

起 *energizing* 動

Kowloon East

九龍東



CBD²

Connectivity 連繫

Design 設計

Diversity 多元化

Branding 品牌

Harbourfront Commission

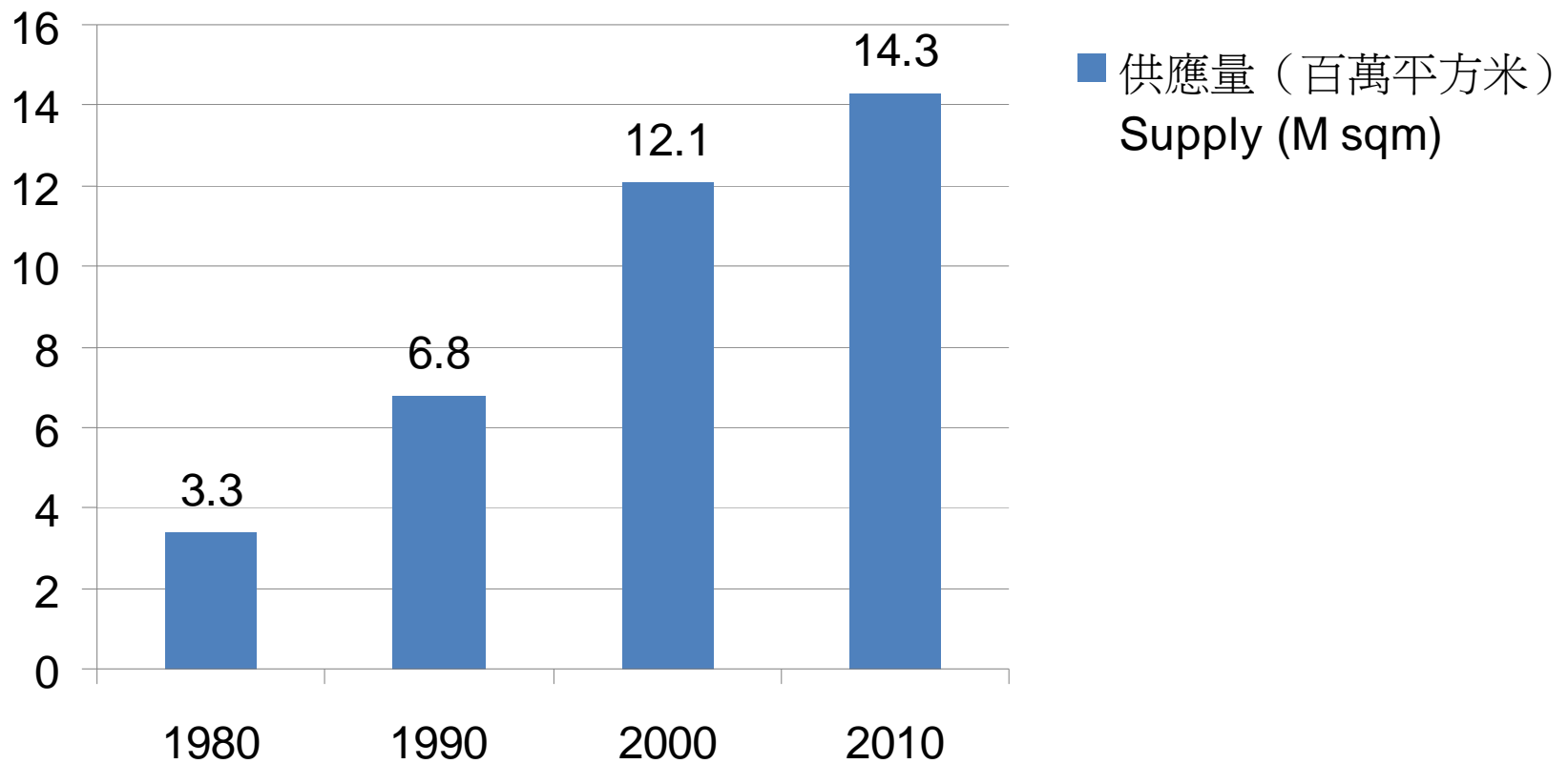
海濱事務委員會

13.12.2011

香港寫字樓發展

Office Development in Hong Kong

供應量（百萬平方米） Supply (M sqm)



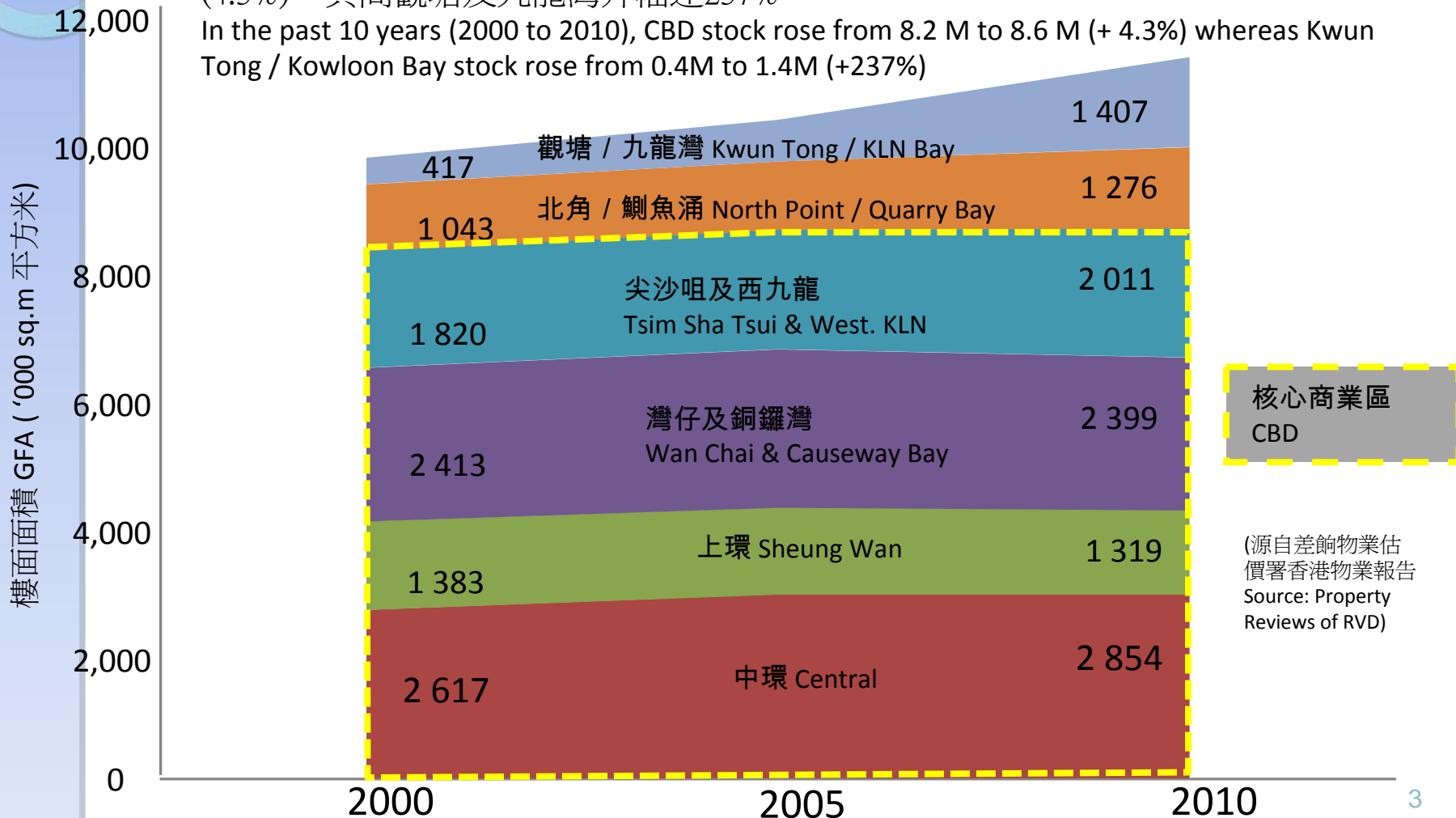
(源自差餉物業估價署香港物業報告
Source: Property Reviews of RVD)

