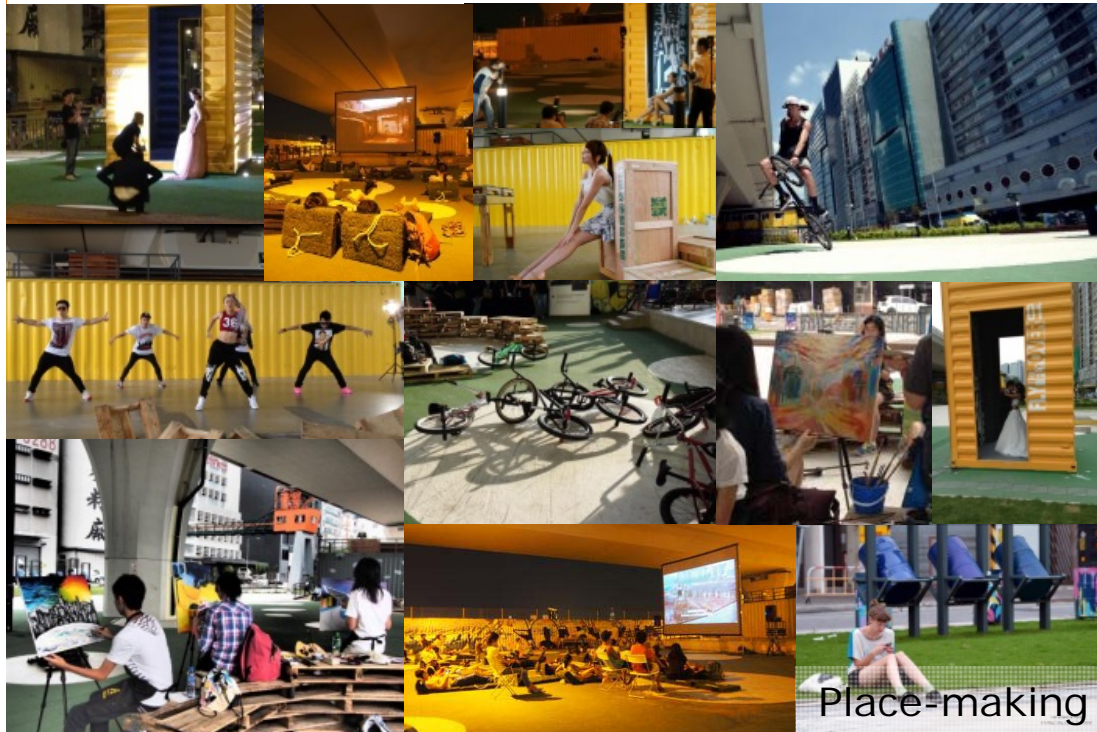
Walkability



Greening



Ground floor vibrancy



Place-making



Public art installations

***What about new
development area?***

Kai Tak Development

Planning Vision/ Themes/ Initiatives

Planning Vision

- A distinguished, vibrant, attractive and people-oriented community by the Victoria Harbour

Planning Themes/ Initiatives

- Heritage, green, sports and tourism hub of Hong Kong
- Green web for sustainable development
- Quality living environment
- Help regenerate adjacent old districts under Energizing Kowloon East



