Mong Kok
Area Improvement Plan for the Shopping Areas of Mong Kok
Executive Summary

Maunsell - EDAW Joint Venture

Planning Department
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1 Introduction

1.1 Study Background

As a popular destination for both locals and tourists, Mong Kok has gained its reputation over the years from its unique urban vibrancy created by a high concentration of retail shops, a variety of attractions and activities, good accessibility and diverse consumer products at affordable prices. To many, it is not just an ordinary shopping area but a destination where many interesting activities take place. These diversities make each trip a distinctively memorable experience.

The strong urban grid and scale of urban fabric have led to the ‘organic development’ of cluster zones and themed streets that have developed with little guidance from the Government and appeal to different groups in the community. They are still thriving nodes that play an important role in the urban and economic development of Mong Kok.

Notwithstanding its dynamic and energetic district culture, Mong Kok is faced with many urban issues such as a crowded environment, lack of open space and greening, heavy traffic, infrastructure degradation, poor integration and an unfriendly pedestrian environment. All these hamper the smooth flow of pedestrians and the pleasant shopping and walking experience in Mong Kok.

In February 2006, Planning Department commissioned Maunsell-EDAW Joint Venture to conduct the Area Improvement Plan for the Shopping Areas of Mong Kok – Feasibility Study (the Study), with the aim to formulate an Area Improvement Plan (AIP) which could help enhance the overall attractiveness of the shopping areas and pedestrian experience in Mong Kok.
1.2 Study Objectives 研究目的

1.2.1 Objectives

The specific objectives of this Study are to:

(a) Formulate a robust urban framework that contributes to improvements of the area without losing its urban identity;
(b) Strengthen district identity, pedestrian orientation and public penetration of the shopping area;
(c) Identify strategies for greening and optimize greening opportunities for the area;
(d) Provide solutions to reduce traffic and pedestrian conflict, and improve the pedestrian environment and facilities;
(e) Create cost-effective and practical solutions to improve the quality of the environment; and
(f) Obtain public support on improvements that benefit both locals and visitors.

1.2.2 The Study Area

The Study Area, with a total land area of about 58 hectares, covers the key shopping areas and tourist attractions in Mong Kok. It is bounded by MTR Mong Kok East Station and its railway track to the east, Dundas Street and Waterloo Road to the south, Shanghai Street to the west and Prince Edward Road West and Flower Market Road to the north.
1.3 Key Issues 主要議題

旺角是一個充滿活力和多樣化活動的地區。然而，旺角亦面對不少都市的問題。就此，本研究進行了有關旺角的優劣勢分析，為研究範圍內主要議題的分析作基礎。優劣勢分析涵蓋旺角的優勢、劣勢、機遇和威脅各方面的情況，並檢討創造其現有定位與角色的推動力。

1.3.1 Planning and Urban Design 城市設計

(i) Incompatible Land Uses 土地用途不協調

旺角部分土地用途與鄰近環境互不協調，如水渠道的加油站和垃圾收集站十分接近商舖。然而，由於旺角的發展密度高，要將不協調的用途移遷到合適的地方相當困難。

(ii) Under-utilized Spaces 未盡用空間

旺角區內有數幅尚未被充分利用的政府用地，包括位於洗衣街的食物環境衛生署倉庫及水務署旺角辦事處、聯運街的臨時停車場、前豉油街臨時熟食市場及花墟道的苗圃。這些政府用地皆有潛力作適當用途，有助改善區內問題。

(iii) Need for a Stronger District Identity 須要強化地區特色

旺角購物區缺乏特色地標以確定界線，故應透過具體措施，包括設置門廊裝飾，採用可以帶出購物街主題的街道設計，以及認定購物區的標誌，強化地區特色，令購物街主題更顯鮮明。
Although loading/unloading (L/UL) facilities are provided in most streets in Mong Kok, some of these facilities are occupied by illegally parked vehicles. Off-street L/UL facilities are insufficient to meet the demand. Due to operational needs, most of the L/UL activities are carried out on-street.

(v) Lack of Streetside Planting and Greening

The presence of underground utilities, street furniture, overhead signboards, canopies and other existing features leave very little space for trees and greening in an already-congested environment. While it is important to reserve the physical space for landscape works, it must not cause obstruction to pedestrian flow.