香港寫字樓發展 (續)

Office Development in Hong Kong (Cont'd)

過去10年（2000至2010年）核心商業區供應由820萬平方米升至860萬平方米（4.3%），其間觀塘及九龍灣升幅達237%。

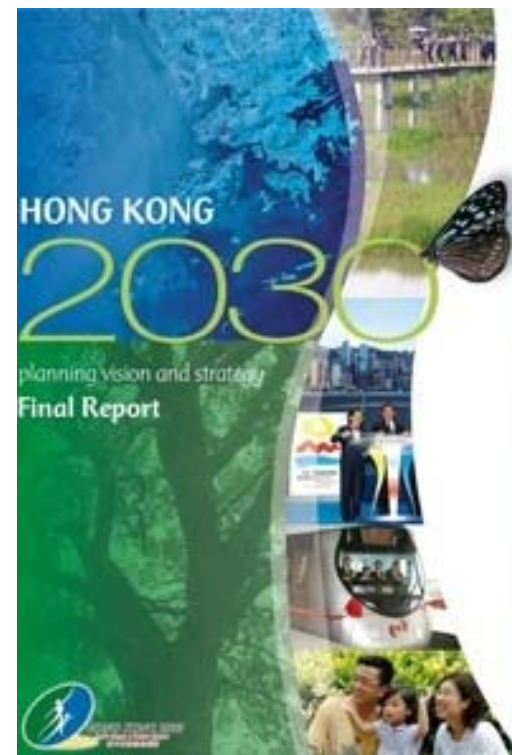
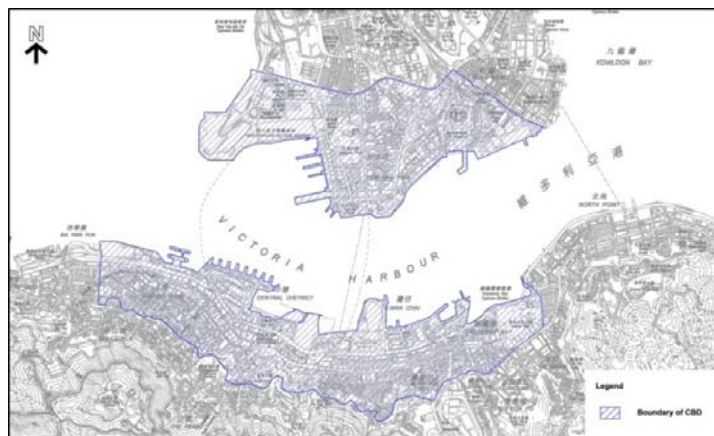
In the past 10 years (2000 to 2010), CBD stock rose from 8.2 M to 8.6 M (+ 4.3%) whereas Kwun Tong / Kowloon Bay stock rose from 0.4M to 1.4M (+237%)



香港2030研究：辦公室發展策略

HK2030 Study: Office Development Strategy

- 鞏固核心商業區
Consolidation of CBD
- 政府辦公室遷離核心商業區
Relocation of government offices away from CBD
- 在核心商業區外發展辦公室樞紐
Development of new office nodes outside CBD



已採取的政策措施

Policy initiatives adopted

- 城規會自2001年起把合適工業地區改劃為「商貿」地帶，促進轉型
“OU(Business)” zoning introduced by Town Planning Board since 2001 to facilitate transformation of industrial sites
- 自2010年4月推出的鼓勵活化工廈措施
Measures to incentivize revitalization of industrial buildings introduced since April 2010
- 主動出售商業/商貿用地
Initiate sale of commercial/ business sites



九龍東的發展潛力

Development Potential of Kowloon East



九龍東(啓德發展區、觀塘和九龍灣)
Kowloon East (Kai Tak Development Area, Kwun Tong and Kowloon Bay)



啓德發展的機遇

Opportunity of Kai Tak Development

- 發展啓德成爲一個維港畔富有特色、朝氣蓬勃、優美動人及與民共享的社區
Developing Kai Tak into a distinguished, vibrant, attractive and people-oriented community by the Victoria Harbour
- 住用樓面面積: 約 2百萬平方米
Domestic GFA : about 2 million sq m
- 非住用樓面面積: 約 2百萬平方米
Non-domestic GFA: about 2 million sq m
- 住宅單位數目: 33 200個
Number of Flats: 33 200
- 人口: 89 800
Population: 89 800
- 休憩用地: 約100公頃
Open Space: about 100 ha
- 首階段預計於2013年完成
First phase development to be completed in 2013

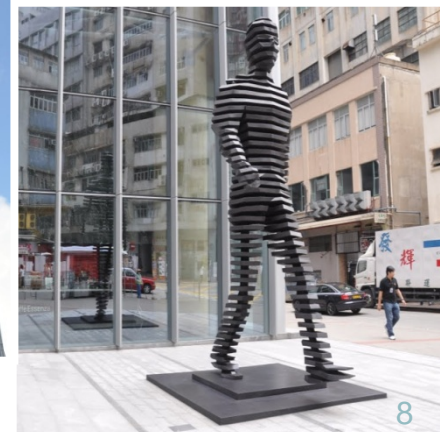


率先在九龍東發展的辦公室

First-mover of private development in Kowloon East

一些私人發展商憑着敏銳的市場觸覺，把握時機，率先在九龍東進行發展，興建了一些高級的商業大廈和購物中心。區內已有約140萬平方米的辦公室落成。

With first-mover initiatives of some private developers, high grade office buildings and retail centres are emerging in Kowloon East. About 1.4 M m² office space have been completed.



九龍東商業機構的統計調查

Survey on Business Establishments in Kowloon East

調查顯示:

The survey shows that:

- 約80%的商業機構位於工業大廈，但用作辦公室或辦公室相關的用途。

A majority (about 80%) of the business establishment are still located in industrial building but performing mainly office/office-related functions.

- 約80%位於工業大廈的商業機構在開始業務時已位於九龍東，但位於辦公室樓宇的，則有約60%為新成立的機構，包括約24%由商業核心區搬遷過來。

About 80% of the establishments in industrial buildings have been located in Kowloon East since setting up their business, about 60% of those in office buildings are new establishments , whilst about 24% were relocated from CBD.

