



# **Connectivity - Not Simply Bridging the Gaps**

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#### **Energizing Kowloon East Office**



# **Background** Kowloon East



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# **Background Kowloon East in the Past**



# **Background** 2011-12 Policy Address

"Hong Kong's traditional core business districts can no longer satisfy the growing demand for office space. We must develop another core business district – East Kowloon."



# **Background Potential Commercial/Office Supply**

- Kowloon East has the potential to provide additional commercial/office gross floor area of 5 million m<sup>2</sup>:
  - 1.7 million m² from Kai Tak Development
  - About 3.3 million m<sup>2</sup> from Kwun Tong and Kowloon Bay
- Including the existing stock of 2 million m², Kowloon East has the potential to supply a total of 7 million m² of commercial/office space.



# **Background Our Strategy**

**Connectivity** 

**Branding** 

Design

**Diversity** 





#### CONCEPTUAL MASTER PLAN Version

#### Version 4.0





# **Background Policy Address**

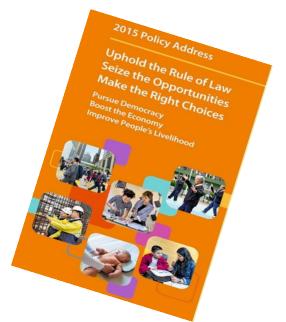


#### **2014 Policy Address**

Advocate the sustainability concept of "walkability" in Kowloon East through improving connectivity and enhancing pedestrian environment

#### **2015 Policy Address**

"......comprehensively develop the concept of a "walkable" Kowloon East in the Kowloon Bay and Kwun Tong Business Areas to improve the pedestrian environment and address traffic issues."



# That was Kowloon East ....in 2011

# In 2011

# **Busy Pedestrian and Vehicular Traffic**



#### **Strategy**

#### **Improving Connectivity at 4 levels**

#### 1. Strategic level

Connection to strategic routes that enable quick access to the airport and cross-boundary facilities

#### 2. Inter-district level

Connection to other key office nodes in the territory facilitating business activities

#### 3. Intra-district level

Connection to areas within Kowloon East

#### 4. Local level - walkable

Connection through pedestrian corridors, footbridges, subways, and enhanced footpaths

#### **Strategy**

#### Improvement Proposals at Local Level

#### 1. Quick-wins / Short-term measures

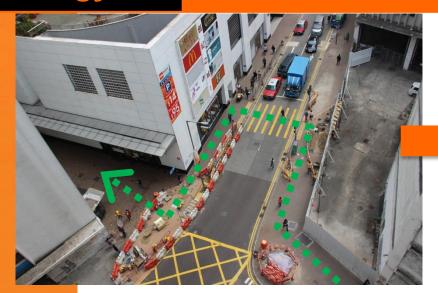
Improve at-grade pedestrian environment such as widening of footpaths, improving pedestrian crossings, improving traffic signals and exploring uncommon routes.

#### 2. Medium to long-term measures

Commissioned two studies to develop comprehensive pedestrian networks and to improve traffic environment