由於旺角的環境十分擠迫，加上區內設有地下公用設施、街道裝置、高架招牌、簷篷及其他现有設施，只剩下極少的空間可供種植樹木及綠化。我們必須在盡量不阻礙行人流通量的前提下，騰出空間進行美化環境工程。

1.3.3 Traffic and Transport

交通及運輸

(iv) Heavily-used Carriageway

行車道交通繁忙

Mong Kok is characterized by the hustle and bustle of commercial activities with services such as banking, telecom, medical, travel information and maintenance services. Together with the shopping, dining and entertainment facilities, the substantial traffic and pedestrian demands generated contribute to the traffic/transport and pedestrian issues in the Study Area.

1.3.4 Pedestrian

行人

(ii) Inadequate Pedestrian Linkages

行人連接設施不足

The heavy traffic on major roads such as Nathan Road, Argyle Street, Mong Kok Road, etc. creates physical barriers to pedestrian flow, and affects pedestrian connectivity in Mong Kok and access to railway stations.

主要車路如彌敦道、亞皆老街及旺角道等的繁忙交通，成為了行人流轉的障礙，阻礙了旺角區內的行人流通及前往港鐵站的道路。
Proposed Area Improvement Plan

As a long term goal, Mong Kok should maintain its image as a dynamic district with choices beyond shopping. As such, it should encompass a wide range of street activities to provide visitors with a pleasant, exciting and memorable experience. To further enhance its image, Mong Kok should also strive to establish itself as a green destination in the heart of the city.

To highlight Mong Kok as a major shopping area in Hong Kong, the overall identity of the district and the themed shopping streets should be enhanced. Key strategies are:

- Introduce vertical greening and themed streetscape treatments
- Identify suitable gateway marker and entry node treatments
- Ensure consistent paving design

District Identity

To highlight Mong Kok as a major shopping area in Hong Kong, the overall identity of the district and the themed shopping streets should be enhanced. Key strategies are:

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- Identify suitable gateway marker and entry node treatments
- Ensure consistent paving design

Overall Area Experience

Improvement to the open space system is proposed to complement the vibrant street life. Key strategies are:

- Introduce publicly accessible open spaces and greening at key points
- Carry out pavement widening to improve the walking environment of pedestrians
- Connect the pedestrian system with open space nodes

The major shopping areas are spread throughout Mong Kok without any landmark features or icons to guide visitors’ sense of orientation. Key strategies are:

- Turn Mong Kok Footbridge into a key landmark
- Improve pedestrian connectivity across Nathan Road
- Improve orientation by adopting cost-effective and highly visible design solutions
Area Improvement Plan for the Shopping Areas of Mong Kok

2.2 Four Streams of Improvement Initiatives

In order to realize the area improvement planning framework, four streams of improvement initiatives are identified. They are:

- **Greening and Streetscape Improvement**
  - 加強及改善街道景觀

- **Identity Improvement**
  - 加強地區特色

- **Linkage Improvement**
  - 改善行人連接設施

- **Destination Improvement**
  - 改善及美化個別地點

### LEGEND

- **Study Area Boundary**
- **Area Improvement Plan**
- **Identity Improvement**
- **Linkage Improvement**
- **Destination Improvement**
- **Improvement Initiatives by Others**

#### Key

1. Nathan Road Streetscape Improvement Project
2. Tung Choi Street Streetscape Improvement Project
3. Sai Yee Street Streetscape Improvement Project
4. Nathan Road Greening Project
5. Lai Chi Kok Road Greening Project
6. Arran Street and Portland Street Streetscape Improvement Project
7. Soy Street Streetscape Improvement Project
8. Portland Street Streetscape Improvement Project
9. Soy Street Destination Project
10. Mong Kok Footbridge Identity Project
11. Bute Street Subway Identity Project
12. Soy Street Subway Identity Project
13. Nullah Road Linkage Improvement Project
14. Yim Po Fong Street Linkage Improvement Project
15. Prince Edward Road West Linkage Improvement Project
16. Flower Market Road Destination Project
17. Sai Yee Street Destination Project
18. Soy Street Destination Project
19. Mong Kok Footbridge Extension
20. Flower Market Road Nullah Decking
21. MTR Subway Extension to Pioneer Centre (subject to further examination by MTR Corporation Ltd.)
22. Junction Improvement of Nathan Road / Argyle Street (completed in April 2008)
Greening and Streetscape Improvement

