

# **MIPIM Asia 2016**

## **“Real Estate Disruption: Take A Step Ahead” A Hong Kong Case: Energizing Kowloon East**

**Presentation by**

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Announced in October 2011, Energizing Kowloon East (起動九龍東) represents a new approach to increase office supply to sustain Hong Kong's economic growth.



# What is Energizing Kowloon East?



1960s

Kai Tak Airport and industrial areas in the vicinity in **1960s**



2011

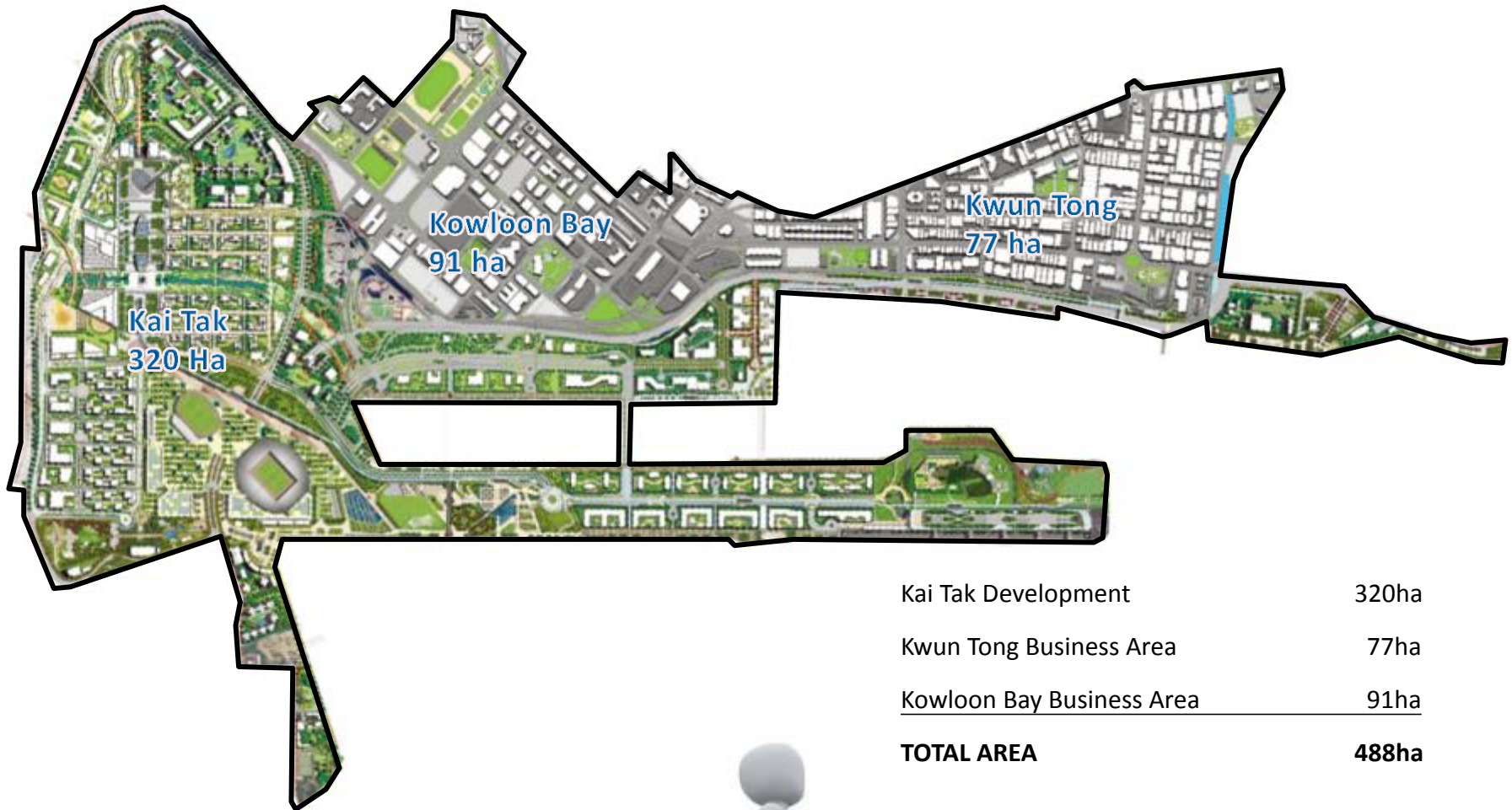
Kowloon East  
(Kai Tak Development Area, Kwun Tong and Kowloon Bay)



