

CONEY ISLAND REZONING 10-YEAR PROGRESS REPORT

**INVESTING IN COMMUNITY
CREATING OPPORTUNITY**



NYC / EDC

The background of the entire page is a close-up, high-angle shot of a wooden deck. The planks are dark brown and run diagonally from the top-left towards the bottom-right. A white, semi-transparent graphic element, consisting of a large triangle pointing towards the top-left, is overlaid on the left side of the image. The text is placed within this white area.

A STORIED PAST A BRIGHT FUTURE

For generations, Coney Island has been synonymous with summer, home to the world's greatest urban amusement park. However, it is so much more than that—with 30,000 residents, it is **a vibrant, hardworking, and resilient neighborhood** at the heart of New York City's economic and cultural life.

Over the past 10 years, Coney Island has made enormous progress thanks to investment from the City, elected leaders, and the community and business organizations that know the neighborhood best. As the amusement parks have expanded dramatically, long-vacant parcels in the 2009 rezoning area are now seeing **significant investments in affordable housing, quality retail, and community facilities**. Moreover, retail corridors like Mermaid Avenue have shown their resilience thanks to legacy businesses that have been open for decades, setting the stage for further growth.

Building upon this positive momentum, the **de Blasio administration is working in partnership with community leaders** to deliver thousands of affordable and mixed-income housing units, water and sewer infrastructure upgrades, public open spaces and amenities, and brand-new facilities for neighborhood-serving retail. Construction is well underway at sites along Surf Avenue, and the resulting developments will spur significant opportunity for Coney Islanders.

DRIVING INVESTMENT STRENGTHENING A NEIGHBORHOOD

For more than a decade, the City has worked in partnership with Coney Islanders to implement a strategic plan for neighborhood revitalization. Since the 2009 Coney Island rezoning, more than **\$400 million in public and private investment—including \$180 million in new capital** from the de Blasio administration—has come to the neighborhood, resulting in:

- The creation of **hundreds of new jobs**, made more accessible by HireNYC (an NYCEDC program that facilitates local hiring) and the Mermaid Avenue Workforce1 Center (opened in 2015 by the Department of Small Business Services and the Mayor's Office of Housing Recovery, in partnership with Council Member Treyger).
- **35 new businesses in the last five years**, and a 112 percent growth in total sales from 2010 to 2017, supplementing the legacy small businesses that helped build the Coney Island brand (15 businesses have been open for more than 40 years!).¹
- Expansion and preservation of the amusement and entertainment district to nearly 10 acres, which hosts five million visitors per year.

And that's only the beginning.

¹ Source: <https://www1.nyc.gov/assets/sbs/downloads/pdf/neighborhoods/n360-cdna-coney-island.pdf>



The City's investments aim to strengthen Coney Island by creating new affordable housing, high-quality retail, connections to jobs, new amenities, and public open space.

