

街道命名彰顯文化遺產 與可持續發展

■啟德發展計劃的「公共創意研究」為計劃構思設計主題。研究包括街道命名，以突顯計劃在維港畔締造一個朝氣蓬勃的社區，同時保留啟德豐富的歷史和社會經濟意義。啟德辦事處在今年初諮詢黃大仙、九龍城及觀塘區議會後，落實了啟德發展計劃中部分街道命名建議。

蘊藏歷史意義

啟德發展計劃的傳奇在香港歷史上源遠流長。多年來，啟德被標誌為香港與世界各地連繫的橋樑，見證著香港的發展。遠早於啟德作為國際機場之前，該地區在宋朝（公元960-1279年）原是一個鹽場，後來在清朝發展成為貿易出口港。

第二次世界大戰期間，該地區被改造成一個空軍基地。之後，啟德機場的啟用引領香港進入一個全球化急速發展的時代。即使機場已搬遷至赤鱗角，啟德地區的發展並沒有停下來。

從多角度考慮

街道名稱須經過仔細的挑選，名稱應盡量避免採用與現有街道、人物或機構名稱相似。名稱會否具爭議性，或對居民、公共部門和郵政部門造成不便，亦是重要的考慮因素。

多個命名主題曾在考慮之列。例如：「啟」或「德」字已在香港不同地區現有街道廣泛使用，難以成為啟德的標誌；而啟德發展計劃的願景是打造一個「維港灣畔富有特色、朝氣蓬勃、優美動人及與民共享的社區」，以航空或歷史為主題的名稱亦未必完全配合。

含意豐富

啟德發展計劃以「承」字為主要道路命名點題。「承」字含延續的意思，寓意啟德是一個持續增長、與大眾息息相關的地方。

圍繞啟德城中心的環形道路將命名為「承啟道」，取其「承先啟後、承接啟德」之意，以帶出啟德是一個具有歷史意義和正在穩步發展的地方。

至於前機場跑道位置，啟德發展計劃運用「乘風」二字蘊含的乘風而起之意，帶出此街道前身是國際機場跑道的重要歷史，同時帶領香港人奔向未來。「承豐道」因而得名，「豐」是「風」的同音字，意思是「豐碩」。

為了呼應九龍灣和觀塘以繁榮景象為主題的街道名稱，南停機坪主要道路建議以「承昌道」為名，取其「昌盛」之意。



多元化的象徵意義

啟德發展計劃的區內街道命名亦充滿象徵意義。啟德河在活化後有緩緩流水襯托，配合公共創意研究「樹的印記」概念主題，啟德辦事處建議啟德城中心內的一系列街道以「沐」字為命名主題。「沐」字結合了中國古代象形文字水「氵」和木「木」。

九龍寨城公園
Kowloon Walled City Park



為反映出理想住宅小區安居樂業、舒泰寧靜的特質，啟德坊的街道名稱採用了「安」、「泰」、「寧」字作為街名的第二個字。

鄰近地區的延續

是次街道命名其中一個目的是希望融合周邊地區如九龍城、新蒲崗及彩虹的地區文化。這些鄰近地區的街道名稱均反映出各自的本土特色，而啟德發展計劃在九龍城、新蒲崗及彩虹附近的街道亦跟隨以相應的主題選取街名的第二個字。

九龍城曾經是衙門的所在地，部分街道名稱反映了這點。啟德發展計劃中，九龍城附近的街道亦隨之以此主題命名，以反映市民對政府良好治理的盼望。選用的字包括「信」、「恩」、「禮」。

