

# CBD<sup>2</sup>

CONNECTIVITY | BRANDING  
DESIGN | DIVERSITY

起動九龍東 概念總綱計劃  
Energizing Kowloon East  
Conceptual Master Plan

一月 2022  
Jan 2022

# 6.0



自宣布起動九龍東措施，概念總綱計劃列明了多個策略性方向和焦點，作為起動九龍東工作的指導原則。實現起動九龍東願景的策略包括四個主題：連接、品牌、設計和多元化，首英文字縮寫為CBD<sup>2</sup>。這些必要元素令九龍東不僅只是另一個商業中心，而且是一個卓越的核心商業區，提供優質空間並吸引廣泛企業（從初創企業到跨國公司總部）在這裡設立辦公室。

## 香港的第二個核心商業區 HONG KONG'S CBD2

Upon announcement of the Energizing Kowloon East (EKE) initiative, a Conceptual Master Plan (CMP) was prepared to set out the strategic directions and main focuses of the initiative and to guide the work of EKEO. The strategy for realizing the EKE vision comprises four main themes: Connectivity, Branding, Design and Diversity, riding on the acronym of CBD<sup>2</sup>. These are the essential elements that make Kowloon East (KE) not just another commercial node, but a premier CBD providing quality spaces and attracting a wide spectrum of businesses (from start-ups to headquarters of multi-national corporations) to set up here.



# 1,120,000+



人次曾參與起動九龍東辦事處支持的活動

participants joined in the events supported by EKEO

# >80%



使用者對 InPARK、翠屏河花園及海濱道公園表示滿意

users find InPARK, Tsui Ping River Garden and Hoi Bun Road Park satisfactory

自 2012  
SINCE 2012

# 17



公頃公共休憩用地已新增 / 翻新

hectares of public open space are provided / renovated

自宣布起動九龍東措施，九龍東商業樓面面積供應\*

Since announcement of the EKE initiative, supply of commercial space\* in Kowloon East

# 130%



\* 包括正在興建 / 已獲批核的項目  
\* including projects under construction / approved

# >80%



持份者表示滿意起動九龍東辦事處的项目促進工作

stakeholders are satisfied with the facilitation by EKEO

# 50+



幢建築獲得香港綠色建築議會認可的綠環評金級或以上級別，使九龍東成為全港綠色建築密度最高的地區

buildings in KE accredited with BEAM Plus Gold or above by the Hong Kong Green Building Council, making KE the district with the highest green building density in Hong Kong

