

## 20年來克服重重難關 開展觀塘新里程

市區重建局(市建局)歷來規模最龐大的計劃－觀塘市中心重建項目(K7)，其第二、三發展區已經竣工，標誌着整個重建計劃，踏進一個新的里程。以全新面貌示人的觀塘裕民坊，為觀塘以至周邊地區居民、以及每日往返這區上班的市民，提供更完善的社區設施和公共服務，從根本改善了社區老化所帶來的樓宇失修、渠管、衛生、環境、交通等問題，帶來更理想的生活環境。





2021





## 重建觀塘市中心不再是夢

在市建局工作20多年的執行董事(商務)潘信榮(Eric)，從啟動K7項目開始，一直參與項目的規劃、遷置、清拆、重建至驗收的工作，可說是見證了項目由誕生至今的重建歷程。他憶述，當初項目團隊曾經形容觀塘重建尤如一個夢，一個難以做到的白日夢。今日回看，發現原來只要有毅力、肯堅持，無論多困難都會做得到。

觀塘區經歷超過半世紀發展，由1950年代只得約五萬人口，激增11倍至目前超過65萬人，成為市民上班、上學以至轉車至不同目的地的人流、物流及地區經濟集中地。然而，市中心的樓宇欠缺適當保養，日漸老化破損，而公共設施、土地規劃和道路網絡，亦難以跟隨時代發展和需求而作持續的改善，以致衍生環境衛生、公共設施不足及道路擠塞等問題，影響居民的生活質素。

前土地發展公司(土發公司)在1998年提出觀塘市中心重建計劃的構思，希望藉着大規模重建，徹底將舊區更新、改善市民生活環境。當年已於土發公司任職的Eric說，K7是土發公司歷來最大規模的市區重建地盤，大家都認為是Dream，「所謂Dream，不止是夢想，而是像發夢般，無可能做得到，因為項目牽涉範圍很大，包括有很多社區設施，展開重建前要先安置這些設施，難度非常大。最好的辦法是有Solution Space(空間)，臨時安置設施，完成重建後再將所有



重建前的裕民坊有大量僭建物，樓宇亦因日久失修，結構出現問題，衛生環境惡劣。

設施遷回，但觀塘有這麼多設施，無辦法找到一個空間遷移，所以就要分階段進行重建。」

Eric談到的「重置難」，是指重建範圍涵蓋政府合署、健康院、小販市集、公眾垃圾收集站、公共運輸交匯處等公共設施，重建期間需作出適當重置安排，維持社區活力；此外，整個重建項目還面對「清拆難」、「重建難」的挑戰。重建涉及清拆超過20幢殘破失修樓宇，涉及大量僭建物及石棉結構，進行清拆工程時要考慮對環境和公眾安全的影響；重建亦需要配合物華街、協和街、康寧道和裕民坊四條繁忙道路的改善工程，其中需要進行詳細的交通評估、制定臨時交通人流安排方案、諮詢公共運輸營運商、政府部門和地區持份者，涉及的諮詢和審批程序非常多；除路面上的問題，地底下亦千頭萬緒，例如藏有大量公共設施管線，包括高壓電纜、大型輸水及排水管道、煤氣喉、電話線等，需要進行多次臨時道路工程，分階段搬遷管線，過程非常複雜。



Eric 見證觀塘重建這「白日夢」成真。

## 克服三大難關

針對這三大挑戰，市建局從規劃早期開始就擬訂詳細執行方案。這包括為拆樓工程制定嚴謹的保護措施，例如為待拆樓宇進行復修工程，移除有即時危險的構築物，確保工程對市民健康、交通及社區環境所帶來的滋擾減至最低。

市建局亦利用清拆樓宇騰出的空地，興建臨時市集、垃圾收集站、公廁、巴士和小巴士站等過渡期設施，滿足重建期間維持社區經濟活動和公共服務的需要，以解決「重置難」的問題。

在這八年多工程期，市建局持續不斷向觀塘區議會的重建專責小組定期匯報工程進度，至今已出席超過50場工作會議，就公共設施重置以至各項臨時交通改道安排徵詢意見，及優化執行細節，將多項「重建難」的挑戰一一克服。

