

## 啟新道 Kai San Road 開啟對外連繫 邁步嶄新里程

### Bringing direct access and vibrancy to Kai Tak's neighbourhood



8月16日早上，天朗氣清，陽光普照。夏日的熱情與身處啟德沐元街眾嘉賓的心情一樣，令人雀躍興奮。行政長官林鄭月娥、發展局局長黃偉綸、發展局常任秘書長（工務）韓志強、土木工程拓展署署長林世雄、九龍城區議會主席潘國華、黃大仙區議會主席李德康、利基建築有限公司董事呂有進和奧雅納工程顧問東亞區主席郭家耀聚首一堂，為「啟新道通車暨社區種植日」擔任主禮嘉賓。

In the beautiful sunny morning on 16 August, guests gathered at Muk Yuen Street of the Kai Tak Development (KTD) Area for a very exciting occasion. The Chief Executive, Mrs Carrie Lam; the Secretary for Development, Mr Michael Wong; the Permanent Secretary for Development (Works), Mr Hon Chi-keung; the Director of Civil Engineering and Development, Mr Lam Sai-hung; the Chairman of Kowloon City District Council, Mr Pun Kwok-wah; the Chairman of Wong Tai Sin District Council, Mr Li Tak-hong; the Director of Build King Construction Limited, Mr Paul Lui; and the East Asia Region Chairman of Arup, Mr Michael Kwok, officiated at the "Kai San Road Opening and Community Planting Day".

### 啟新道通車暨社區種植日

啟德發展計劃規模龐大，多年來有賴各工程團隊的努力，不少基礎設施和發展項目已相繼落成或正在興建中。最近，位於前北面停機坪的第3A期基礎設施工程，已大致竣工，當中包括連接啟德新區與新蒲崗的啟新道，為啟德再添姿彩。

林太在啟用活動上致辭時表示，能見證啟新道的開通，別具意義。舉行啟用活動的地點，正是前機場北面停機坪的原址，亦將會是啟德發展區的中心。正因如此，發展完善的交通配套設施，至關重要。新落成的啟新道，配合已規劃的行人配套設施，包括兩條跨越太子道東的園景美化高架行人道，以及三條已優化的行人隧道，都有助啟德與周邊地區建立更緊密的連繫，推動九龍東成為第二個核心商業區，從而促進香港的長遠經濟發展。



行政長官與其他主禮嘉賓及小朋友們一同種植  
The Chief Executive and other officiating guests plant a tree with a group of kids



工程團隊人員的子女一同參與種植  
Children of project teams members participate in the tree planting

土木工程拓展署署長向行政長官介紹啟德的公共創意品牌  
The Director of Civil Engineering and Development presents Kai Tak's Public Creatives branding to the Chief Executive

### Opening of Kai San Road and community planting

Thanks to the hard work by the project teams over the years, many of the infrastructure and development projects have been completed or being constructed at the multi-faceted and complex KTD Area. Recently, the KTD Area has enhanced its glamour with the substantial completion of the Stage 3A infrastructure works at the former north apron area which include a new carriageway, Kai San Road that connects Kai Tak with San Po Kong.

Addressing the opening event, Mrs Lam said that it was a significant occasion of being able to witness the opening of Kai San Road. The event took place at the former north apron area which would be developed into the Kai Tak City Centre requiring well-planned and convenient transportation facilities. The completion of Kai San Road, together with the planned pedestrian facilities, such as the two new landscaped elevated walkways crossing Prince Edward Road East and the three enhanced pedestrian subways, enabled a better connection between KTD Area and its surrounding districts as well as bolstering Kowloon East as the second central business district to enhance the sustained economic growth of Hong Kong.

