

YANCHENG KK PARK

A LARGE WATERFRONT PUBLIC REALM
REBORNS FROM AN ABANDONDED AMUSEMENT PARK



PROJECT STATEMENT

KK PARK, transformed from an 18-hectare abandoned amusement park, is an urban green complex that integrates amusement facilities with commercial space. In China, regarding the development of amusement parks in plight, KK PARK is a significant trial on renovation and reopening of a failed amusement park.

The Landscape Architecture Team transformed the originally-closed amusement park into a large public space that is open on all sides to the city, by using the lake in the park as a blue eco-matrix, created ecological waterfront with free access around the lake, so as to enable comprehensive commercial development stimulated by the waterfront.

PROJECT NARRATIVE

Successive closures of amusement parks in China

Over the past twenty years, China's theme-park industry has been seemingly prosperous but actually in crisis because about 70% of the theme parks have suffered loss, 20% just kept balance and only 10% made profit. A large number of so-called "theme parks" without clear themes have problems such as imitation, plagiarism, unclear concepts, lack of uniqueness, and low operational capability, resulting in their low revisit rate, low consumer price, and short lifecycle of business. As the traditional amusement cannot adapt to market changes, such theme parks are on the brink of bankruptcy and closure.

Carde Happy World, a typical medium-sized urban amusement park in China, was located in Yancheng City (Jiangsu Province) that faces South Korea across the sea and enjoys long-standing economic cooperation with South Korea. Opening on May 1, 2014, Carde Happy World covered an area of 18 hectares with mechanical amusement facilities and filled a local gap in the amusement industry.

However, after seven years of operation, due to its homogenous items without innovation, Carde Happy World lost its market competitiveness and finally closed down in 2020 as a non-performing asset of Yancheng City. By now, the failed amusement park has been transformed and reopened as KK PARK, a significant trial on renovating amusement parks of the same type.

Large urban public space, open to the city

Carde Happy World charged fees and, by using fences, separated its lake and green areas from the outside. By canceling charges and removing the fences, KK PARK has become a large public realm in the city of Yancheng, with a series of pedestrian corridors ensuring the accessibility of the Park from the urban periphery. Meanwhile, in line with local eco-matrix and original space characteristics, the KK Park integrates and optimizes scattered public spaces to reintegrate the park into the urban life.

Change from monotonous to diverse waterfront

By utilizing the original lake in the parkland, the landscape architecture team has created an ecological waterfront with free access around the lake, thus enabling comprehensive commercial development around waterfront. In order to bring people to the waterfront, a series of waterfront area are only 20-centimeter higher than the daily water level, instead of being 2-meter higher as before, so as to revitalize the waterfront. KK PARK connects various sectors around the lake by circular routes and keeps diverse waterfront places for eco-protection, civic and commercial applications, thus providing citizens and tourists with various spatial experiences to their different needs. When a monotonous amusement park cannot meet multiple needs, only a composite urban space can create more possibilities.

KK PARK has transformed the amusement park into an eco-friendly place that closely integrates the parkland with commercial district; additionally, a number of constructed wetlands are maintained to collect and purify rainwater in an ecological effort to maintain the water quality of the lake.

Integration of new and old elements in the thematic landscape

KK PARK has retained 7 original amusement facilities, renovated 12 original buildings and added 10 commercial buildings in order to create rich spatial structures, diverse living scenes and more possibilities; as the former amusement park had its unique spatial feature and theme, the attribute of amusement is still maintained as a core element in new scenes throughout the renovation.

Yancheng City is unique for cultural exchange between China and South Korea, with tens of thousands of South Koreans living there. Hence, the Landscape Architecture Team, working with clients and architecture team, has provided KK PARK with thematic scenes of the Korean style; for example, a series of oriental-style materials and places are matched with various Korean-style restaurants, cafes, cultural creative shops, waterfront bars, and so on. Thus, not only living facilities are optimized for local neighborhoods, but also KK PARK is regarded as a humanized and internationalized urban green complex in support of the city development.

