



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

**TESTIMONY OF  
ROBERT C. LIEBER,  
DEPUTY MAYOR FOR ECONOMIC DEVELOPMENT,  
ON CONEY ISLAND REDEVELOPMENT PROJECT**

**BEFORE THE NEW YORK CITY COUNCIL  
COMMITTEES ON LAND USE AND ECONOMIC DEVELOPMENT**

**APRIL 1, 2009**

Thank you, Committee Chairs White and Katz and members of the Land Use and Economic Development Committees. It is a pleasure to be before the Council this afternoon to discuss a project that I truly believe is one of the most important efforts we have ever worked on – the redevelopment and revitalization of Coney Island. I believe that we are at a once-in-a-lifetime juncture in the long history of the “People’s Playground” and it’s critical that we act now.

My presentation today will highlight the goals and objectives of this plan, its rationale and feasibility. This plan is the only way to meet the needs of the community, create jobs and enhance one of New York City’s greatest treasures – the amusement district of Coney Island. We must move forward with this plan. And we must do so now. We cannot afford to wait, because without decisive action now, Coney Island’s amusement district will continue its decline. The situation could not be more dire or urgent. And without action and investment in Coney Island today, the accelerated rate of decline will continue and the opportunity to enhance the amusements and lever them to support the community will be lost.

Coney Island has held on for decades – through economic downturns, population ebbs and flows, and generations of developers, investors and even speculators. Plans have come and plans have gone. But no plan has ever addressed the totality of needs in Coney Island. Our plan is comprehensive and it balances community development with amusement investment, job creation with historic integrity, and neighborhood needs with nurturing a tourist destination. Our plan for Coney Island is the only proposal that maximizes *benefits*; benefits to the local community in the shape of thousands of new housing units, thousands of permanent and construction jobs and billions in private investment in a community that’s missed out on Brooklyn’s recent boom. It also maximizes the benefits to New Yorkers everywhere because this plan expands and enhances Coney Island’s

storied amusement district and will allow this part of Brooklyn to again draw millions of visitors from around the world – and their spending dollars – to the People’s Playground.

Coney Island remains vibrant in people’s memories, but if you were travel to Coney Island today you’d see vacant lots where amusements once stood, and you’d find a neighborhood lacking in basic amenities. The images behind me were taken this weekend. Just seven days before the start of the amusement season.

Coney Island is a neighborhood that needs no introduction. The images and photographs of its famous amusement parks are etched into our collective memories. But in Coney Island, the imagery of the past presents a stark contrast to the current reality. Indeed, the People’s Playground has been in decline for decades, with the closures of Luna Park, Dreamland, Steeplechase, and as of earlier this year, Astroland. That decline has accelerated over the last few years as developers purchased property and amusement operators closed their doors. Three years ago, there were almost 8 *additional* acres of activities including put-put, batting cages, go-kart tracks, rides and arcades. This summer, there are likely to be only about 3 acres of active amusements at Coney Island – and much of that acreage is City-owned, adjacent to the landmarked Wonder Wheel and landmarked Cyclone. Today, Coney Island is a shadow of its former self.

But it’s not just the amusement area that is in need of immediate attention. Coney Island is home to a diverse neighborhood with critical needs. There are about 50,000 residents who call Coney Island home. One of every six Coney Island residents lives in NYCHA housing. This is an aging population – more than one quarter of all residents are over the age of 60. This is also a community that suffers from high unemployment. In fact, the unemployment rate in Coney Island is more than twice the City- wide average. For years, the residents of Coney Island have been clamoring for basic retail amenities in their neighborhood. There are no shoe stores in Coney Island. No basic clothing stores. Few pharmacies and supermarkets. This is one of the few communities in the entire city where residents are forced to travel great distances in order to access the basic necessities that most New Yorkers take for granted.

But despite its current challenges, the potential for growth in Coney Island is significant – and it’s achievable - so long as we act comprehensively today. But to ensure its success, future development here must leverage the area’s assets and icons. The area is served uniquely well by both highways and mass transit—the new Stillwell Avenue Station, for example, serves as the terminus of four major subway lines and provides a direct link to neighborhoods across Brooklyn, Manhattan, and beyond. The Stillwell Station is currently an underutilized asset, built to accommodate more riders than it’s seeing now. This key piece of infrastructure is ready to be tapped by new development that will bring millions to Coney Island to live and play. Additionally, remaining amusement infrastructure is a critical component of jump-starting the economy here. The historic Parachute Jump, the Wonder Wheel, the Shore Theater, and institutions like Nathan’s Famous, Gargiulo’s Restaurant, the

New York Aquarium, and the Brooklyn Cyclones are all part of an Often-Imitated-But-Never-Duplicated brand name that provides an enormous opportunity, if properly protected and woven in to a new program in a unique way and our proposal does just that.

In recent years the City has already begun making important investments in the area. The construction of KeySpan Stadium brought a new anchor user to Coney Island, and the Brooklyn Cyclones continue to break league records in attendance. And with enhanced attractions and visitorship, there are opportunities to activate it further with concerts and other events. In Western Coney Island, we are in the midst of a separate ULURP for Coney Island Commons - a state-of-the-art YMCA with over 180 units of affordable housing. We expect to break ground this summer. We are planning a second phase of lighting the iconic Parachute Jump, and we are designing Steeplechase Plaza which will house the restored B&B Carousell the City rescued just before it headed for the auction block. The Borough President is actively working on plans for the renovation and upgrades to Asser Levy Park and its amphitheater. Other City investments include the launch of a pilot program for much needed Boardwalk repairs. On Monday, the Mayor announced that the reconstruction of the Boardwalk at Coney Island would benefit from funds that have been made available because of the Federal Stimulus and the project will go to bid this Spring. The reconstruction will be done using sustainable materials that have a lower carbon footprint, lower maintenance costs and will reduce future deterioration to unsafe conditions. The City is also reserving a site opposite the newly built YMCA for a new school in Western Coney Island.

To guide the planning process we set out to develop a consensus-based strategic plan for the development. In 2003 the Coney Island Development Corporation was launched by the Mayor, City Council and Brooklyn Borough President. Two years later, in 2005, the Mayor unveiled the strategic plan which set out guiding principles for the redevelopment of Coney Island. We've spent over six years meeting with local residents, businesses and elected officials, amusement industry professionals and property owners, and with Coney Island enthusiasts from throughout the region to refine and improve this plan to create new economic opportunities for the local neighborhood while protecting and leveraging its history as America's First Amusement Park.

Through this process, we have learned some important things.

1. Coney Island, despite recent neglect, is an international icon and is undisputedly a uniquely New York City institution worth preserving.
2. That for the neighborhood to grow with mixed-income housing and retail amenities, we must leverage that brand.

So what's the plan to redevelop and revitalize Coney Island? First and foremost, it's a plan based on a balance of a number of important priorities—1) the overall goal of community development in a neighborhood in need of new residential and retail opportunities, 2) the goal of job creation and new economic activity for the local community and the City, and 3) the goal of enhancing the unique brand and heritage of the entertainment area and leveraging it to support the overall development objectives of the plan. It is a plan that is the result of over 6 years of honest debate, a plan designed to meet the diverse needs of local landowners and businesses, and a plan that is appropriately ambitious given the unique moment and opportunity in Coney Island's long history that we are at today. Above all, it is comprehensive and actionable.

The development plan centers on a 19-block area between the New York Aquarium and the residential neighborhoods of Western Coney Island. Within this area, we have created three sub-districts that each meet development objectives, and knit together to comprehensively transform and reactivate Coney Island.

Let me begin with Coney North and Coney West - designated as such based on their relation with KeySpan stadium. These areas grow the existing residential communities and link them with the activated amusement and entertainment district. Here the City will provide new affordable and market rate housing, improve streetscapes and neighborhood infrastructure, provide new retail and neighborhood services, and create thousands of new permanent and construction jobs.

Today, most of the area in both Coney North and Coney West is vacant or used for parking. The City's plans will accommodate approximately 4,500 units of new housing, 20% of which will be affordable. We will be implementing the City's Inclusionary Zoning program for the first time in South Brooklyn paving the way for the development of some 900 units of affordable housing. All development will enhance access and preserve views to both the beach and Parachute Jump. The ground floors are envisioned to include neighborhood retail uses like supermarkets, bookstores, clothing stores, and neighborhood restaurants. New and existing residents, along with the visitors drawn to the district will create sufficient density to support approximately 500,000sf of new neighborhood and national retail, providing amenities to the neighborhood and creating thousands of new permanent jobs in a community that needs them desperately.

Mermaid Avenue in Coney North, will become a stronger retail corridor.

And Surf Avenue, which for so long has been a barrier between the neighborhood and amusement district, will become a link with entertainment-focused commercial space.