# Strategy

# **Quick-wins/Short-term Measures**





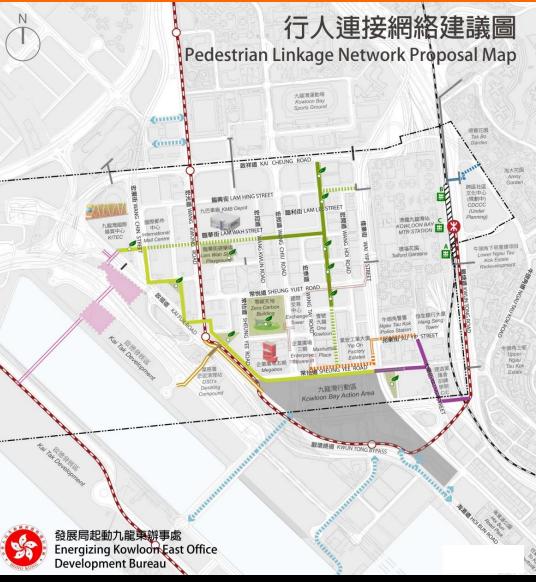




#### **KBBA**

#### **Kowloon Bay Business Area Pedestrian Environment Improvement**





#### **KTAA**

#### Kwun Tong Business Area Pedestrian Environment Improvement



# Making Kowloon East Nicer to Walk...

#### **KBAA**

#### **Green Spine and Green Link**



# **KBAA**

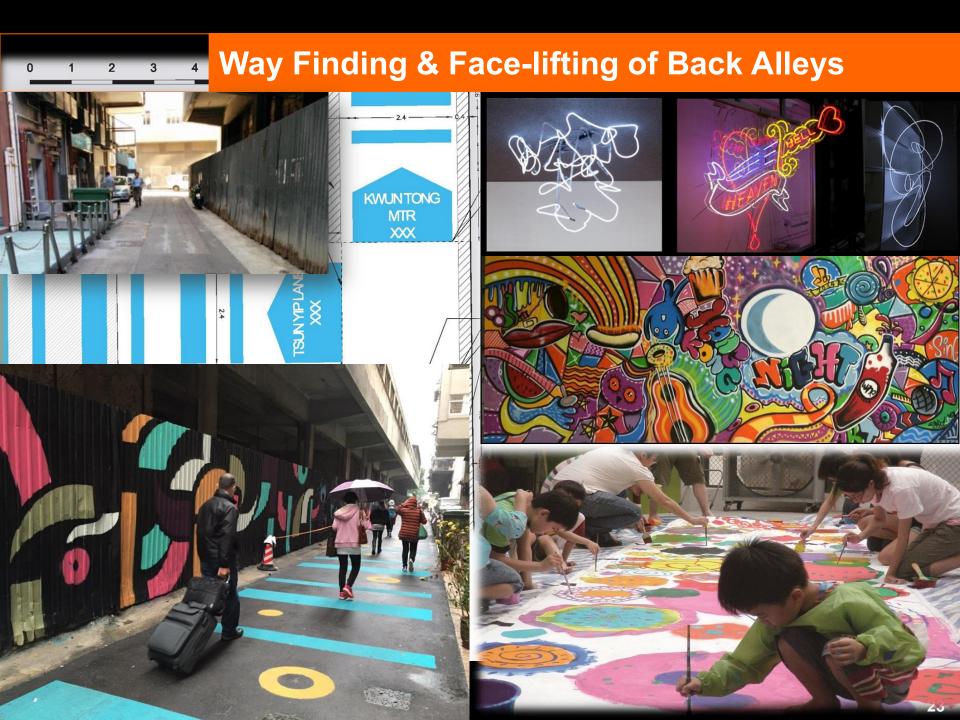
# **Elevated Walkway System**



#### **KTBA**

# **Connecting Major Activity Nodes**

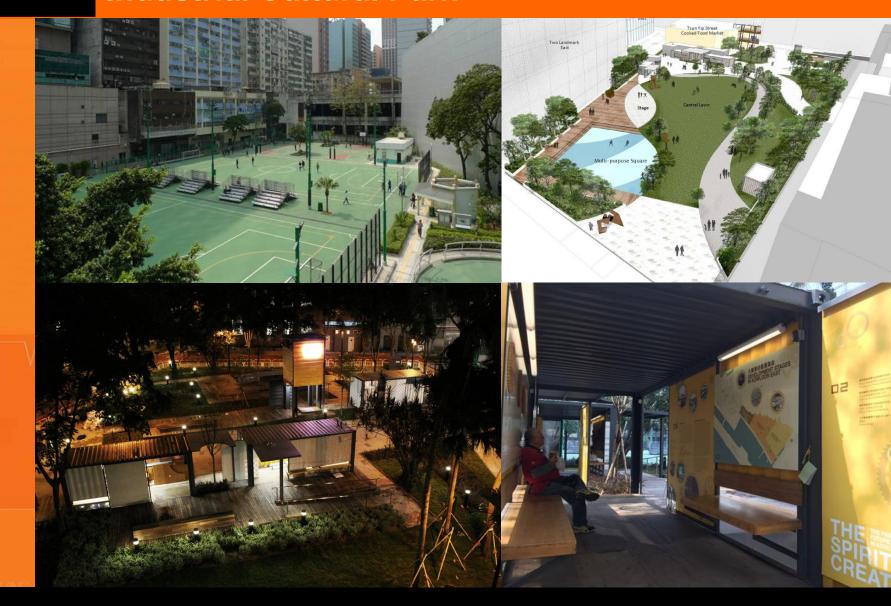




#### **Industrial Cultural Park**



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# **Place Making Events**

