• Year-round activity through new entertainment, retail and mixed-income residential.
• Enhanced amusement and seaside resort attractions.
• A vibrant neighborhood with activity and opportunities for everyone.
More than 1,500 people have participated to date in over 300 meetings.
Create a **27-acre** year-round vibrant, open and accessible amusement and entertainment district.

Facilitate the development of new housing, including affordable housing, and commercial space on long-time vacant land.

Create **jobs and opportunities for local residents** and make Coney Island the economic engine of South Brooklyn.
LOCATION AND REGIONAL ACCESS

- Manhattan: 50 minutes (by subway)
- LaGuardia: 35 minutes
- Nassau County: 40 minutes
- JFK: 25 minutes
- New Jersey: 40 minutes
- Downtown Brooklyn: 30 minutes
ACCESS TO THE PENINSULA

CONTEXT

Stillwell Ave. Station
W. 8th St. Station
Boardwalk
Surf Ave
Ocean Parkway
Belt Parkway
Creek
Neptune Ave
Mermaid Ave
Cropsey Ave

Atlantic Ocean
THE BEACH AND BOARDWALK: UNIQUE ASSETS
THE SHRINKING OF THE AMUSEMENT AREA OVER TIME

**Coney Island: 1910s**

- **Luna Park**: 1902-1946
- **Dreamland**: 1904-1911
- **Steeplechase Park**: 1896-1964

Active Amusements
THE SHRINKING OF THE AMUSEMENT AREA OVER TIME

Coney Island: 1970s

Active Amusements
THE SHRINKING OF THE AMUSEMENT AREA OVER TIME

CONTEXT

THE REDUCTION OF THE AMUSEMENT AREA OVER TIME

Coney Island: today

Active Amusements
EXISTING CONDITIONS

BUILT CHARACTER

- Pre-War Buildings
- NYCHA developments
- Mitchell-Lama complexes
CONTEX

CONCEPT IS MORE THAN JUST AMUSEMENTS

• Approximately 50,000 residents
• 1 in 6 live in NYCHA developments; neighborhood lacks housing options
• Decrease in population since 1990, in contrast to growth in Borough and NYC
• Over 25% of population is over 60 years old
• Unemployment is approximately 2x the City average
• Residents traveling more than 45min to work is approximately 2x the City average
• Neighborhood is still dramatically underserved for retail and services

Source: 2000 Census
**CONTEXT**

**CHALLENGES**

- Seasonality
- Contraction of the amusement area over the past decades
- Disinvestment and speculation under restrictive zoning
- Lack of neighborhood retail and services
- Lack of a diversity of housing options for residents
- High unemployment and lack of career opportunities
Coney Island’s potential is enormous. Features that made Coney Island a destination in the past still exist today: easy access, a spectacular beach, and a unique urban amusement legacy.
EXISTING ZONING

- **EXISTING ZONING**
- **EXISTING BUILT CONTEXT**

**C8-1 Commercial Overlay**
COMPREHENSIVE REZONING PROPOSAL

 Cone East Subdistrict

27-acre Amusement & Entertainment District
C7 district

- Preserve & grow amusement uses in perpetuity through the mapping of parkland
- Update zoning to foster year-round activity and create a vibrant district accessible to all
- Ensure the long-term viability of the amusement district by prohibiting residential and general retail uses
Total Square Footage: ~1.8MSF
1.1MSF: amusements and entertainment uses
Hotel rooms: ~800 rooms
PROHIBITED USES: Residential, Large-scale general retail, Time shares
COMPREHENSIVE REZONING PROPOSAL

PRESERVATION OF AMUSEMENTS USES IN PERPETUITY

EXISTING PARKLAND DEDICATED TO AMUSEMENTS: ~3 ACRES
PROPOSED PARKLAND TO BE DEDICATED TO AMUSEMENTS: 9.39 ACRES
COMPREHENSIVE REZONING PROPOSAL
BEACH, BOARDWALK AND AMUSEMENTS
COMPREHENSIVE REZONING PROPOSAL
BEACH, BOARDWALK AND AMUSEMENTS
Enclosed amusements
Open amusements
Restaurants

Hotels
Bath houses
Small scale retail and services
### COMPREHENSIVE REZONING PROPOSAL

