

第一階段公眾參與摘要  
Stage 1 Public Engagement Digest

# 觀塘商貿區的 行人環境改善計劃 可行性研究

Pedestrian Environment  
Improvement Scheme for  
Transformation of Kwun Tong Business Area

**FEASIBILITY STUDY**

一同營造一個  
具優良步行環境的觀塘商貿區

Let us create a walkable  
Kwun Tong Business Area

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# 1 引言 INTRODUCTION

## 背景 BACKGROUND

觀塘以往是香港傳統工業的重要基地。隨著時代發展，九龍東正轉型為一個富吸引力的香港核心商業區，商業大廈、購物中心及酒店已相繼進駐。連同毗鄰的九龍灣商貿區及啟德發展區，觀塘商貿區將成為九龍東未來的經濟、商業、旅遊及休閒重地。

發展局起動九龍東辦事處在二零一一年發布九龍東首份概念總綱計劃，並以「連繫」、「品牌」、「設計」和「多元化」為重點，促進九龍東轉型為另一個具吸引力的核心商業區。於二零一四年五月，起動九龍東辦事處展開「觀塘商貿區的行人環境改善計劃可行性研究」（下稱「研究」），以制訂及改善商貿區的行人及道路環境，加強觀塘及牛頭角港鐵站與觀塘商貿區及至海濱的連繫。預計本研究將於二零一六年年中完成。

Kwun Tong was an important traditional industrial base in Hong Kong. As time evolves, Kowloon East is transforming into an attractive Central Business District (CBD) with commercial buildings, shopping malls and hotels gradually taking roots in this area. Together with the adjacent Kowloon Bay Business Area and the Kai Tak Development Area, the Kwun Tong Business Area (KTBA) would become a future economic, commerce, tourism and leisure hub in Kowloon East.

In 2011, the Energizing Kowloon East Office (EKEO) of the Development Bureau announced the first Conceptual Master Plan, which focuses on Connectivity, Branding, Design and Diversity, with the aim to transform Kowloon East into another premier CBD of Hong Kong. In May 2014, the EKEO commissioned the “Pedestrian Environment Improvement Scheme for Transformation of Kwun Tong Business Area Feasibility Study” (the Study) to formulate improvement schemes for the pedestrian environment and road conditions, and enhance accessibility from Kwun Tong and Ngau Tau Kok MTR Stations to KTBA towards the waterfront. The Study is anticipated to completed by mid-2016.



## 研究目的 STUDY OBJECTIVES

我們將會積極尋求機遇改善路面行人設施、推動綠化、美化景觀和街景，及通過地面連接或行人天橋隧道連接不同地點，達至改善觀塘商貿區內行人環境的目標。我們亦會探討現時觀塘商貿區的交通問題，從而制定適當的改善方案。

We would proactively seek opportunities to improve the pedestrian facilities, promote greening, beautify the landscape and streetscape, connect different places by footbridges and subways etc. with the aim to improve the pedestrian environment in KTBA. We would also explore the existing traffic issues in KTBA in order to formulate appropriate proposals for improvement.