## 規劃主導 提升整體生活質素

有別於市建局所啟動的其他重建項目，觀塘市中心項目從一開始，便採用宏觀的地區規劃方式，重新整合、規劃這個逾5.3公頃的地盤內的道路、社區設施安排、商業設施及住宅，以規劃為主導，令整個社區得益。

Eric說，市區重建最重要是令人見到實質的好處，觀塘市中心重建後，原有在觀塘的設施不但沒有減少，



市建局主席周松崗（右）在 Eric 陪同下，視察裕民坊公共運輸交匯處首日運作情況。

如巴士站、小巴士站、樹木、小販市集等，全部保留下來，而且環境獲大大改善，「不只綠化地方增多了，另外位於項目第一發展區、2015年啟用的觀塘社區健康中心大樓，亦比原來政府普通科門診診所的面積大了，環境更優勝。我還記得，當新診所啟用，連有關政府部門也致電給我，讚賞新診所各方面的設計、設施也非常好，還詢問市建局可否幫忙在其他區域建設新的診所！」Eric認為，重建可以為社區提供切合居民需要的公共設施，提升了市民大眾的生活質素，這份滿足感令他確切體會市區重建工作對整個社會的深層意義。

Eric續指，在設計新的裕民坊購物商場時，亦是以服務大眾作為目標，與商場結合的冷氣巴士候車區便是其中一例，「若果如一般私人發展商從商業利益角度出發，我相信不會撥這麼大的樓面，用作公共運輸交匯處的巴士候車區，讓乘客可以在商場內有冷氣的环境候車。」

Eric直言，以規劃主導的重建項目規模越大，構思時間越長，需深思熟慮才能成功執行，過程中難免面對不少困難。



新交匯處的巴士候車區與商場融合，市民候車毋須再日曬雨淋。



## 搬遷細葉榕 好比重建觀塘

觀塘重建項目規模之巨大與難度，在發展時間可見一斑，土發公司於1998年公布計劃，及後市建局接手於2007年啟動項目，至今超過20年。其中令Eric印象最深的莫過於搬遷觀塘月華街舊巴士總站的細葉榕。

「觀塘就有如這棵在斜坡生長的細葉榕，生長環境越來越惡劣，如果放任不理，再過五年、10年，細葉榕也有很大機會倒塌；觀塘市中心也一樣，人口增長及經濟發展，已超出原來的社區配套所能負荷，舊樓不保養、不維修，終究會日久失修，不再適合市民居住。」

為讓細葉榕日後可茁壯成長，市建局用超過半年時間籌備遷移工作，經過與合作發展商、承建商、樹木顧問反覆研究，最後於凌晨封路，搭建臨時路軌將這棵連泥土重達300噸的榕樹，遷到70米以外的月華街遊樂場新址，繼續見證觀塘市中心的發展。



細葉榕現已融入月華街公園與其他樹木一起，繼續陪伴觀塘居民。



Eric（左二）對當年搬遷細葉榕印象難忘。

## 市區更新 社會一同參與

Eric相信，大眾能切實得益，明白市區更新的重要性，自然會支持重建工作。他談到項目餘下最後第四、五發展區的工程，亦會即將展開，除了將興建辦公室及酒店大樓，還有多項社區設施，包括超過1萬平方米的休憩及綠化空間、鵝蛋型地標建築、公眾廣場等；裕民坊商場的24小時全天候行人通道亦會延伸並與港鐵觀塘站大堂連接。

未來一段時間，市建局仍將會面對很多工程上的挑戰，包括要打鑿興建五層的地庫、裕民坊街道將會封閉以拆卸現時樓宇，沿觀塘道的建築物將後移，以便為東行方向加多一條行車線，這都牽涉繁複的交通改道安排。第四及五發展區的工程預計於2030年完工，Eric相信，只要繼續抱着服務大眾的信念，有信心可繼續克服各個難關，讓重建觀塘這個夢圓滿成真。