新蒲崗的街道名稱多以中國數字為首，因此啟德發展計劃採用了反映基本單位概念的文字，例如「元」字，來命名新蒲崗附近的街道。

彩虹的街道名稱多以代表顏色的文字為首。啟德發展計劃亦相應採用了「縉」、「虹」、「翠」等，來命名彩虹附近的街道。

蓄勢待發

為配合郵輪碼頭和公共房屋於2013年落成，部分街道命名的刊憲程序亦已啟動。富有創意的街道命名蓄勢待發，在不久的將來逐步實現。□



觀塘 Kwun Tong

九龍城區的演變

Transforming of Kowloon City

1906



九龍城
Kowloon City

1927



啟德濱 — 在九龍灣填海興建的住宅區
Kai Tak Bun – the real estate built on the reclaimed land at Kowloon Bay



Street Names Reflecting Heritage and a Sustainable Future

■ A study called 'Public Creatives' is being conducted to explore design themes in Kai Tak Development (KTD). The work includes street-naming that highlights KTD as a vibrant community fronting the Victoria Harbour, while preserving its rich history and socioeconomic significance. After careful deliberation augmented by views collected from the

District Councils of Wong Tai Sin, Kowloon City and Kwun Tong earlier this year, the street-naming proposal was finalised.

Living Piece of History

The legacy of KTD is deep-rooted in Hong Kong's history. For many years, the area symbolises the city's connection to the outside world, plays witness to the rapid growth of the region even before the first airplanes took off from its runways.

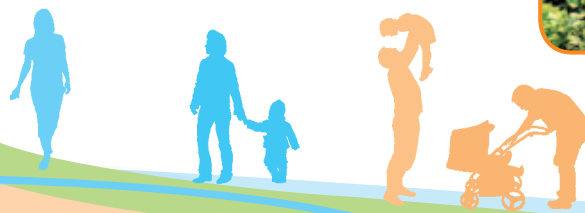
Began as a salt yard in the Song Dynasty (960 – 1279), this area eventually grew into a trading outpost during the Qing Dynasty.

With the onset of World War II, the area was transformed into an air force base. Kai Tak Airport came into being soon after, ushering in an era of rapid globalisation for Hong Kong. Even after the airport moved to Chek Lap Kok, the Kai Tak area never stopped growing.

Today, it remains a prominent symbol of Hong Kong's growth.

Consideration from Every Angle

Great care was taken in choosing the street names. Names too similar to existing street names or names of people or organisations, or too controversial in nature would be unsuitable. Possible inconvenience posed to residents, the public and postal authorities was also an important consideration.



宋皇臺公園
Song Wong Toi Park

1946



Harvard-Yenching Library, Massachusetts

啟德機場旁的英國皇家空軍駐地
Royal Air Force Station at the Kai Tak Airport

1970



Public Records Office
Government Records Service

啟德機場客運大樓停機坪上的珍寶客機
A Jumbo-jet at the Pier of the Kai Tak Airport

A number of frameworks were considered. The characters ‘Kai’ (啟) and ‘Tak’ (德) are already widely used in street naming in various districts in Hong Kong, and would ultimately dilute KTD’s identity. The vision of KTD is to create ‘a distinguished, vibrant, attractive and people-oriented community by the Victoria Harbour’, names that veer too strongly towards aviation or explicitly reference the site’s history are not reflecting the vision vividly.

Rich in Meaning

To capture the site’s significance while encapsulating its continued growth as a vital part of the locale, KTD uses the Chinese character ‘Shing’ (承) in its naming. The character connotes continuity – a theme that carries throughout the names proposed for the development’s main roads.

A sense of preservation and steady growth lies at the core of the slogan ‘Shing Jip Kai Tak, Shing Sin Kai Hau’ (承接啟德、承先啟後), which means ‘Continuing the legacy of Kai Tak; Learning from the past, and embracing the future’. Taking the essence of these words, the name Shing Kai Road (承啟道) was proposed for Kai Tak City Centre’s ring road.

As for the development of the former runway, KTD makes reference to the words ‘Shing Fung’ (乘風), which means to ‘ride on the wind’, or perhaps to soar into the future, alluding to the road’s important role as a former airport runway in the city’s history. Thus the name Shing Fung Road

(承豐道) is proposed, using the homophonous character ‘Fung’ (豐), which means ‘abundance’.