Greening and streetscape treatments are proposed to upgrade the existing pedestrian experience and greening provision as well as to reinforce the district identity and local character by improving the environment of the themed shopping streets. The needs of the disabled, elderly and families with baby trolley have been taken into account in designing the following streetscape improvement measures:

- Incorporate street-side planting and green features
- Provide new or enhanced open spaces as green nodes which are interconnected with the pedestrian circulation network
- Add streetscape treatments (e.g. paving design, pavement widening, street furniture improvement and vertical gateway markers)

Improvement projects include:

- Nathan Road Streetscape Improvement Project
- Tung Choi Street Streetscape Improvement Project
- Sai Yee Street Streetscape Improvement Project
- Nullah Road Greening Project
- Lai Chi Kok Road Greening Project
- Arran Street and Portland Street Streetscape Improvement Project
- Soy Street Streetscape Improvement Project
- Portland Street Streetscape Improvement Project
- Sai Yeung Choi Street South (near Nullah Road) Streetscape Improvement Project

Greening and Streetscape Improvement 綠化及改善街道景觀

建議的綠化及街道景觀改善措施，可提升現有的行人體驗和綠化設施，亦透過改善主題購物街的環境，加強地區和本土特色。同時在設計以下改善措施時，亦顧及各方的需要，包括殘疾人士、長者和使用嬰兒車的家庭：

- 於路旁種植樹木及其他綠化植物
- 改善或提供更多休憩空間，作為綠化樞紐，以貫通行人道路
- 引入街道景觀設計（如路面設計、擴闊行人道、改善街道設施及設置立體的門廊標誌）

改善項目包括：

- 彌敦道街景改善項目
- 通菜街街景改善項目
- 洗衣街街景改善項目
- 水渠道綠化項目
- 荔枝角道綠化項目
- 鴉蘭街及砵蘭街街景改善項目
- 豬油街街景改善項目
- 砵蘭街街景改善項目
- 西洋菜南街（近水渠道）街景改善項目
Some main public corridors are heavily used and highly visible for the orientation of pedestrians. Identity improvement for these public corridors is proposed to enhance people's impression of the area and provide a stronger sense of orientation as well as strengthen the identity of the area both visually and physically. Proposed improvement measures include:

- Improve the physical appearance and surroundings of the main public corridors
- Incorporate place-making design elements (e.g. lighting details, greening canopy and graphics)

Improvement projects include:

- Mong Kok Footbridge Identity Project
- Bute Street Subway Identity Project
- Soy Street Subway Identity Project

Linkage improvements are proposed to enhance pedestrian connectivity in the area. Proposed improvement measures include:

- Improve connectivity across Nathan Road and connectivity from the major shopping areas to the MTR Mong Kok East Station and the "Flower Market"
- Improve existing pedestrian crossing facilities
- Enhance the pedestrian environment of existing passageways

Improvement projects include:

- Nullah Road Linkage Improvement Project
- Yim Po Fong Street Linkage Improvement Project
- Prince Edward Road West Linkage Improvement Project
There are opportunities to amalgamate fragmented land parcels, rationalize existing land uses and introduce new publicly accessible spaces and green nodes so as to:

- Turn under-utilized Government sites into new destinations for the public
- Use these sites for reprovisioning of existing on-street public transport facilities and other incompatible land uses

Improvement projects include:

- Flower Market Road Destination Project
- Sai Yee Street Destination Project
- Soy Street Destination Project

These improvement initiatives collectively create a greener and more cohesive district identity with thematic features for the Study Area and provide a clear direction to the formulation of individual project proposals.

Major improvement initiatives in Mong Kok proposed by other parties are also included in the Area Improvement Planning Framework to allow a better interface with other improvement projects in the AIP. They include:

- Extension of Mong Kok Footbridge across Nathan Road
- Decking of Flower Market Road Nullah
- Extension of MTR subway to Pioneer Centre (subject to further examination by MTR Corporation Ltd.)
- Improvement of the road junction of Nathan Road and Argyle Street (completed in April 2008).