## 觀塘市中心 重建項目 時間流程

1998

- 前土地發展公司公布觀塘市中心重建計劃

2001

- 市建局成立，接手為觀塘市中心重建計劃進行規劃

2005

- 市建局成立觀塘分區諮詢委員會，並就重建進行公開諮詢

2007

- 市建局正式啟動項目，展開法定規劃程序





## Dream Comes True: The New Chapter of Kwun Tong

The Kwun Tong Town Centre Redevelopment Project (K7) is the Urban Renewal Authority's (URA) largest undertaking ever. The project reached a major milestone with the completion of construction at Development Areas 2 and 3. The brand new Yue Man Square now boasts enhanced community services and facilities, benefitting residents in Kwun Tong and the surrounding areas, as well as the people commuting daily to work here. The redevelopment also brought about improvements to the quality of life, giving relief to issues associated with an aging community, such as building and sewage system disrepair, poor sanitation, environmental concerns, road congestions, and so on.

Executive Director Eric Poon has worked for the URA for over 20 years. He has been involved with the K7 project from the very beginning, responsible for the planning, relocation, demolition, construction and inspection works. As he looks at all the progress made today, he can still recall how the team used to describe this project as only a dream - an unachievable daydream. Now, in retrospect, he is convinced that perseverance and persistence will make dreams come true, regardless of the challenges posed.

The project was first announced in 1998 by the URA's predecessor, the Land Development Corporation, with the aim of completely renewing the old district through large-scale planning and redevelopment. With a site area of more than 5.3 hectares, the project faced three major obstacles - demolition, resettlement and reconstruction. In order to take on these challenges, the URA made detailed implementation plans at the early stages of planning. Over the eight-year construction period, the team encountered, and overcame, countless challenges.

Unlike other redevelopment projects initiated by the URA, the K7 project adopted a macro district planning approach from the very beginning, re-integrating and planning for everything within the site, such as the traffic network, community facilities, and commercial and residential developments. The purpose

of the planning-led approach was to bring about tangible benefits to the whole community. Eric points out that all community facilities are retained after the redevelopment, "We preserve the bus stops, minibuses, trees, hawkers markets, government clinic, and so on. We also substantially improve the surrounding environment," he said. Eric is happy to see the way the redevelopment ushers in better facilities for the community, and makes him truly appreciate the important role urban renewal plays in the society as a whole.

Throughout the 20 years of redevelopment work, Eric finds the relocation of a banyan tree in the old Yuet Wah Street bus terminus his most unforgettable task. "Kwun Tong is like this banyan tree, which was growing on a slope. As its habitat deteriorates with no mitigating measures, the tree will eventually topple in five or ten years' time. The same goes for Kwun Tong. Increasing demands due to population growth and economic development are exerting pressure far exceeding the existing capacity of various facilities in this ageing community. Moreover, old buildings that are not properly maintained or repaired will eventually fall into disrepair and no longer be suitable for residents to live in," Eric said.

After more than six months of discussions and studies with the joint developer, contractors, and tree experts, temporary tracks were laid to relocate this 300-ton banyan tree to its new home at Yuet Wah Street Playground, 70 metres away from its original location. It is growing well and continues to oversee the development of Kwun Tong.

Works for the remaining Development Areas 4 and 5 of the project will commence soon. Other than office and hotel towers, there will be a number of community facilities, including a leisure and green space of more than 10,000 square metres, an oval-shaped landmark building, and a public square. In addition, the 24-hour public passageway in Yue Man Square Shopping Mall will be extended and connected all the way to the MTR Kwun Tong Station. Construction works are scheduled to complete in 2030.