- 如果將來一定要搬遷，有超過90%的商業機構意願留在九龍東。
Over 90% of the establishments preferred to stay in Kowloon East even if they were to move in the future.

概念大綱圖

Conceptual Master Plan

- 連繫
Connectivity
- 品牌
Branding
- 設計
Design
- 多元化
Diversity

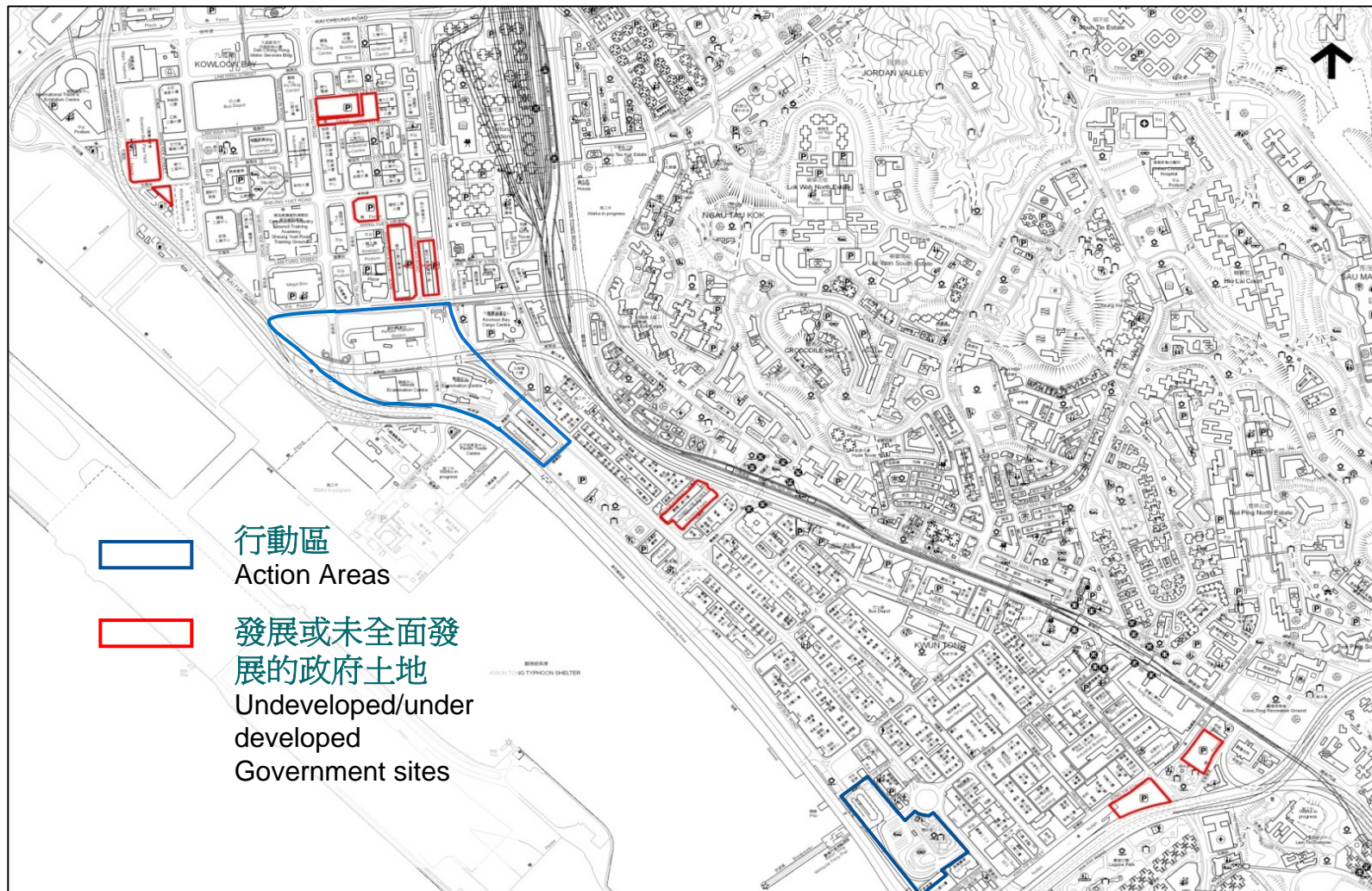


CBD²



兩個行動區及九幅政府土地

Two Action Areas and Nine Government sites

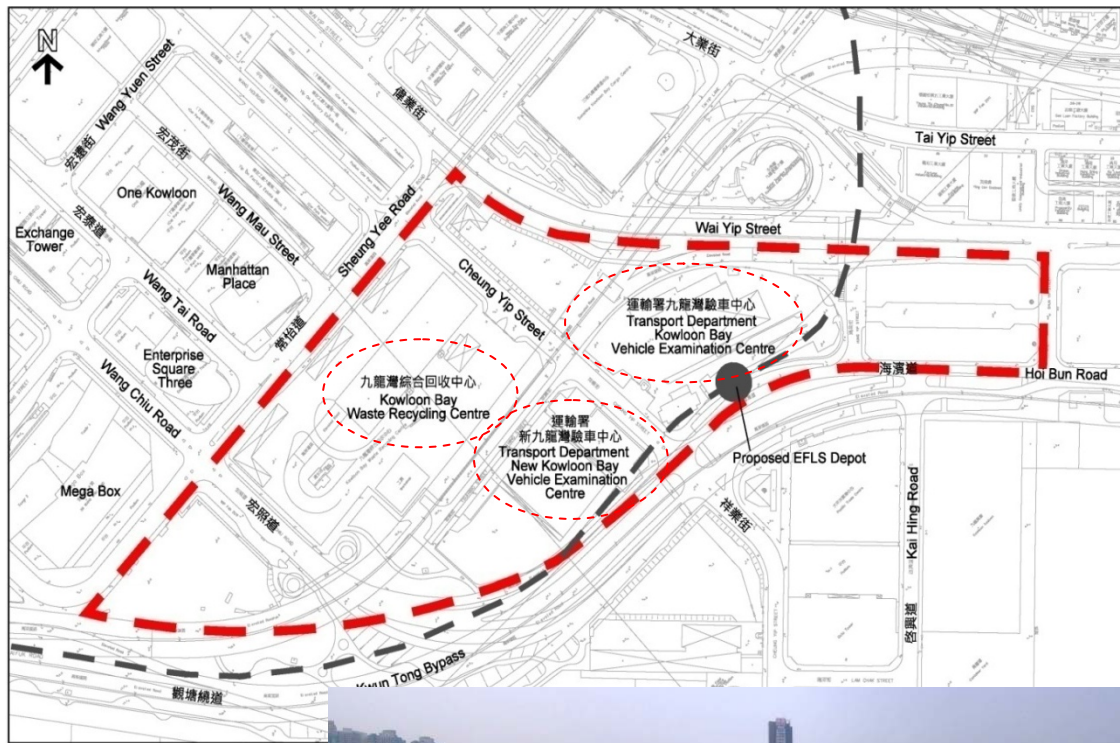


行動區1 — 海濱道重建地盤

Action Area 1 – Hoi Bun Road Redevelopment site

我們建議把現有的廢物回收中心及驗車中心遷往其他地點，以騰出約6.4公頃的政府土地，發展成全新的活力樞紐。

We propose to relocate the existing waste recycling centre and vehicle examination centres to release some 6.4 hectares of government land for the development of a new vibrant node.