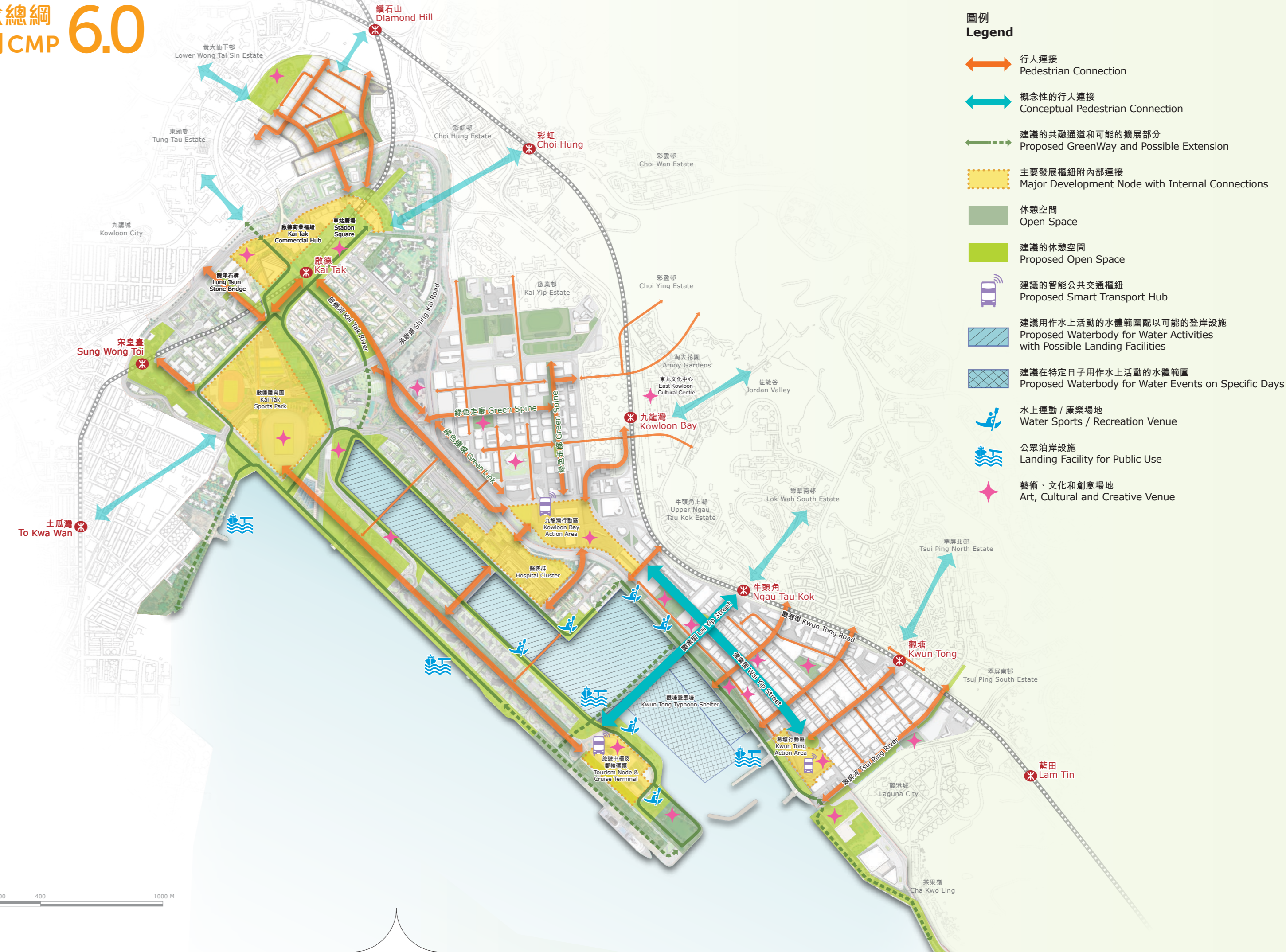
# >73%



九龍東的時租泊車位參與易泊車計劃

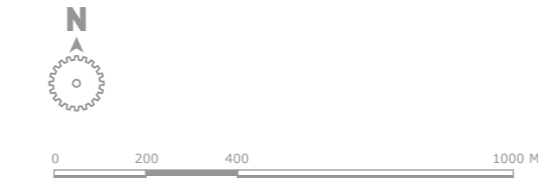
hourly parking spaces in KE joined Easy Parking scheme

## 概念總綱計劃 CMP 6.0



圖例  
Legend

- 行人連接  
Pedestrian Connection
- 概念性的行人連接  
Conceptual Pedestrian Connection
- 建議的共融通道和可能的擴展部分  
Proposed GreenWay and Possible Extension
- 主要發展樞紐內部連接  
Major Development Node with Internal Connections
- 休憩空間  
Open Space
- 建議的休憩空間  
Proposed Open Space
- 建議的智能公共交通樞紐  
Proposed Smart Transport Hub
- 建議用作水上活動的水體範圍配以可能的登岸設施  
Proposed Waterbody for Water Activities with Possible Landing Facilities
- 建議在特定日子用作水上活動的水體範圍  
Proposed Waterbody for Water Events on Specific Days
- 水上運動 / 康樂場地  
Water Sports / Recreation Venue
- 公眾泊岸設施  
Landing Facility for Public Use
- 藝術、文化和創意場地  
Art, Cultural and Creative Venue



