

Hong Kong's CBD²

Comprising the former Kai Tak Airport, Kwun Tong and Kowloon Bay, Kowloon East witnessed rapid growth as a major industrial base creating thousands of jobs in the heydays of our manufacturing industry and propelling Hong Kong's prosperity. This area has lost some of its past vibrancy with many under-utilised industrial buildings following the relocation of our Airport to Chek Lap Kok and manufacturing base to the Mainland. Meanwhile, the booming of Hong Kong's financial and service sectors as well as the establishment of a large number of regional headquarters and offices of multi-national companies have increased the burden of our traditional Central Business District (CBD) in satisfying the demand for quality offices. In meeting this market demand, many private developers have begun redeveloping their properties in Kowloon East into high-grade office buildings and retail centres since the mid to late 90's. Our vision is to continue facilitating transformation of this area as Hong Kong's CBD².

香港的CBD²

九龍東覆蓋的範圍包括啟德機場舊址、觀塘和九龍灣。在香港製造業的全盛時期，九龍東見證了一個工業重鎮的迅速發展，不僅創造了數十萬計的職位，亦推動了香港的繁榮欣盛。隨著機場遷往赤鱗角及香港製造業的基地北移，這區失去了昔日的活力，更遺留大量未被充分使用的工業大廈。另一方面，金融及服務業持續興旺，無數跨國公司在香港設立區域總部和辦事處，它們對優質辦公室的需求與日俱增，傳統的商業中心區已難以負荷。為滿足這市場需求，多家私人發展商自九十年代中至後期起，把旗下於九龍東的物業，重建成甲級寫字樓和零售中心。我們的願景是繼續促進這區的轉型，使之成為香港的CBD²。

起 Energising 動 Kowloon East 九龍東

CBD²

VISION 共創理想

齊建香港另一個核心商業區
for another premier CBD

CULTURE 文化傳承

連繫過去、現在和未來
to link the Past, Present and Future

LEGACY 繼往開來

延續我們成功的故事
for success

PARTNERSHIP 夥伴關係

與持份者合作無間
with all stakeholders

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發掘機遇

EXPLORING OPPORTUNITIES

飛躍啓德



Kai Tak Fantasy

Set up a recreational landmark, an "entertainment destination" to reflect Kai Tak's unique aviation, maritime and transportation history. Find the best urban planning proposal through an international idea competition for urban planning and design to integrate Action Area 2 with Kwun Tong Waterfront and Kai Tak Runway tip.

工業文化傳承



延續「龍皇工業文化」，並於城市轉型過程中與創新設計及公共藝術結合。
Integrate the living legacy of industrial heritage in Kowloon East with creative design and public art in the urban transformation process.

綠色建築



將綠色建築的要求，納入實地條款內。
Develop "Green Map" highlighting green buildings in Kowloon East to provide diversified environmental friendly information to the public.
Green buildings to promote low carbon usage; encourage adoption of green measures in buildings.

創意文化藝術



在九龍東尋找機遇，給予藝術家、藝團和創意產業營運的空間，包括善用各新舊地點及天橋底餘下的地方。
Explore opportunities to provide space for artists, art groups and creative designers through releasing the remaining flyover, sites and in old and new premises in this area.

飛躍啓德



01 環保連接系統

諮詢市民對環保連接系統的意見
engage the community on the proposed environmentally friendly linkage system (EFLS)



02 九龍灣連繫

推展九龍灣商貿區行人環境及道路改善計劃
implement enhancement to the pedestrian and vehicular traffic environment in this area



03 牛頭角連繫

推展牛頭角港鐵站至海濱的行人連接改善計劃
implement enhancement to the pedestrian connection from Ngau Tau Kok MTR Station to waterfront

04 觀塘連繫

推展觀塘商貿區行人環境及道路改善計劃，並配合環保連接系統走線
implement enhancement to the pedestrian and vehicular traffic environment with possible alignment of EFLS



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06 工業文化傳統公園

將駿業街遊樂場變身為觀塘工業文化傳統公園，並展開設計及前期工作
carry out design and advance works to convert Tsun Yip Street playground into industrial heritage park



07 翠屏河

在不影響雨水排放功能和容量的前提下利用環境、生態和園景美化等改善計劃，將現有駿業街明渠改造成翠屏河
convert existing King Yip Street nullah into Tsui Ping River with environmental, ecological and landscaping upgrading without compromising on storm-water discharge function and capacity



08 行動區1

為發展行動區1推展前期工程
implement advance work to release potential of Action Area 1 for mixed development to bring vibrancy to Kowloon East



09 行動區2

將行動區2納入「飛躍啓德」發展藍圖，以發掘觀塘海濱及啓德跑道末端融合發展的潛力
include Action Area 2 in Kai Tak Fantasy to explore potential to integrate with Kwun Tong Waterfront and Kai Tak Runway tip



10 活力海濱

舉辦國際概念設計比賽，為舊機場跑道和觀塘海濱之間的水域，發掘最佳規劃及設計方案
launch an international ideas competition to find the best urban planning proposal for the water body between the old runway and Kwun Tong Waterfront

十個主要任務

10 MAIN TASKS