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- Extension of Mong Kok Footbridge across Nathan Road
- Decking of Flower Market Road Nullah
- Extension of MTR subway to Pioneer Centre (subject to further examination by MTR Corporation Ltd.)
- Improvement of the road junction of Nathan Road and Argyle Street (completed in April 2008).
Proposed Early Projects
建議的優先項目

3.1 Criteria of Priority Projects Selection 確定優先項目的準則

It is essential that the projects proposed can reflect both the community's desires and the vision of the Study. Four criteria have been identified for selecting priority projects for early implementation. The project should:

(a) involve a good balance of different types of improvement initiatives;
(b) be implementable in a relatively short term;
(c) complement other projects to bring out the synergy that produces visible benefits to the community and environment; and
(d) be supported by the community.

3.2 Detailed Designs of the Six Early Projects 六個優先項目的詳細設計

Based on the above criteria and the public comments received during the initial public consultation exercise, six early projects for further detailed design are proposed. They are:

- Tung Choi Street Streetscape Improvement Project
- Nullah Road Greening Project
- Lai Chi Kok Road Greening Project
- Nullah Road Linkage Improvement Project
- Prince Edward Road West Linkage Improvement Project
- Soy Street Destination Project

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- Tung Choi Street Streetscape Improvement Project
- Nullah Road Greening Project
- Lai Chi Kok Road Greening Project
- Nullah Road Linkage Improvement Project
- Prince Edward Road West Linkage Improvement Project
- Soy Street Destination Project

Six Early Projects Selected After Public Consultation
公眾諮詢後選定的六個優先項目

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<td>太子道西行人連接設施改善項目</td>
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<td>No 18</td>
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<td>Mong Kok Shopping Areas</td>
<td>豉油街地點美化項目</td>
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Greening and Streetscape Improvement
绿化及改善街道景觀

3.2.1 Early Project 1: Tung Choi Street Streetscape Improvement Project
優先項目1: 通菜街街景改善項目

Main improvement proposals include providing distinctive landscape treatment at entry points, pavement widening and upgrading. While deleting some metered parking spaces and retaining one traffic lane, streetside planting/greening is introduced.

主要的改善建議包括於路口設置特色景觀擺設、擴闊及優化行人路、取消部分設有收費錶的停車位，保留一條行車線和進行路旁種植/綠化。

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<td>🚶</td>
<td>Pedestrian pavement widening</td>
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<tr>
<td>🚁</td>
<td>Metered parking spaces</td>
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<tr>
<td>🏞️</td>
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Before Improvement (daytime)
改善前(日間)

After Improvement (daytime)
改善後(日間)

After Improvement (nightime)
改善後(夜間)
3.2.2 Early Project 2: Nullah Road Greening Project

The existing PFS will be vacated to allow provision of public open space in a form of “Green Corridor” running through Nullah Road and Flower Market Road. Landscape and water features are designed to screen off the existing RCP before it is relocated in the long term.

腾空现有的加油站，透過闢設貫穿水渠道和花墟道的「绿化长廊」以提供公共休憩空间；并在未遷移垃圾收集站之前設置美化景觀設施及特色水景作遮蔽用途。
3.2.3 Early Project 3: Lai Chi Kok Road Greening Project

Extending from the Nullah Road Greening Project, the existing park at Lai Chi Kok Road will be enhanced to form part of the proposed “Green Corridor” with a gateway sculpture and shaded seating space for the nearby cross-boundary coach waiting area.

作為水渠道綠化項目的延伸工程，現存於荔枝角道的公園將會獲改善，使其成為擬建「綠化長廊」的一部分，附近還會設置門廊雕塑，而在過境巴士候車區亦會提供有蓋座椅。

Legend

1. Example of artificial timber deck
2. Example of paving pattern
3. Example of gateway sculpture

(for illustrative purpose only)

* Design of paving/street furniture/structure is conceptual, subject to modification for compliance with relevant government departments’ standards and requirements, practicality and site situation.