YANCHENG: A THREE-TIER CHINESE CITY RELIED ON KOREAN CAPITAL

AMONG CHINESE CITIES:

**POPULATION
RANK**

37

**PER CAPITA
GDP RANK**

58



YANCHENG

**TINGHU
DISTRICT**

**JIANGSU
PROVINCE**

KOREA

The first Korean-funded enterprises settled in 1990.

NOW IN YANCHENG:

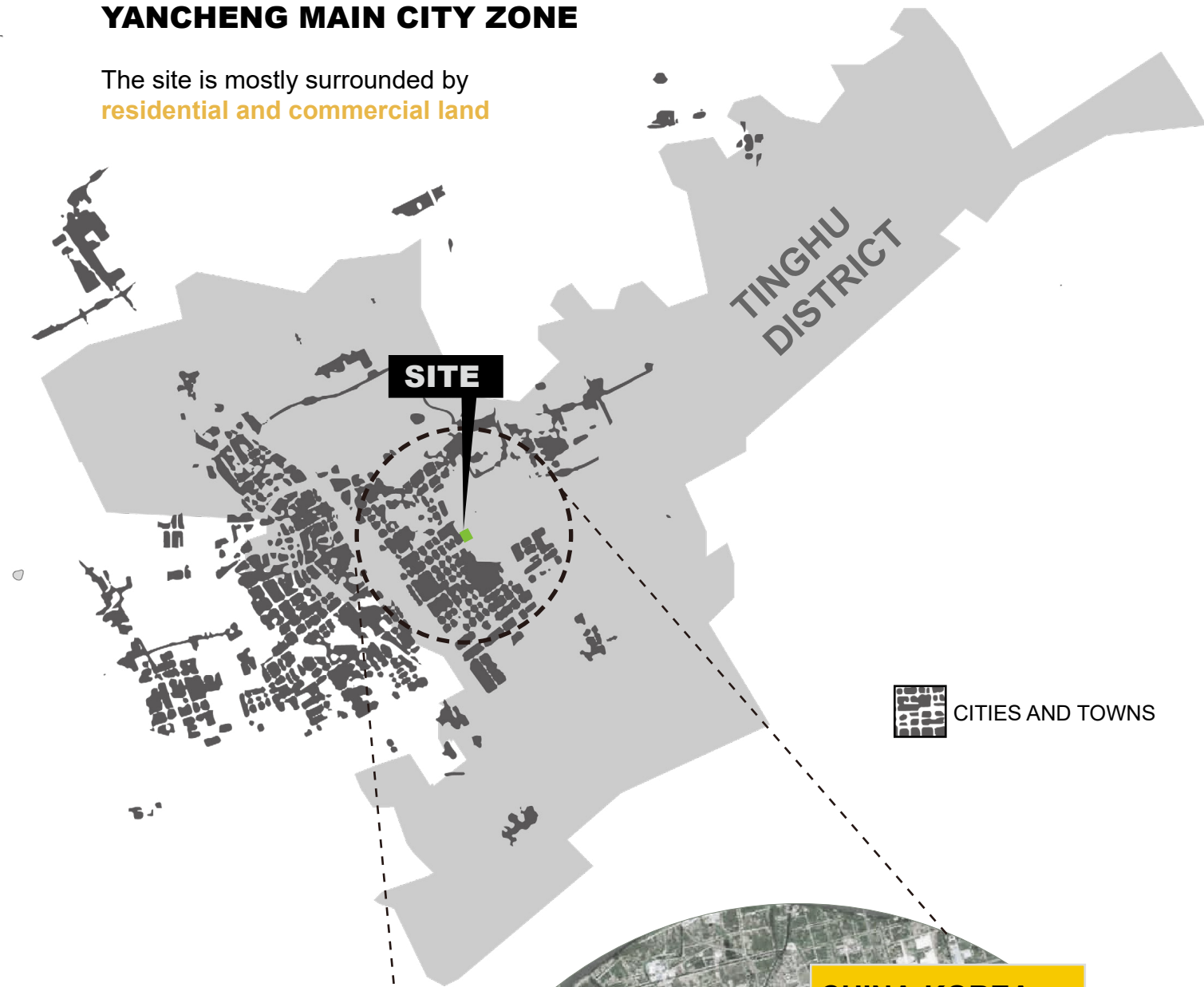
**KOREAN
POPULATION
10,000+**

**KOREAN
ENTERPRISES
1,000+**

**KOREAN
INVESTMENT
\$130 BILLION**

YANCHENG MAIN CITY ZONE

The site is mostly surrounded by
