

# NAMING COMPETITION 命名比賽

Future District Open Space, Sports Centre  
and Public Vehicle Park at Sze Mei Street  
未來四美街地區休憩用地，體育館及公眾停車場

A gathering point for **the youth**  
年青人匯聚點

Connecting the **legend of memories**  
towards the future trajectory  
串連**時代的回憶**及走向未來的軌跡



Project Information  
項目資料  
&  
Entry Form  
作品提交表格



## Prize for each Category 各組別獎項

- First prize 第一名 Book Voucher of **HK\$3,000** and trophy **HK\$3,000** 書券及獎盃
- Second prize 第二名 Book Voucher of **HK\$2,000** and trophy **HK\$2,000** 書券及獎盃
- Third prize 第三名 Book Voucher of **HK\$1,000** and trophy **HK\$1,000** 書券及獎盃
- Merit 優異獎 Book Voucher of **HK\$300** and certificate **HK\$300** 書券及獎狀

## Eligibility 參賽資格

Secondary School students in Wong Tai Sin Area  
黃大仙區中學生

Participating Categories 參賽組別:

- Lower Secondary Category : S1-S3  
初中組：中一至中三
- Upper Secondary Category : S4-S6  
高中組：中四至中六

Deadline for enrollment  
截止報名日期

16 May 2025  
2025年5月16日

## Competition Objective 比賽目的

- Promote SMS project as new landmark in San Po Kong Area  
推廣四美街項目成為新蒲崗區新地標
- Collect creative naming ideas from students  
收集學生的命名創意構思
- Enhance sense of belonging to the community  
提高對社區的歸屬感
- Conserve the cultural heritage of Kai Tak East Playground and San Po Kong Area  
傳承及保育東啟德遊樂場及新蒲崗區的歷史
- The Government reserves the right to determine whether to adopt the winning entry's name as the project name  
政府保留決定是否採用得獎作品名稱作為項目名稱的權利

## Submission 遞交方法

- Not more than 200 Chinese words write-up for introducing the idea of naming  
以不多於200字介紹命名理念
- Submit the entry form by email to EKEO  
將參賽表格電郵至起動九龍東辦事處

# SITE LOCATION AND CONTEXT

## The Past 過去

The Site was occupied by low-rise buildings with factories located to the west in 1960s.

項目工地於60年代被低層建築物佔用，西面側是工廠。



Historical photo of Sze Mei Street project 四美街項目的歷史照片



Then, those buildings were removed and the Kai Tak East Playground with football and basketball court was opened to public in 1971. The construction of Kai Tak East Sports Centre were completed and commissioned in 1973.

隨後，這些建築物被拆除，設有足球場和籃球場的啟德東遊樂場於1971年開放給公眾使用。啟德東體育館於1973年落成啟用。

## The Present and Future 現在與未來

The Energizing Kowloon East (EKE) initiative was announced in 2011 to facilitate transformation of KE into another core business district to sustain Hong Kong's economic development. The coverage of the EKE Initiative includes the Kowloon Bay Business Area, Kwun Tong Business Area and Kai Tak Development, and was extended to the San Po Kong Business Area (SPKBA) in 2017. Following the changes in the economy, commercial buildings and hotels have begun to emerge in San Po Kong and business activities flourish in SPKBA. New commercial buildings are built at Tsat Po Street and Luk Hop Street near the Site. In 2022, the Kai Tak East Playground was closed and construction of the Project commenced.

政府在2011年宣布把九龍東轉型為第二個核心商業區(CBD2)，以支持香港的經濟發展，起動九龍東措施涵蓋的範圍包括九龍灣商貿區、觀塘商貿區及啟德發展區，在2017年延伸至新蒲崗商貿區，隨著經濟的轉變，商業大廈及酒店開始在新蒲崗興起，和商業活動在新蒲崗商貿區中蓬勃發展。新商業大廈已於項目工地附近的七寶街及六合街落成。於2022年，啟德東遊樂場關閉並展開項目工程。

The Project when completed, together with the surrounding government and community facilities including Tung Po (Tung Wah Hospital Group's holistic Centre for the Youth) located at the west, East Kai Tak Sports Centre located at the East and Kai Tak East Park to the further East next to Rhythm Garden, become a gathering point at the south-eastern fringe of SPKBA for the youth and public to enjoy and participate sports activities in upgraded facilities and bring more vibrancy to the transformed SPKBA under the EKE Initiative. This gathering point is also linked up by elevated walkway with government facilities and Kai Tak Avenue Park opposite Prince Edward Road East that enhancing connectivity between SPKBA and Kai Tak area.

四美街項目落成後，連同周邊的政府及社區設施，包括西面的東蒲（東華三院青少年綜合中心）、東面的東啟德體育中心，以及采頤花園旁的啟德東公園，將成為新蒲崗商貿區東南邊的一個年青人匯聚點，供市民在提升後的設施內享受和參與康體活動，為在起動九龍東措施下已轉型的新蒲崗商貿區注入更多活力。該匯聚點亦透過行人天橋與太子道東對面的政府設施和啟德大道公園相連，增強了新蒲崗商貿區與啟德區之間的聯繫。



# SITE LOCATION AND CONTEXT

## Project Scope 項目內容

### 1. a district open space (DOS) providing – 地區休憩用地，以提供 –

- soccer pitch cum handball court cum futsal courts  
硬地足球場暨手球場暨五人足球場
- outdoor basketball court cum tape ball cricket pitch  
戶外籃球場暨簡易板球場
- multi-purpose open area with soft landscaping and sitting-out areas  
種植花木和設休憩區的多用途休憩用地

### 2. a sports centre accommodating – 體育館，以容納 –

- main games arena that can be interchangeable as basketball courts, volleyball courts or badminton courts  
可作為籃球場、排球場或羽毛球場的主場館
- multi-purpose activity rooms  
多用途活動室
- indoor sports climbing wall  
室內運動攀登牆
- children's play room  
兒童遊戲室
- fitness room  
健身室
- semi-enclosed rooftop basketball courts  
半密封式天台籃球場

### 3. an underground public vehicle park (PVP) providing – 地下公眾停車場，以提供 –

- public parking spaces for various types of vehicles  
供各類車輛使用的公眾泊車位
- automated parking system (APS) to accommodate some of the public parking  
應用於部分泊車位的自動泊車系統

# **NAMING COMPETITION** for District open space, sports centre and public vehicle park at Sze Mei Street 四美街地區休憩用地，體育館及公眾停車場**命名比賽**

## 作品提交表格

### 參賽者資料

學校名稱 \_\_\_\_\_

學校組別 ☐ 初中組

☐ 高中組

參賽者姓名 \_\_\_\_\_

電郵地址 \_\_\_\_\_

### 作品資料

中文名字 \_\_\_\_\_

English Name \_\_\_\_\_

創作理念 (不多於200中文字)

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### 聲明

本人完全同意及接受比賽文件內的要求、規則及條件，並接受評審委員會就比賽頒發的決定。

參賽者簽署 \_\_\_\_\_

日期 \_\_\_\_\_