Today



# What is Energizing Kowloon East?



## Working Population

2012: 246,000

**2016: 270,000**

# What is so “disruptive” about Energizing Kowloon East?

- A **visionary**, **co-ordinated** and **integrated** approach with **strong policy advocacy** adopted by Government (whilst upholding free market economy) to expedite the transformation of Kowloon East into Hong Kong's 2<sup>nd</sup> CBD





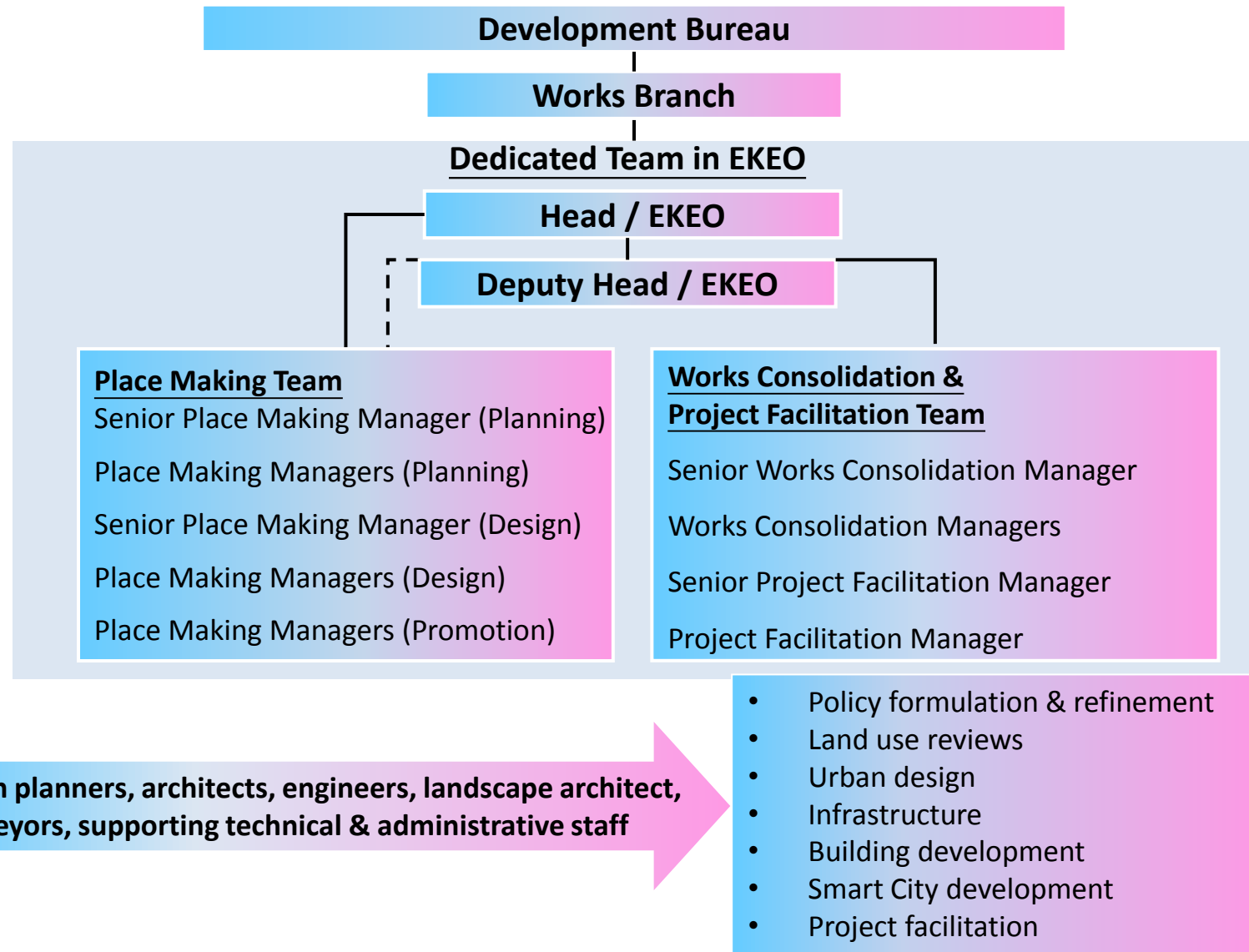
# What is so “disruptive” about Energizing Kowloon East? (cont'd)

- A **holistic**, **innovative** and **creative institutional framework** that overcomes conventional division of responsibilities in Government
- Energizing Kowloon East Office (EKEO) –  
A multi-disciplinary team established in June 2012 to steer and facilitate the transformation



# What is so “disruptive” about Energizing Kowloon East? (cont’d)

- A **holistic, innovative** and **creative institutional framework** that overcomes conventional division of responsibilities in Government