New Public Amenities

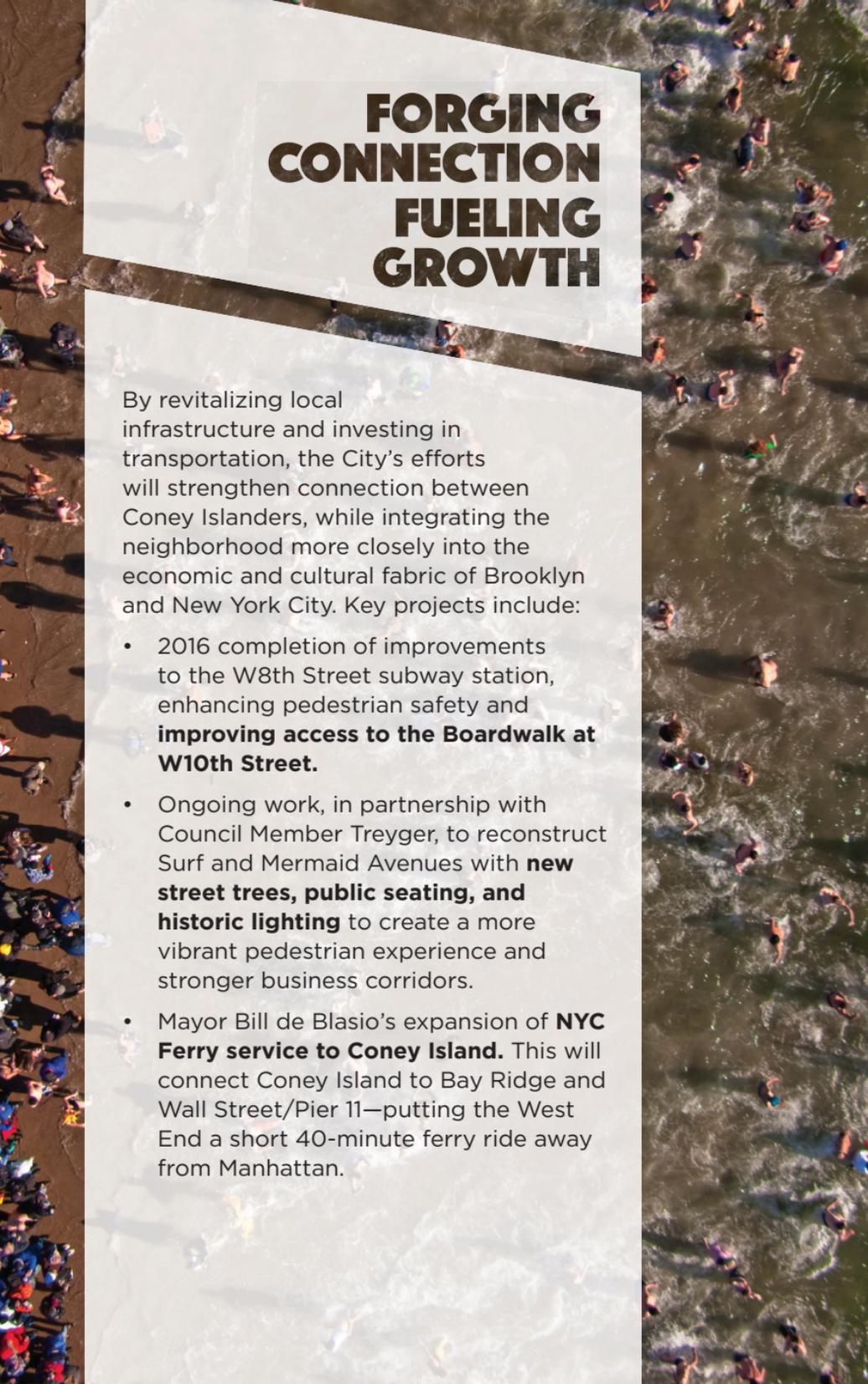
- More than **13 acres** of improved or newly created parkland and public open space, in partnership with three additional acres in the coming years.
- Over **50 blocks** of new sewers, water mains, and utilities to enhance storm water management and responsibly accommodate growth.
- Completion of the Coney Island Creek Resiliency Study, and planned improvements to bulkheads along Coney Island Creek.
- The new Ford Amphitheater, which will host **free community concerts**, thanks to advocacy by Council Member Treyger and Borough President Adams.
- A new **66,000-square-foot**, modern social service center for the NYC Human Resources Administration, which began construction in 2018.
- Coney Island Commons, a **44,000-square-foot** YMCA with an indoor pool and gymnasium, in addition to affordable housing.

Investments in Affordable Housing and Commercial Space

City investment is creating new affordable housing and commercial development, to achieve the goals of the 2009 rezoning:

- Potential for 4,500 new homes, including at least 1,000 units of affordable housing.
 - More than 300 units are complete, with **196 affordable units at Coney Island Commons** and 135 units—a combination of affordable and supportive housing for formerly homeless veterans—being filled now at Surf Vets Place.
 - Nearly **700 affordable homes** are under construction at multiple sites along Surf Avenue.
- Potential for **500,000 square feet of commercial space** on public and private property (including frontage on both Surf and Mermaid Avenues).
 - **8,000 square feet** are complete at Surf Vets Place.
 - **35,000 square feet** are under construction at other sites along Surf and Mermaid Avenues.