**PROPOSED USES**

<table>
<thead>
<tr>
<th>USE GROUP A: AMUSEMENTS</th>
<th>USE GROUP B: ENHANCING USES</th>
<th>USE GROUP C: RETAIL / SERVICE</th>
<th>USE GROUP 5: HOTELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arcades</td>
<td>Restaurants &amp; Bars</td>
<td>Gift Shop</td>
<td>HOTELS LIMITED TO</td>
</tr>
<tr>
<td>Billiards/ Bowling</td>
<td>Art Gallery</td>
<td>Bicycle Rental</td>
<td>TRANSIENT HOTELS</td>
</tr>
<tr>
<td>Carnivals/ Circuses</td>
<td>Breweries</td>
<td>Beach Equipment</td>
<td></td>
</tr>
<tr>
<td>Ferris Wheels</td>
<td>Historical Exhibits</td>
<td>Book Stores</td>
<td></td>
</tr>
<tr>
<td>Dark rides</td>
<td>Spas/ Bathhouses</td>
<td>Candy/ Ice cream</td>
<td></td>
</tr>
<tr>
<td>Virtual Reality/</td>
<td>Studio/ Music/ Art</td>
<td>Clothing Accessory</td>
<td></td>
</tr>
<tr>
<td>Simulated Gaming</td>
<td>Tattoo Parlor</td>
<td>Toy Stores</td>
<td></td>
</tr>
<tr>
<td>Water Parks</td>
<td>Wedding Chapels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chance/Skill Games</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rinks/ Ice skating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theatres/ Shows</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **USE GROUP A**: Amusements
- **USE GROUP B**: Enhancing Uses
- **USE GROUP C**: Retail / Service
- **USE GROUP 5**: Hotels

**AMUSEMENTS**
- Arcades
- Billiards/ Bowling
- Carnivals/ Circuses
- Ferris Wheels
- Dark rides
- Virtual Reality/
- Simulated Gaming
- Water Parks
- Chance/Skill Games
- Rinks/ Ice skating
- Theatres/ Shows

**ENHANCING USES**
- Restaurants & Bars
- Art Gallery
- Breweries
- Historical Exhibits
- Spas/ Bathhouses
- Studio/ Music/ Art
- Tattoo Parlor
- Wedding Chapels

**RETAIL / SERVICE**
- Gift Shop
- Bicycle Rental
- Beach Equipment
- Book Stores
- Candy/ Ice cream
- Clothing Accessory
- Toy Stores

**HOTELS**
- LIMITED TO TRANSIENT HOTELS
COMPREHENSIVE REZONING PROPOSAL

ANIMATING THE STREET FRONTS

- **UG A** - Amusements (open & enclosed)
- **UG B** - Restaurants and Enhancing
- **UG C** - Small Scale Retail
- **UG 5** - Hotels
- **Parking**

**GROUND FLOOR PLAN**

**SURF AVENUE**
- Hotel use allowed only on Surf
- Max. establishment frontage: 60’

**CONSEY EAST SUBDISTRICT**
- Use Group C is limited to 2500 SF and 30’ frontage

**WONDER WHEEL WAY & BOWERY**
- 50 % frontage activated by amusement uses
- Remaining may be UG B or C
COMPREHENSIVE REZONING PROPOSAL

WONDER WHEEL WAY ELEVATION

WONDER WHEEL WAY

UG A
min. 50%

UG B
max. 30’ front (2500 SF)

UG C

UG B
max. 30’ front (2500 SF)

UG A
min. 50%

40’

10’
Building Front must be 70% transparent or open below 10’

Flexibility for amusements and accessory signage
COMPREHENSIVE REZONING PROPOSAL

WONDER WHEEL WAY ELEVATION
COMPREHENSIVE REZONING PROPOSAL
DENSITY
**COMPREHENSIVE REZONING PROPOSAL**

**BULK**

**FAR:** 2.6 to 4.5

**NORTH OF SURF AVENUE**
- Max Height: 85’
- No building 5’ below and 25’ above subway tracks

**SURF AVENUE**
- Base Height: 40’ to 85’; Setback: 10’
- Tower height varies from 150’-270’
- Tower Top Articulation required after 170’

**Max height may be increased for amusement uses by Chair’s certification**

**BOWERY, WONDER WHEEL WAY**
- Base Height: 40’; Setback: 20’
- Building Height: 60’
A YEAR-ROUND CONEY ISLAND

COMPREHENSIVE REZONING PROPOSAL

BOWERY TODAY

Surf Ave

Boardwalk
COMPREHENSIVE REZONING PROPOSAL

WONDER WHEEL WAY TODAY
COMPREHENSIVE REZONING PROPOSAL

WONDER WHEEL WAY
6 Blocks created
Residential & Retail District

- Facilitate the development of long-time vacant land and parking lots and extend the existing residential neighborhood
- Incentivize the creation of affordable housing through the Inclusionary Housing Program
- Encourage the development of Surf Ave. as a major retail boulevard linking all three districts
- Extend the beach and amusement-related uses from the amusement district to the Boardwalk to the west
Total square footage: ~3MSF

Residential units: 2,700
Affordable housing units: 540
Local retail and services: ~360,000SF
New Park on Highland View Avenue: ~62,000SF
COMPREHENSIVE REZONING PROPOSAL

PROPOSED USES

- **SURF AVENUE**
  - Mandatory commercial use
  - 50’ depth
  - 20% frontage from UG A, B, C
  - 60’ frontage per establishment
  - Community Facility : 2.0 FAR
  - Some uses prohibited on the ground-floor