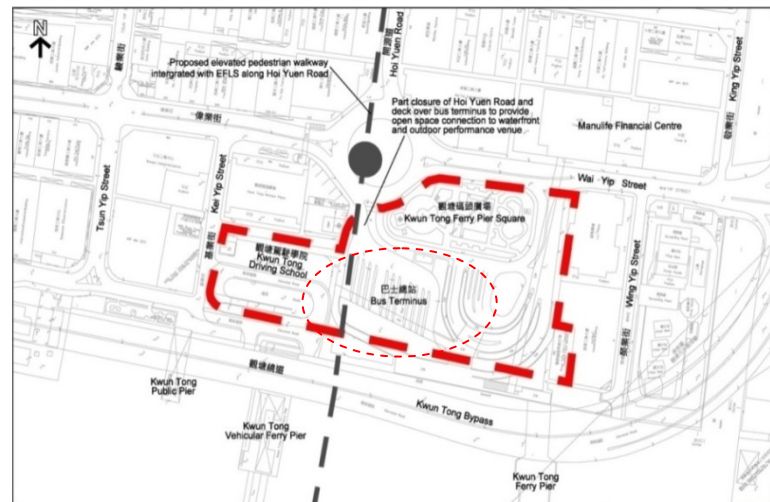


行動區2 – 觀塘渡輪碼頭海旁發展地盤

Action Area 2 – Kwun Tong Ferry Pier Waterfront Development site

我們建議為巴士總站加設上蓋，以闢設公共休憩空間及戶外表演場地。發展項目內將設有擬議環保連接系統的車站，以加強連繫。

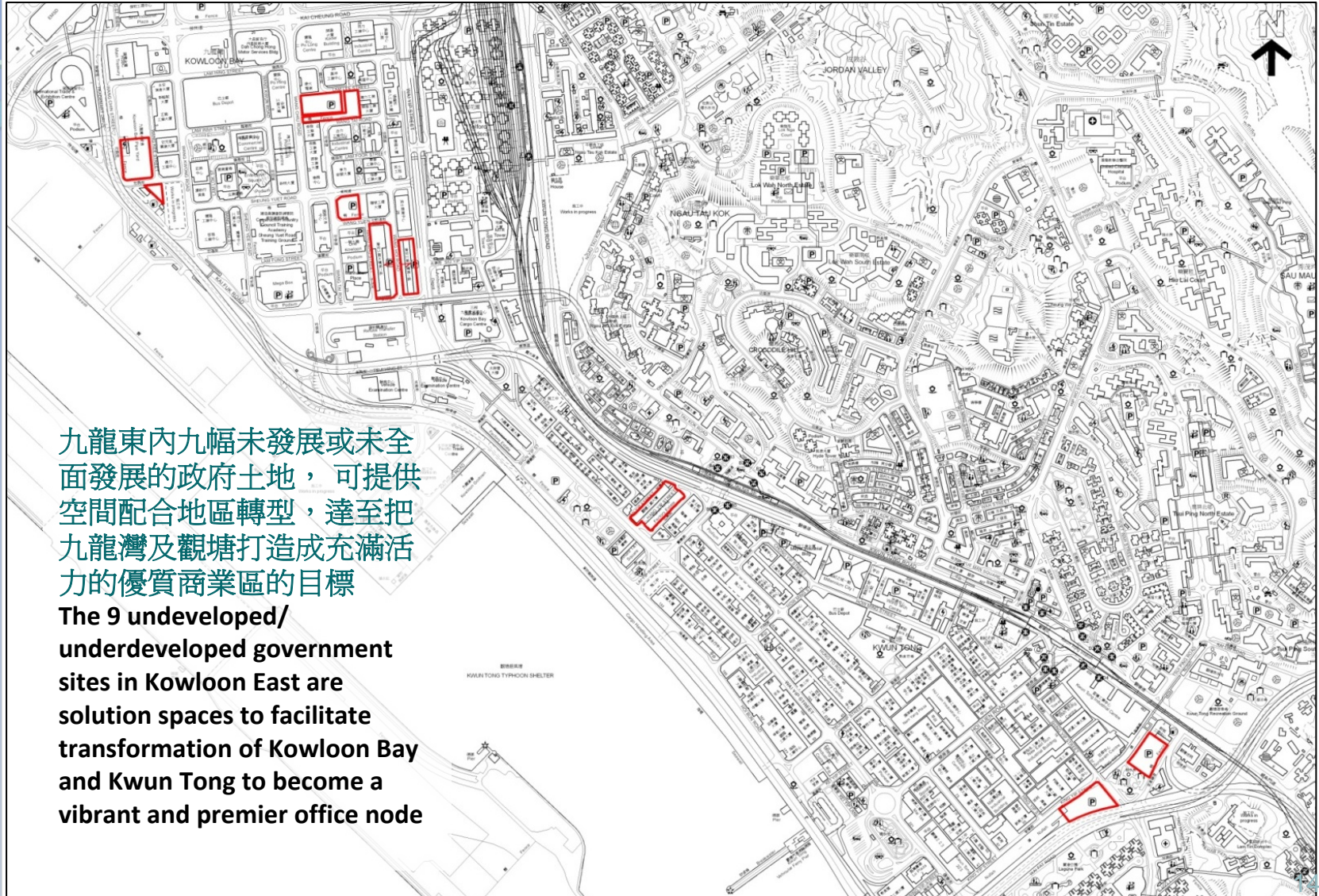
We propose to deck over the bus terminus to provide public open space and outdoor performance area. A station of the proposed EFLS is proposed to be located within the development to enhance connectivity.



其他政府土地 Other government sites

九龍東內九幅未發展或未全面發展的政府土地，可提供空間配合地區轉型，達至把九龍灣及觀塘打造成充滿活力的優質商業區的目標

**The 9 undeveloped/
underdeveloped government
sites in Kowloon East are
solution spaces to facilitate
transformation of Kowloon Bay
and Kwun Tong to become a
vibrant and premier office node**