2008

- 總綱發展藍圖刊憲，市建局宣布項目將分期重建，並一次過進行物業收購

2009

- 市建局與信和置業合作發展第一發展區

2014

- 第一發展區竣工
- 市建局與信和置業、華人置業合作發展第二、三發展區
- 同仁市集落成啟用，臨時安置原物華街及協和街小販市場檔販

2015

- 觀塘社區健康中心大樓啟用，重置原賽馬會健康院普通科門診所



2017

- 市建局提交第四、五發展區修訂規劃申請

2021

- 第二、三發展區竣工，裕民坊公共運輸交匯處啟用
- 重置原裕民坊構架物經營者的裕民里開業
- 重置原物華街及協和街小販市場檔販的裕民市集開業



# 裕民坊公共運輸交匯處運作暢順 持續優化設施 改善公共運輸服務



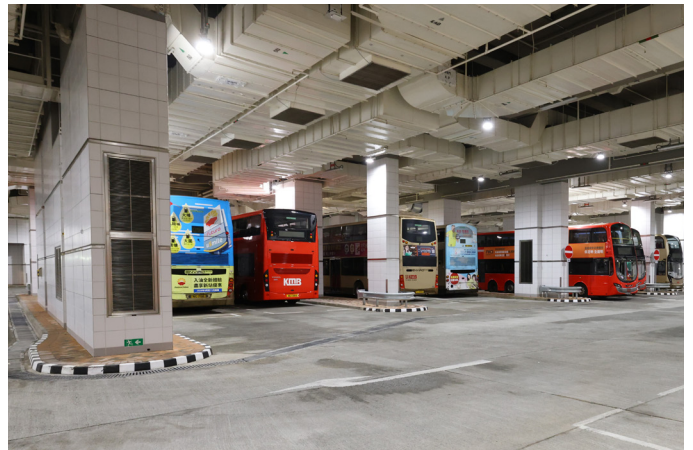
裕民坊公共運輸交匯處於4月2日已正式啟用，這個全港最大的有蓋公共運輸交匯處，匯聚了區內八條巴士線與21條小巴線，讓一眾乘搭巴士、小巴的市民可以無懼風雨，安心候車，亦大大紓緩了困擾裕民坊多年的交通擠塞情況。

新公共運輸交匯處運作了兩個多月，據初步統計，每日共有約500班巴士及2,000班小巴運作，涉及10多萬人次的乘客及市民，使用新交匯處及商場的24小時公眾通道出行，運作暢順。

交匯處服務期間，市建局與區議員、地區組織和各公共交通營運商保持密切溝通，聽取持份者對這個新公共運輸設施的意見和使用體驗。市民及公共交通營運商反應正面，對新巴士及小巴總站大大提升了的候車環境感到滿意，而交匯處的運作亦大致暢順，秩序良好。

樂華專線小巴有限公司主席楊匯榮說，新小巴總站為每條小巴線劃定排隊專區，有效協助乘客有秩序地及安全地排隊候車，改善以往乘客和行人爭路的情況；此外，車站的同樓





層設有洗手間讓司機和乘客使用，提供方便。市建局亦迅速回應了他希望站內增加垃圾桶的建議，交匯處開幕當天已擺放了智能垃圾桶，方便司機及乘客使用。

在交匯處啟用初期，市建局增派人手在現場候命應變，倘若收到持份者的意見，便立即跟進，例如有小巴司機反映標誌不夠清晰，市建局便安排承辦商即時貼出排隊指示標誌，又在小巴線漆上黃白線加強標記等；此外，就小巴營運商建議把排隊區中間的部分欄杆移除，好讓在繁忙時間，容許多架小巴同一時間上客，市建局同樣即時安排承辦商動工，一日內已為有關路線移除欄杆。



市建局在小巴總站放置太陽能智能垃圾收集箱。



市建局安排承辦商移除部分欄杆，讓繁忙時段容許多輛小巴同步上客。





市建局在新交匯處內外都增加了大量清晰的指示牌，協助市民適應新的乘車安排。

市建局和物業管理公司也安排了服務大使，在交匯處各出入口、舊巴士站及小巴士站、港鐵觀塘站及裕民坊一帶，派發單張及指示乘客前往新的交匯處乘車。因應不少長者反映交匯處內指示不足或字體太細小，市建局亦已即時跟進，增加在交匯處內外的指示牌，除加大字體，亦使用顏色對比鮮明的設計，令乘客對新的乘車資訊一目了然。

