

本局於二零零五年一月協助觀塘區議會進行了一次意見調查，收集公眾意見。其後，本局又於二零零五年七月，聯同香港大學進行了社區訴求調查及多次聚焦小組討論。

二零零五年十一月，本局成立了觀塘分區諮詢委員會。至今，委員會已舉行了九次會議，並於二零零六年一月舉行社區工作坊，逾百人參加，共同構想項目的規劃設計，最後得出六個不同概念的方案。期間，本局亦出版了四期「觀塘路」刊物，令社區人士可以得到項目的最新資訊。

經過上述的諮詢後，本局本著以下五大原則來落實觀塘市中心項目，以確保項目可以順利推行：

In January 2005, in order to gauge public opinion at the outset, URA assisted the Kwun Tong District Council to conduct an opinion survey. This was followed, in July 2005, by URA engaging the University of Hong Kong to conduct a community aspiration survey and focus group discussions.

The Kwun Tong District Advisory Committee was formed in November 2005 and held nine rounds of meetings. A community design workshop was organized in January 2006. More than 100 participants collaborated actively and devised six conceptual schemes after deliberations on a variety of planning and design matters. Meanwhile, four editions of the “Kwun Tong Bulletin” were published to keep the community informed.

Following these consultations, the URA established the following five guiding principles to ensure the success of this project and to facilitate its smooth implementation :

廣泛諮詢及鼓勵社區
全面參與設計

wide public consultation and
full community participation in
planning and design

在審慎理財的原則下，
確保重建計劃的財務
安排穩健可行

prudent financing strategy
to ensure financial viability
and sustainability of the
project

採納富創意和具前瞻性的設計，把
觀塘市中心塑造成優質生活的典範
，並成為東九龍的商業、交通、購
物及其他活動的樞紐

adoption of a creative and
visionary design for a modern town
centre serving as a model for
quality living and as the
commercial, transportation, retail
and activities hub for East
Kowloon

獲得受影響人士明白及接受
現時一向行之有效的補償及
安置政策

understanding and
acceptance of URA's
prevailing compensation
and rehousing policies by
those affected

重建計劃將分期推行，以減低
對社區的影響，及保持社區在
過渡期間的活力

phased development to
minimize impact and to
sustain the economic vibrancy
of the area

業務回顧 Operating Review

本局聘請的建築顧問公司糅合了工作坊的六個概念設計，設計出三個詳細的專業設計方案，並於二零零六年八月至十月進行路演及外展諮詢，收集公眾的意見，展覽期間共吸引逾八萬五千四百人參觀。有關的公眾諮詢報告亦於二零零六年十一月完成及公布。經過招標程序，本局其後委託一間建築顧問公司，在小心考慮過公眾的意見及訴求後，製備了一份包涵技術性評估的總綱發展示意圖。本局於二零零七年四月將項目內兩個地盤的發展計劃圖則，連同技術研究報告及第一期社會影響評估，提交城規會考慮。發展計劃圖則融合了社區的主流意見及以下十二項設計特色：



位於項目中心的交通總匯的中庭，採用平頂錐型透明設計，是觀塘市中心的一大設計特色。
The Public Transport Interchange atrium (in the centre of the redevelopment) - a glass cone with a truncated top - makes it another design feature in the Kwun Tong Town Centre redevelopment.

- 跨階層、多元化的社區和商住設計，既有現代化的布局，亦有平民化的元素；
- 採用合理的地積比率，以切合觀塘區六十萬人對市中心服務的需求；
- 樓宇高度適中，以騰出地面上更多公共空間；
- 地標式的鵝蛋型多用途活動中心和商廈設計，及圓拱型玻璃頂的交通總匯中庭；
- 全天候交通總匯，打造一個無車的市中心環境；
- 具有流水瀑布特色的梯田式公園；
- 綠化覆蓋佔整個地盤面積近三成；
- 擴大裕民坊公園，並保留三棵老樹；
- 群樓採用特別後移式設計；以擴闊行人路，廣植樹木和提供開揚景觀；
- 在觀塘道興建商業樓宇，成為北面住宅區的隔音屏障；
- 優先處理政府服務的搬遷問題；及
- 以四通八達的行人路和天橋，連接地鐵站、公共交通總匯及周邊地區。

將來的裕民坊保留古樹和新添瀑布設計，相互呼應。
Preserved old trees and new water feature at Yue Man Square echo a harmonious landscape design.