Echoing the prosperity of nearby Kowloon Bay and Kwun Tong, the name proposed for the main road along the south apron is Shing Cheong Road (承昌道), which includes the character ‘Cheong’ (昌), meaning ‘prosperity’.

Symbolism in Every Facet

Names for KTD’s local streets have also been infused with symbolism that is every bit as

rich in meaning. Combining the inspiration provided by the revitalisation of the Kai Tak River with the ‘A Tree’s Witness’ theme by Public Creatives, KTD proposed a unique series of street names for the Kai Tak City Centre revolving around the character ‘Muk’ (沐), which combines the Chinese logograms representing water (氵) and wood (木).

Reflecting the residential nature of the sub-district, names that are proposed for local streets within the grid neighbourhood include characters such as ‘On’ (安), which means ‘security’, in Muk On Street, ‘Tai’ (泰), which means ‘peace’, in Muk Tai Street, and ‘Ning’ (寧), which means ‘serenity’, in Muk Ning Street.

樹的印記 A Tree’s Witness

經過公共創意研究顧問的仔細研究，總結出「生機、活力」為啟德發展計劃的核心設計概念。「樹」象徵著永恆的生命、重生及無限的能量，所以成為啟德發展計劃具標誌性的代表。

樹除了是生命的象徵外，樹冠亦為候鳥提供棲息地，象徵著啟德機場多年來飛機升降及旅客進出熙來攘往的景況。

樹木年輪的數目代表著其蘊藏的歷史，好比啟德這片土地見證著香港由一個小小的貿易出口港，發展成為世界上最舉足輕重的金融中心之一。

樹根象徵著啟德發展計劃深深紮根在社區，與其周邊地區的社會民生唇齒相依。

After careful examination by the Public Creatives study consultant, it was concluded that the concepts of vigour and vitality should form the core of KTD’s design. As a timeless symbol of life, renewal and boundless energy, tree was chosen as a symbolic representation of KTD, forming the basis for KTD’s visual identity and naming considerations.

Beyond its value as a symbol of life, a tree’s foliage provides a green shelter for migratory birds, in much the same way that the site had for years been a witness to the comings and goings of locals and visitors alike.

The layers of a tree’s growth rings reflect the richness of the year it holds, just as KTD witnessed the transformation of Hong Kong from a small outpost into one of the world’s foremost financial centres.

The roots of a tree allude to the site’s deep roots in the community and its indelible imprint on the social strata of the surrounding area.



構想圖 Artist’s Impression



最新道路網

啟德發展計劃的道路網逐漸成形。D1、D2和L2路將會與現有的宋皇臺道、世運道及協調道連接，形成一個圍繞啟德中心的環形道路。位於前跑道的D3路將沿都會公園及跑道休閒區延伸至旅遊中心，該處亦是郵輪碼頭的所在地。

此外，D4路將連接D3路以貫通南停機坪與祥業街，並連接L10路，沿著海傍貫通發展用地及北面的現有滑行道橋樑。

- 現有的道路
Roads with existing names
- 將會命名的道路
Roads that will be named

A New Network

Layout plans are beginning to take shape. Roads D1, D2 and L2 will link up with the existing Sung Wong Toi Road, Olympic Avenue and Concorde Road to form a continuous ring road serving Kai Tak City Centre. At the former runway, Road D3 will run alongside the planned Metro Park through the heart of the Runway Precinct, terminating at the Cruise Terminal and the Tourism Node.

In addition, the former South Apron will be served by Road D4, connecting Road D3 to the existing Cheung Yip Street. The local street Road L10, connected to Road D4, will provide access to development sites along the waterfront to the north of the existing taxiway bridge.

Continuity at the Heart of the KTD

KTD also seeks to integrate with the social and cultural legacies of the surrounding districts of Kowloon City, San Po Kong and Choi Hung. The street names proposed for the streets in KTD that lie adjacent to these districts

thus reflect their respective naming frameworks.