# What is so “disruptive” about Energizing Kowloon East? (cont’d)

- A **willingness** and **capacity** to **facilitate private sector development** in line with EKE’s vision





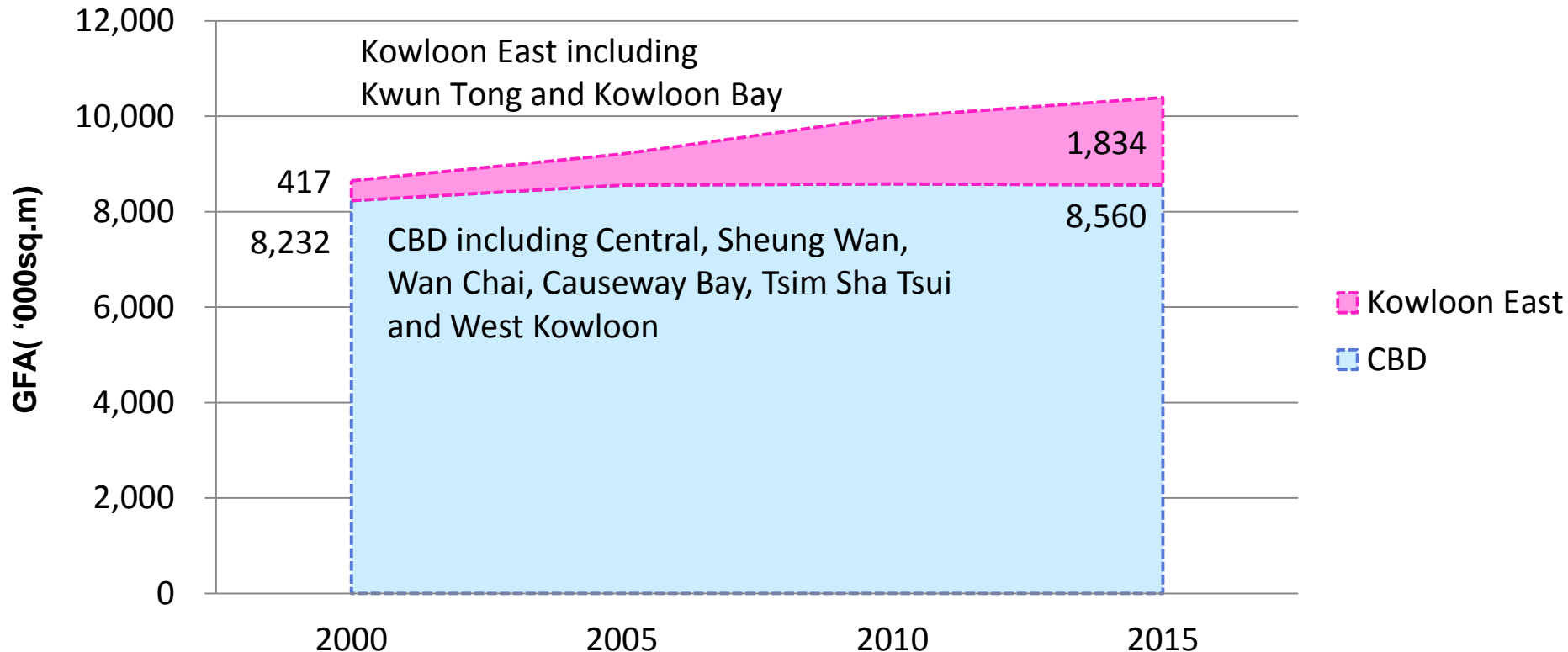
# What is so “disruptive” about Energizing Kowloon East?(cont'd)

- A **mandate** to deliver “**quick wins**” to instil **confidence** and involve the community to create
  - Quick-wins: enhancing connectivity and improving walking environment



# Office Supply in CBD and Kowloon East

- Between 2000 and 2015, CBD office stock rose from about 8.2 million m<sup>2</sup> to 8.6 million m<sup>2</sup> **(+ 4%)** whereas **Kowloon East stock rose** from about 0.4 million m<sup>2</sup> to 1.8 million m<sup>2</sup> **(+340%)**
- Between 2011 and 2015, CBD office stock (m<sup>2</sup>) in **Kowloon East increased** from 1.4 million m<sup>2</sup> to 1.8 million m<sup>2</sup> **(+29%)**



(Source : Property Reviews of Rating and Valuation Department)