促進連繫

Improve connectivity

便捷區內外連繫

Convenient inter- and intra-district connector

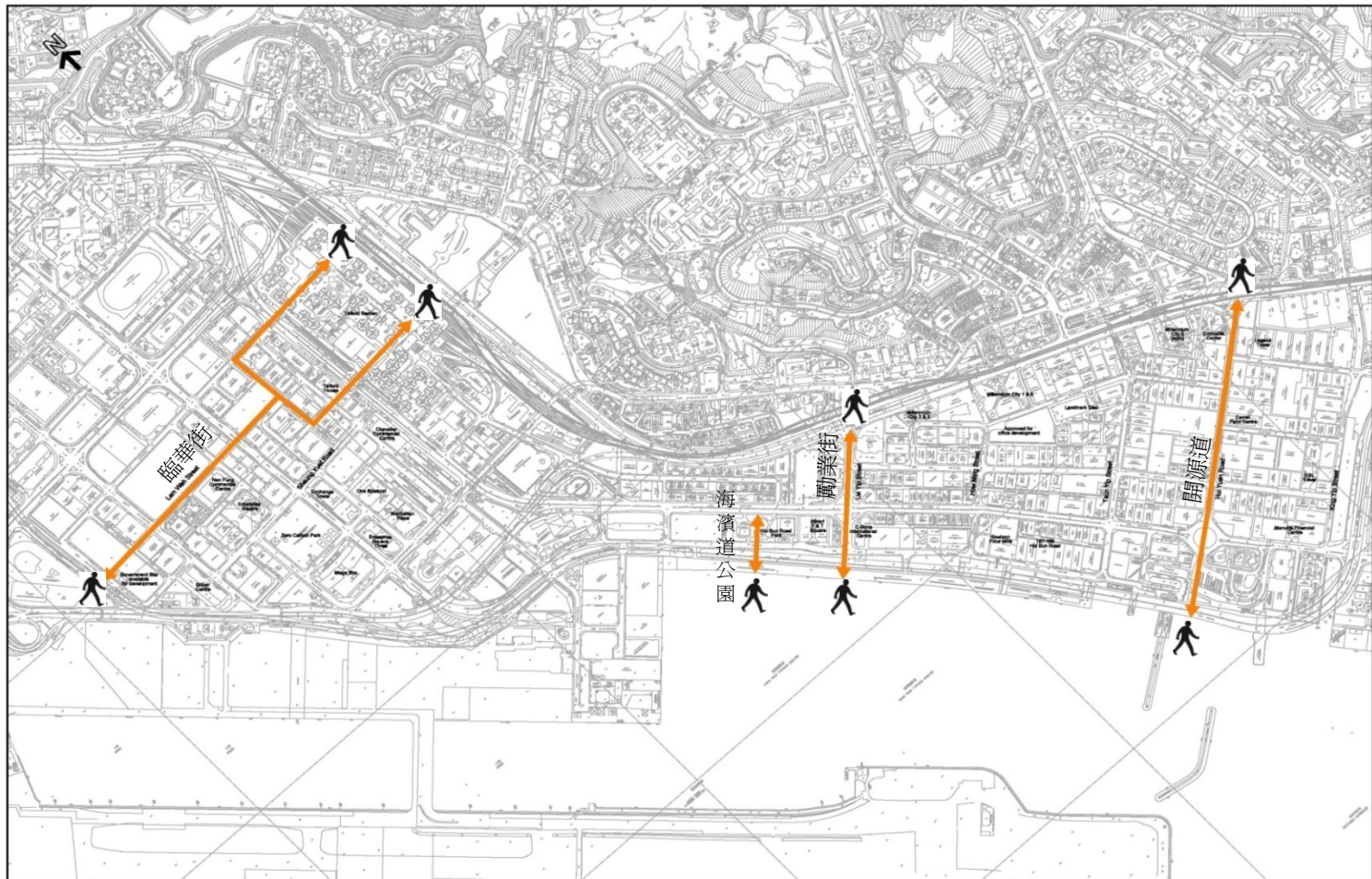
- 連繫啓德商業/商貿發展區，擬議的兩個行動區及九龍東商業區
Link up Kai Tak Commercial/Business developments with two proposed Action Areas and Kowloon East CBD
- 經現有地鐵線及沙田至中環線連繫其他商貿區
Link up with other CBDs through existing MTR line and the Shatin-to-Central Link
- 連繫主要旅遊景點/休憩用地，可產生協同效應
Link up major tourism attractions/open spaces and generate synergy
- 當局會於2012年初就單軌列車系統及其他環保連接系統方案諮詢公眾
Consultation on the proposed monorail system and other EFLS options will commence in early 2012

促進連繫 (續)

Improve connectivity (Cont'd)

研究改善行人連接系統

Examining improved/enhanced pedestrian connections

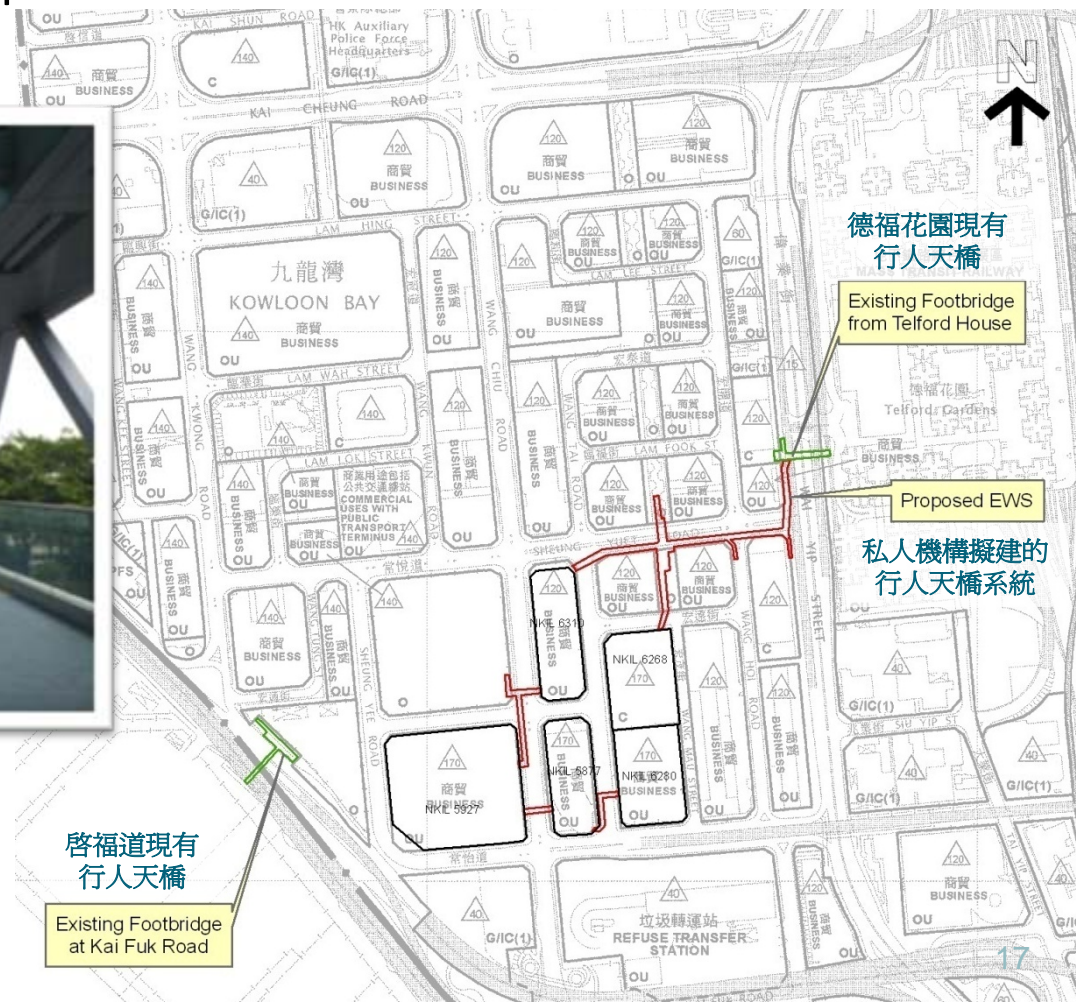


促進連繫 (續)

Improve connectivity (Cont'd)

