



九龍灣商貿區背景

過往九龍灣是一個香港傳統製造業的基地。區內的道路設計以車輛為主。

一些私人發展商憑著敏銳的市場觸覺，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。在轉型為核心商業區的過程中，行人及交通環境均需要作出改善。

KBBA Background

Kowloon Bay has long been recognized as one of the traditional industry bases in the hey days of Hong Kong's manufacturing industry. The urban fabric has been developed with a priority for vehicular traffic.

With the good market sense and first-mover initiatives of some private developers, high-grade office buildings and retail centres are emerging in Kowloon East. During the urban transformation process into a core business district, both pedestrian and traffic environment has to be enhanced.

KBBA
九龍灣商貿區



九龍灣商貿區 行人環境改善 可行性研究

Kowloon Bay Business Area (KBBA) Pedestrian Environment Improvement Feasibility Study

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

目標

我們期望在九龍灣商貿區營造一個可寫意踴躍及悠閒消遣的行人環境。為方便市民由九龍灣港鐵站進出九龍灣商貿區，並到達啟德發展區海濱地帶，起動九龍東辦事處於2013年2月展開有關如何改善區內的行人及交通環境的研究。預計該研究及改善建議將於2014年年底完成。

Our Aim

We aimed at creating a pedestrian environment at KBBA which is "walkable", "stayable" and "sittable". To enhance accessibility from Kowloon Bay MTR Station to the KBBA and towards the Kai Tak Development area and waterfront, the Energizing Kowloon East Office (EKEO) commissioned a study in February 2013 to recommend improvement required for the pedestrian and traffic environment in KBBA. The study with improvement proposals is anticipated to complete by end 2014.

願景 Our Vision:

提升九龍灣的形象，營造一個擁有優良步行環境的核心商業區，讓工作、生活及娛樂緊扣在一起。

"To enhance the image of Kowloon Bay, and create a Walkable CBD that weaves work, live and play together..."



To weave
緊扣



To connect
連接



發展局
Development Bureau
起energizing動 Kowloon East Office
九龍東辦事處

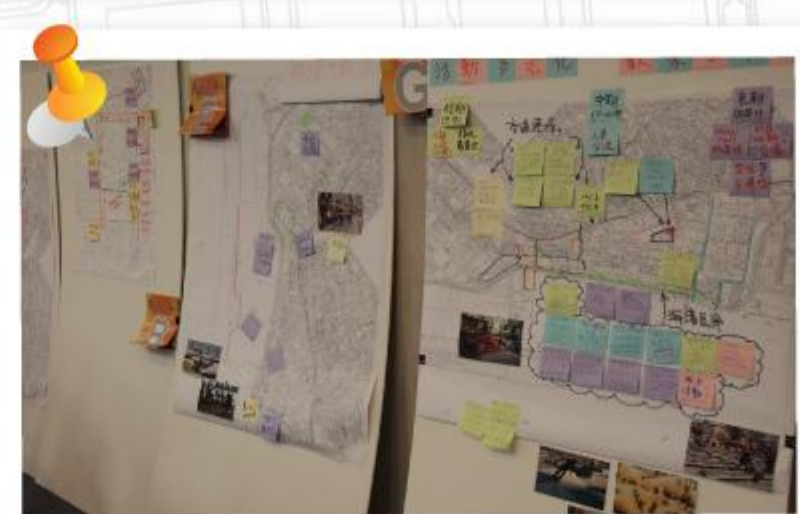
公眾參與策略 Public Engagement Strategy

我們將於2013年年中至2014年年底展開三個階段的公眾參與活動。項目團隊現率先進行第一階段公眾參與活動以收集初步的意見、主要關注議題及具創意的建議，以改善九龍灣商貿區的步行環境及暢達度。

Three stages of public engagement will be organized from mid 2013 to end 2014. The Study Team is now undertaking the 1st public engagement to collect the initial views, key concerns and innovative ideas in improving walkability and accessibility in KBBA.