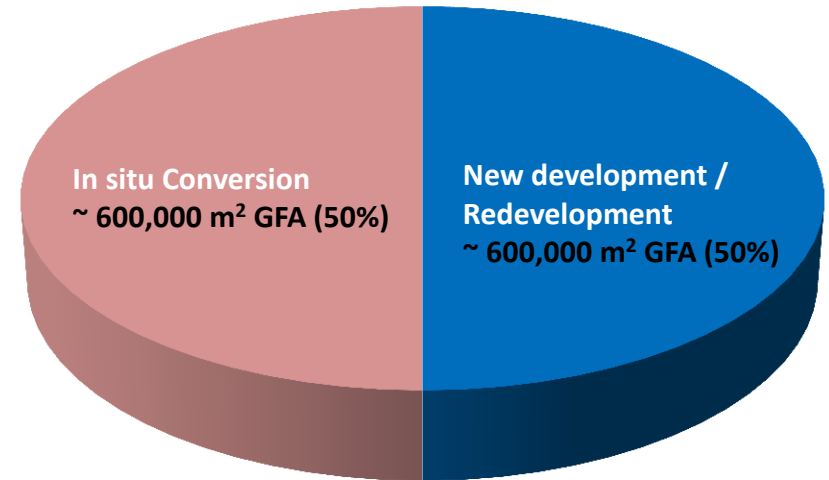
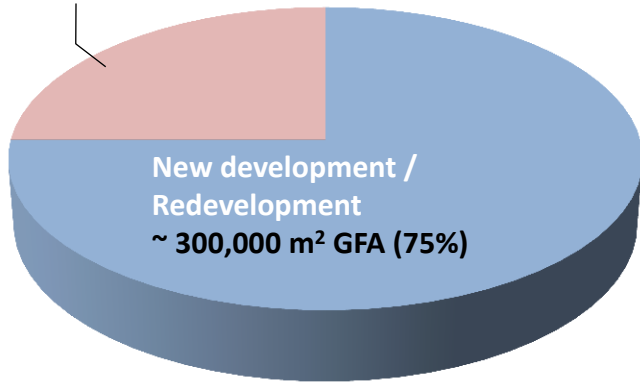


# Office Supply in CBD and Kowloon East (cont'd)

From 2011 to 2015,  
Kowloon East office stock rose  
from 1.4 million m<sup>2</sup> to  
1.8 million m<sup>2</sup> (**+0.4 million m<sup>2</sup>**)

By end 2021,  
Kowloon East office stock is estimated  
to reach 3 million m<sup>2</sup> (**+1.2million m<sup>2</sup>**  
from 1.8 million m<sup>2</sup>)

In situ Conversion  
~ 100,000 m<sup>2</sup> GFA (25%)



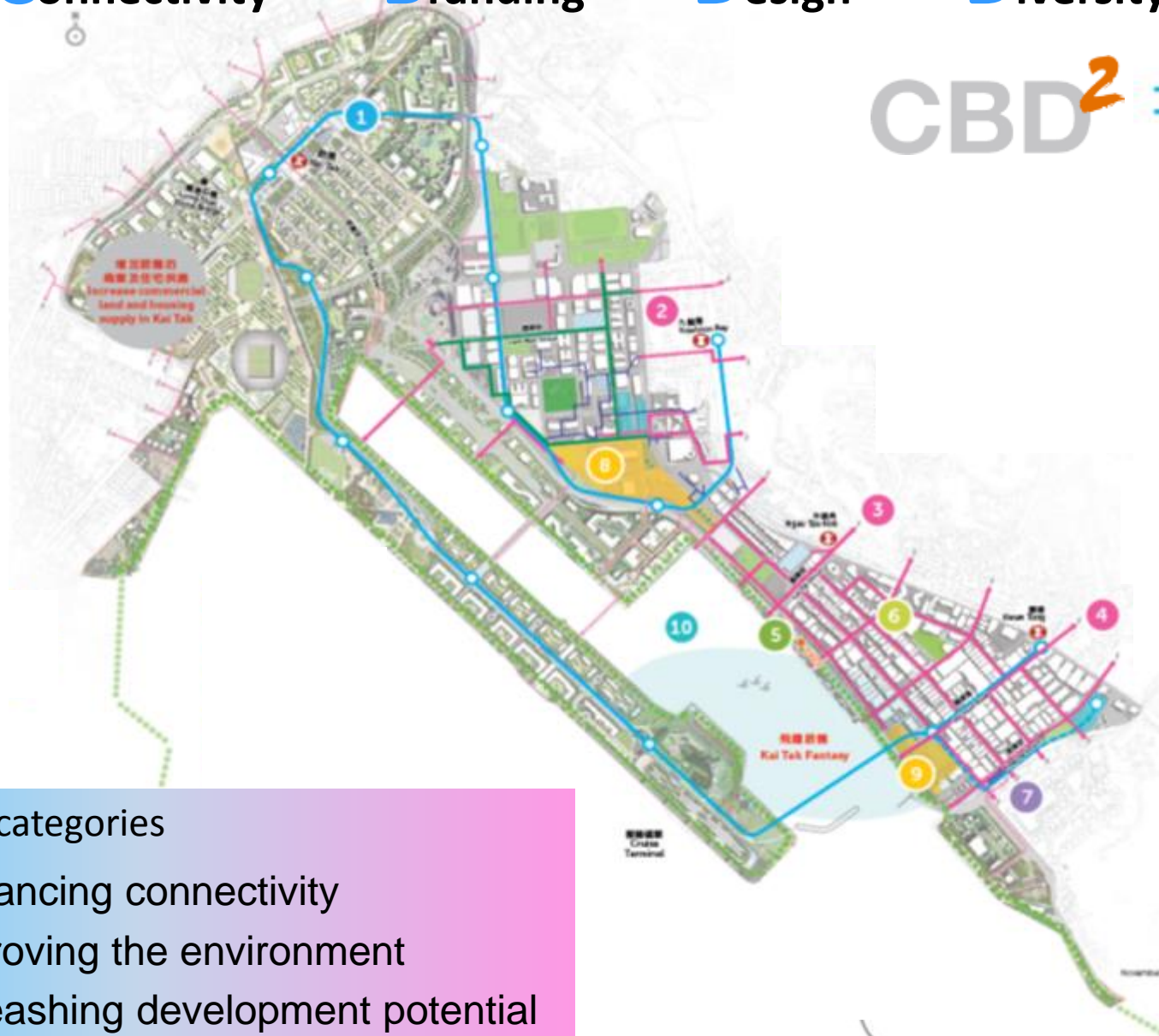
KE has the **potential** to provide additional commercial/office  
floor space of **about 5 million m<sup>2</sup>**

