

**Area Improvement Plan for the Shopping Areas of Mong Kok**  
**Proposed Planning Framework and Early Projects**

**Introduction**

1. The purpose of this paper is to seek Members' views on the planning framework and early projects proposed in the consultancy study entitled "Area Improvement Plan for the Shopping Areas of Mong Kok" (the Study). A copy of the Public Consultation Digest, which presents the planning framework and improvement measures proposed, is enclosed at **Annex 1**.

**Background**

2. In February 2006, Planning Department commissioned the Maunsell-EDAW Joint Venture to conduct the Study. The study team has now completed the baseline review identifying the key issues in the Study Area and has put forth a proposed planning framework with three early projects for priority implementation.

**Proposed Planning Framework**

3. In order to enhance the overall attractiveness of the shopping areas and pedestrian experience in Mong Kok, the Study has proposed four streams of improvement initiatives to serve as the planning framework for area improvement. The four initiatives are summarized as follows:
  - (a) *Greening and Streetscape Improvements* – include initiatives to incorporate street-side tree planting and green features to existing shopping streets, provide new or enhanced open spaces as feature green nodes, and add streetscape treatments to enhance pedestrian experience.
  - (b) *Identity Improvements* – include initiatives to improve the physical appearance of main public corridors and to introduce place-making design treatments so as to enhance the people's overall impression of the district.

- (c) *Linkage Improvements* – include initiatives to improve pedestrian connectivity, particularly across Nathan Road and between the main shopping areas with the Mong Kok KCR station and with “Flower Market”.
  - (d) *Destination Improvements* – include initiatives to develop some of the existing under-utilised Government sites into new destinations for the public.
4. Fifteen projects are proposed under these four streams of improvement initiatives, which will help create a greener and more cohesive district identity, better pedestrian connectivity, an improved sense of orientation, and an enhanced overall area experience.

### **Proposed Early Projects**

5. In order to bring improvements to the area as soon as possible, some of the projects have been identified for early implementation. The following criteria were adopted to identify projects for early action:
- (a) a good balance of different types of improvement initiatives;
  - (b) can be implemented in a relatively short term (within 5 years);
  - (c) visible benefit to the community and the environment; and
  - (d) support of the community (assessment of this criterion will base on the results of the public consultation exercise).
6. Upon evaluation of the fifteen projects based on criteria (a), (b) and (c) above, three projects were selected for early implementation. They are:
- (a) Tung Choi Street Streetscape Improvement Project – this project aims to strengthen the identity of the existing themed street (Goldfish Market) and to improve the pedestrian environment by providing street trees, widening the pavement, and reducing pedestrian/vehicular conflict.
  - (b) Nathan Road Linkage Improvement Project – this project aims to improve the east-west pedestrian linkage by improving the at-grade crossing facilities at two junctions along Nathan Road.
  - (c) Soy Street Destination Project – this project aims to convert the

temporary cooked food market site into a public open space with green features and open views.

**Advice Sought**

7. Members are invited to offer comments on the proposed planning framework and early projects.

**Attachment**

Annex 1 Area Improvement Plan for the Shopping Areas of Mong Kok – Public Consultation Digest

**Planning Department**

**June 2007**