residential and commercial land



SITE

**TINGHU
DISTRICT**

CITIES AND TOWNS

**CHINA-KOREA YANCHENG
INDUSTRIAL PARK**



**CHINA-KOREA
COLLABORATION
DISTRICT**

SITE

OLD CITY ZONE

**CHINA-KOREA
INDUSTRIAL
PARK**

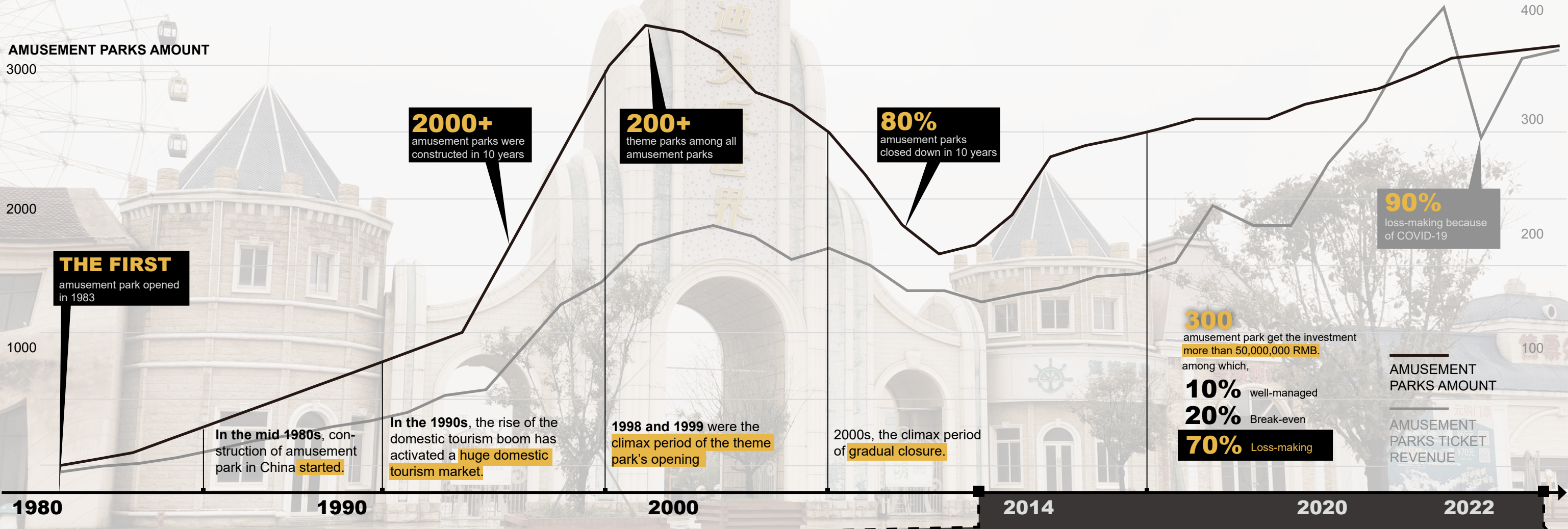


AMUSEMENT PARKS DEVELOPMENT IN CHINA

Over the past twenty years, China’s theme-park industry has been **seemingly prosperous but actually in crisis.**

AMUSEMENT PARKS AMOUNT

PARKS TICKET REVENUE (BILLION YUAN)