**C**onnectivity

**B**randing

**D**esign

**D**iversity



- 圖例 Legend
- 初步建議的環保連接系統走線 (詳細可行性研究檢視中)  
Preliminary proposed EFLS alignment (under review of Detailed Feasibility Study)
  - 零碳天地  
ZCB (Zero Carbon Building)
  - 休憩空間  
Open Spaces
  - 九龍灣及觀塘行動區  
Kowloon Bay and Kowloon Tong Action Areas
  - 可供發展的政府土地  
Government Land for Development
  - 自2012年已售出的政府土地  
Sold government land since 2012
  - 11公里海濱長廊  
11km Promenade
  - 行人連接系統  
Pedestrian Connections
  - 規劃的行人天橋  
Planned Pedestrian Footbridges
  - 綠色走廊及綠色連線  
Green Spines and Green Link
  - 水上活動  
Water Activities

- Three main categories
- (1) Enhancing connectivity
  - (2) Improving the environment
  - (3) Unleashing development potential



# Enhancing Connectivity

- Comprehensive Pedestrian Networks
  - Walkable Kowloon East

KOWLOON BAY BUSINESS AREA



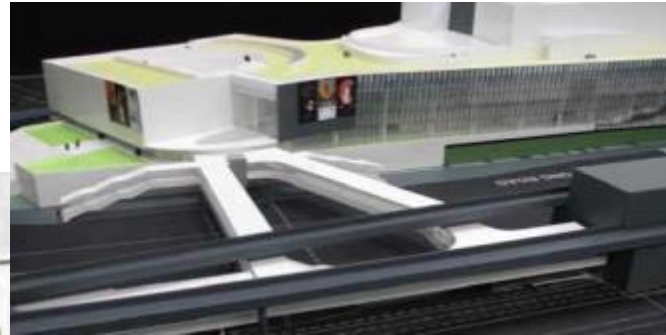
KWUN TONG BUSINESS AREA



	建議主要走廊 Proposed major corridors		建議行人天橋/行人隧道 Proposed footbridges / subways		現有後巷 Existing back alleys
	現有行人天橋/行人隧道 Existing footbridges / subways		建議經大廈的行人通道 Proposed passageways through buildings		綠化空間 Green space
	現有經大廈的行人通道 Existing passageways through buildings				

# Enhancing Connectivity (cont'd)

- Medium- and Long-term Improvements
  - Using Kowloon Bay and Kwun Tong Business Area as pilot area to encourage private developers to provide pedestrian links through waiving the land premium for lease modification





## Conceptual Master Plan of Kowloon East



Promenade Planning & Design



Cycle Track Network



# Improving the Environment

- Greening & face-lifting
  - Energizing Hoi Bun Road – Green Operation
  - Green Trail