Along the Boardwalk, the City will require the inclusion of beach-related retail, amusements, restaurants and entertainment uses that will extend the Boardwalk experience from the new Highland View Park in the west past

the Child's Restaurant building, leading to Steeplechase Plaza, the new gateway to the amusement district, reactivating vacant lots and creating an experience not found anywhere else in New York City.

In order to create housing, enhance retail amenities and create thousands of jobs, the City will reconfigure two tracts of land into developable sites. The sites – the KeySpan Parking lot and Satellite Parking Lot are on the books as parkland even though one could hardly count these as active or recreational uses. The city will de-map these parking lots to pave the way for housing and job generating uses. The Abe Stark rink will be replaced in the area, and new parking spaces will be developed *in addition to* those already located on the sites. Without the proposed alienation of parkland, the full development of Coney West cannot move forward. There will be no Highland View Park. No new streets in Coney West. We will lose almost 60% of the housing units. We will lose thousands of new parking spaces. And most importantly, without de-mapping the parking lots, we will lose 650 new permanent jobs and between 7,000 and 11,000 construction jobs. We could lose more than \$5.5B in economic activity.

They might be labeled parks on the books, but these are parking lots, and in their place we will create, at least 2,500 housing units and thousands of jobs. Moreover, we will replace every single acre with *active* recreational space in the district.

Coney East has been the amusement center for the past few decades. Here, we will expand the amusement district almost ten-fold, creating a twenty-first century amusement and entertainment destination. Where today there exists only three acres of active amusements, the City's plan calls for a 27-acre amusement district, with both year-round and seasonal uses, both indoor and outdoor uses, and a vibrant mix of restaurants, bars, souvenir stores and specialty retail, beach related shops, tattoo parlors and hotels among other uses that can support the development of additional entertainment attractions. Whereas the current zoning has been applied in such a way as to limit – rather than spur – development, the new zoning controls in Coney East will grow a modern entertainment area with the mix of complimentary uses that leverage existing assets and institutions in the district, makes the area a year round attraction, and generates many more, much-needed jobs and economic activity for the entire area.

In addition to expanding the uses allowed under the zoning in the amusement district, we will map the area along the Boardwalk, between the Cyclone and the Parachute Jump, as parkland. This is a critical piece of the plan and will allow the creation of the largest amusement property in Coney Island since Steeplechase Park closed in 1964. By designating this area as parkland, we are imposing the greatest protection possible, ensuring that this space is dedicated for amusement uses. We've used this tool to create and protect parks and recreational spaces throughout New York City and State – at Prospect Park, Drier Offerman Park, at Rye Playland in Westchester, and at the Cyclone right in Coney Island – and in each of those places, the park has

become an important amenity to the neighborhood and surrounding area. Parkland designation is critical. It also allows the City to negotiate with the affected landowners to acquire the property. And in Coney Island, the mapping of parkland is the right tool to preserve the amusements.

Parkland designation, rather than zoning, will stem the tide of Coney's decline. We know zoning is not enough. After all, it's under the current zoning that developers have bought up the district and allowed it to decay into disuse and vacancy. Parkland designation is the only tool that will ensure that that we achieve a critical mass of amusement and entertainment anchor uses in the district. Without Parkland, a future owner could easily request a variance, or a subsequent administration could look to overturn this commitment to amusements. But with Parkland designation, that would not be an option, and dedicated amusement space would be guaranteed for generations to come. Only those willing to gamble with the amusements' future would be willing to reject parkland designation.

Today, the land proposed as amusement parkland is controlled by a number of owners within Coney East—some of whom have been in Coney Island for generations and others who have only recently purchased property—and the City has been in discussions with them. We hope to come to fair and negotiated deals that reflect the value and potential of the land while also being responsible and prudent with taxpayer funds. Already, the City has successfully negotiated with one of the longest-time, family-owned landowners in Coney Island—the Ward Family—to acquire a 1-acre site that currently hosts a kiddie park on the Boardwalk. With the completion of ULURP, we anticipate successful negotiations with additional property owners and the City's assemblage of the property for the eventual development of a new, permanent amusement attraction. Without the parkland mapping, we will not be able to assemble the land, nor fully protect it. Without parkland designation, soon there will be no amusements to protect, and Coney Island will disappear forever.

We have spent a lot of time studying successful amusement and entertainment areas and have learned that some retail uses are critical components of the visitor experience. But this retail is of a very specific kind. It's entertaining, it's unique and it's amusement-related. It is not generic, national retail. We studied the amusement related retail in other amusement parks like Six Flags, Tivoli, Cedar Point and Universal, and we've learned that 2,500sf and smaller retail uses strike the right balance. At this size, retail is attractive to visitor oriented shops, but is less attractive to national retailers. That's important because while national retailers can pay higher rents, they will likely price out the type of specialty retail that Coney Island's entertainment and amusement district so desperately needs.

Let me put this in context for you. The average sized amusement-related retail in amusement parks nation-wide is approximately 1,000 – 1,500 SF each. Specialized shops such as candy stores and souvenir shops are

typically 300 – 500 SF. Even Lola Staar’s Souvenir shop that was until recently located on the Coney Island Boardwalk was 350 SF.

You may hear today that the retail stores in the amusement district should be larger – perhaps as large as 10,000 SF and that 2,500 SF limits are too restrictive, their sizes too small. And that would be true – if your intention was to build a seaside mall with a Bed, Bath and Beyond, a Gap, a CVS and an Abercrombie and Fitch in the historic amusement district. But that’s not our goal. In Coney East, we want to build a dynamic amusement district that takes full advantage of the visitor potential for this iconic entertainment destination – not a seaside mall. National retail has its place – in Coney North and Coney West, and the guidelines we are proposing will encourage investment while protecting local retail in the district from becoming overrun with national retailers. While we are restricting the size of retail in the amusement district in order to encourage its growth as an entertainment district, we are not limiting the size of uses like restaurants, cafés, bars, entertainments uses, or amusements. These are absolutely critical to Coney Island’s future, and we encourage their growth here.

Hotels are a critical component of a successful amusement and entertainment destination – and in fact, they were a key part of the historic Coney Island. Across the country, hotels are integral to amusement and entertainment destinations. And given South Brooklyn’s current lack of hotels and catering facilities, we can capture this potential in Coney East by creating hotels that cater to local users as well as visitors to the amusement area, both of which will support a greater density of year-round entertainment uses and create critical jobs. Hotels can also directly support new amusement uses – in fact, some of the most popular tourist destinations include water-park hotels and the like. That’s exactly the sort of hotel that could work in Coney Island.

That said, we have been very careful about the size and placement of the hotels in Coney East. Hotels in the City’s plan include standard 650SF rooms and are limited to the northernmost part of the Amusement district along Surf Avenue and adhere to strict guidelines including floor area, frontage lengths, and height so as to respect the Parachute Jump and preserve views throughout the area. Additionally, anyone that develops a hotel will also be required to develop a portion of amusements within the district, linking the hospitality and entertainment uses that will work together to draw additional visitors and support new development.

You may hear today that the plan should allow for larger hotel footprints and larger hotel rooms – even as large as 1,000SF – in the amusement district. But in our opinion, hotels that large are just a proxy for residential units or timeshares and are inappropriate in the amusement area. Residential uses are incompatible with the noise, bright lights and energy of an active, year-round amusement area that we are all striving for in Coney East. If people were to live in the amusement district, they would complain about all the lights and noise that are, in fact, the very dynamic and exciting elements of the amusements we are looking to preserve and enhance! The district would shut down to accommodate residential type uses – and Coney Island would be no more.

You may hear from others today that there should be absolutely no hotels in the amusement district. But, again we believe hotel uses have the potential to draw additional visitors and economic activity to amusement area and to create direct synergies with amusement uses.

Upon completion of this ULURP, the City will continue negotiating for the purchase of land in the amusement area, and our goal is to begin immediate investment in an interim amusement park that could be open as soon as next summer, even as we craft an RFP for a permanent amusement park. The interim amusement park would operate until the permanent amusement park is developed. The City is prepared to make a significant capital commitment for the creation of the interim park.

In fact, we are already working with amusement park professionals to develop short-term and long-term plans for the district. Yesterday, we announced the formation of a panel of national amusement experts chaired by Jim Seay, President of Premier Rides, Inc., who will be advising the City – as have many industry professionals since we started this planning process – and will assist our implementation of immediate plans for the growth of the entertainment district. Other participants include the Presidents and CEOs of some of the largest and most important entertainment and amusement companies like Great Wolf Resorts, Ripley's, Palace Entertainment, the Atlantic City Steel Pier, and the Municipal Arts Society. The panelists are volunteering their time to help restore and grow America's first amusement park. Their plans and efforts are dependent on the designation of parkland within the amusement district.