### 持續監察交匯處設施運作

以雙層式設計的新交匯處的巴士總站採用「人車分隔」概念，八個巴士候車閘口與裕民坊商場範圍融合，設有冷氣候車區。新巴士總站同時設置全港首個「人工智能感應登車閘門控制系統」，感應器會確定巴士已停定於指定位置、引擎正在運作、車長在駕駛座位上、及巴士車門已開啟，候車區的閘門才會打開讓乘客上車，確保安全。這套系統在使用初期，其人工智能不斷從巴士到站和離站的實際操作環境，以及突發情況，搜集數據，用作深度學習及分析，以調整各感應器的靈敏度和執行細節，優化閘門系統的可靠度和穩定性，在這段期間，現場職員會適時應變，有

需要時以手動模式控制閘門，確保乘客能安全地上、下車。

未來，市建局會繼續透過不同方式，包括傳統會面或電話傾談，以至在互聯網社交平台，與所有持份者緊密溝通，跟進不同意見，持續改善交匯處的服務水平。



市建局在交匯處啟用後舉辦了多場導賞團，向不同持份者介紹交匯處的設施。



## Yue Man Square Public Transport Interchange Enhances Traffic Service

The Yue Man Square Public Transport Interchange (PTI) commenced operation on 2 April. This is the largest covered PTI in Hong Kong. It features a comfortable and air-conditioned waiting area for passengers of the eight bus routes and 21 green and public light bus routes observing this PTI around the clock. Within the first two months of its opening, around 500 bus trips and 2,000 minibus trips operated from the PTI, serving more than 100,000 passengers who commute and use the 24-hour public passageway daily. The public is generally satisfied with the new PTI. They like the pleasant environment and its smooth operation, which helps to alleviate the severe traffic congestions in the district.

Yeung Wui-wing, Chairman of Lok Wah Public Light Bus Limited, is pleased with the queue lines designated for each minibus route, enabling passengers to queue up in a safe and orderly manner. Minibus drivers, meanwhile, are happy that public toilets are nearby.

The URA maintains frequent communication with all the concerned stakeholders including district councillors, local interest groups, and public transport operators,

regularly collecting their feedback about the new PTI. During the initial launch period, extra manpower was deployed on site to effectively follow up requests from stakeholders. Service ambassadors were on hand at the PTI, as well as at the previous bus and minibus termini, to advise passengers on the new transport arrangements. In response to requests by many elderly passengers, more prominent signages have been placed all around the PTI to provide clearer directions and route information.

The new, two-storey, PTI has adopted measures to segregate passengers from vehicles. The eight bus waiting gates are set inside the Yue Man Square Shopping Mall, making these Hong Kong's first air-conditioned bus waiting areas. These gates are equipped with an AI sensor-controlled boarding gate system, allowing passengers to wait for and board their buses in a safe and comfortable manner.

The URA will continue to collect feedback from stakeholders from various channels for improvement of service level.

## 黃金四小時 公共運輸服務無縫銜接

### Public Transportation Services Business As Usual

作為區內公共運輸的一次重大優化和更新，為了做好新舊車站的交接，市建局連同多個政府部門、項目合作發展商、物業管理公司、巴士及公共小巴營運商，安排超過100名工作人員，在4月2日凌晨起，通宵參與遷移車站工程，務求在尾班車於凌晨1時25分由舊站開出，至頭班車開出之間的短短四小時內，完成封閉舊車站、張貼搬遷告示、安排車隊進駐新總站、機電系統檢測以至場地消毒和清潔等一連串工作。有賴各方同心合力，巴士頭班車能夠準時在4月2日早上5時30分由新交匯處開出，標誌着遷站工程順利完成。



市建局、政府部門、項目合作發展商、物業管理公司及公共交通營運商安排超過 100 名工作人員通宵參與遷移車站工程。

The relocation of the bus and minibus termini to Yue Man Square Public Transport Interchange (PTI) represented a major improvement and renewal of public transportation in Kwun Tong. To ensure the smooth transition of public transport services to the new PTI, more than 100 members from the URA, relevant government departments, the joint project developer, the property management company and the public transport operators took part in the overnight relocation operation. With the united efforts, the first bus departed from the new PTI on schedule at 5:30am on 2 April, marking the smooth relocation of the transport termini.