### 研究範圍 STUDY AREA



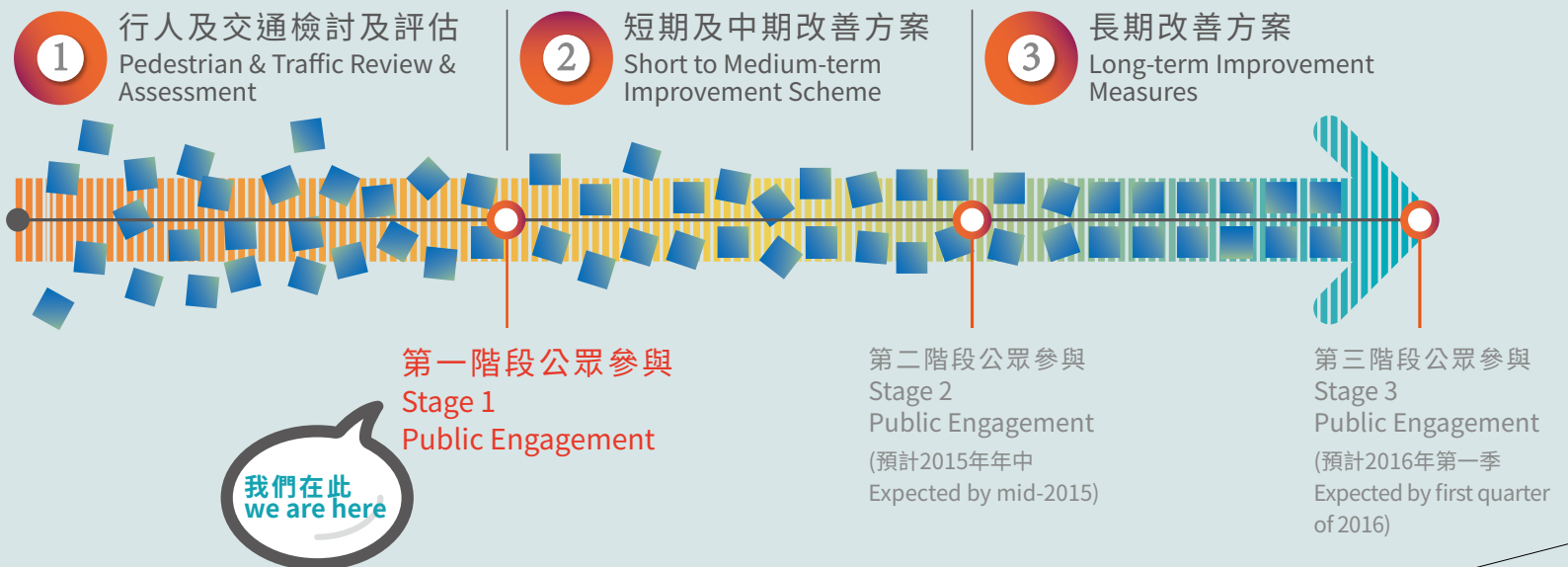
## 公眾參與 PUBLIC ENGAGEMENT

為持續吸納市民就改善觀塘商貿區行人環境及交通情況的意見，本研究的公眾參與活動分為三個階段。

我們現正展開第一階段的公眾參與活動以收集市民及持份者就初步研究結果及初步改善策略的意見，以作下一階段的進一步研究。

In order to gauge public views concerning the improvement of pedestrian environment and road conditions in KTBA continuously, three stages of public engagement programme will be organized.

We are currently undertaking the Stage 1 Public Engagement to collect the views of the public and stakeholders on the initial study findings and initial improvement strategies to facilitate further study in the next stage.





# 我們的 願景 OUR VISION

營造一個可寫意蹣跚及悠閒消遣的行人環境及交通暢達的道路網絡，方便市民由觀塘及牛頭角港鐵站進出觀塘商貿區，並到達海濱。

We aim at creating a pedestrian environment at Kwun Tong Business Area (KTBA) which is “walkable”, “stayable” and “sittable”, enhancing the accessibility from Kwun Tong and Ngau Tau Kok MTR Stations to KTBA towards the waterfront.





# 2 KEY ISSUES OF KWUN TONG BUSINESS AREA

觀塘商貿區  
的主要議題





## 概要 OVERVIEW

觀塘區的城市設計是根據當年發展工業區的標準而興建，如相對較窄的行人路及馬路兩旁設有上落貨區等。在行人及交通流量不斷增加的情況下，這些設施已不能滿足及配合轉型中的觀塘商貿區，亦對未來區內的發展造成限制。

研究現階段已完成初步交通評估，透過實地考察、問卷調查、人車流量調查和行人及交通技術分析，了解並確立區內行人及交通環境主要面對的問題。期望地區人士能夠提供寶貴意見，攜手創造一個安全、舒適和暢達的行人環境及交通暢達的網絡，以支持觀塘商貿區日後的各項發展。

The urban design of Kwun Tong district was based on the standards and requirements for an industrial area where pedestrian pavements were relatively narrow with plenty of loading/ unloading areas along the roads. Given that the pedestrian and traffic flows have been escalating, these facilities are no longer able to meet and cater for the needs of KTBA under transformation. This would also restrict the future development of this area.

By means of site visits, questionnaires, pedestrian and traffic flows surveys, pedestrian and traffic analyses as well as preliminary traffic assessment, we understood and established the key issues of pedestrian environment and road conditions in KTBA. We hope that the local community could share their views with us, and together we could create a safe, comfortable and accessible pedestrian environment, as well as comprehensive road network that support the future development of KTBA.