# **Enriching Pedestrian Experience**























# **Hoi Bun Road Green Operation**

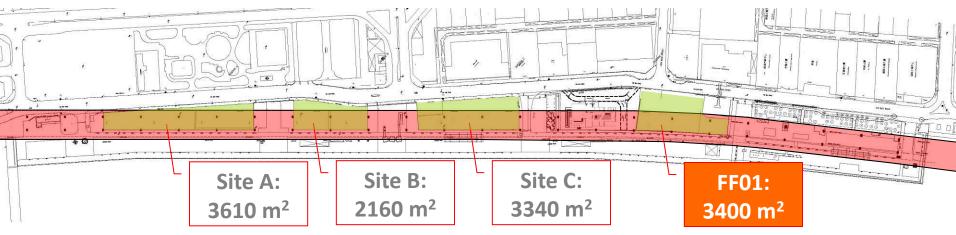


# **Kwun Tong Promenade**





#### Fly the Flyover Operation







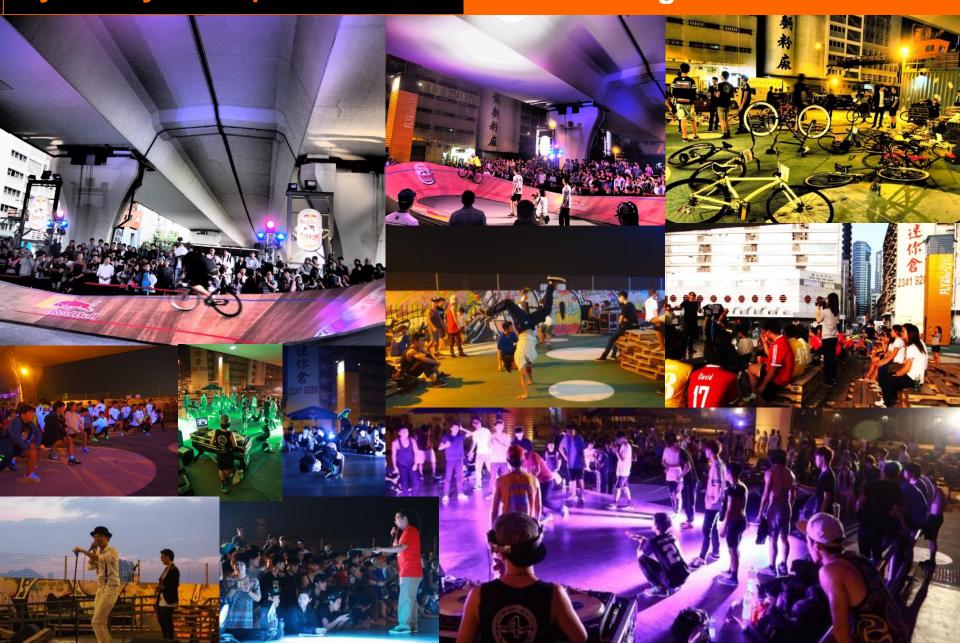
# Fly the Flyover Operation

# **Place Making Events**



# Fly the Flyover Operation

# **Place Making Events**



#### **Land - Water Interface**



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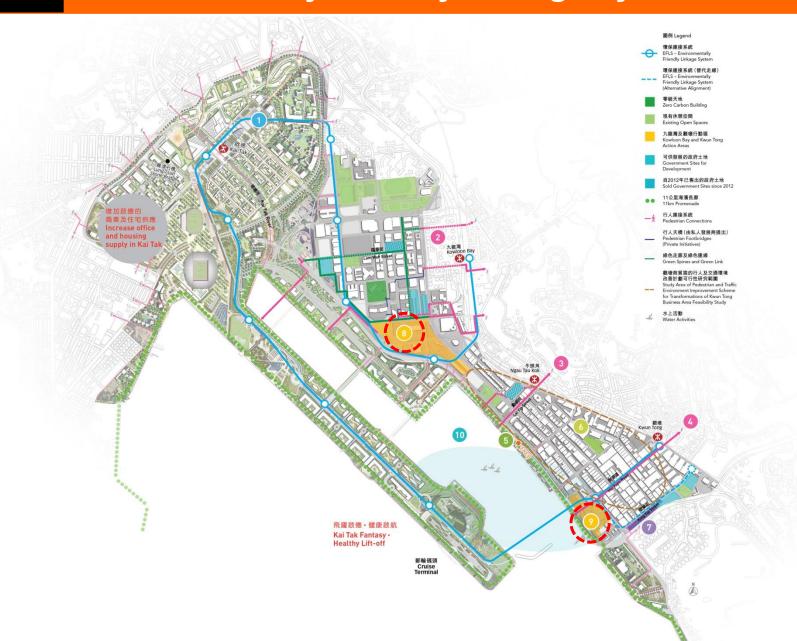


# **Former Airport Site**

# **Kai Tak Development**

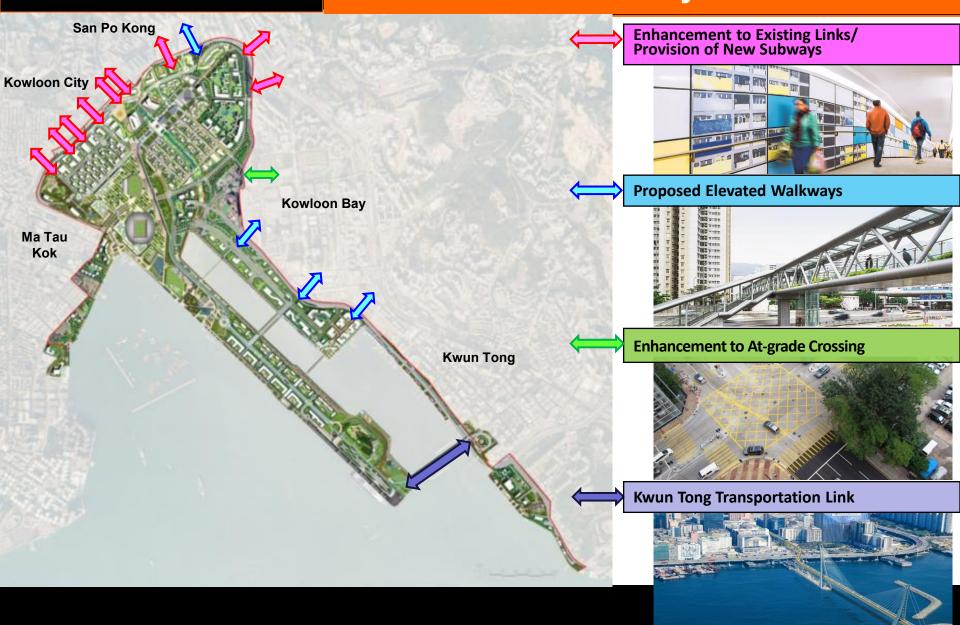


#### **Environmentally Friendly Linkage System**



#### **Kai Tak Development**

#### **Pedestrian Connectivity**



#### **Kai Tak Development**

#### **Metro Park & Grid Neighbourhood**

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







#### Grid Neighbourhood,

a mix of medium and low-rise blocks with courtyards to create a harmonious neighbourhood environment

#### Kai Tak Development Kai Tak River

**Artist's impression** 

- A major flood relief drainage channel
- ► Public aspirations to turn into a green river corridor





#### **Smart City**

#### **2015 Policy Address**

".....to use Kowloon East as a pilot area to explore the feasibility of developing a Smart City."



- ✓ ICT and Open & Big Data
- ✓ Low Carbon Green Community
- ✓ Walkability & Mobility