The revitalization of Coney Island is the one of the biggest and most important redevelopment projects Brooklyn, and New York City has ever seen. Over the next 30 years, this development will generate up to \$14 billion in economic activity, and will create 6,000 new permanent jobs and 25,000 construction jobs. At full build-out, we will see \$300-600 million in *additional annual economic activity* generated from the amusement, entertainment, retail, hospitality, and residential uses that we are bringing to the entire area. The City's plan would attract approximately \$3.8 billion in private capital investment to a neighborhood that is dire need of economic growth. And our plan not only brings incredible economic activity to the area, but also maximizes these benefits by preserving and enhancing the iconic amusement area, and leveraging this City treasure to support the development of the surrounding community.

Coney Island has serious needs – and they will neither be solved by a seaside mall with large hotels nor by an amusement district that lacks the appropriate density and mix of uses to ensure its viability and sustainability. It's time for a serious plan for Coney Island – and ours is just that. The time to act is now. The stakes could not be higher. If we do not approve this plan, the decline of the amusement area will only accelerate and we stand to lose Coney Island forever. Coney Island is at a crossroads—and our chance to capture Coney Island's full

potential is *now*. Coney Island has been allowed to fall into decay for too long, and we owe it to all New Yorker to fix it once and for all.

We owe it to Coney Island to:

- Increase ten-fold the size of the amusement park, creating a 27-acre 21<sup>st</sup> Century Amusement and entertainment district
- Add 6,000 new permanent jobs
- Create more than 25,000 construction jobs
- Create more than 4,500 units of housing, 900 units of which will be affordable
- Create up to 500,000 SF of retail and neighborhood services
- Catalyze up to \$14 billion in economic activity over the next 30 years.

There is a broad and growing coalition of supporters for the City's plan, some of whom you will hear from today and others you'll hear from throughout the ULURP process. We are truly at a fork in the road today. One path will lead us to a stronger amusement district and critical neighborhood investments. And the other will lead to an uncertain future and Coney Island's eventual destruction as an amusement mecca. Investing in Coney Island today will set the stage for increased visitorship, billions in new private investment across the neighborhood, and an enhanced amusement area. But without decisive action immediately, the amusement district will not survive, and we will have lost the opportunity to lever an internationally-known brand into jobs, investment, housing and tourism.

This is a once-in-a-lifetime opportunity. Coney Island deserves our full attention and I thank the Council once again for this opportunity to discuss the future of this neighborhood.

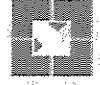
Thank you once again your time. I look forward to answering any questions you may have.

CONEY ISLAND

# CONEY ISLAND COMPREHENSIVE PLAN



**New York City**  
Department of City Planning



**New York City**  
Economic Development Corporation



**New York City**  
Department of Parks and Recreation



**New York City**  
Department of Housing Preservation  
and Development

CONEY ISLAND COMPREHENSIVE PLAN

# EXISTING CONDITIONS: AMUSEMENT AREA TODAY



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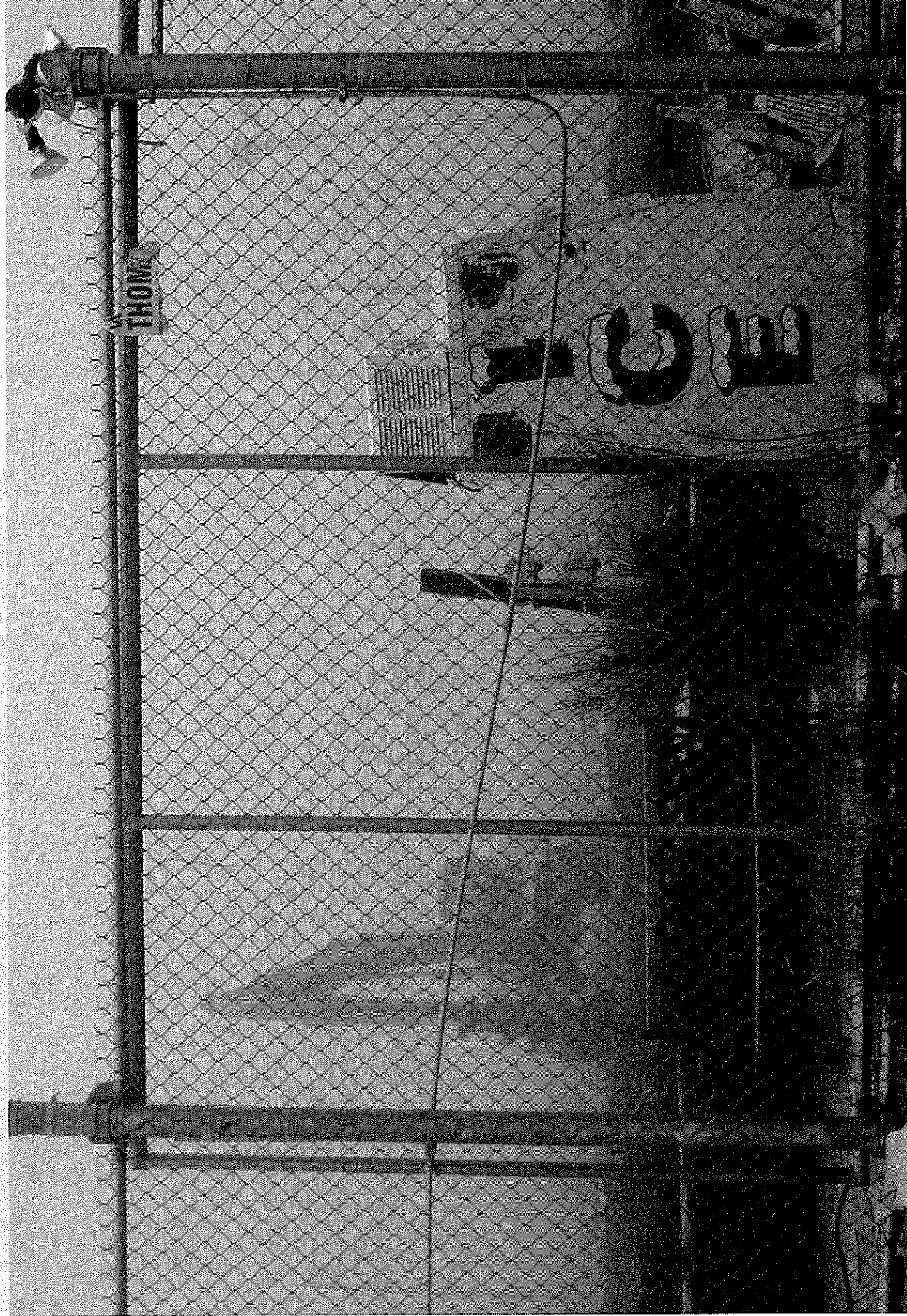
# EXISTING CONDITIONS: AMUSEMENT AREA TODAY