# 行人環境 PEDESTRIAN ENVIRONMENT

## 行人環境的主要議題 KEY ISSUES OF PEDESTRIAN ENVIRONMENT



## ○ 行人路狹窄擠迫 Congested Pedestrian Pavements

區內的行人路早年為應付昔日工業區發展的實際需要而設計，因此以現今設計標準而言，大部分行人路相對狹窄，容易在繁忙時段造成擠迫情況。雖然起動九龍東辦事處已完成了多項交通改善工程，但在轉型的過程中仍面對不少的挑戰，未能有效應付未來觀塘商貿區日益增長的人流需求。

The pedestrian pavements in Kwun Tong were built and designed for the industrial development in the past. Therefore, many of them are relatively narrow comparing to the standards of today. Although the EKEO has already completed some traffic improvement works, there are still challenges in the process of transformation. These pedestrian pavements would not be able to cater for the anticipated increase in pedestrian flow for future KTBA.

## ○ 人車爭路情況普遍 Common Pedestrian and Vehicular Conflicts

區內工商業活動頻繁，現時在繁忙時段人車流量龐大，主要人流從港鐵牛頭角站、觀塘站和沿觀塘道的巴士站往來區內各工商業大廈。現時行人連接主要靠地面行人通道，雖然區內已完成了不少交通改善工程，然而一些行人通道的行人過路設施可進一步改善。

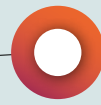
另外，區內路旁有不少工商業活動，包括上落貨、停車等候及違例泊車等，行人路旁亦有隨意擺放的商業宣傳展板。這些活動部分可能會阻擋行人視線，甚至佔據行人通道空間，阻礙行人進出各工商業大廈的通道，導致人車爭路情況相當普遍。

With the active industrial and business activities in Kwun Tong, there are huge pedestrian and traffic flows during the peak hours. The pedestrian flows mainly come from the Ngau Tau Kok and Kwun Tong MTR Stations, as well as a number of bus stops along Kwun Tong Road towards various commercial and industrial buildings. Currently, the pedestrian links mainly rely on the at-grade pedestrian pavements. While a series of traffic improvement works have been implemented, the pedestrian crossing facilities for some pedestrian links could be further enhanced.

Besides, there are numerous kerbside industrial and commercial activities, including loading/unloading, waiting and illegal parking etc. There are also many commercial advertising panels along the pedestrian pavements. Some of these activities may block the vision of pedestrians, occupy the pedestrian walking space, interfere the passageways of the commercial and industrial buildings and eventually lead to pedestrian and vehicular conflicts.







## ○ 後巷未被充分利用 Underutilized Back Alleys

因應區內部分行人路狹窄擠迫，有不少行人利用後巷作為捷徑穿越主要路段。然而，部分後巷的環境缺乏吸引力，或有滴水或雜物阻塞等問題，未能被充分利用，如這些情況獲得改善，可有潛力改善整體行人網絡。

Due to the narrowness and congestion of pedestrian pavements, some pedestrians would use the back alleys as shortcuts and passageways. However, some of these back alleys are not well utilized because of the poor conditions such as dripping or obstruction of miscellaneous objects. Improving the condition of these back alleys would provide an opportunity for enhancing the pedestrian network as a whole.

## ○ 對休憩空間及綠化的需求 Demand for Open Space and Greening

現時觀塘商貿區的人流日益增長，包括區內的上班族和休閒人士。然而，現時觀塘區內的休憩空間較少，行人環境亦普遍缺乏綠化。

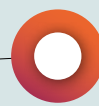
Although the pedestrian flows including those generated by people who come for work and leisure have been increasing in KTBA, there is a lack of open space and greening in the pedestrian environment.