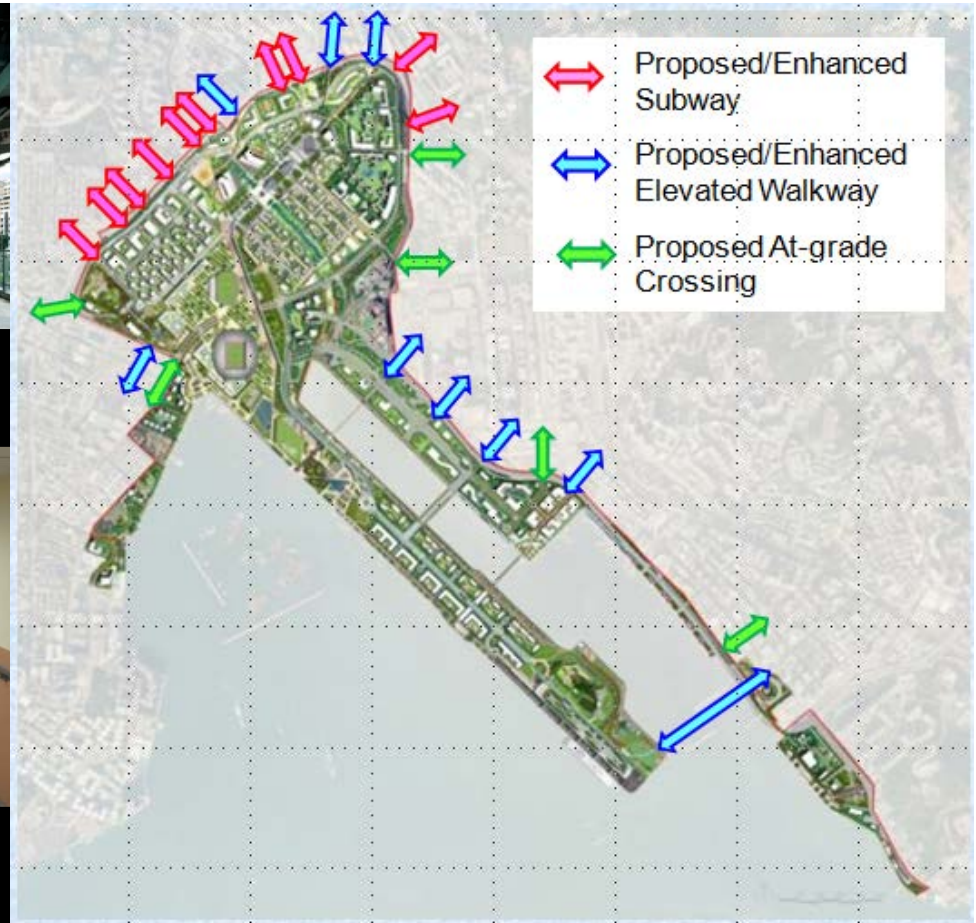
People-oriented Pedestrian Connection



(New Landscaped Elevated Walkways)



(Existing Subways with Facelifts)



Pedestrian Linkage :
25 sets of connections

People-oriented Pedestrian Connection



Attractive Urban Form

Creating point of interest

Kai Tak River

"A Green Corridor"

- One of the East Kowloon's major flood relief drainage channels
- 2.4 km long
- A green river corridor through the urban area



Attractive Urban Form

Creating point of interest

Metro Park

to connect with waterfront and nearby development areas to create "A Green Web for Sustainable Development"



Grid Neighbourhood

a design mix of medium towers and low rise blocks with beautiful courtyards to create a harmonious neighbourhood environment



Attractive Urban Form

Creating point of interest



Landscaped Deck and Elevated Open Space at Former Runway

a landscaped deck integrated with noise barriers at Shing Fung Road at the centre of former runway



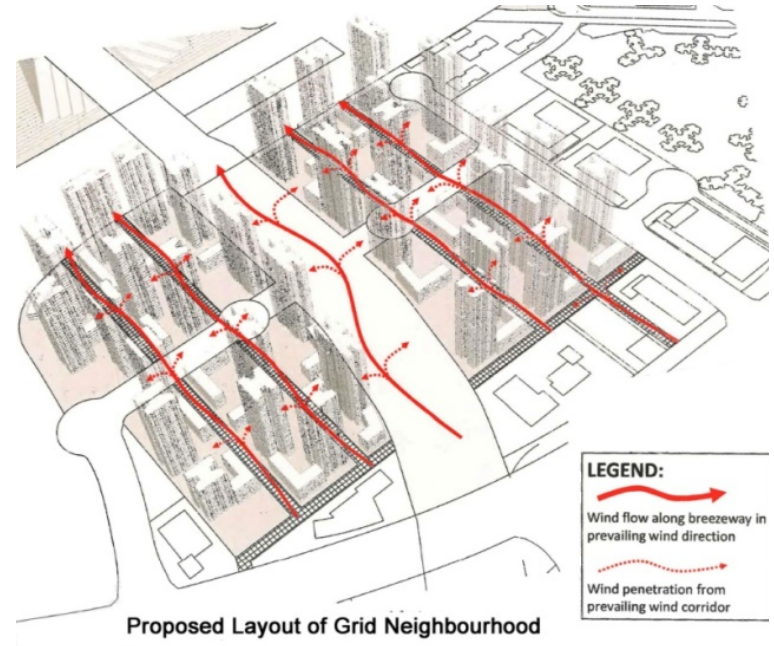
Attractive Urban Form

Public Creatives



Urban Design & Landscape Framework

Building Setback, View Corridor & Courtyard Design



Urban Design & Landscape Framework

Building Setback, View Corridor & Courtyard Design

Open Space and Greening

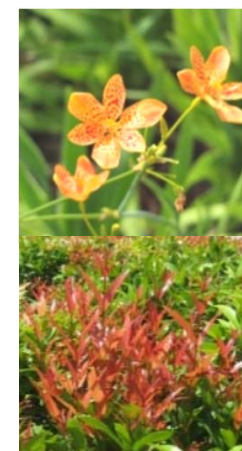
- ◆ 100 ha open space
- ◆ 11 km waterfront promenade
- ◆ Green web for sustainable development



Locations	Minimum Greening Ratios
Development Sites, including G/IC	30% overall 20% at-grade 20% of roof area
Public Open Spaces	30% - 60%
Amenity Areas	85%
Roads and Walkways	10% - 15%

Urban Design & Landscape Framework

Road Side Amenity Area & Greenery Screen



Shing Kai Road & Shing Fung road

Urban Design & Landscape Framework

Landscape Arrangement at Promenade



Shing Fung Road Waterfront



<http://www.ktd.gov.hk>

Public Engagement

- Engaged with District Councils, professional institutions, land owners, etc.



Public Engagement

- Held various workshops and forums with public, developers and artists



Public Engagement

- Co-organised international seminar with the city of Barcelona



Public Engagement

- 8,150 visitors participate in engagement activities
- From 21 different countries
- 262 conferences, seminars and other public engagement
- By 100 organizations



We Believe

if the 260,000 workers found Kowloon East a **walkable** area with **stayable** public spaces and **sittable** spots, then we can attract investment, conglomerate people and provide limitless business opportunities, making Kowloon East an attractive alternative CBD of Hong Kong.

<http://www.ekeo.gov.hk>

Thank you!
Connectivity

Design

Diversity

Branding