HISTORY OF CARDE HAPPY WORLD

2014
OPENING

2020
CLOSE DOWN

2022

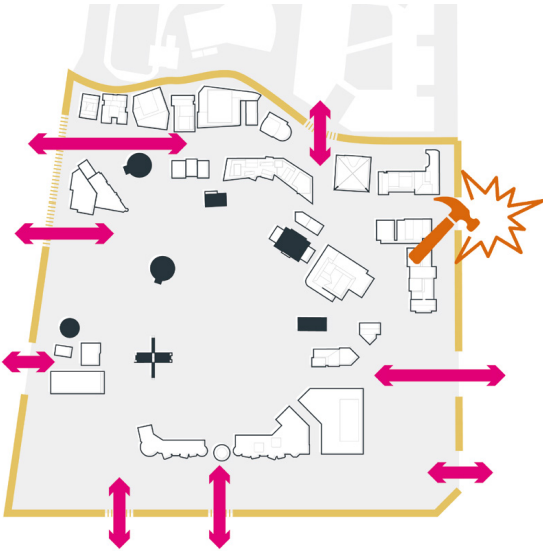


REOPEN
AS
KK
PARK

FROM ENCLOSED AMUSEMENT PARK TO OPEN PUBLIC REALM

CORE STRATEGIES

1.Break the boundary



2.Revive the waterfront



3.Diversify the programmes



PRESERVED AMUSEMENT EQUIPMENT
EXISTING BUILDINGS



10 20m

- 1.Main Entrance
2. South Plaza
- 3.Bow Plaza
- 4.Thousand-Bridge River
- 5.Korean Waterfront
- 6.Great Pendulum
- 7.Cultural District
- 8.Sweet Corner
- 9.Bar Bay
10. K-Street
- 11.Rain Garden
- 12.Wedding Lawn
- 13.Ferris Wheel Plaza
14. Parking

ATTRACTIVE CIVIC SPACE FOR ALL CITIZENS



RESHAPE, REGRADE AND BRING PEOPLE TO THE WATREFRONT



RESHAPE, REGRADE AND BRING PEOPLE TO THE WATREFRONT



AMUSEMENT FACILITY KEPT
USING ON SITE

3.90

100-YEARS FLOODING LEVEL

WL 0.70

1.00

**A FUN PLACE REBORNS FROM AN ABANDONED
AMUSEMENT PARK**



COMMERCIAL DISTRICT WITH CULTURAL INTREPRETATION



COMMERCIAL DISTRICT WITH CULTURAL INTREPRETATION



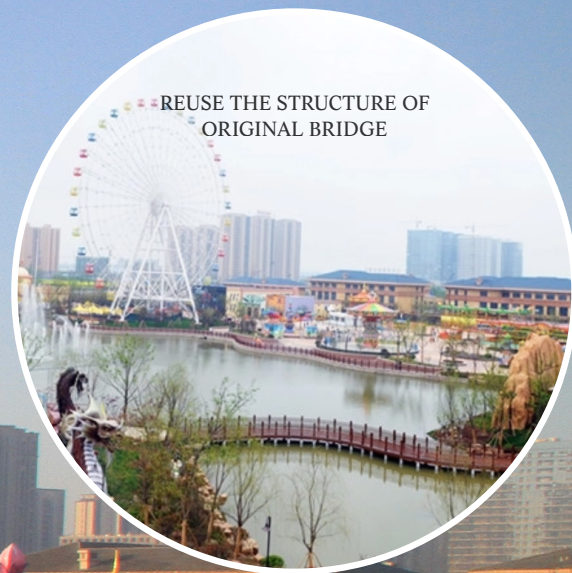
RAIN GARDEN WITR TRADITIONAL MATERIAL



WATER: MA YUAN
SONG DYNASTY







CONSTRUCTED WETLAND FOR CAPTURING RUNOFF OF SITE



PAVING DESIGN REPRESENTS KK PARK, INSPIRED BY KOREAN TRADITIONAL PATTERNS