## 交通情況 ROAD CONDITIONS

### 交通情況的主要議題 KEY ISSUES OF ROAD CONDITIONS





## 區內交通擠塞 Local Traffic Congestion

區內現時交通十分繁忙，有部分路口的交通流量已接近飽和，所以經常出現交通擠塞情況，其中包括偉發道／偉業街路口、開源道／偉業街路口、開源道／觀塘道路口及巧明街／駿業街路口等，高峰時車龍更會由路口延伸至其他路段，影響附近路口的正常交通運作。

另外，現時觀塘商貿區內的主要發展環繞觀塘道和開源道一帶，因此大部分進出觀塘商貿區西面的車輛均需經過偉發道／偉業街路口及開源道／偉業街路口，這亦是造成上述路口擠塞的其中一個主要原因。

Currently, the heavy traffic flows in Kwun Tong District have caused traffic congestion at some road junctions including Wai Fat Road/ Wai Yip Street junction, Hoi Yuen Road/ Wai Yip Street junction, Hoi Yuen Road/ Kwun Tong Road junction and How Ming Street/ Tsun Yip Street junction etc. During the peak hours, the traffic congestion could extend to other roads, affecting the normal operation of adjacent junctions.

In addition, as the major developments in KTBA are found surrounding Kwun Tong Road and Hoi Yuen Road, the majority of the vehicles accessing the western part of KTBA would need to pass through the Wai Fat Road/ Wai Yip Street junction and Hoi Yuen Road/ Wai Yip Street junction. This is also a major reason leading to the traffic congestion mentioned above.

## 行車路旁活動頻繁 Frequent Kerbside Activities

區內工廠大廈眾多及工商業活動頻繁，路旁活動包括上落貨、停車等候及泊車等亦隨之活躍。例如鴻圖道是區內其中一條主要東西連接的道路，行車路兩旁有大量車輛停泊及上落貨活動阻塞交通，加上行人通道本身環境狹窄擠迫，導致人車爭路的情況。

In view of the large number of commercial and industrial buildings and their activities, lots of kerbside activities are observed, including loading/ unloading, waiting and parking of vehicles etc. For example, many vehicles park and carry out loading/ unloading activities along Hung To Road, which is a major east-west link in KTBA. Together with the congested and narrow pedestrian pavements, conflicts between pedestrians and vehicles are often found.





## ○ 違例泊車問題 Illegal Parking Issues

現時區內各處有停車場、泊車咪錶及上落客貨位應付有關需求。然而，車輛往往不是停泊在指定地方，導致違例泊車問題嚴重，主要集中於成業街、興業街、駿業街、基業街及偉業街等路段，不時干擾行車交通運作，部分更佔據一整條行車路，影響附近行車路的交通可承載容量。

Currently there are carparks, metered parking spaces and areas for loading/ unloading located within KTBA. However, the vehicles tend not to be parked in the designated areas and thus leading to serious illegal parking problem. These illegal parking activities mainly concentrated in Shing Yip Street, Hing Yip Street, Tsun Yip Street, Kei Yip Street and Wai Yip Street etc. and adversely affect the normal traffic operation. Some of the cases may even occupy one whole traffic lane, reducing the capacity of adjacent roads.

## ○ 交通網絡未能配合轉型需要 Road Network Not Coping with the Need of Transformation

區內的交通網絡及交通安排是為昔日工業區發展的需要而設計，在轉型的過程中，現有交通網絡並未能配合轉型需要。

由於現時車輛主要使用觀塘道經開源道、偉發道及偉業街（觀塘碼頭對開路段）進出觀塘商貿區，造成以上路段車輛流量較高，並導致觀塘商貿區內道路交通分佈不均。

The road network and traffic arrangement in KTBA was designed for the need of the former industrial district. In the transformation process, the existing road network is no longer able to cope with the need of transformation.

As vehicles mainly use Kwun Tong Road and Hoi Yuen Road/ Wai Fat Road and Wai Yip Street (the section opposite to Kwun Tong Ferry Pier) to access to KTBA, these roads are found to have higher traffic flows, causing imbalance in road traffic distribution.





# 我們的 挑戰

## OUR CHALLENGES

九龍東正慢慢從傳統的工業區轉型為核心商業區，這是一個複雜而需要一段時間消化的過程，不能一蹴而就。現存的用途例如物流或貨倉等運作與日益增長的人流之間的矛盾，以及對泊車位需求的改變未能於短時間內解決。加上早年的工業區規劃以道路交通為主，未能迎合觀塘商貿區在轉型期間所產生的人流車流需要。隨著跨區道路設施如中九龍幹線及 T2 主幹路等於未來相繼落成，主要幹道經常擠塞的問題將得以紓緩。我們將特別就改善觀塘商貿區內的行人環境及交通情況，從短、中及長期方面提供改善方案。