### 社區參與種植

啟德發展計劃以締造可持續發展的綠化網絡為目標，重視社區參與。活動當日，林太聯同其他主禮嘉賓，與負責啟新道的工程團隊人員的子女於沐元街攜手種植樹木，期望小樹苗扎根啟德，茁壯成長；而此舉正好配合以「樹」為喻而以「活力磁場」為代表的啟德品牌概念，寓意香港新一代與啟德共同成長，為市民建立一個朝氣蓬勃、優美動人及與民共享的社區。

### Planting with the community

In order to build a sustainable green web, the KTD Area attaches great importance to community participation. During the event, Mrs Lam and the other officiating guests joined hands with the children of project teams members to plant trees at Muk Yuen Street. The tree seedlings which would take root in Kai Tak echo the "tree" concept and the "Current of Vitality" embodied by the KTD's brand, that is a vision of Kai Tak growing together with Hong Kong's new generation and the area becoming a vibrant, attractive and people-oriented community.



行政長官與獲頒工地安全獎得主合照  
Group photo of the Chief Executive with winners of site safety awards

### 讚揚卓越表現

第3A期基礎設施工程得以順利完成，全賴一班前線工友默默耕耘。林太在啟用活動當日頒發「最佳安全之星」、「最佳分判商安全工友」和「最佳前線監工」三個獎項予九位表現傑出的工友。

從林太手中接過獎項，獲獎工友都感到榮幸萬分，對他們在維持工地安全所付出的努力得到認同和肯定，感到非常鼓舞。



行政長官致辭  
Speech by the Chief Executive

### Lauded for excellence

The Stage 3A infrastructure works would not be such a success without the hard work by frontline workers. At the opening event, Mrs Lam presented the "Safety Model Worker", "Subcontractor Outstanding Worker" and "Best Frontline Supervisor" awards to nine construction staff members.

All winners were deeply honoured to receive the awards from Mrs Lam and pleased to know that their efforts of ensuring on-site safety had been recognised.

### 活力連繫新蒲崗

林太與眾嘉賓在種植活動後乘坐開蓬巴士前往啟新道主持開通儀式。隨著鑼鼓聲敲響，精彩的舞獅表演為啟新道開通揭開序幕。接着，巴士徐徐駛過彩帶，沿啟新道往來啟德與新蒲崗，見證了兩區的緊密連繫，為社區增添發展動力。

### Vitally connecting with San Po Kong

After the tree-planting event, Mrs Lam and other guests hopped on the open-top double deckers to tour the Kai San Road for its opening. Accompanied by gongs and drums, and lion dance performance, the opening of Kai San Road was officially kicked off. The buses drove past the ribbon along Kai San Road linking Kai Tak and San Po Kong that symbolized the close connections of the two districts and also the enhanced vibrancy.

舞獅表演為啟新道開通揭開序幕  
Lion dancing kicks off the opening of Kai San Road





### 工程項目

為配合啟德區內各項發展所需，土木工程拓展署於2013年7月展開前機場北面停機坪第3A期基礎設施工程，當中包括建設或改善道路網絡、相關的渠務、水務及公用服務設施鋪設，以及美化環境工程等。有關工程在今年年中已大致完成。

新行車道啟新道長約570米，橫過太子道東，連接啟德發展區內的協調道和新蒲崗的七寶街，屬啟德發展計劃基建工程的重要一環。顧名思義，「啟新道」以啟德的「啟」字及新蒲崗的「新」字為名，彰顯啟德發展區與新蒲崗的緊密連繫。啟新道已於8月16日晚上11時59分開通，為居民開啟新的一頁。



路邊供水柱  
Road side water points



工地臨時圍板  
Temporary site hoarding



啟德消防局前門  
Front gate of Kai Tak Fire Station



垃圾筒  
Rubbish bin

工業貿易大樓停車場出入口  
Car park entrance/exit at Trade and Industry Tower



行人護柱  
Bollard



行人路地磚圖案  
Footpath paving pattern



街名柱  
Street name pole



植物名牌  
Plant tag

### The Project

To support the developments in the KTD Area, the Civil Engineering and Development Department commenced the Stage 3A infrastructure works at the former north apron area in July 2013. The works comprise the construction or improvement works of road networks, associated drainage and sewerage works, water supply pipeworks, utilities and landscaping works, etc. The works were substantially completed in mid-2017.