鼓勵及協助私人機構提出的發展方案

Encourage and facilitate private sector initiative



推廣多元化用途

Promote diversity of land use

- 觀塘避風塘可設水上運動/船舶設施
Marina / water sports activities at Kwun Tong Typhoon Shelter
- 尋求保育舊工業建築的機會
Identify opportunities for industrial heritage preservation



創造新地標

Create destination effect

設立一座零碳排放建築物及休憩空間於九龍灣的建造業議會訓練場地前址
Establish a zero carbon emission building and open space at former CIC Training Ground at Kowloon Bay

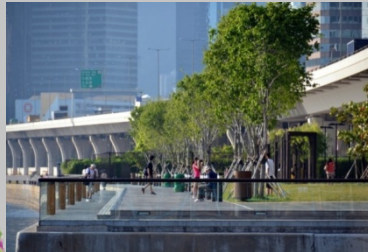


創造新地標 (續)

Create destination effect (Cont'd)

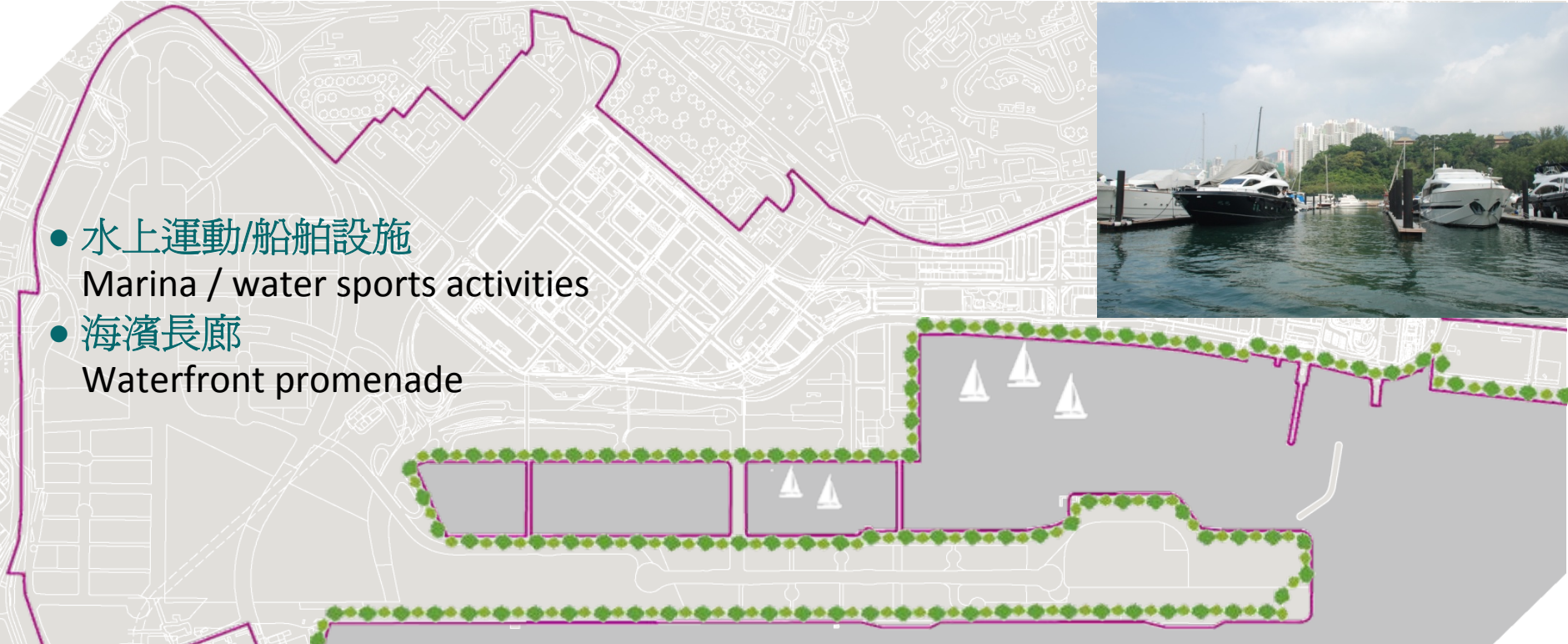
- 優化街道景觀及綠化設施
Enhance streetscape and greening through urban design
- 提升現有休憩空間
Upgrade existing open space
- 發展長約十一公里的海濱長廊
Develop a 11 km continuous promenade

- 九龍東
Kowloon East
- 現有公共空間
existing open spaces
- 11公里海濱長廊
11 km promenade



水域與陸地連接 Water-land Interface

- 水上運動/船舶設施
Marina / water sports activities
- 海濱長廊
Waterfront promenade



Kwun Tong Promenade Phase II
觀塘海濱長廊第二期

面對的挑戰

Challenge

現時區內許多分層工業大廈業權分散，可能會為加快重建工業大廈或改裝整幢工業大廈的工作帶來另外一項挑戰。

The present fragmented ownership in many existing flatted industrial buildings in the area may present a further challenge to their speedy redevelopment or wholesale conversion.



九龍東發展辦事處

Kowloon East Development Office (KEDO)

我們建議在發展局成立新的九龍東發展辦事處，由多類專業人士組成，負責督導和監察香港這項極為重要的策略性發展。

A new multi-disciplinary Kowloon East Development Office (KEDO) is proposed to be set up in Development Bureau to steer and monitor this highly strategic and significant development for Hong Kong.



環保連接系統

Environmental Friendly Linkage System (EFLS)



啓德分區計劃大綱圖

Kai Tak Outline Zoning Plan

預留以鐵路為主的環保連接系統 走線

Reserved alignment of a rail-based
Environmentally **F**riendly **L**inkage **S**ystem
(EFLS)

- 連接觀塘海旁、郵輪碼頭暨旅遊中心、跑道休閒區、都會公園、體育場館區和車站廣場

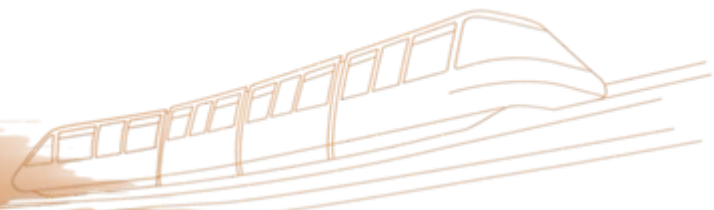
Connecting Kwun Tong waterfront, cruise terminal cum tourism node, Runway Precinct, Metro Park, Sports Hub and Station Square

- 成為啓德發展特色，提升整體對遊客的吸引力

An icon enhancing overall tourism appeal of Kai Tak site



環保連接系統-加強連繫，催化重新發展



EFLS – enhancing connectivity and catalyzing regeneration

加強與九龍腹地的連繫

Enhance connectivity to the Kowloon hinterland

催化九龍灣及觀塘重新發展，轉化為一個核心商業區

Provide catalytic effect to the regeneration of Kowloon Bay and Kwun Tong into a central business district



環保連接系統-走線圖

Environmentally Friendly Linkage System – alignment plan



構想圖 / Artist's impression

全長約9公里，採用高架單軌列車，設12個車站。估計2031年日均載客量為20萬人。

Total length about 9 km, use elevated monorail system and have 12 stations.
Estimated daily patronage in 2031 is 0.2 million.