Kowloon East is now transforming from a traditional industrial zone to a Central Business District. This is a complicated process which takes time to digest. The conflicts between the existing uses and operations such as logistics industry and warehouses and the increasing pedestrian flows and changes in parking demand would not be resolved in a short time. In particular, earlier planning of industrial district mainly focused on road transport. This could not cope with the demand of pedestrian and vehicular flows generated by the transformation of KTBA. With the completion of cross-district transport facilities such as Central Kowloon Route and Trunk Road T2, the traffic congestion problem on main roads could be mitigated. In this connection, we propose short, medium and long-term improvement strategies to improve the pedestrian environment and road conditions within KTBA.



# 3 初步改善策略

## INITIAL IMPROVEMENT STRATEGIES

### 概要 OVERVIEW

因應觀塘商貿區未來的發展機遇和本地特色，以及技術可行性和實施安排等考慮，我們建議以下初步改善策略，以引導我們於下一階段作進一步探討，並提出短及中期改善方案。

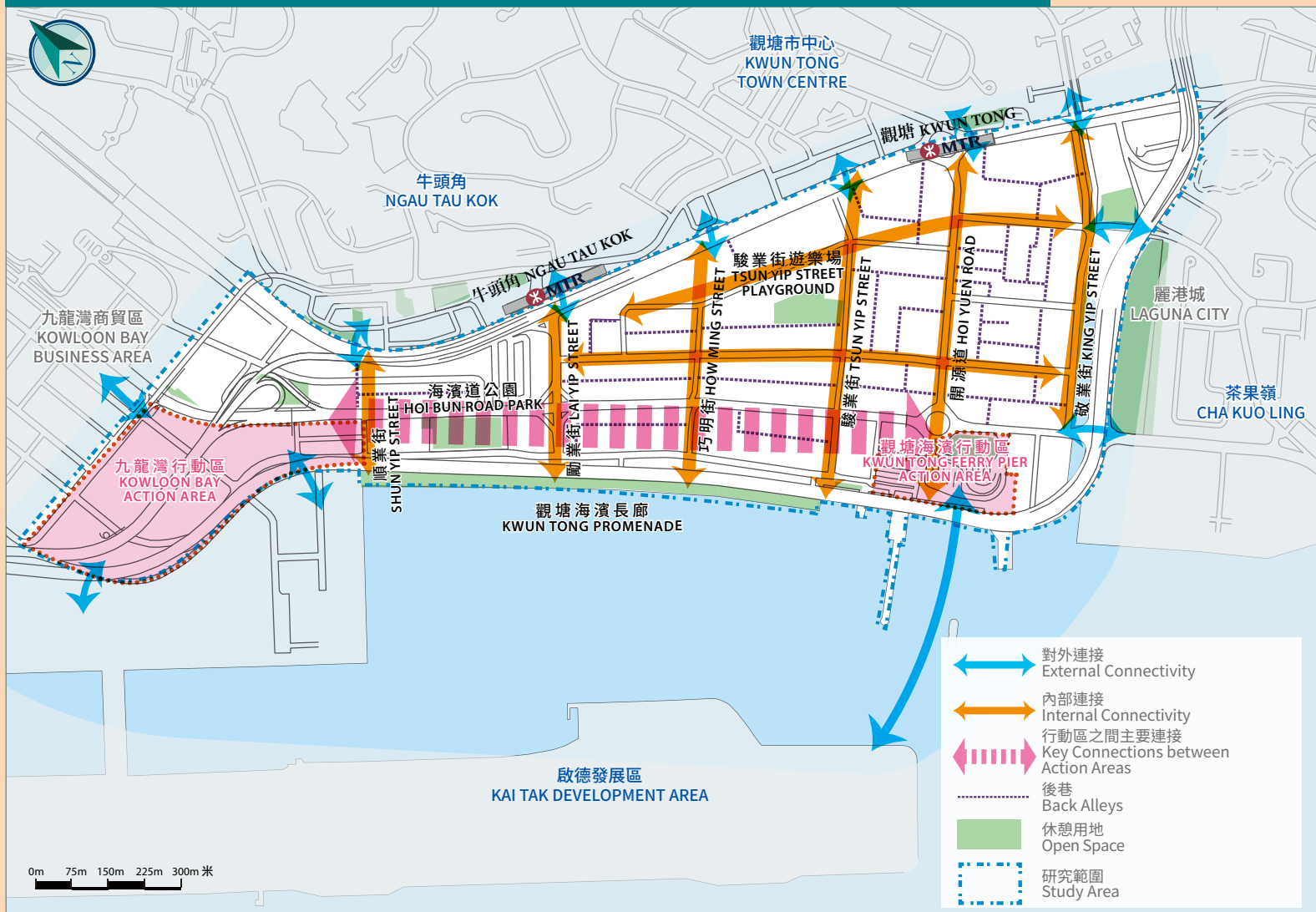
Taking into account the future development opportunities and local character, as well as the technical feasibility and implementation arrangement, we propose the following initial improvement strategies in order to lead us to the discussion on the short and medium-term improvement proposals in the next stage.