**PUTTING
COMMUNITY
FIRST**

An aerial photograph of a crowded beach. The left side shows a sandy beach with many people, some sitting and some standing. The right side shows the ocean with many people swimming and playing in the water. The water is a mix of green and blue, with white foam from waves. The overall scene is vibrant and busy.

FORGING CONNECTION FUELING GROWTH

By revitalizing local infrastructure and investing in transportation, the City's efforts will strengthen connection between Coney Islanders, while integrating the neighborhood more closely into the economic and cultural fabric of Brooklyn and New York City. Key projects include:

- 2016 completion of improvements to the W8th Street subway station, enhancing pedestrian safety and **improving access to the Boardwalk at W10th Street.**
- Ongoing work, in partnership with Council Member Treyger, to reconstruct Surf and Mermaid Avenues with **new street trees, public seating, and historic lighting** to create a more vibrant pedestrian experience and stronger business corridors.
- Mayor Bill de Blasio's expansion of **NYC Ferry service to Coney Island.** This will connect Coney Island to Bay Ridge and Wall Street/Pier 11—putting the West End a short 40-minute ferry ride away from Manhattan.

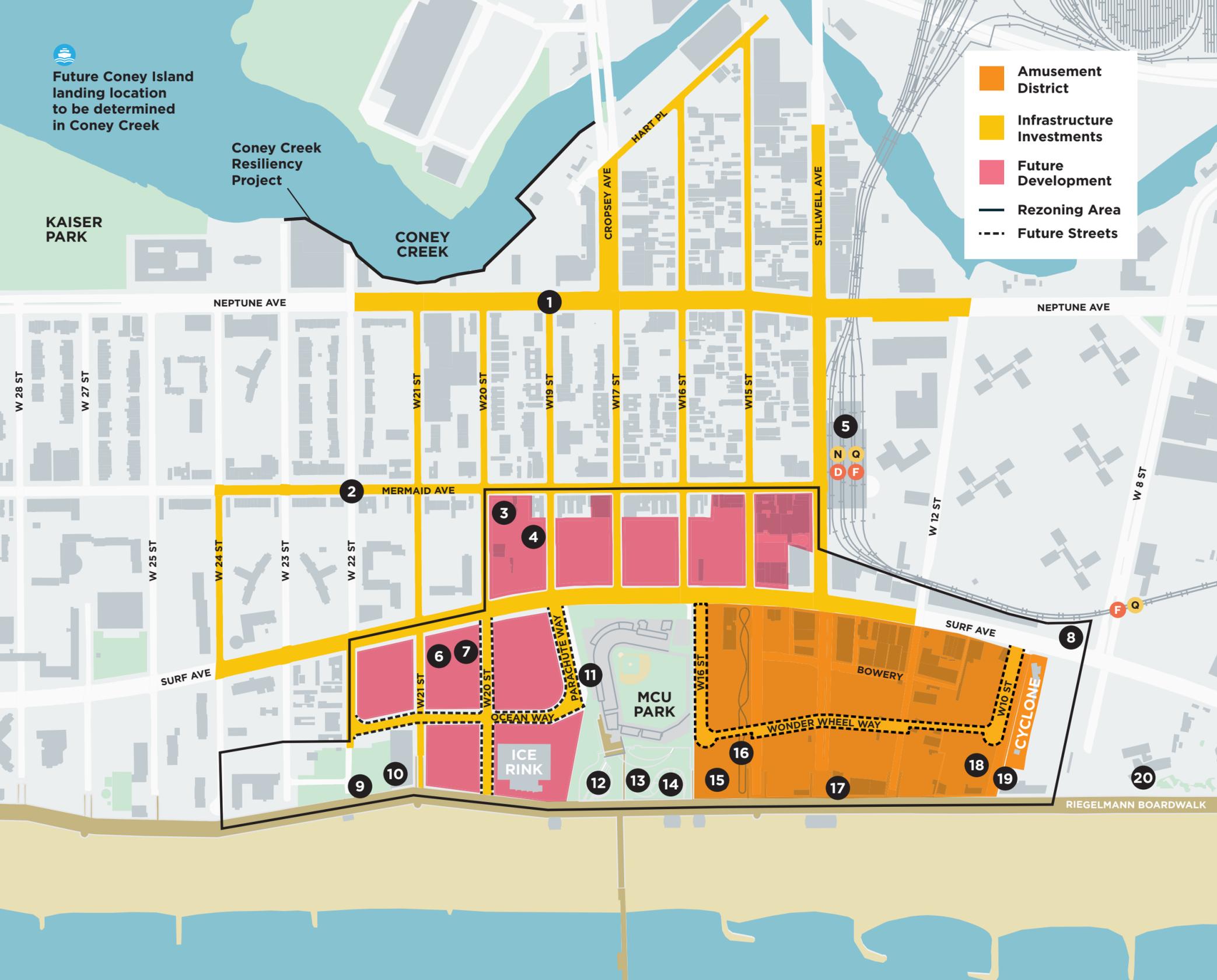
Future Coney Island landing location to be determined in Coney Creek