# 裕民坊展現新氣象

公共運輸

昔日



今日

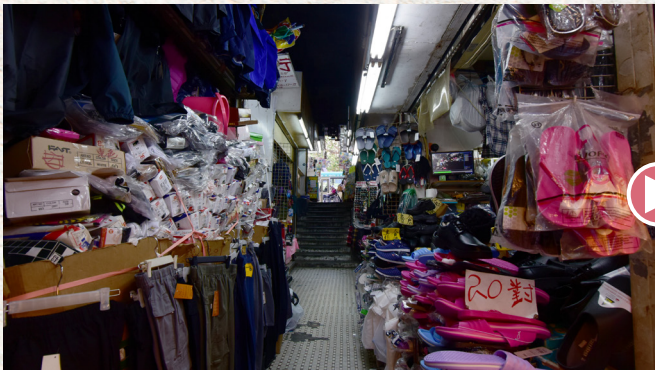


巴士停泊在裕民坊公共運輸交匯處中央，乘客在全港首個冷氣環型月台候車，告別日灑雨淋；配合人工智能感應登車開門系統，實現「人車分隔」，確保安全



每條小巴線設專屬排隊區，改善排隊候車秩序

經營環境



裕民里提供完備的冷氣、保安、照明、公共衛生設施配套，經營環境較前大大提升



小販遷入室內配備冷氣、WIFI的裕民市集，在更理想的環境繼續經營



昔日



今日



協和街行人路由昔日只有約1米闊，擴闊至約2.2米，改善步行環境



提供更多公眾綠化和休憩空間



拆卸重建日久失修的殘破樓宇、僭建物，改善居住環境



# 15個回遷戶進駐裕民里 轉型發展 繼續服務觀塘街坊



回遷戶已陸續回到裕民里復業，他們的業務多元化，售賣貨品涵蓋大眾日常生活所需。

裕民坊商場預留了部分商舖，特意命名為「裕民里」，供第四及五發展區前構築物經營者在原區復業。15個選擇回遷至裕民里的經營者已陸續開業，繼續服務觀塘區的街坊。他們的業務十分多元化，涵蓋小食、飲品、中式糕餅、藥房、時裝、電訊、首飾等日常所需，以至電動五金、燈飾、室內裝修及傢俬等工程商店。

市建局在整個搬遷及復業過程中，為回遷戶提供了不同形式的支援，包括特別津貼及遷置安排、協助重新向政府部門申請相關經營牌照，在新店設計、機電裝修、消防裝置等，都盡力提供支援，協助回遷戶適應由原來的違規構築物搬到商場經營的環境和操作。

不少經營者趁着重建觀塘市中心這個契機，在回遷至裕民里時亦選擇了在原來業務上作轉型和擴充，以配合時代發展，因為社會環境轉變令市場需求與往日已大為不同。他們都有信心，可以憑本身已有的紮實客源，轉型再闖出一條路，與觀塘一同進步，邁向新的里程。

## 15 Operators Resumed Business at Yue Man Lane

Yue Man Lane, a retail space in Yue Man Square Shopping Mall specially reserved for former stall operators in the Development Areas 4 and 5, attracted 15 operators to set up shop. These stalls sell a variety of goods and services, from snacks, drinks, Chinese-style desserts, medicines, apparel, audio-visual and electrical appliances, jewelry, to interior design, furniture and lifestyle products. The URA provided relevant relocation and business resumption assistance to enable these operators to adapt to their new environment and mode of operation. Many operators also used the opportunity to transform and expand their original business to meet new market demands.



## 凱滙中西藥房

### 期待社區更新 與觀塘一起從新出發

在裕民坊經營藥房25年的梁先生分享，進駐裕民里後，留意到這裏人流暢旺的程度媲美裕民坊；現在途人逗留在裕民里的時間，相對在擠迫狹窄、日曬雨淋的裕民坊路旁更長。「從前在馬路邊，噪音大，又大塵，現在店鋪環境當然比以往舒適很多，更不需要再怕打風落雨，我還記得從前打風，我們都不敢馬上收舖，因想多開舖幾小時，讓下班趕回家的客人可以先購買日用品，但大風大雨，我們的員工和客人都很狼狽。」梁先生相信，現在搬入裕民里，打風下雨時會有更多客人留在室內，笑言希望生意會比以前的下雨天更好。