## 行人環境 PEDESTRIAN ENVIRONMENT

### 行人環境的初步改善策略 INITIAL IMPROVEMENT STRATEGIES OF PEDESTRIAN ENVIRONMENT



## 對外連接

預料未來九龍東的各個新發展項目將會產生協同效應，人流將日益增多。因此，商貿區與周邊連接尤其重要。

**東西連接** — 加強觀塘與周邊地區之間的東西聯繫，改善現時與九龍灣及茶果嶺一帶的行人連接。

**南北連接** — 營造方便市民到達海濱的行人連接，包括改善牛頭角及觀塘道以北等住宅區往來商貿區的連接；亦會配合啟德發展區和飛躍啟德等項目改善有關連接。

## External Connectivity

In the future, different development projects are expected to create synergy in Kowloon East and the pedestrian flows would further increase. Therefore, the connectivity to the surroundings is significantly important to KTBA.

**East-West Connection** – Strengthen the connection of Kwun Tong to the surrounding districts, and improve the pedestrian connectivity to Kowloon Bay and Cha Kwo Ling.

**North-South Connection** – Create pedestrian connections that facilitate public access to the waterfront, including improving the connections between KTBA and the residential clusters in Ngau Tau Kok and to the north of Kwun Tong Road. Connections between the Kai Tak Development Area and Kai Tak Fantasy would also be considered.





## 內部連接

起動九龍東辦事處自成立以來已聯同運輸署及路政署，研究及推行短期的路面改善措施，並完成了多項交通改善工程。現在，我們需要制訂中、長期的改善計劃，以進一步實現我們將觀塘營造為一個擁有優良步行環境的商貿區的願景。我們提議改善內部主要路段的行人環境，例如：

- 優化現時由觀塘道至觀塘海濱的主要連接，以提升行人暢達度
- 重點加強九龍灣行動區和觀塘海濱行動區之間的連接，透過海濱道或偉業街等主要路段提升兩區的連繫
- 兼顧城市規劃及設計，營造方便行人、富魅力及有活力的行人環境

## Internal Connectivity

Since its establishment, the EKEO has been cooperating with Transport Department and Highways Department to examine and implement road improvement measures, and have completed many traffic improvement works. We now need to formulate medium and long-term improvement plans, in order to take forward the vision of creating a walkable CBD. We recommend improving the internal pedestrian network such as:

- Optimize the main connections from Kwun Tong Road to Kwun Tong waterfront in order to enhance pedestrian accessibility
- Strengthen the connectivity between Kowloon Bay and Kwun Tong Ferry Pier Action Areas via main roads such as Hoi Bun Road and Wai Yip Street
- Take into account urban planning and design, create a pedestrian environment that is convenient, attractive and vibrant





## ● 活化後巷

善用大廈之間的後巷，可把後巷融入整個商貿區的行人網絡中。透過短期落實項目，以部分後巷作為試點，用簡單但富有特色的圖案翻新路面，吸引更多行人使用後巷，同時紓緩附近主要行人路段於繁忙時段的龐大人流。

## ● Revitalizing Back Alleys

Utilizing back alleys among buildings could integrate the back alleys into the pedestrian network of the whole business area. Through implementation of quick-win projects, some back alleys could be included in a pilot scheme for revitalization through simple yet unique pattern on the ground. This could attract more pedestrians using back alleys and relieve the huge pedestrian flows on adjacent main pedestrian roads during peak hours.