- **OCEAN WAY**
  - Mix of residential and commercial uses

- **EDGE ALONG PARACHUTE JUMP**
  - Commercial uses

- **BOARDWALK**
  - Continuation of amusement and enhancing uses
  - 40’ height limit
  - Small-scale hotels allowed on second level
  - Residential uses not permitted

**GROUND FLOOR PLAN**

- **UG A** - Amusements (open & enclosed)
- **UG B** - Restaurants and Enhancing
- **UG C** - Small Scale Retail
- **C2-4** - Neighborhood Retail
- **UG 2** - Residential
- **Parking**
COMPREHENSIVE REZONING PROPOSAL
THE BOARDWALK TODAY
COMPREHENSIVE REZONING PROPOSAL
A REACTIVATED BOARDWALK
GOALS

FAR: A+B, C+D - 4.35; 5.8 with IZ
E+F - 4.12; 5.5 with IZ

Tower Height:
Without IZ: 220’
With IZ: 270’; on boardwalk - 170’

Mandatory Tower Top
Articulation for towers > 170’

Surf Ave Base Height:
Min. 65’ to Max. 85’
Mandatory street wall variation

Other streets Base Height:
Min. 40’ to Max. 65’

Boardwalk Height:
Min. 20’ to Max. 40’
## COMPREHENSIVE REZONING PROPOSAL

### TOWERS REGULATIONS ACROSS SUBDISTRICTS

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>FOOTPRINT</th>
<th>ARTICULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest tower on Surf Ave Corner location</td>
<td>8,500 SF No side more than 165’ Broad tower max. height 220’ Point tower may be 270’</td>
<td>Mandatory for a tower higher than 170’</td>
</tr>
</tbody>
</table>
COMPREHENSIVE REZONING PROPOSAL
TOWER TOP ARTICULATION

**OPTION 1**
Top three stories must have setbacks on all sides.

**OPTION 2**
Three setbacks of each 15’ above 100’ facing the water.

**OPTION 3**
Reverse Setback of max. 5’ on at least two tower sides.
COMPREHENSIVE REZONING PROPOSAL

OCEAN WAY TODAY
COMPREHENSIVE REZONING PROPOSAL
SURF AVENUE TODAY
- Facilitate the development of long-time vacant land and parking lots and extend the existing residential neighborhood and provide a transition to the amusement district

- Incentivize the creation of affordable housing through the Inclusionary Housing Program

- Encourage the development of Surf Ave. as a major retail boulevard corridor with hotels, linking all three districts

- Strengthen Mermaid Ave. as the local commercial corridor
Total square footage: ~1.9M SF

Local retail and services: ~140,000 SF
Residential units: from 1,650 to 1,800
Affordable housing units: from 330 to 360
COMPREHENSIVE REZONING PROPOSAL

BULK AND DENSITY

FAR: 3.75 ; 5.0 with IZ
3.45 ; 4.6 with IZ

- Mandatory Tower Top Articulation for towers > 170’
- Tower Height:
  - Without IZ: 220’
  - With IZ: 270’; second 130’ to 170’
- Surf Ave Base Height:
  - Min. 65’ to Max. 85’
  - Mandatory street wall variation
- Mermaid Ave Base Height:
  - Min. 40’ to Max. 65’
  - Max. height: 80’
- Other streets Base Height:
  - Min. 40’ to Max. 65’
Strengthen Mermaid Ave. as the local commercial street

COMPREHENSIVE REZONING PROPOSAL

MERMAID AVENUE TODAY
COMPREHENSIVE REZONING PROPOSAL

A STRENGTHENED MERMAID AVENUE
Parking requirements:
- 60% for residential
- Retail: 1 space/1,000SF

Required accessory parking and additional public parking not counted towards FAR

Multi-level structured parking garages wrapped by active uses

1,100 replacement parking spaces for Keyspan ballpark

Parking requirements for Coney East
- Vary per uses
- Offsite provisions
COMPREHENSIVE REZONING PROPOSAL

REQUIRED ACTIONS

• Zoning Text and Map Amendments
• Acquisition and Disposition of property
• Amendment to the City Map
COMPREHENSIVE REZONING PROPOSAL
ACQUISITION AND DISPOSITION OF PROPERTY

- Sites for UDAAP & Disposition
- Sites for Disposition
- Sites for Acquisition
COMPREHENSIVE REZONING PROPOSAL

PARKLAND STRATEGY

Amusement park

Highland View Park

- Parkland to be demapped: 9.3 acres
- Proposed mapped parkland: 10.8 acres
A NETWORK OF RECREATIONAL PARKS

Asser Levy
KeySpan Ballpark
Steeplechase Plaza
Amusement park
NY Aquarium
Highland View Park

A 44-ACRE NETWORK OF RECREATIONAL PARKS
COMPREHENSIVE REZONING PROPOSAL
PROPOSED ZONING