梁先生是第一批在裕民里開業的商戶，由街頭走入商場，他深明經營策略必須要作出調整，才能夠適應現時的市場需求。「樓上的住宅項目，相信會為我們帶來跟以往不同的客源。他們的喜好、所需的貨品類型、以及對貨品產地、品牌的要求等，坦白說我仍在摸索中。」

為協助回遷戶適應新的經營環境，市建局在租金上，都為他們訂定了特別的支援，除提供半年免租期，亦可享合共三年的市值一半優惠租金，以及50%管理費寬減。其所支付的費用更已涵蓋了保安、冷氣費、收集垃圾和公用場地保養以至市場推廣等服務，經營環境及配套更勝從前。



梁先生回想在裕民坊的舊店就在馬路邊，要忍受噪音及塵埃飛揚。

雖然未來的生意發展方向仍然有着未知素，但梁先生仍抱着樂觀的心態去面對，除了得到市建局的特別租金安排，可協助渡過開業初期這守業階段，梁先生對商場的未來發展也充滿信心，「我期望旁邊裕民里的其他商戶陸續開業，加上



在裕民坊經營藥房 25 年的梁先生 (左)，進駐裕民里與外甥一同打理生意。

商場二、三樓有很多店舖、食肆將開業，屆時會吸引更多人流，我們自然也可以受惠。」他說，社區老化，始終要改變才有新希望，讓社區從新出發。

#### Great Expectations for Complete Community Renewal

Mr. Leung operated a dispensary in Yue Man Square for 25 years. And since the opening of his new shop at Yue Man Lane, he notices that this new location is just as busy as the old site. Moreover, shoppers tend to linger longer at Yue Man Lane, which is a stark contrast to the cramped and derelict conditions at the previous location, where shops were exposed to the elements.

Mr. Leung is among the first batch of operators to resume business at Yue Man Lane. The fresh start afforded him the chance to expand his business and update the product mix to meet the needs of the new clientele.

The URA's special rental arrangement and relief measures have been a boost for Mr. Leung, who has been coping well with his new shop. "I am hopeful that, as further Yue Man Lane stores, as well as other shops and restaurants in the mall, open for business, more customers will come by. This is an ageing community, and progress is necessary to instill hope, and to take the community to a new era."



## 官塘傢俬

### 紮根觀塘30年 兩代傳承



莊太(右)與兒子很滿意裕民里新店的環境。

莊太於1989年在裕民坊開設傢俬店，她對搬入裕民里復業表現興奮，對新的環境也非常滿意。「從前舊舖的環境和空氣也很差，令我的氣管、喉嚨也時有毛病；電力供應也不穩定，經常『跳掣』，現在環境真的好了很多！」

數年前，莊太的兒子接手經營生意。莊先生還記得小時候家住店舖上層，行經大廈樓梯時，經常遇見癮君子；在店裏溫書，時時亦有老鼠在腳邊為伴，衛生環境惡劣。現在裕民里的環境，當然比從前改善了很多。莊先生亦趁重建遷入裕民里的機會，將生意由傳統的傢俬店，轉型為室內設計公司，「從前我們是傳統的傢俬店，將現成的衣櫃、書櫃、床架、餐桌等大型傢俬，都放在舖內，上一輩的街坊都喜歡睇睇實物，摸摸物料。」

遷入裕民里，莊先生的店舖，由以往2,000多平方呎大幅縮小至600餘平方呎，雖然要大舖搬細舖，但莊先生也認為值得一試，「市區需要重建、店舖需要搬遷，這是改變不了的事實，而市場環境其實亦已改變了。」還未變的，相信是他們一家人花了多年心血打造的這個招牌，已及一班街坊熟客。莊先生續說：「舖頭經營了30多年，我也不想浪費家人多年的心血。店舖面積細了，一定不可能沿用以前的經營模式，要繼續下去，就要轉型試一試。」莊先生的店

舖，未來會轉型為主力替客人度身設計訂製傢俬，希望能傳承這個家族招牌下去。

莊先生說，過去一段日子店舖停業，其實有不少熟客多次致電給他，查問新店何時開張，未來他會陸續通知他們新店已在裕民里開業，連同上層的住宅項目陸續收樓，期望以新模式經營的生意，會漸上軌道。

#### Guarding a 30-year-old Family Legacy

Mrs. Chong opened her furniture shop in Yue Man Square in 1989. She is happy to be able to resume the family business at Yue Man Lane, and is very satisfied with the new environment.