## 交通情況 ROAD CONDITIONS

除了行人環境以外，我們也集中改善現時觀塘商貿區內道路擠塞的情況。主要策略包括檢討及改善交通網絡及研究智能交通措施。

### ○ 檢討及改善交通網絡 Reviewing and Improving Road Network

我們將探討改善區內交通網絡，例如調整整個商貿區內行車方向和行車線數量，加強對路旁上落貨的管理，並於區內適當位置提供公眾停車場或優化巴士路線設施。

We would investigate the improvement of road network, such as adjusting the vehicular directions and the number of lanes within KTBA, strengthening the management of kerbside loading/ unloading, as well as as providing public car parks at appropriate locations, or optimizing the facilities of bus routes.

Apart from pedestrian environment, we would also focus on the current traffic conditions in KTBA. The main strategies include reviewing and improving road network as well as investigating smart transport measures.

### ○ 配合智能交通發展 In Line with Smart Transport Development

為配合政府推行智慧型的發展，我們會研究適合觀塘商貿區的智能交通發展計劃，例如制定交通管理措施，開放道路交通資料予公眾及優化交通系統等，以解決區內因轉型所帶來的長遠交通擁擠及人車爭路的問題。

In line with the smart transport development proposed by the Government, we would investigate plans that are suitable for smart transport development in KTBA, such as formulation of traffic management measures, sharing road traffic information to the public, and optimizing transport network etc. This is with the hope of resolving the long-term problems of traffic congestion and pedestrian conflicts with road traffic as a result of the transformation of the area.





## 美化及綠化 BEAUTIFICATION AND GREENING

我們提出整體美化及綠化措施，以改善行人環境。

### 美化行人天橋和行人隧道

為促進九龍東轉型為具吸引力及有特色的核心商業區，可優化現有的行人隧道及行人天橋之外觀，並可藉此加強與周邊地區之間的聯繫。

We propose overall beautification and greening measures to improve the pedestrian environment.

### Facelifting of Existing Pedestrian Footbridges and Subways

To facilitate the transformation of Kowloon East into an attractive and unique CBD, the existing pedestrian footbridges and subways could be facelifted and it would help strengthen the linkage of KTBA with surrounding areas.





## 街景綠化及美化

利用觀塘舊工業傳統文化和現時的本地特色，我們建議透過推動綠化及美化街景，設計具特色的行人環境。

## Beautification and Greening of Pedestrian Environment

By adopting the industrial heritage of Kwun Tong and the current local character, we propose to design unique pedestrian environment through promoting greening and beautification of streetscape.





# 4 您的意見 YOUR VIEWS

在此階段，我們希望聆聽您就觀塘商貿區的主要議題，及對本研究的初步改善策略的寶貴意見。

我們會在制訂改善方案時充分考慮您的意見，並在下一階段公眾參與時作進一步討論。

歡迎您在**二零一四年十二月三十日**或之前將對本研究的意見透過郵遞、傳真、電郵方式或經由本網頁內的電子意見表格或互動公眾參與地圖送交我們。

At this stage, we would like to hear your valuable comments on key issues of Kwun Tong Business Area and the initial improvement strategies.

Your views would be considered when formulating the improvement proposals, and we would further engage the public at the next stage of public engagement.

Please send your comments to us by post, fax, email, or via the electronic commenting form or the interactive public engagement map on the website on or before **30 December 2014**.



# 第一階段公眾參與活動時間表 Schedule of Stage 1 Public Engagement Activities



## 社區工作坊 Community Workshop

地點 Venue: 起動九龍東辦事處展覽廳  
(觀塘海濱道 122 號)  
Exhibition Hall,  
Energizing Kowloon East Office  
(122 Hoi Bun Road, Kwun Tong)

日期 Date: 06/12/2014 (星期六 SAT)  
時間 Time: 下午 2:30—5:00pm

請於 2014 年 11 月 28 日或以前  
於本網頁登記。

Please register via the website on or  
before 28 November 2014.