The new carriageway, Kai San Road, around 570m in length, is one of the important infrastructures in the KTD Area. It runs across Prince Edward Road East and connects Concorde Road in Kai Tak and Tsat Po Street in San Po Kong. As the name suggests, Kai San Road combines the first word of the two districts, "Kai" and "San" to bring out the strong connectivity between the two districts, as well as the synergy generated to the benefits of the residents. Kai San Road was open at 11:59 pm on 16 August.

### Kai Tak's "Current of Vitality"

In her speech, Mrs Lam also mentioned the "Public Creatives" concept which was first announced by the Government to establish a unique brand for Kai Tak.

Inspired by Kai Tak's history and its relationship with adjacent areas, designers created the Kai Tak branding, a "Current of Vitality" which evolved from the concept of "tree". Simple graphics which represent the fundamental elements of soil and water, roots, trunk, branches, leaves and air

form the "DNA Bar" of Kai Tak. It evolves into a set of tree ring-like energy swirls which symbolise the immense vitality of the district.

Following the developments in Kai Tak, the unique brand of "Current of Vitality" is incorporated in various infrastructures, temporary site hoardings, street name poles, footpath paving, bollards, road side water points and rubbish bins, as well as government buildings. The signature color and logo of Public Creatives have also been applied

on the sidewalls of Kai San Road to enhance public's understanding of the branding of Kai Tak, its characteristics and also vitality. The brand will also be adopted in various street furniture, such as mailboxes, pedestrian island railings, etc. This will enhance the community's sense of belonging and will bring forward a fresh image of Kai Tak to the public.

### 啟德活力磁場

林太在致辭時亦提到，政府在規劃啟德地區發展時，首次引入「公共創意」概念，以建立屬於啟德的獨特品牌。

設計顧問以啟德的歷史與周邊地區的關係為靈感，創作以樹為概念的「活力磁場」，以簡單的圖像，組成分別代表泥土和水、樹根、樹幹、樹枝、樹葉、空氣等基本元素的啟德「基因條碼」，呼

應「樹」的概念，再由此衍生猶如樹木年輪的能量漩渦圖像，藉此表達啟德的活力。

隨著啟德的發展，這個獨有的活力磁場品牌亦陸續展現於區內的基礎設施、工程臨時圍板、街名柱、行人路地磚、行人護柱、路邊供水柱和垃圾筒等，以至政府設施大樓內。當下開通的啟新道出入口的車道兩旁，亦特別展示

了啟德公共創意的品牌顏色和活力磁場的標誌，以加強公眾對品牌的認識，帶出啟德新區的特色和活力。至於其他融入啟德品牌的街道設施，包括郵箱、行人島欄杆等，亦會逐步落成，以增添市民對啟德的歸屬感，並提升社區凝聚力，讓大眾感受到啟德的新貌。



工程團隊合照  
Group photo of project teams

土木工程拓展署署長與九龍拓展處同事合照  
Group photo of Director of Civil Engineering and Development with colleagues of the Kowloon Development Office



行政長官頒發安全獎項  
The Chief Executive presents the safety awards

### 同心共建新啟德

啟德發展計劃能從願景走到實踐，是多年來一直積極參與的工程人員、地區代表和部門同事共同努力的成果。林太在活動上亦特別就此向各方致謝。我們將繼續同心協力，建設理想新啟德。

### Join hands to build a new Kai Tak

The vision of KTD could never be realised without the support from the project teams members, community representatives and various departments. Mrs Lam expressed gratitude to everyone who had contributed to the KTD project. Together we could build a better Kai Tak.

嘉賓乘坐巴士到達啟新道新蒲崗段出入口，見證了兩區的緊密連繫  
Guests hop on the buses arriving the San Po Kong access of Kai San Road, witnessing the close connections of the two districts