A few years ago, Mrs. Chong's son took over the shop. The young Mr. Chong still recalls when he was a child, he lived above the shop and the living conditions were very bad. He often saw drug users on the building's stairway. There were also rats, scurrying about his feet while he studied inside the shop.

Mr. Chong's shop at Yue Man Lane is relatively compact, at 600 square feet, compared to 2,000 square feet previously. The relocation is the impetus for him to transform the business from a shop selling ready-made furniture to an interior design company which will produce made-to-order furniture. "Our shop has been in business for over 30 years, and I don't want all that hard work my family put in to just vanish. So, I am going to adjust the business model, and give it a try." He is optimistic about the future, especially as there are more and more people moving into the new residential buildings atop the shopping mall.



莊太在裕民坊的舊店屬於違例搭建，經營環境並不理想。



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# 雞仔餅大王

## 實現商場旗艦店夢想

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由90年代開始在駿業里推着木頭車售賣自家製唐餅和小食的梁先生，2003年在裕民坊租用構築物部分店面，只在日間經營，雖然生意不錯，但營商環境始終不理想，每天朝行晚拆，亦經常遭食環署發出告票，指他的貨物阻街。

遷入裕民里，終於能擁有完全屬於自己的固定店舖，梁先生對終能向開設商場旗艦店的夢想進發，十分期待，「我很感謝市建局的職員，能夠切實了解我們一班經營者的需要，讓我與另一位共用構築物的經營者，能各自享有搬遷津貼，亦安排獨立的店舖供我們各自復業。」

梁先生對新店設計、裝修相當着緊，他聽取了商場管理公司的建議，在招牌設計、店面、存貨安排等花了不少心思，他亦非常關顧員工的工作環境，他說從前員工在店要忍受日曬雨淋，遭食環署發告票時更要上法庭，奔波之餘這對他們亦是不必要的壓力。「新店有兩部冷氣機，四個出風口，員工的工作環境一定比以前舒適；新店亦有足夠位置讓我可排列各款餅食出來供客人選購，在這個更佳的环境，我相信顧客也更願意在店舖逗留和選購。」梁先生對在裕民里復業的生意充滿信心，他指裕民里毗連公共運輸交匯處，日後更會駁通港鐵站，每天人流如鯽，最適合他這種售賣小食的生意。



梁先生從前在裕民坊的店舖需要朝行晚拆。



市建局職員陪同梁先生(右)視察正在裝修中的裕民里新店。

「我在觀塘起家，現在進駐裕民里，能夠有一間合法合規、屬於自己的店舖，感到非常欣慰。我希望能將這目前唯一的固定店舖，打造成品牌的『旗艦店』，將觀塘的獨特地方色彩和人情味傳承下去。」

### Baker Realises Flagship Store Dream with Relocation

Mr. Leung began his business in the 1990s, selling homemade Chinese cakes and snacks on a wooden cart in Tsun Yip Lane. By 2003, he rented part of a shop front of an illegal structure in Yue Man Square, and only operated in the daytime. Although business was good, the conditions were far from ideal. Every day, he had to set up the stall in the morning and dismantle it at night. Even worse, he was frequently served fixed penalty notices by the Food and Environmental Hygiene Department for the illegal extension of business by displaying his products on the street.

Mr. Leung is excited about his new shop at Yue Man Lane, and is very happy his staff can now work in a comfortable environment. He is also very positive about the business outlook, as he believes his shop will definitely benefit from the heavy footfall brought about by the Public Transport Interchange and the MTR station, which will be connected to the mall soon.

"I am very pleased to have my own store at Yue Man Lane, one which complies with the necessary laws and regulations. I want this shop to become my brand's flagship store, which serves to preserve Kwun Tong's distinctive local flavours and sense of community for generations to come."