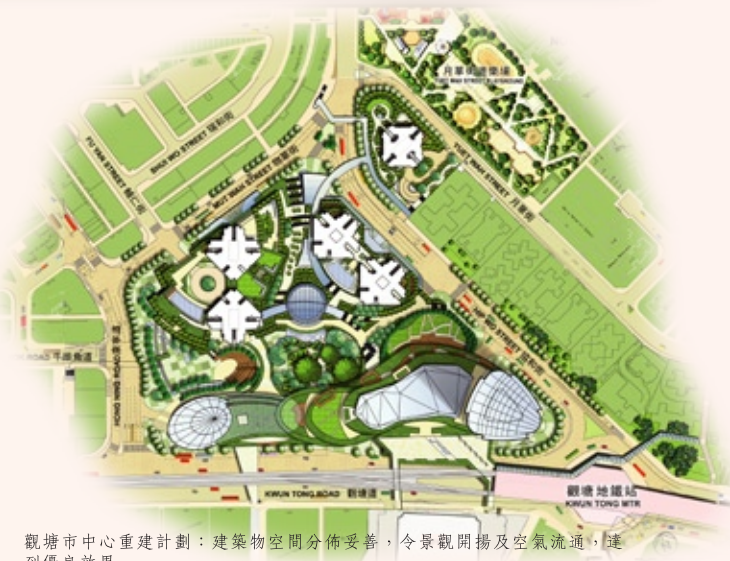
整體建築後移，令物華街擴闊33呎，再加以綠化。
Mut Wah Street will see a facelift with a 33-foot setback of building lines and widening and street-side planting.

In accordance with these principles, roadshows and “door-stepping exercises” were then conducted from August to October 2006, welcoming the views of the public on three design concepts prepared by architectural consultants. Over 85,400 people visited our roadshow venues during this period, and their views were collected and compiled in a survey report that was issued in November 2006. An architectural consultant was then appointed to prepare a notional Master Layout Plan giving due regard to the community’s requirements and aspirations. As a result, 12 major design features were included in the two DSPs for the two sites comprising this project which were submitted to the Town Planning Board for consideration in April 2007. These features were:

- diversified building forms for community, commercial and residential purposes, ranging from landmark features to kaifong-style streets and bazaars;
- a reasonable plot ratio commensurate with a town centre serving the surrounding population of 600,000 in Kwun Tong District;
- appropriate building heights to free up public open space at ground level;
- an oval-shaped multi-purpose civic centre, an iconic commercial tower and a cone-shaped atrium for the public transport interchange;
- a covered integrated public transport interchange such that the new town centre will be vehicle-free;
- a terraced-garden with water features;
- green coverage of almost 30 percent of the site area;
- enlargement of Yue Man Square Rest Garden and preservation of old trees;
- set back of buildings to widen pedestrian paths, allow tree planting and offer better views for buildings surrounding the project site;
- placement of the commercial complex along Kwun Tong Road to serve as a noise barrier shielding residential blocks to the north;
- priority being given to reprovisioning of government buildings and services in accordance with modern standards; and
- enhancement of connectivity with the MTR station, public transport interchange and surrounding areas via footbridges and tunnels.



從物華街進入平民化的「街坊街里」內，車仔麵和叉鵝飯等一應俱全。
Access from Mut Wah Street, a specially designed “Kai Fong Lane” with traditional shops offering barbecue meat, “won ton” noodles and bargain shopping.



觀塘市中心重建計劃：建築物空間分佈妥善，令景觀開揚及空氣流通，達到優良效果。
Kwun Tong Town Centre redevelopment: Buildings are adequately spaced out to maximise views and air ventilation.

業務回顧 Operating Review



市建局規劃、拓展及文物保護委員會主席龍炳頌教授（中）向傳媒介紹觀塘市中心項目的設計方案。旁為市建局行政總監林中麟先生（右）及觀塘區議會主席陳振彬先生。

Chairman of URA's Planning, Development and Conservation Committee, Professor David Lung (middle) explains the design concept of Kwun Tong Town Centre project at a media conference. Next to him are Managing Director, Mr Billy Lam (right) and Chairman of Kwun Tong District Council, Mr Chan Chun-bun.