1 龍門公園 Lai Tin Street Refuse Collection Point	2 龍門公園 Lai Tin Street Refuse Collection Point	3 龍門公園 Lai Tin Street Refuse Collection Point
4 龍門公園 Lai Tin Street Refuse Collection Point	5 龍門公園 Lai Tin Street Refuse Collection Point	6 龍門公園 Lai Tin Street Refuse Collection Point
7 龍門公園 Lai Tin Street Refuse Collection Point	8 龍門公園 Lai Tin Street Refuse Collection Point	9 龍門公園 Lai Tin Street Refuse Collection Point
10 龍門公園 Lai Tin Street Refuse Collection Point	11 龍門公園 Lai Tin Street Refuse Collection Point	12 龍門公園 Lai Tin Street Refuse Collection Point
13 龍門公園 Lai Tin Street Refuse Collection Point	14 龍門公園 Lai Tin Street Refuse Collection Point	15 龍門公園 Lai Tin Street Refuse Collection Point



# Improving the Environment (Cont'd)

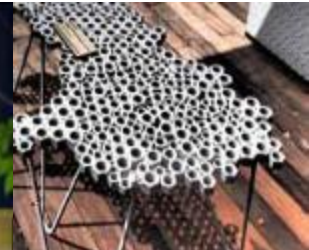


Face-lifting of Tsun Yip Street Playground

Tsui Ping River & Garden



Industrial culture design elements





# Improving the Environment (Cont'd)

- Promotion of low-carbon and green buildings



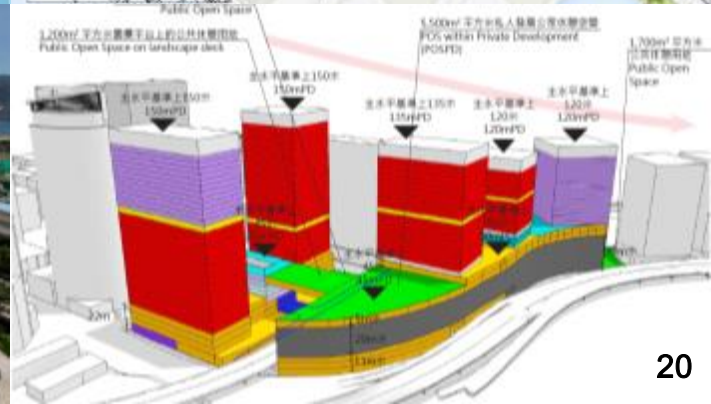
# Unleashing Development Potential



- 5 government land sale sites sold since 2012 provide about **270,000 m<sup>2</sup>** commercial floor space
- 6 commercial sites in the land sale programme 2016-17



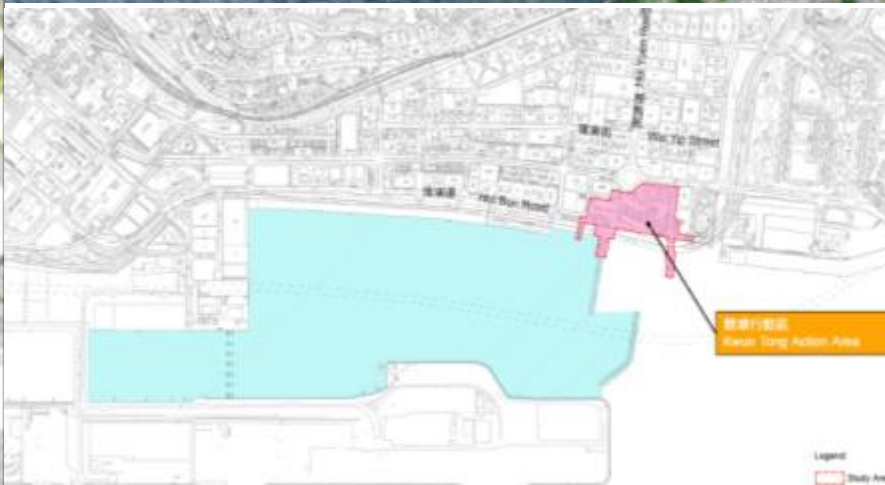
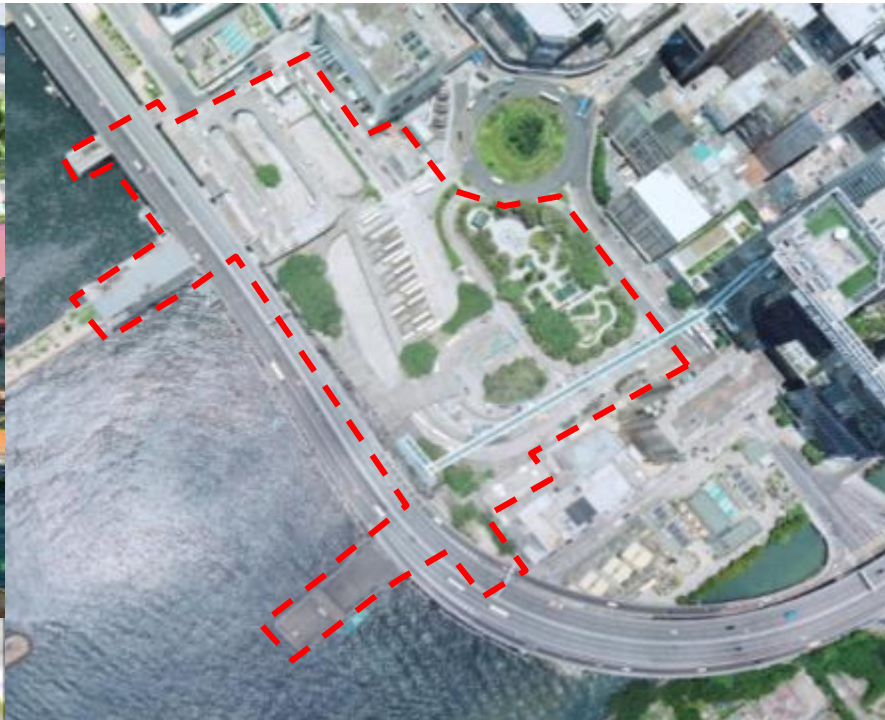
- Kowloon Bay Action Area