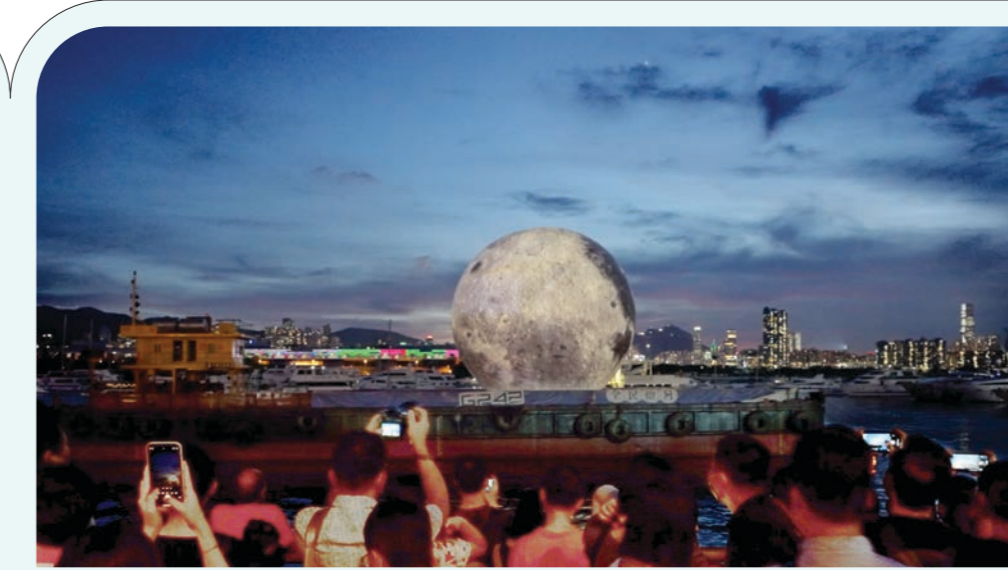
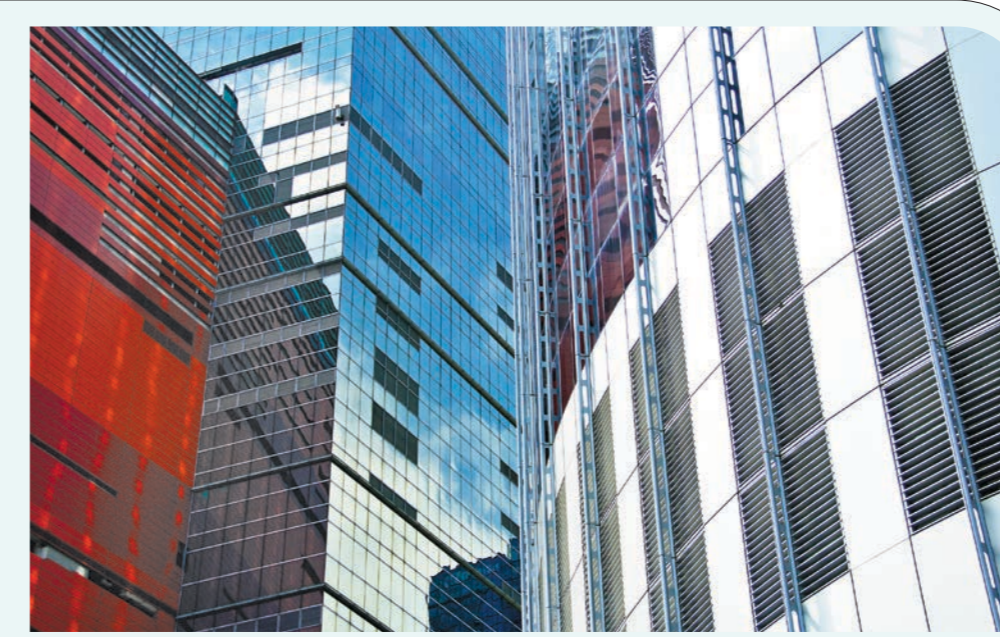