第一階段公眾參與的目標 Objective of Stage 1 Public Engagement

- 提供平台讓公眾表達意見
To provide a platform for expressing opinions
- 蒐集對現時行人及交通環境的意見及主要關注議題
To collect views and identify key issues on the current pedestrian and traffic environment
- 討論及結集不同方法及意見以改善行人及交通環境
To discuss and assemble different ways and ideas on improving the pedestrian and traffic environment
- 整合收集的想法及意見以制訂主要策略及改善方案
To consolidate the views and ideas for onward formulation of main strategies and improvement proposals



公眾論壇 Public Forum

日期及時間 Date & Time:
8-6-2013 (星期六 Sat)
下午2:00 - 5:30 p.m.

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

登記 Enrollment:
請於2013年5月25日前於起動九龍東辦事處網站登記。
Please register via EKEO website on or before 25 May 2013.

查詢及提交意見 Enquiry and Suggestions:
歡迎公眾於2013年6月底前從以下途徑提交意見 -
We welcome suggestions using the following means by end June 2013 -

網站 Website: www.ekeo.gov.hk/kbba-pedestrian
電郵 Email: kbba-pedestrian@devb.gov.hk
電話 Tel.: 3922 9870

Public forum will be conducted in Cantonese with no translation.
本公眾論壇以粵語進行，並不設翻譯。

第一階段 - 構想
Stage 1 - Envisioning
2013年5月至6月
May - June 2013

- 公眾意見調查
Public opinion survey
- 公眾論壇
Public forum
- 收集初步意見
Collect initial views

第二階段 - 路面改善方案
Stage 2 - At-grade Improvement Proposals
2013年第4季
4th Quarter 2013

- 為路面改善方案收集意見
Collect comments on at-grade improvement proposals
- 短期建議
Short-term measures
- 公眾論壇 / 焦點小組座談會
Public forum / Focus group meetings

第三階段 - 中長期計劃
Stage 3 - Mid to Long-term Measures
2014年第2季
2nd Quarter 2014

- 中長期建議
Mid to long-term measures
- 推行計劃及機制
Implementation mechanism
- 公眾論壇 / 焦點小組座談會
Public forum / Focus group meetings

AECOM

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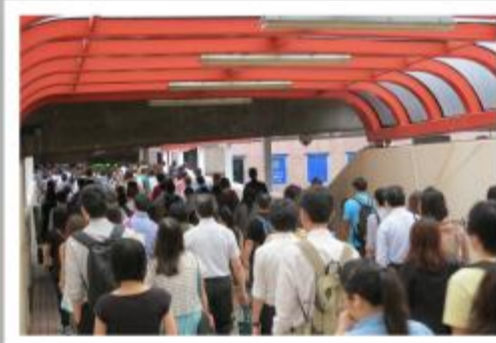
- 重點優化位置 focus areas for improvement
- 研究範圍 study area



主要議題 Key Issues

連繫 Connectivity

- 過度擠塞的行人通道 Overcrowded passageway
- 人車爭路 Conflict between pedestrians & vehicles



品牌與設計 Branding and Design

- 街道景觀不吸引 Unattractive streetscape
- 缺乏清晰的行人指示系統 Lack of clear pedestrian signage



多元化 Diversity

- 街道缺乏活動 Lack of streetside activities
- 缺乏有吸引力的公共空間 Lack of attraction points for open spaces



主要策略 Main Strategies

- 改善步行暢達度 ENHANCE WALKABILITY
 - 改善行人設施 upgrade pedestrian facilities
 - 改善行人指示系統 enhance signages and wayfinding facilities
 - 發展行人網絡系統 develop pedestrian links
- 改善道路交通 IMPROVE ROAD TRAFFIC
 - 需求管理措施 demand management measures
 - 交通管理措施 traffic management measures
 - 可持續發展的解決方案 sustainable solutions
- 優化行人環境 FACE-LIFTING OF PEDESTRIAN ENVIRONMENT
 - 優化現時行人通道的設計 improve current design of passageway
 - 加強綠化及吸引力 enhance greening and attractiveness
 - 改善公共空間 upgrade public space