# Unleashing Development Potential (Cont'd)

- Kwun Tong Action Area





# Unleashing Development Potential (Cont'd)



Runway Tip



Quick-wins





# The “Unexpected”: Adding Value to Energizing Kowloon East

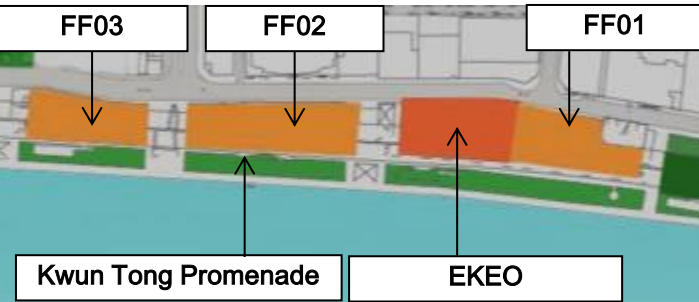
- Place-making
  - Over **175** community-organised events since 2013
  - Over **550 000** participants
  - Wide variety of events: performances, exhibitions, family fun days, running and carnivals





# The “Unexpected”: Adding Value to Energizing Kowloon East

- Place-making (cont'd)
  - "Fly the Flyover Operation"





# The “Unexpected”: Adding Value to Energizing Kowloon East

- Local and Overseas Engagement





# The “Unexpected”: Adding Value to Energizing Kowloon East

- Local and Overseas Engagement (Cont’d)
  - Over **440** briefings, seminars, workshops, forums, conferences, exhibitions and visits organised since June 2012
  - Over **12 500** participants
  - Visitors/delegations from the **Mainland** and **24 countries**