Coney Creek Resiliency Project

KAISER PARK

CONEY CREEK

- Amusement District
- Infrastructure Investments
- Future Development
- Rezoning Area
- Future Streets



- 1 INFRASTRUCTURE INVESTMENTS: NEW SEWERS AND STREETS**
Better storm water management
In progress
- 2 MERMAID AVENUE**
Improvements on Mermaid Avenue create a more vibrant pedestrian experience and stronger business corridor
Anticipated completion in 2019
- 3 2926 W19TH STREET**
446 affordable homes and ground floor retail on Surf and Mermaid Avenues
Construction started in 2018
- 4 FUTURE SITE: NYC HUMAN RESOURCES ADMINISTRATION**
New 66,000-square-foot social service center for HRA
Construction started in 2018
- 5 STILLWELL AVENUE SUBWAY STATION**
Renovations completed in 2003
- 6 SURF VETS PLACE**
Mixed-use development, including commercial space and 135 affordable and supportive homes for formerly homeless veterans
Opened in 2019
- 7 RAVEN HALL**
216 affordable homes
Construction started in 2019
- 8 W8TH STREET SUBWAY STATION ACCESS PROJECT**
Renovations completed in 2016
- 9 FORD AMPHITHEATER AND SEASIDE PARK**
A 5,000-seat amphitheater
Opened in 2016
- 10 CHILD'S BUILDING/ KITCHEN 21**
A 20,000-square-foot restaurant
Opened in 2017
- 11 FUTURE PUBLIC PLAZA**
In progress
- 12 PARACHUTE JUMP**
Restored and illuminated in 2012
- 13 STEEPLECHASE PLAZA**
Opened in 2013
- 14 B&B CAROUSELL**
Restored in 2013
- 15 NEW AMUSEMENTS**
Opening in 2020
- 16 THUNDERBOLT ROLLERCOASTER**
Opened in 2014
- 17 BOARDWALK STOREFRONT REVITALIZATION AREA**
Renovated in 2012
- 18 LUNA PARK**
Opened in 2010
- 19 W10TH STREET PLAZA**
Improved access to Boardwalk
Opened in 2014
- 20 WCS NEW YORK AQUARIUM OCEAN WONDERS: SHARKS! EXHIBIT**
Exhibit includes 115 marine species and 18 types of sharks



ACKNOWLEDGEMENTS

Thanks to our elected and community partners, as well as our partner agencies:

- Brooklyn Borough President Eric Adams
- Former Brooklyn Borough President Marty Markowitz
- Council Member Mark Treyger
- Former Council Member Domenic Recchia
- NYS Senator Diane Savino
- NYS Assembly Member Mathylde Frontus
- Brooklyn Community Board 13
- Alliance for Coney Island
- NYC Department of City Planning
- NYC Department of Parks and Recreation
- NYC Department of Housing Preservation and Development
- NYC Department of Transportation
- NYC Department of Environmental Protection
- NYC Department of Design and Construction
- NYC Department of Small Business Services
- NYC Human Resources Administration

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TO DATE**

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