Kowloon City was once the location of the government office, street names in this area reflect such nature.



九龍城 Kowloon City

Now, thematic Chinese characters are thus chosen to reflect people's hope for a good government. For instance, 'Shun' (信) means 'trust', 'Yan' (恩) means 'mercy', and 'Lai' (禮) means 'courtesy'.

San Po Kong's street names begin with Chinese numerals, and so the thematic character 'Yuen' (元) is chosen for the neighbouring street in KTD, which is a unit of measurement.

Choi Hung's streets were named after the colours of the rainbow. Characters like 'Chun' (緞), which means 'red silk', 'Chui' (翠), which means 'green', and 'Hung' (虹), which means 'colours of the rainbow', are chosen for neighbouring streets in KTD.



新蒲崗 San Po Kong

Gathering Momentum

The gazette procedure has been initiated to tie in with the completion of cruise terminal and public rental housing in 2013. The creative ideas put forward can soon be realised. □

成立起動九龍東辦事處 推動九龍東轉型 EKEO Launched to Steer the Transformation of Kowloon East

■經過連月來的籌備，起動九龍東辦事處於6月7日正式成立，致力把九龍東轉型為一個具吸引力及可持續發展的核心商業區，加強香港的經濟增長及競爭力。

前發展局局長、現任政務司司長林鄭月娥聯同發展局常任秘書長（工務）韋志成及起動九龍東辦事處專員凌嘉勤主持成立典禮。林鄭月娥表示：「我期望起動九龍東辦事處能成為社會各界建立夥伴關係的平台，集思廣益，共同推展『起動九龍東』各項工作。」 □



■Following months of preparation, the Energizing Kowloon East Office (EKEO) was inaugurated on 7 June, with a mandate to transform Kowloon East into a vibrant and sustainable central business district that would bolster Hong Kong's economic growth and competitiveness.

Mrs Carrie Lam, then Secretary for Development and now Chief Secretary, officiated at the inauguration ceremony, along with Mr Wai Chi-sing, the Permanent Secretary for Development (Works) and Mr Ling Kar-kan, Head of the EKEO. Mrs Lam explained, 'I hope that the EKEO will serve as a platform where people from all walks of life can forge partnerships, and that the various initiatives under the Energizing Kowloon East project will move forward through collective wisdom and effort.' □

歡迎國際代表視察啟德發展計劃 Welcoming International Delegates to the KTD

■ 5月24日，專門從事綠色技術的瑞典政府代表團參觀啟德發展計劃。瑞典政府辦公室國際環境技術合作高級代表馬茨·丹寧格帶領代表團參觀啟德發展計劃，了解啟德的規劃及發展。

一個星期後，另一個重要的代表團亦蒞臨啟德發展計劃。5月30日，英國貿易及投資國務大臣葛霖勛爵為首的代表團參觀了啟德發展計劃。

6月30日，即香港回歸15週年前夕，國家主席胡錦濤連同即將離任的行政長官曾蔭權參觀新郵輪碼頭大樓。胡錦濤與在場地盤工人交談，並囑咐他們要保證工程進度和質量同時，更要重視工地安全。

結束參觀新郵輪碼頭大樓前，胡錦濤表示啟德發展計劃是一個重要項目，既考慮到香港經濟發展需要，改善民生需求，也充分考慮到環境保護。□

■ On 24 May, a delegation from Sweden comprising government officials specialising in green technologies paid a visit to Kai Tak. Led by Mr Mats Denninger, High Representative of the International Environmental Technology Cooperation, the delegation toured the Kai Tak site to learn about its planning and development.

A week later another prominent delegation came calling. On 30 May, Lord Stephen Green, Minister for Trade and Investment for the UK government, paid a separate visit to Kai Tak.