# EXISTING CONDITIONS: AMUSEMENT AREA TODAY

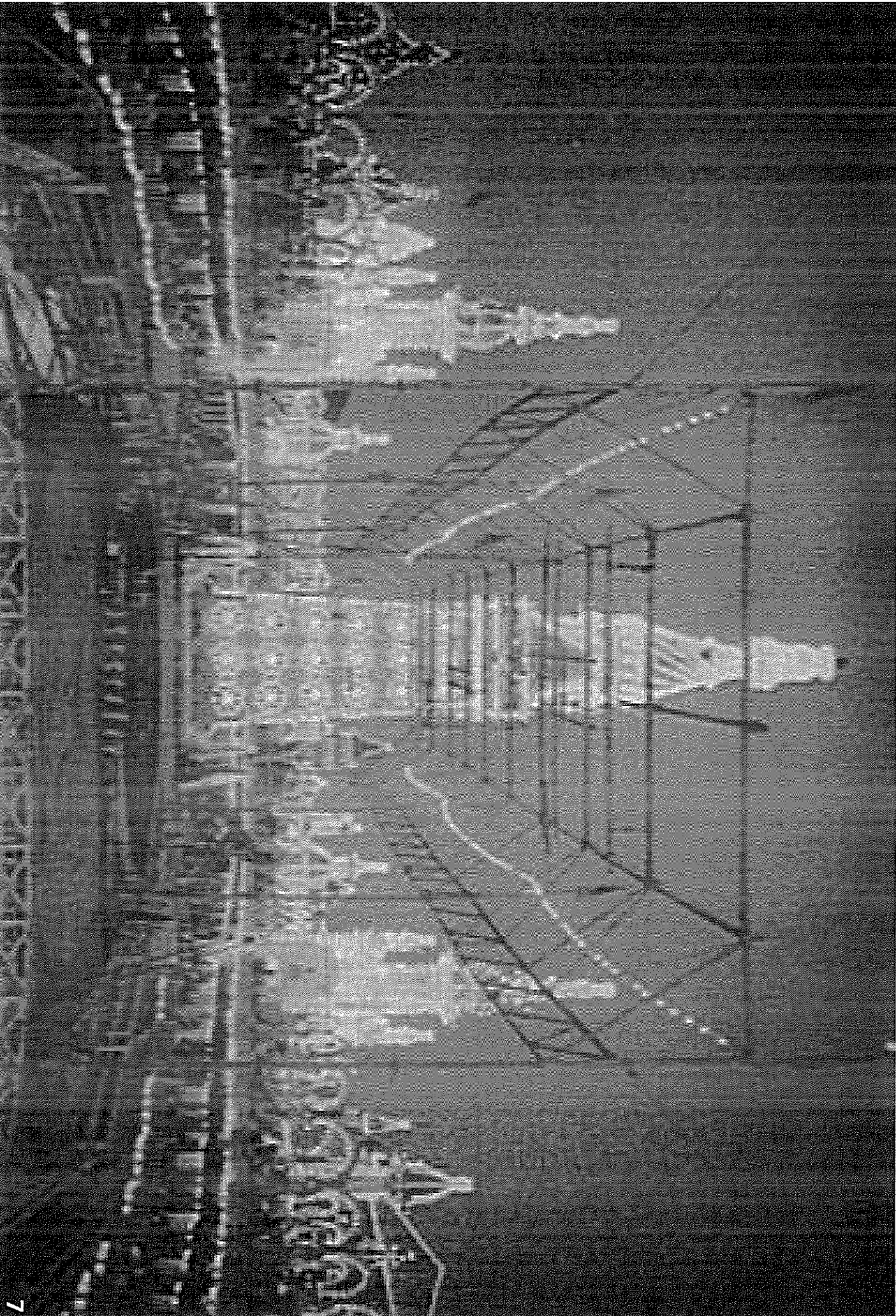


# EXISTING CONDITIONS: AMUSEMENT AREA TODAY



COMPREHENSIVE REZONING PROPOSAL

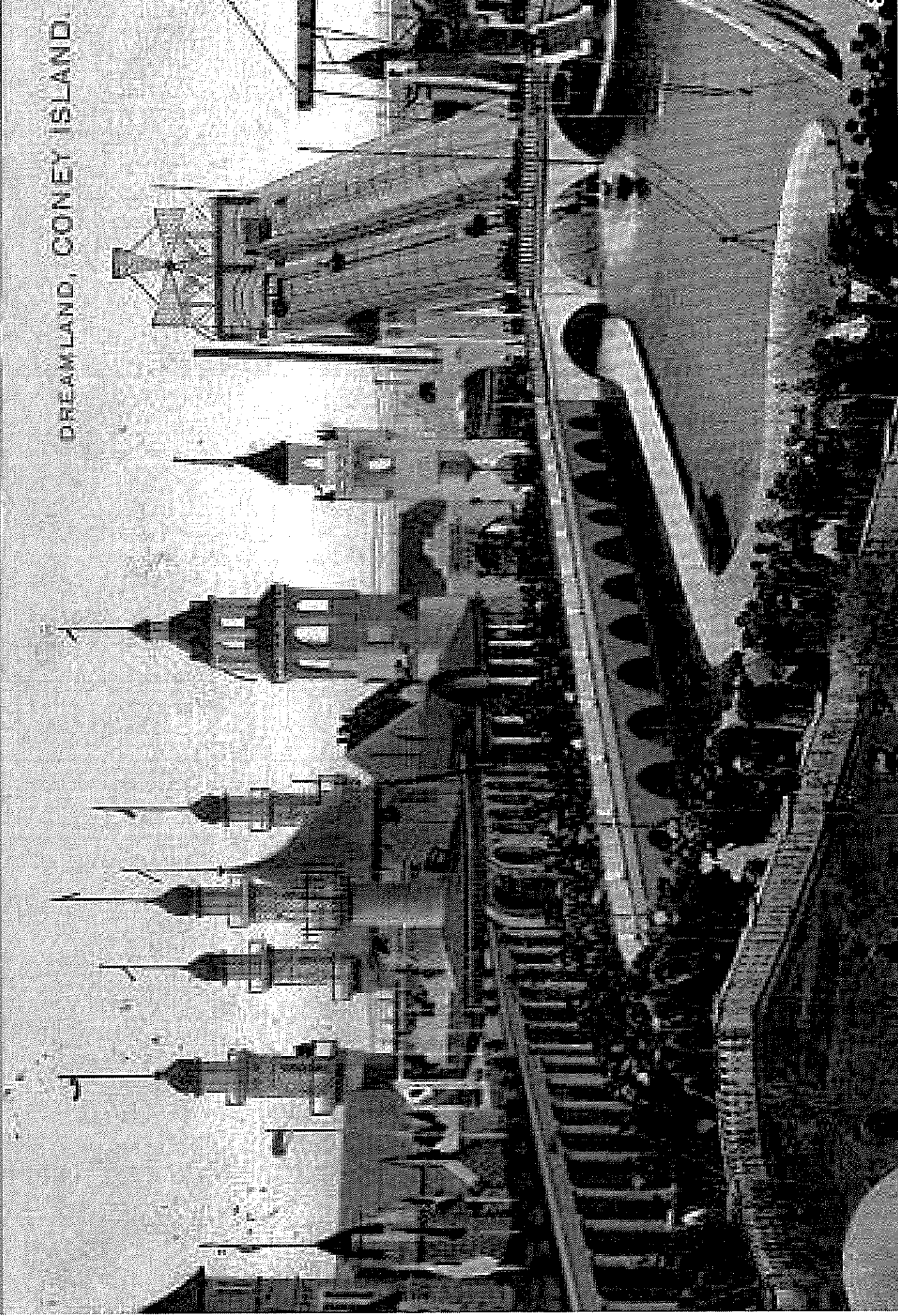
# HISTORIC GLORY: CONEY ISLAND'S PAST



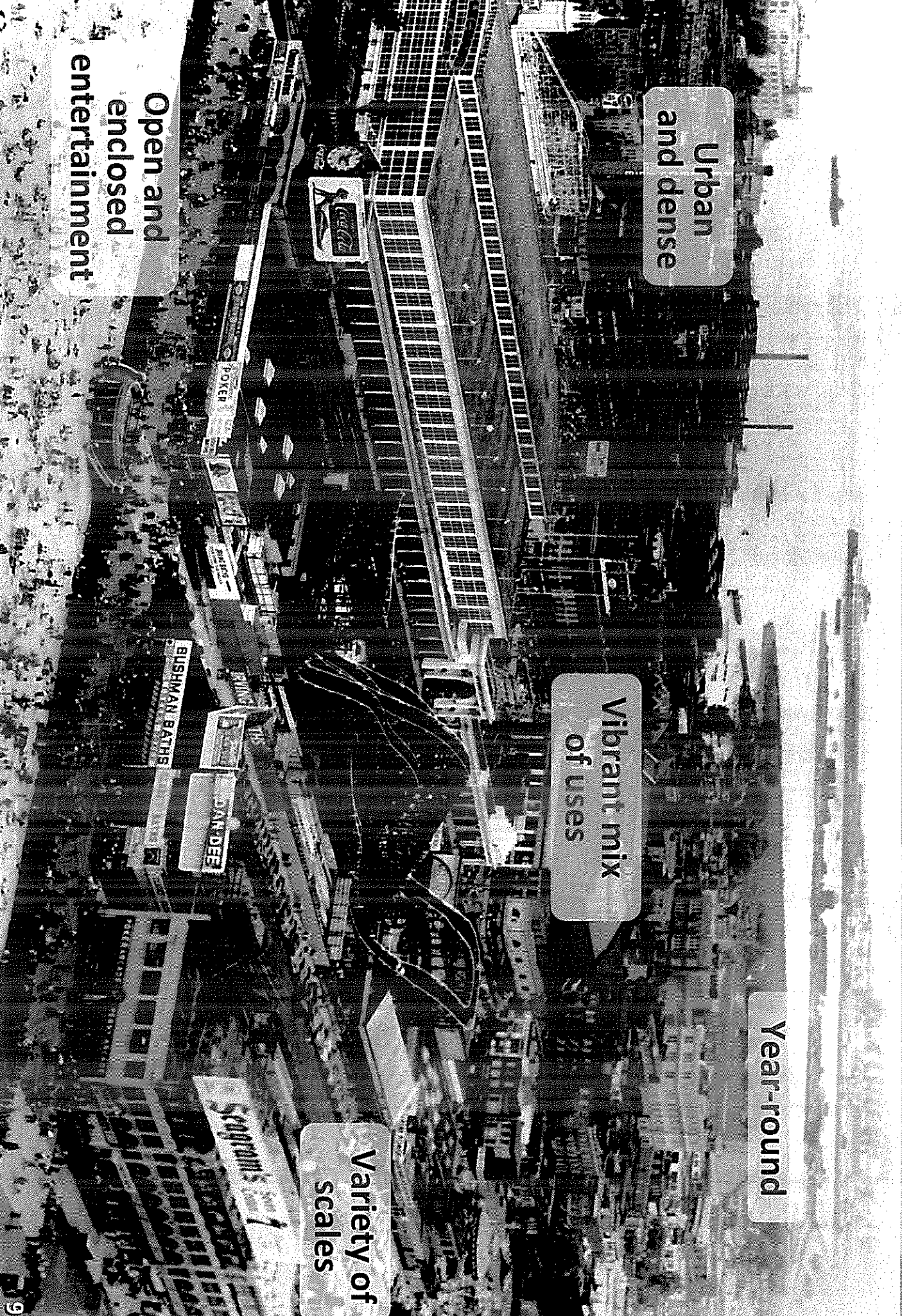
COMPREHENSIVE REZONING PROPOSAL

# HISTORIC GLORY: CONEY ISLAND'S PAST

DREAMLAND, CONEY ISLAND.