<http://www.walkablekwuntong.hk>

### 巡迴展覽 Roving Exhibitions\*

駿業街遊樂場

Tsun Yip Street Playground  
03/11/2014—16/11/2014

牛頭角地鐵站對出空地

Open area outside  
Ngau Tau Kok MTR Station  
17/11/2014—30/11/2014

起動九龍東辦事處展覽廳

Exhibition Hall, EKEO Office  
01/12/2014—14/12/2014

麗港公園 Laguna Park

15/12/2014—21/12/2014

觀塘海濱花園

Kwun Tong Promenade  
22/12/2014—30/12/2014

\* 巡迴展覽時間表可能有所更改。請參閱本網頁留意最新安排。

The schedule of roving exhibitions is subject to change. Please refer to the website for the latest arrangement.

### 流動展覽 Mobile Exhibitions

於巡迴展覽期間，流動展覽車亦會於日間不定時停泊於以下地點：

During the Roving Exhibition period, a mobile exhibition car will also  
appear in the following venues on an irregular basis during daytime:

鴻圖道 Hung To Road

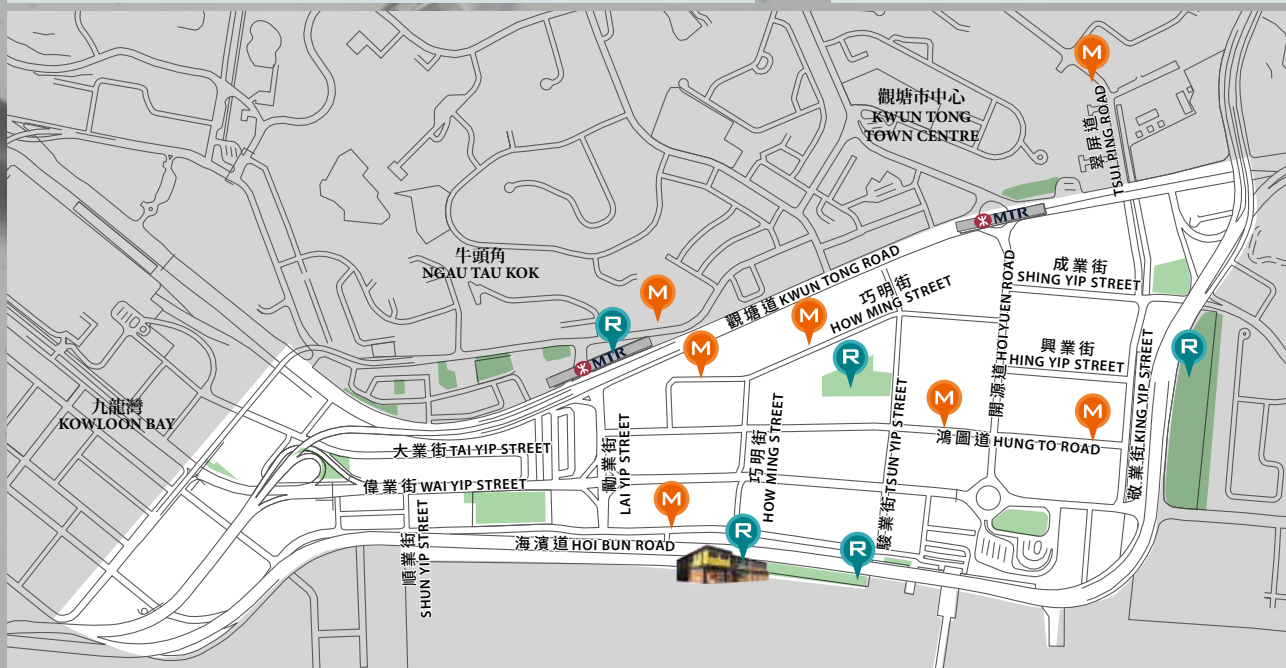
巧明街 How Ming Street

玉蓮台 Lotus Garden

海濱道 Hoi Bun Road

創業街 Chong Yip Street

翠屏北邨 Tsui Ping (North) Estate



EKEO Office  
起動九龍東辦事處



Roving Exhibitions  
巡迴展覽



Mobile Exhibitions  
流動展覽





# 可步行地區

## 聯絡我們 Contact Us

電話 Tel: 2268 3887 傳真 Fax: 2779 8498

電郵 Email: [general@walkablekwuntong.hk](mailto:general@walkablekwuntong.hk)

有關活動詳情，請瀏覽本網頁：

For more details, please visit the website:

<http://www.walkablekwuntong.hk/>



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

ARUP