On 30 June, just before the 15th anniversary of the establishment of the Hong Kong Special Administrative Region, Mr Hu Jintao, President of the People's Republic of China, visited the new Cruise Terminal Building and was joined by then-outgoing Chief Executive Mr Donald Tsang. President Hu chatted with the site workers there and reminded them of the importance of construction safety while maintaining the progress and quality of the work.

Before leaving the Cruise Terminal Building, President Hu said the project was a significant one, taking into account Hong Kong's economic development needs as well as the need to improve people's livelihood while incorporating environmental protection. □

1. 國家主席胡錦濤參觀新郵輪碼頭大樓
 2. 馬茨·丹寧格帶領代表團參觀啟德發展計劃
 3. 葛霖勳爵參觀啟德發展計劃
1. Mr Hu Jintao visited the new Cruise Terminal Building. 2. Mr Mats Denninger and delegation visiting Kai Tak Site. 3. Lord Stephen Green visiting Kai Tak.



為香港街道命名有甚麼程序?

香港街道命名程序:

步驟1

地政總署轄下的測繪處接到就街道命名的要求後, 會將有關建議名稱核對測繪處及香港郵政的數據庫, 避免出現街名重複或過於相近的情況, 並準備憲報草圖。

步驟2

測繪處會徵詢有關政府部門 (如差餉物業估價署和香港郵政) 的意見, 以及透過區議會和民政事務處諮詢地區意見。

步驟3

地政總署處理收集到的意見後, 會把已接納的街道名稱根據香港法例第132章《公眾衛生及市政條例》第XA部「街道名稱」第111C條「宣布街道名稱」在香港政府憲報刊登公告。公告及有關的街道圖則亦會張貼於香港中央圖書館、地政總署測繪處總部及有關分區測量處。

步驟4

有關部門或私家街道的業權人等, 會在名稱刊憲後安排豎立路牌。

What are the steps of street naming in Hong Kong?

Steps of Street Naming:

Step 1

After the Survey and Mapping Office of the Lands Department receives recommendations on the naming of streets, it will check the proposed names against existing names in the database of the Survey and Mapping Office and Hongkong Post to avoid repetition or names that are too alike, and prepare the Gazette Plan.

Step 2

The Survey and Mapping Office will consult relevant government departments (such as the Rating and Valuation Department and Hongkong Post) for opinions, and collect views from the public through District Councils and District Offices.

Step 3

After addressing the public comments received, street names accepted by the Lands Department will be announced under the Laws of Hong Kong Cap 132 Part XA of the Public Health and Municipal Services Ordinance, Section 111C 'STREET NAMES' - 'Declaration of street name' by declaration in the Gazette. Announcement and street plans will also be posted on the Hong Kong Central Library, the Survey and Mapping Office Headquarters of the Lands Department and the relevant District Survey Offices.

Step 4

Relevant departments or private street landowners will erect signs with the name declared in the Gazette.

下一步...

我們將會於2012年底和2013年初分別就啟德明渠改善工程及北停機坪第三期和第四期基礎設施工程進行招標。

What's next...

Tender exercise for infrastructure works in North Apron (stages 3 and 4) and Kai Tak Nullah modification works will commence in late 2012 and early 2013 respectively.

下期精彩內容

啟德發展計劃會帶頭活化毗鄰地區。下一期會介紹新增和優化行人連接設施, 了解它們怎樣增強啟德與腹地間的連繫。

Look out for the next issue

Kai Tak Development will spearhead to revitalise the surrounding neighbourhoods and communities. We will introduce the new and enhanced pedestrian links which bring the Kai Tak and its hinterland closer together.

我們歡迎您提供寶貴的意見, 令《啟德新里程》的內容更豐富、更吸引。請將意見電郵至 ktd@cedd.gov.hk。

We appreciate hearing your valuable comments to enhance the contents of this publication. Please email them to ktd@cedd.gov.hk.

有問必答

Frequently Asked Questions