COMPREHENSIVE REZONING PROPOSAL  
HISTORIC GLORY: CONEY ISLAND'S PAST



Urban and dense

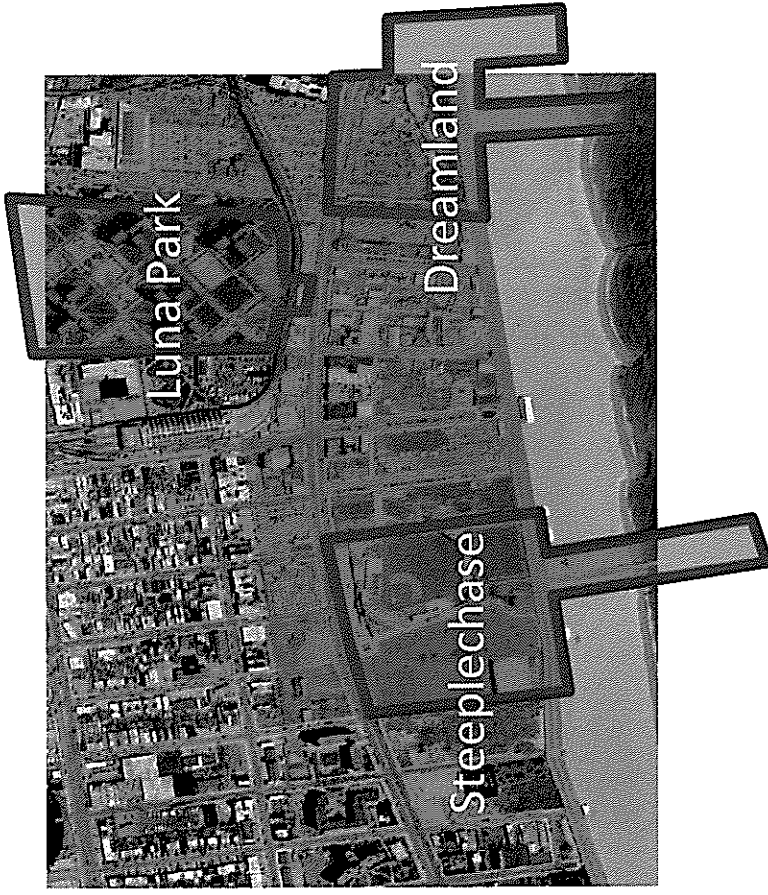
Vibrant mix of uses

Year-round

Open and enclosed entertainment

Variety of scales

# CONEY ISLAND'S AMUSEMENTS: A HISTORY OF DECLINE



1910s



1930s



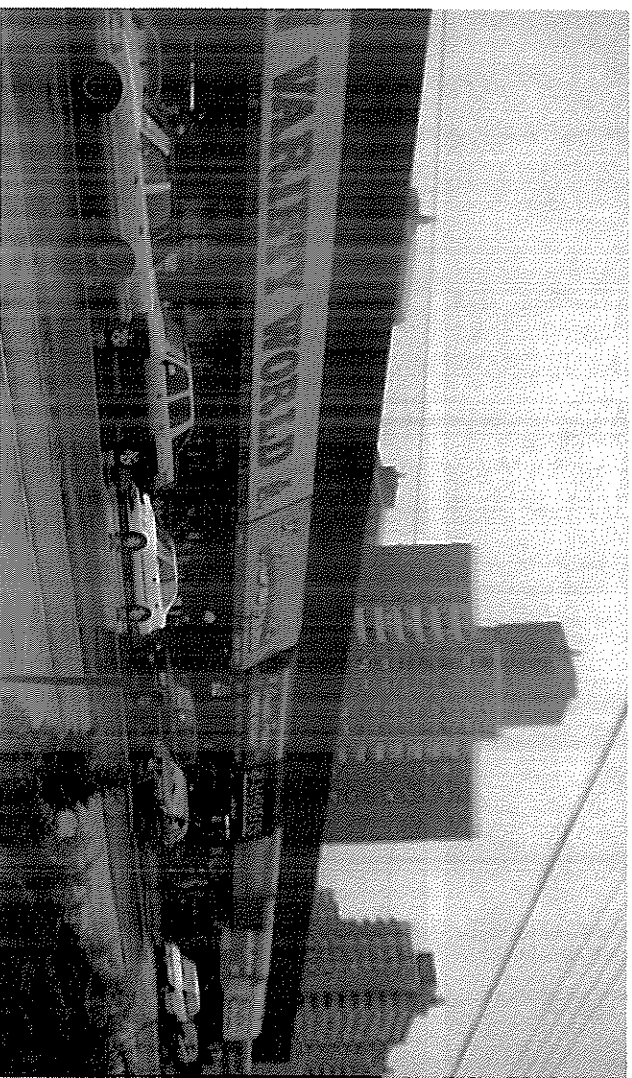
1970s



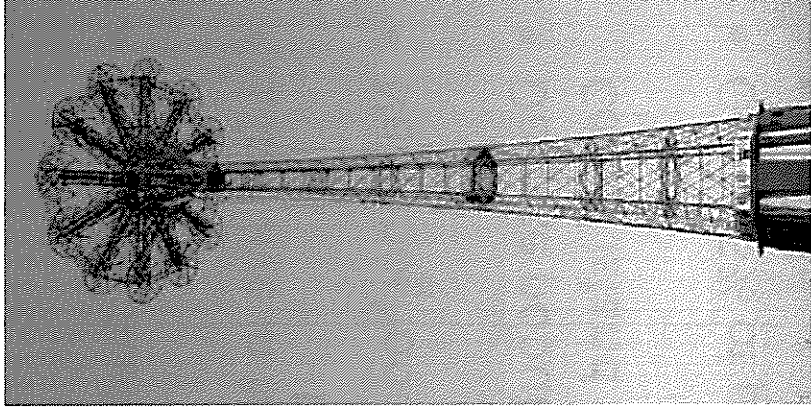
2009

## EXISTING CONDITIONS: A NEIGHBORHOOD WITH NEEDS

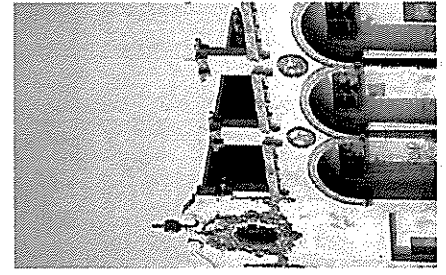
- Approximately 50,000 residents
- 1 in 6 live in NYCHA developments
- Neighborhood lacks housing options
- Despite population surge in Brooklyn, Coney Island is losing residents
- Over 25% of population is over 60 years old
- Unemployment 2x the City average
- Neighborhood underserved by retail and services