環保連接系統 – 裨益

Environmentally Friendly Linkage System – Advantages



構想圖 / Artist's impression

環保連接系統零碳排放、較柴油巴士節省能源；可成為香港特色，極具旅遊吸引力
No carbon emission along its passage, much less energy consumption than diesel buses;
Unique landmark in Hong Kong with high tourism appeal

環保連接系統-主要作用

Environmentally Friendly Linkage System – the Key Roles

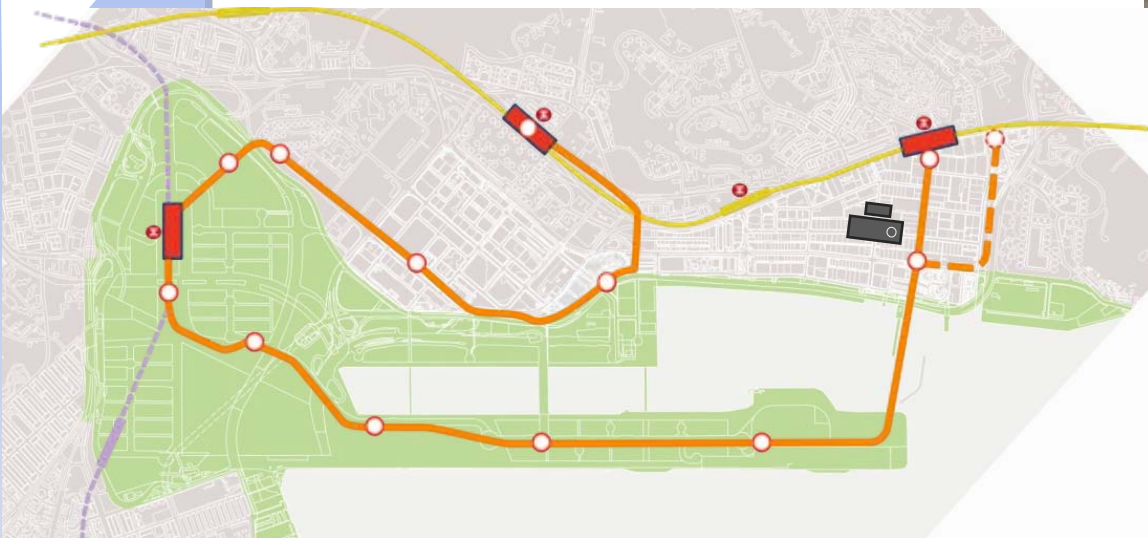
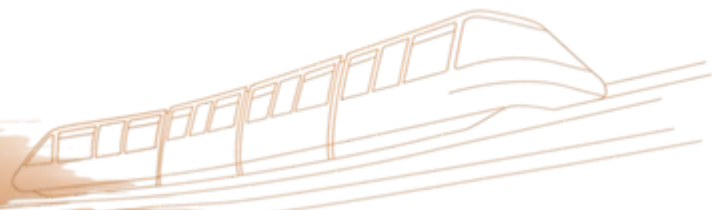


便捷區內連繫 Convenient intra-district connector

- 連繫啓德商業/商貿發展區，擬議的兩個行動區及九龍東商業區
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Link up major tourism attractions/open spaces and generate synergy effect

環保連接系統-電腦構想圖

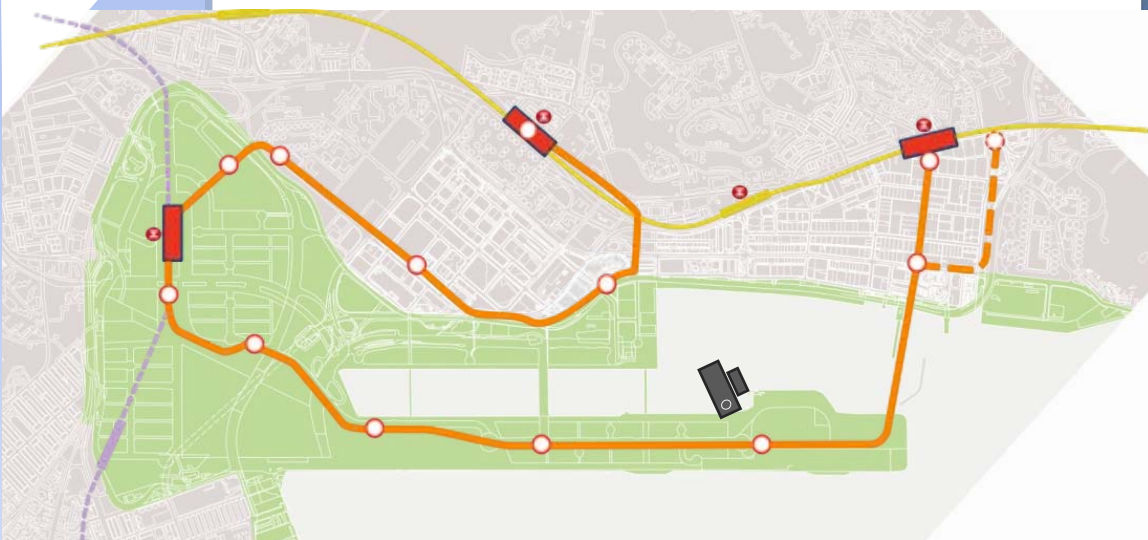
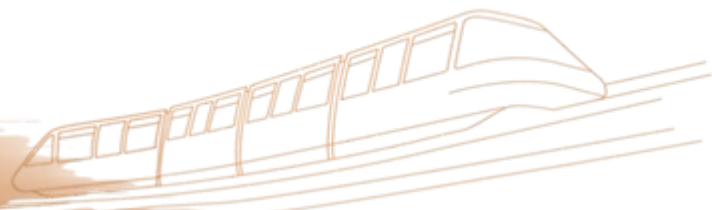
Environmentally Friendly Linkage System – Photomontages