九龍東 KOWLOON EAST

# 下一步工作 WAY FORWARD

概念總綱計劃是會持續演進的，我們恆常地作出更新，配合最新的規劃情況、不斷變化的社會經濟需求和公眾意見。最新規劃的概念總綱計劃6.0重點如下：

The CMP is meant to be an evolving document, constantly being updated to take into account the latest planning circumstances as well as changing socio-economic needs and public aspirations. CMP 6.0 has been prepared with the following emphases:



## 採取具前瞻性、 相互協調和綜合模式 ADOPTION OF A VISIONARY, CO-ORDINATED AND INTEGRATED APPROACH

展望將來，起動九龍東辦事處將會繼續採取具前瞻性、相互協調和綜合模式履行使命，促進發展項目，保持跨政策局和部門之間的合作，以及在不同規劃和發展過程中加強公眾的參與。Looking ahead, EKEO will continue to adopt a visionary, co-ordinated and integrated approach in carrying out its mission, providing facilitation services to development projects, maintaining cross-bureau and department co-ordination and enhancing public participation in various planning and development processes.



### 加強連繫、易行度及流動性 Enhancing Connectivity, Walkability and Mobility

### 發展智慧、綠色及 具抗禦力的核心商業區 Developing a Smart, Green and Resilient CBD

### 確保可持續增長 Ensuring Sustainable Growth

### 推動「創造精神」 Promoting the "Spirit of Creation"

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📍 落實沿偉業街及橫跨觀塘避風塘的行人系統，提供便捷有效的東西和南北通道  
Pursue walkways along Wai Yip Street and across Kwun Tong Typhoon Shelter to provide efficient and effective east-west and north-south connections

📍 檢視已規劃的行人網絡及探討與九龍東腹地進一步的外部連繫  
Review the planned pedestrian networks and examine further external linkages with the residential areas at KE's hinterland

📍 延伸 13 公里長的共融通道至涵蓋整個九龍東海濱  
Extend the 13-kilometre **GreenWay** to cover the entire KE waterfront

📍 以九龍東為試點，探討新能源及新科技（如人工智能系統和物聯網）在交通工具和設備上的應用  
Explore application of **new energy** and **new technologies** (e.g. artificial intelligent system and Internet of Things) for vehicles and installations, using KE as a pilot

📍 採用具抗禦力設計發展公共空間，以應付極端天氣情況  
Adopt **resilient design** for public spaces to cope with extreme weather conditions

📍 就改建觀塘海濱花園內的感官花園進行設計比賽，建設一個屬於所有人的共融空間  
Run a design competition for retrofitting the Sensory Garden at the Kwun Tong Promenade to become an **inclusive space** for all

📍 推展已規劃的綜合發展，及鼓勵工廠整棟改裝或重建，維持穩定供應，提升九龍東的總商業樓面面積至四百多萬平方米，促進九龍東轉型為規模可媲美中環的第二個核心商業區  
Maintain a steady supply and achieve a total of more than 4 million square metres of commercial floorspace in KE by implementing planned comprehensive developments and encouraging wholesale conversion or redevelopment of industrial buildings to facilitate transformation of KE into CBD2 with a scale comparable to the Central CBD

📍 透過地方營造、城市設計及加強工業文化特徵等手法，制定一套建立九龍東品牌的策略  
Formulate a strategy for branding KE, using such means as place-making, urban design interventions and strengthening of industrial heritage identities

📍 促進及舉辦更多不同類型的活動，令九龍東更具活力及多元  
Facilitate and organize more activities and events of various types to bring more vibrancy and variety to KE



起動九龍東  
Energizing Kowloon East  
九龍東

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