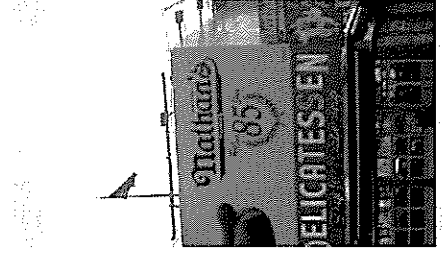
# CONEY ISLAND COMPREHENSIVE PLAN EXISTING ASSETS AND HISTORIC CONTEXT



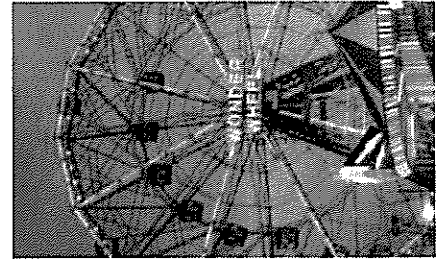
Parachute Jump



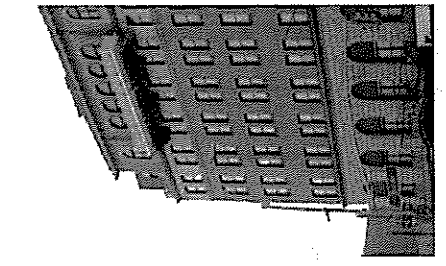
Child's Building



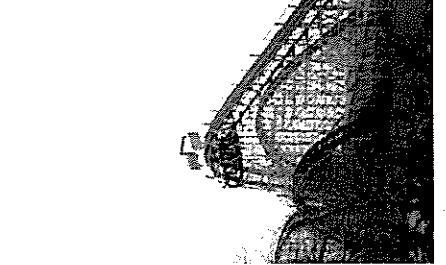
Nathan's



Wonder Wheel



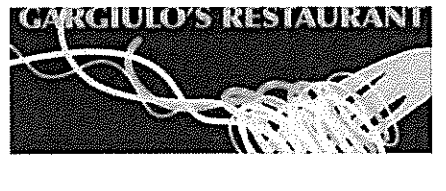
Shore Theater



Cyclone



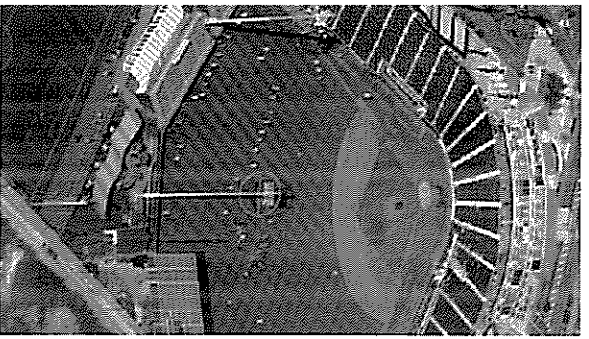
Gargiulo's



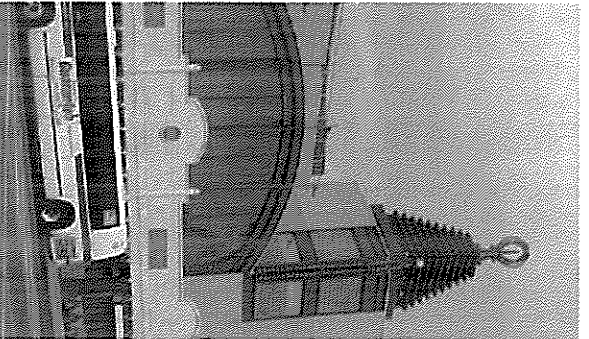
Aquarium



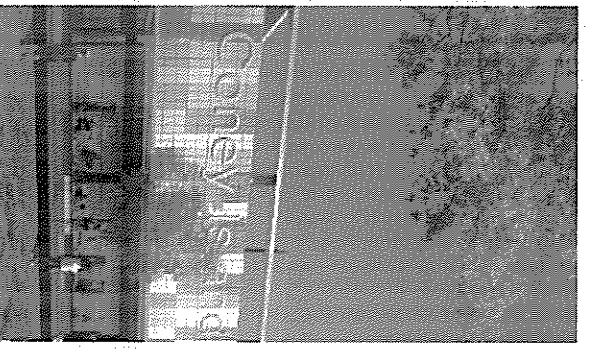
COMPREHENSIVE REZONING PROPOSAL  
COMMITMENT TO PUBLIC INVESTMENT



Keyspan Stadium



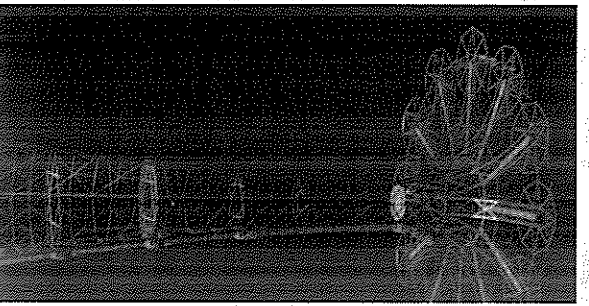
Stillwell Avenue  
Subway Station



YMCA  
& Affordable Housing