開源道
Hoi Yuen Road

環保連接系統-電腦構想圖

Environmentally Friendly Linkage System – Photomontages

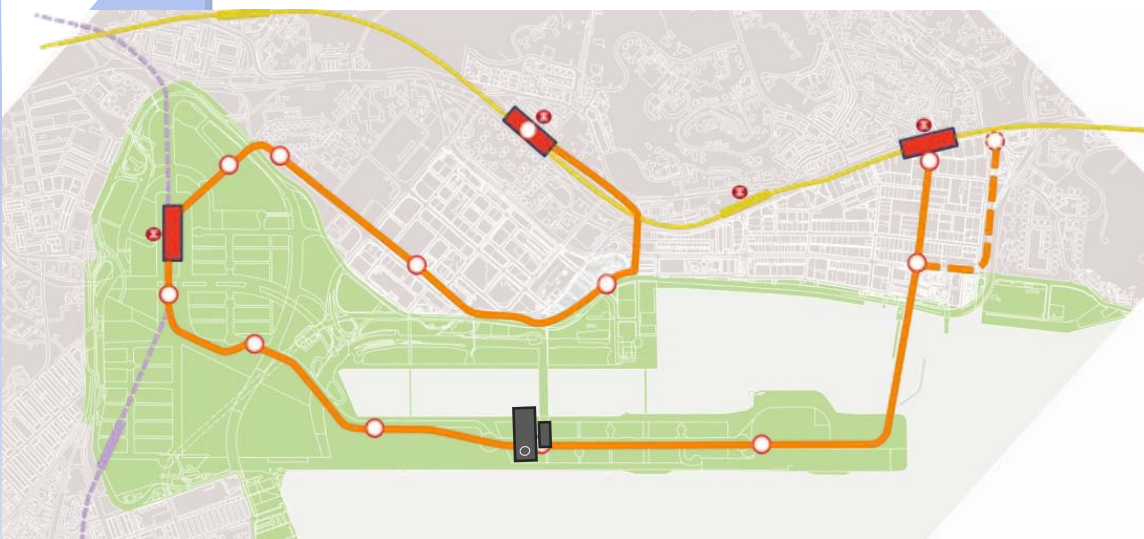
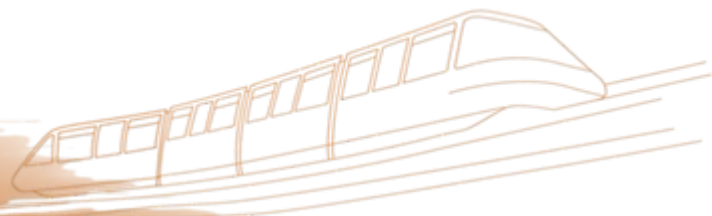


觀塘連接橋

Kwun Tong Transportation Link

環保連接系統-電腦構想圖

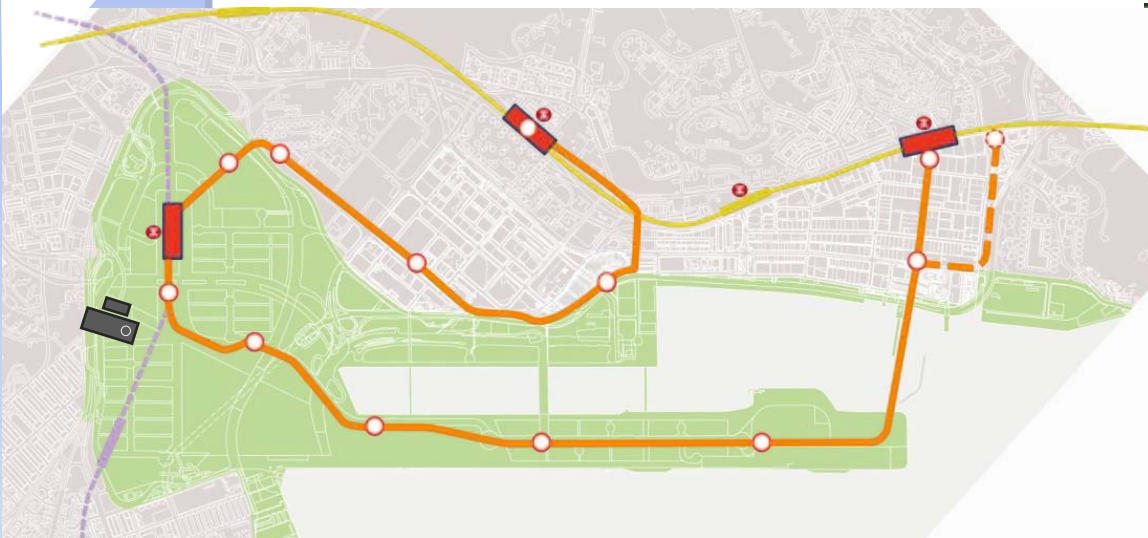
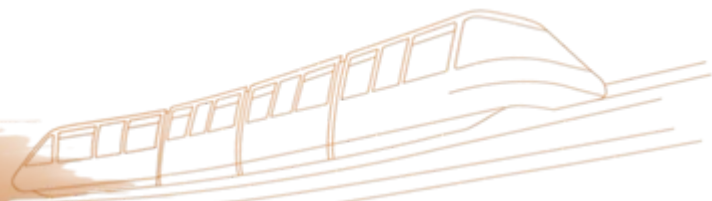
Environmentally Friendly Linkage System – Photomontages



高架行人道之上
Above elevated walkway

環保連接系統-電腦構想圖

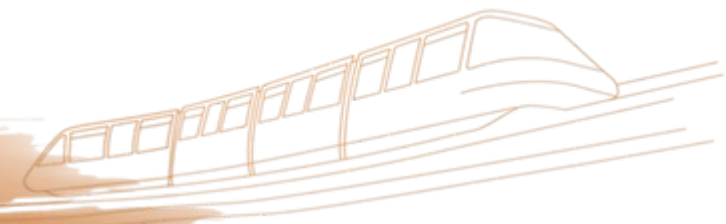
Environmentally Friendly Linkage System – Photomontages



車站廣場
Station Square

觀塘連接橋 – 對觀塘避風塘的影響

Kwun Tong Transportation Link (KTTL) and Implication on Kwun Tong Typhoon Shelter (KTTS)

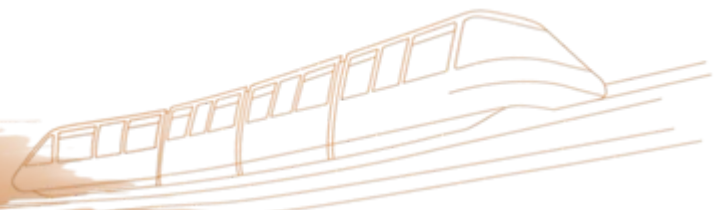


- an EFLS cum pedestrian (and possibly cycle track) bridge link
- Synergy on developments of Kai Tak and Kwun Tong
- Height restriction on KTTS → Some high mast cargo lighters affected

觀塘連接橋 - 對觀塘避風塘的影響

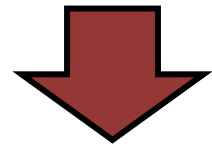
的影響

Kwun Tong Transportation Link (KTTL) and Implication on Kwun Tong Typhoon Shelter (KTTS)



Air draft = 40 to 50m

To allow passage of
ALL marine vessels
➔ 40-50m vertical
clearance



- mammoth bridge structure
- visually intrusive
- higher construction cost

環保連接系統-落實安排

Environmentally Friendly Linkage System – Implementation



構想圖 / Artist's impression

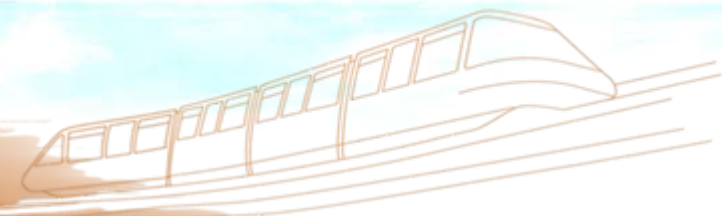
最早通車年期為 2023 年

Earliest Commissioning Year : 2023

過渡期安排：其他路面環保交通工具

Interim Arrangement : Other road-based environmentally friendly transport modes

環保連接系統-公眾諮詢



即將舉行公眾諮詢

Public consultation on EFLS to commence in early 2012





謝謝!
Thank you!