二零零七年初，本局成立市區重建社區服務隊，為受項目影響而需要協助的人士提供服務。二零零七年五月，本局在項目地盤的中心位置設立了觀塘辦事處，以便與持份者繼續保持緊密溝通。

二零零七年三月底，本局為項目進行了住戶訪問調查，並將結果製備成第二期社會影響評估報告，於同年六月呈交城規會。現時，本局已提交所有必需資料，下一步是等待城規會於二零零七年八月至九月舉行會議，考慮項目的發展計劃圖則。

展望將來，本局將繼續與所有持份者保持緊密聯繫，致力取得公眾支持，並與政府部門合作，通過法定規劃程序，評估潛在風險和設法解決，以及盡力在實際可行的情況下確保此龐大、複雜及重要的項目能成功推行，令受影響人士和整體社會均有所裨益。本局的願景是希望打造出一個二十一世紀的世界級市中心，符合公眾期望和需要，亦令社區引以自豪。

已開展之項目

自二零零二年初至二零零七年三月，本局共推出二十三個重建項目，大部分屬於前土發於一九九八年初公布的二十五個項目，其中包括上文提及的觀塘市中心項目。本局將其中一些項目合併，並以更大型項目的形式開展。至二零零七年三月底，在二十三個項目中，十三個項目已經開展，其中五個合併成兩個大型項目進行，另外十個項目則正進行規劃、收購及居民搬遷工作。

另外十個已開展的項目正處於後期階段，居民搬遷工作經已完成。本局已就其中九個項目跟私人發展商達成合作發展協議，餘下一個項目地盤正進行樓宇拆卸工程。

此外，本局接手前土發十個已開展的項目，其中兩個已完成，其餘八個仍在進行中。有關本局現時全部三十一個重建項目的詳細資料，包括二十三個本局開展的項目，以及八個從前土發接手進行中的項目，均載於第六十六頁的重建概覽一章。



觀塘分區諮詢委員會討論觀塘市中心項目進度。
Kwun Tong District Advisory Committee discusses the progress of Kwun Tong Town Centre project.



觀塘社區服務隊接觸居民，了解他們的需要。
The social service team visits a resident in Kwun Tong Town Centre project to understand her needs.



為觀塘市中心項目特別而設的觀塘辦事處於二零零七年五月啟用。
 URA's Kwun Tong office specially set up for Kwun Tong Town Centre project opens in May 2007.

In early 2007, the URA established a dedicated social service team to serve those affected by this project and in need of help. Then, in May 2007, we opened our Kwun Tong Office, located in the heart of the project site, to facilitate ongoing close liaison with all stakeholders.

In June 2007, the URA submitted to the TPB the required detailed Stage II Social Impact Assessment, which was based on the results of the household interview survey carried out by the URA in end March 2007. Now that all necessary information has been submitted to the TPB, the next step will be for the TPB to consider the DSPs for this project at meetings in August-September 2007.

Looking ahead, URA will continue to liaise with all stakeholders, to strive to sustain local community support, to work with Government Departments on the statutory planning procedure, to identify potential risks and resolve them, and to take all other necessary steps to ensure, as far as is practicable, the successful implementation of this massive, complex and important project for the benefit of both those affected and the community as a whole. Our vision is to create a world class 21st century town centre which will meet the aspirations and serve the needs of the community and of which the community will be proud.

Implementation of Commenced Projects

Between early 2002 and March 2007, the URA has launched a total of 23 new redevelopment projects, including the Kwun Tong Town Centre project mentioned in the previous section. Most of the 23 projects which URA has launched have been chosen from among the 25 announced by the LDC in early 1998. Some of them have been combined and are being taken forward as larger projects. Of the 23 projects commenced by the end of March 2007, 13 are now being taken forward, following the combination of five of these into two larger projects, as 10 projects which are now under planning, acquisition and clearance.

The remaining 10 commenced projects are more advanced with clearance of their respective sites having already been completed. URA has now entered into agreements with joint venture partners from the private sector to develop nine of these 10, while demolition is underway on the site of the other one.

In addition, URA has taken forward 10 ongoing ex-LDC projects of which two have been completed while eight remain ongoing.

Individual details of all of URA's 31 current projects, comprising the 23 launched by URA plus the eight remaining ongoing ex-LDC projects, are given in the chapter entitled Redevelopment Highlights 2006/07 in page 66.