1. 人工木平台的例子
2. 路面圖案的例子
3. 門廊雕塑的例子

* 路面/街道設施/構築物的設計乃屬概念性設計，可能須要作出修改，以符合有關部門的標準及要求，以及配合實際和項目地盤的情況。
### Destination Improvement

#### 3.2.4 Early Project 4: Soy Street Destination Project

A community centre with multi-functional rooms is proposed to serve residents in the vicinity. With building setback and rooftop greening, it will enhance the streetscape and pedestrian environment of this area.

建議提供一個設有多用途活動室的社區中心，以服務區內居民。透過退後建築物和綠化天台，有助優化地區的街景和行人環境。

### Linkage Improvement

#### 3.2.5 Early Project 5: Nullah Road Linkage Improvement Project

This project is to provide a more comfortable and safe crossing environment and regulate heavy pedestrian flow at the existing junction. It is proposed to straighten the existing pedestrian crossing at Nathan Road near Nullah Road and widen it from 7m to 10m.

該項目是要提供更舒適及更安全的行人過路環境，並管制現有過路處繁忙的人流。建議將現有靠近水渠道的彌敦道行人過路處拉直，並由7米擴闊至10米。

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* Owing to the site location, there is local concern on the possible safety and security issues arising from the proposal. Details of the proposal will be subject to further discussion.

* 按建議項目所在位置而引致的安全與保安問題，備受區內人士關注。有關建議細節，將再作商討。
Public Consultation

As an essential component in a planning study, a public consultation exercise was carried out to obtain views from the general public and stakeholders on the proposed area improvement planning framework and the proposed Early Projects.

The Study involves a two-stage public consultation to solicit public views and suggestions on the Study’s initial findings and the detailed design of the six Early Projects. A series of consultation activities were undertaken.

The initial public consultation exercise on the proposed planning framework and three Early Projects was conducted between May 2007 and end July 2007. Public consultation activities include a roving exhibition with display panels and presentation to various statutory and advisory bodies (such as Town Planning Board, Planning Sub-Committee of the Land and Building Advisory Committee and Yau Tsim Mong District Council). To further engage members of the public, a public forum was organized with about 150 participants including representatives of local community groups, professional bodies, non-government organisations (NGOs), local shop operators, residents and the general public. Consultation materials, such as a Public Consultation Digest, pamphlets and a website with animation clips, were also provided to facilitate discussion. During the consultation period, a total of 31 written comments were received.

The public generally supported the planning framework and wished that more projects would be implemented with priority. After taking the public views and other relevant factors into account, the AIP and the selection of Early Projects were refined.

The second public consultation exercise on the detailed design of the six Early Projects was conducted between mid April 2008 to mid May 2008 with focus on consulting the key stakeholders including residents’ organisations, owners’ committees and management offices of commercial buildings which would likely be affected by these projects.
During the consultation period, no adverse comments were received from the key stakeholders, i.e. the local residents and shop operators, on the detailed design of the six Early Projects. Comments received, which were mainly concerned with design details, were incorporated into the proposals, as appropriate.

A traffic impact assessment has been conducted to ensure that no adverse traffic impact arising from the implementation of the AIP is expected in terms of junction capacity, pedestrian capacity, and car parking provision.

To ascertain the merits and sustainability of the proposals of the AIP, a sustainability assessment has also been carried out.

Under the existing institutional arrangement, relevant Government departments will play different roles in planning and design, implementation and maintenance of different projects in the AIP. The six Early Projects are identified as short-term projects. For other AIP projects, which would need time to go through the detailed design process and involve reprovisioning of the existing facilities, are identified as medium or long-term projects. The respective implementation agents will consider the views received in taking forward the projects.

With the implementation of the AIP, Mong Kok will become a better shopping area for overseas visitors and the locals. Though the exact implementation schedule and detailed technical assessments would be subject to the resource availability of the implementation agents and also the local consultation of the detailed design, through the joint efforts of Government and relevant bodies, Mong Kok will be sustained as a popular shopping district with vibrant street life.

In the short term, the six Early Projects will be implemented to improve the shopping environment of Mong Kok. The eight medium-term projects will be also implemented during the period. In the long term, the six long-term projects will be implemented to further enhance the shopping environment of Mong Kok.