Steeplechase Plaza  
& B&B Carousel



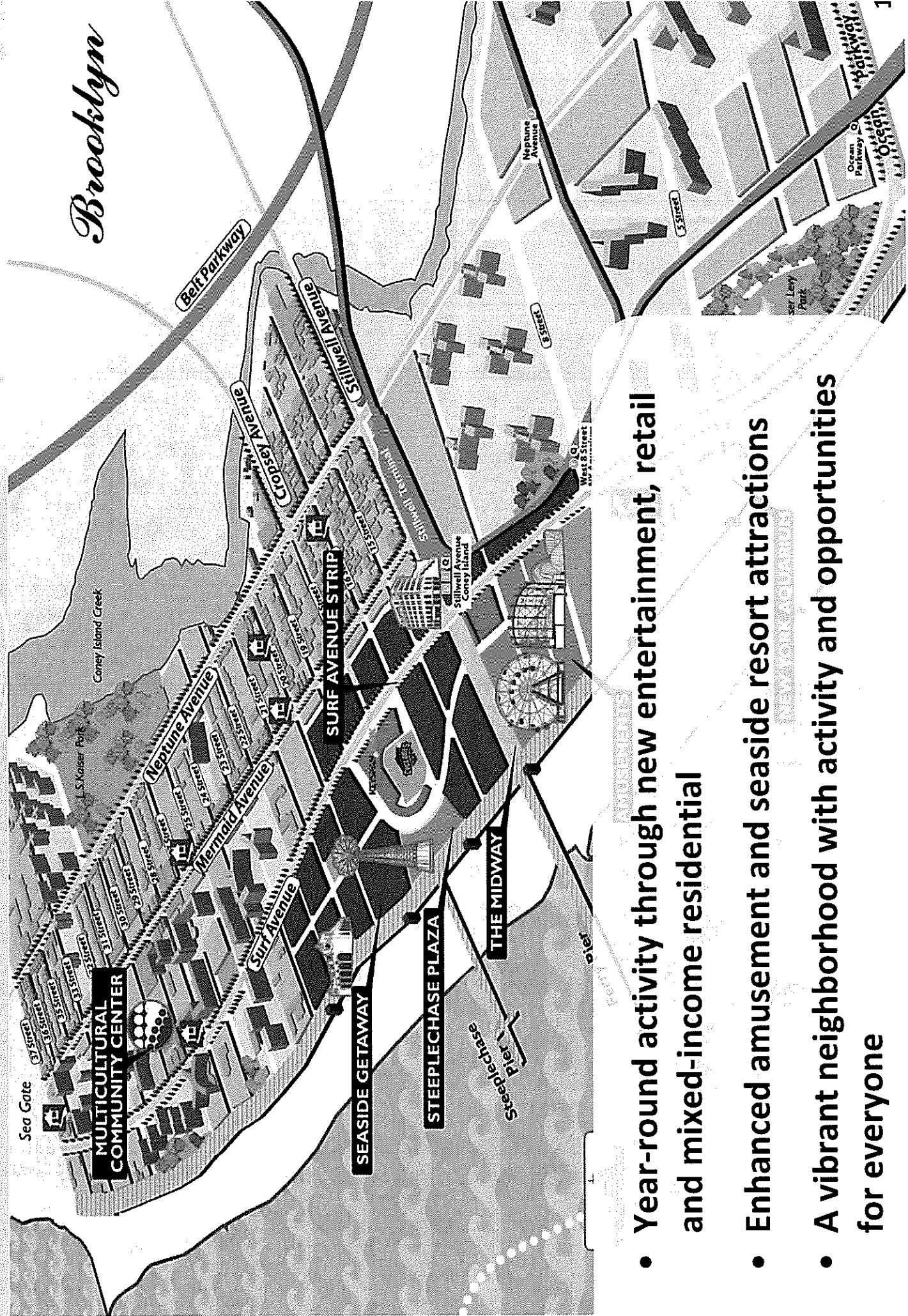
Parachute Jump  
Lighting



Asser Levy Park  
Amphitheater

# 2005 STRATEGIC PLAN ESTABLISHED GUIDING PRINCIPLES

*Brooklyn*




- 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

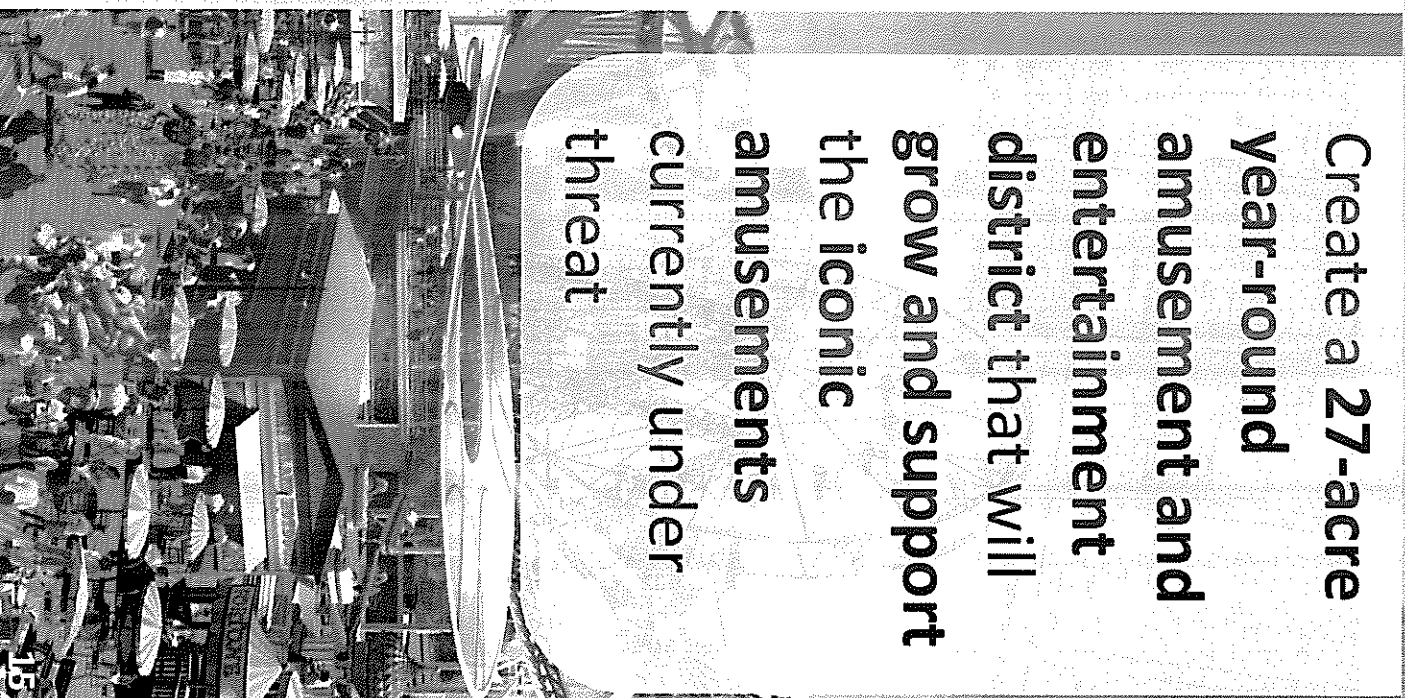
# A PLAN THAT BALANCES KEY PRIORITIES



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



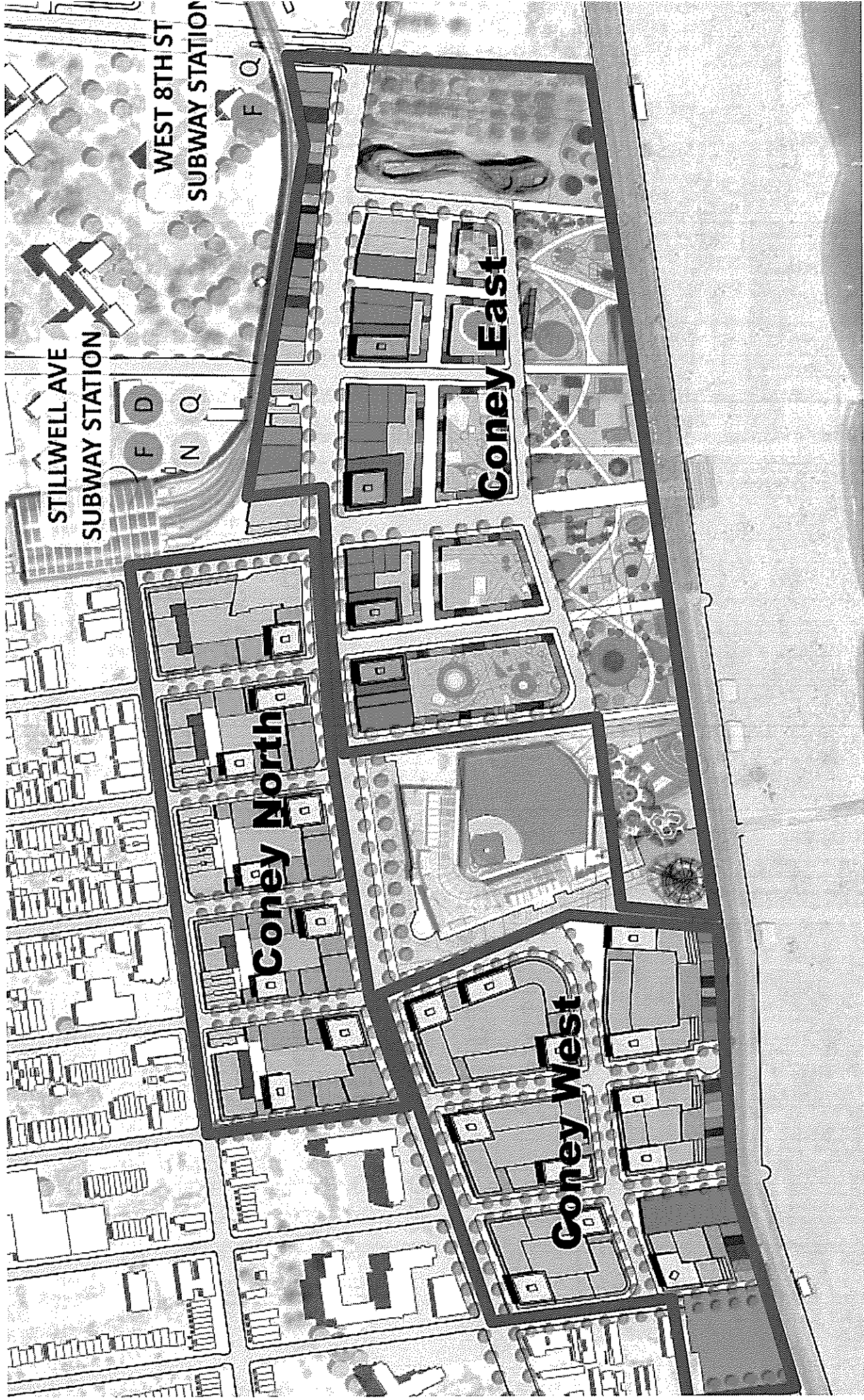
Create jobs and opportunities for local residents and make Coney Island the economic engine of South Brooklyn



Create a 27-acre year-round amusement and entertainment district that will grow and support the iconic amusements currently under threat