# The “Unexpected”: Adding Value to Energizing Kowloon East

- Moving towards Smart City : Challenges & Constraints

CBD2



Kai Tak  
Development area



Creation of synergy



Blending of  
old and new



A tourism hub



## Opportunities in KE

Traffic congestion



Frequent Curbside activities



Environmental pollution

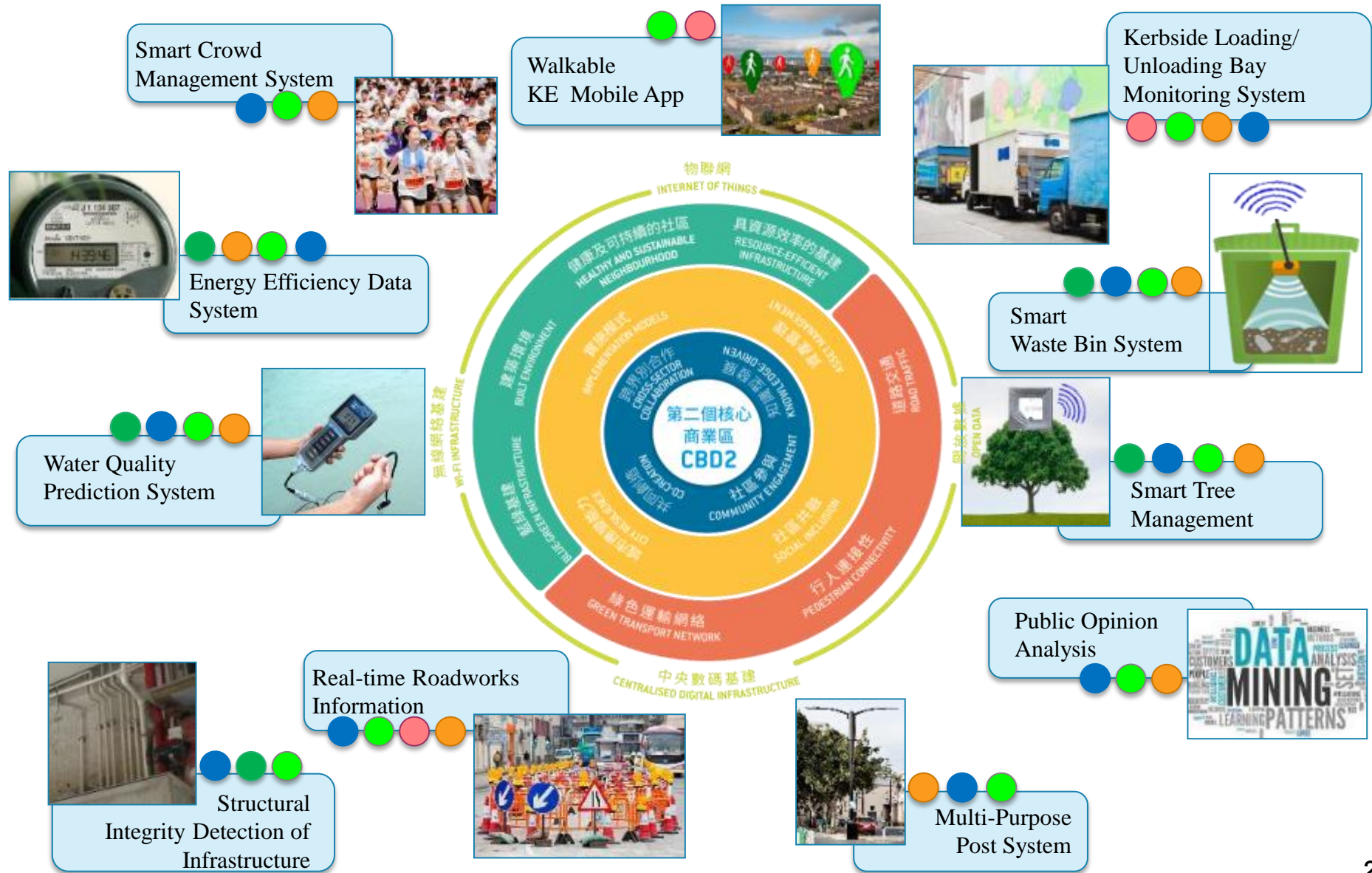


Crowded pedestrian environment



# The “Unexpected”: Adding Value to Energizing Kowloon East

- Moving towards Smart City : Concept Trials Being Considered





# Endorsers

*“We appreciate that it takes time to fully transform this area, and we take pride in being one of the first to set foot here.”*

- Weber Lo, Citi Country Officer & Chief Executive Officer,  
Hong Kong and Macao, November 2016

「自從政府於2011年10月公布『起動九龍東』 至今接近4年，東九龍面貌逐步轉變，朝著另一個核心商業區目標邁進。」

- 香港商報 - 九龍東甲廈身價漲升（2015年5月13日）

*“Kowloon East will therefore become an increasingly important and viable location for large companies looking to secure large office spaces for their operations.”*

- HK Infrastructure Outlook - When East Meets West published by CBRE, July 2015

「政府提出的『起動九龍東』計劃，是回歸以來僅見具備長遠思維的大型城市規劃，視野之廣闊、計劃之周詳、工作之效率，同屬罕有。」

- 信報 - 優越核心商業區亟待拓展（2011年10月14日）

*“Kowloon East is becoming an increasingly enticing office location for tenants as the real estate market continues to diversify, encouraged by the government's policy on energising Kowloon East.”*

- Gavin Morgan, Chief Operating Officer & Head of Leasing at JLL Hong Kong, May 2015

# Kowloon East

## An Ideal Place to Live, Work and Play





# My Association with MIPIM Asia



MIPIM Asia 2008



MIPIM Asia 2009



MIPIM Asia 2010



MIPIM Asia 2011



MIPIM Asia 2011



MIPIM Asia 2013



MIPIM Asia 2015