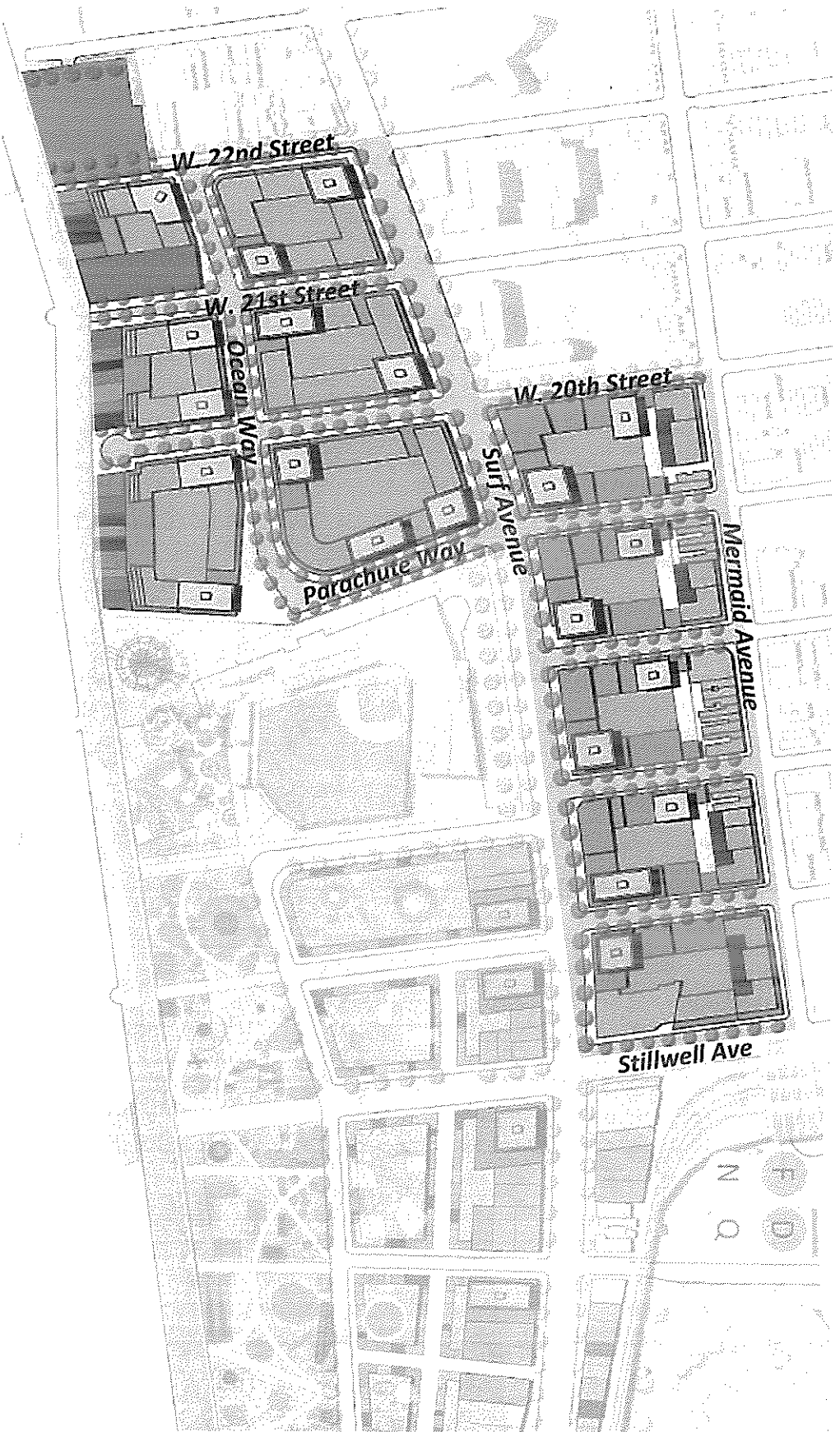
COMPREHENSIVE REZONING PROPOSAL

# A BALANCED DEVELOPMENT PLAN



# CONEY NORTH/WEST: PROPOSED DEVELOPMENT

- 11-block neighborhood
- 4,500 residential units
- 900 affordable housing units
- 500,000SF of retail amenities

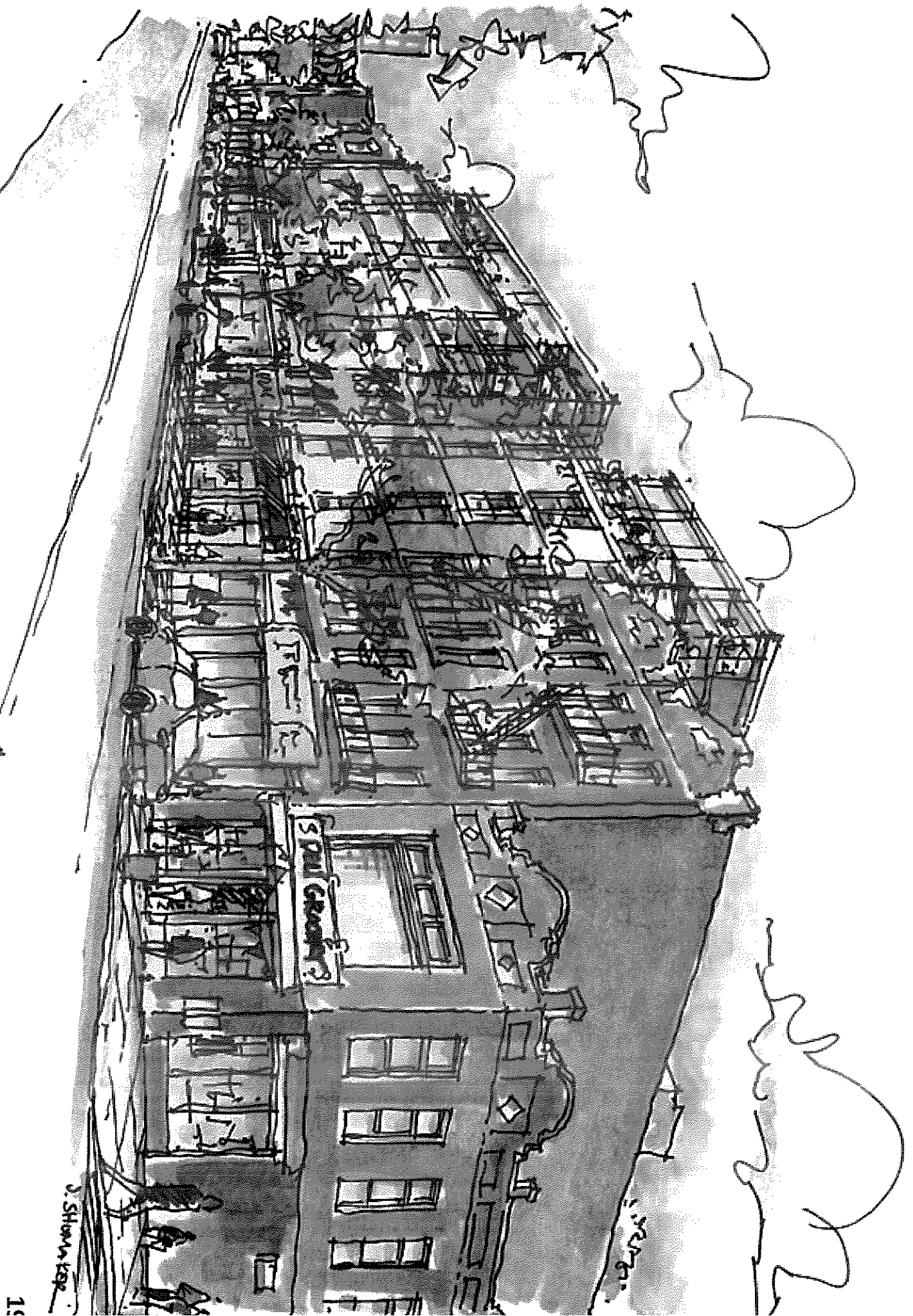


COMPREHENSIVE REZONING PROPOSAL

# EXISTING CONDITIONS: MERMAID AVENUE



COMPREHENSIVE REZONING PROPOSAL  
MERRMAID AVENUE: A RETAIL CORRIDOR

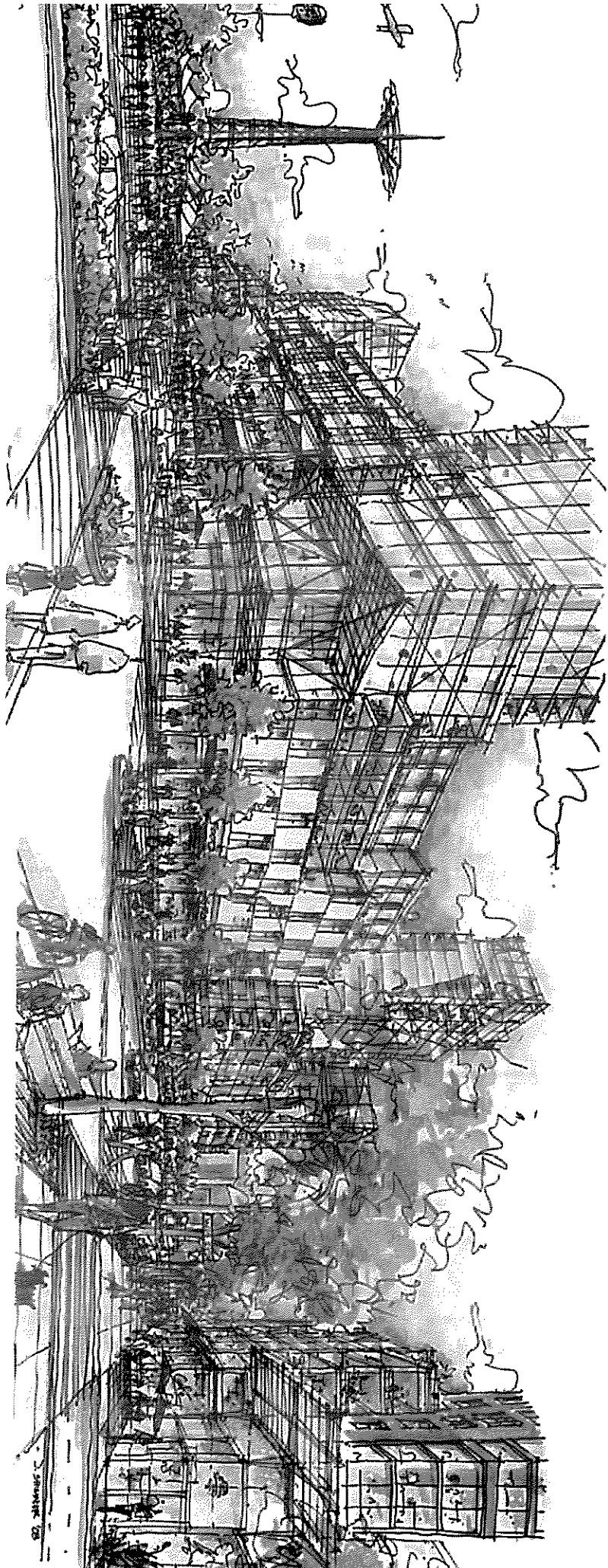


COMPREHENSIVE REZONING PROPOSAL

# EXISTING CONDITIONS: SURF AVENUE



COMPREHENSIVE REZONING PROPOSAL  
**SURF AVE: LINKS ENTERTAINMENT AND NEIGHBORHOOD**

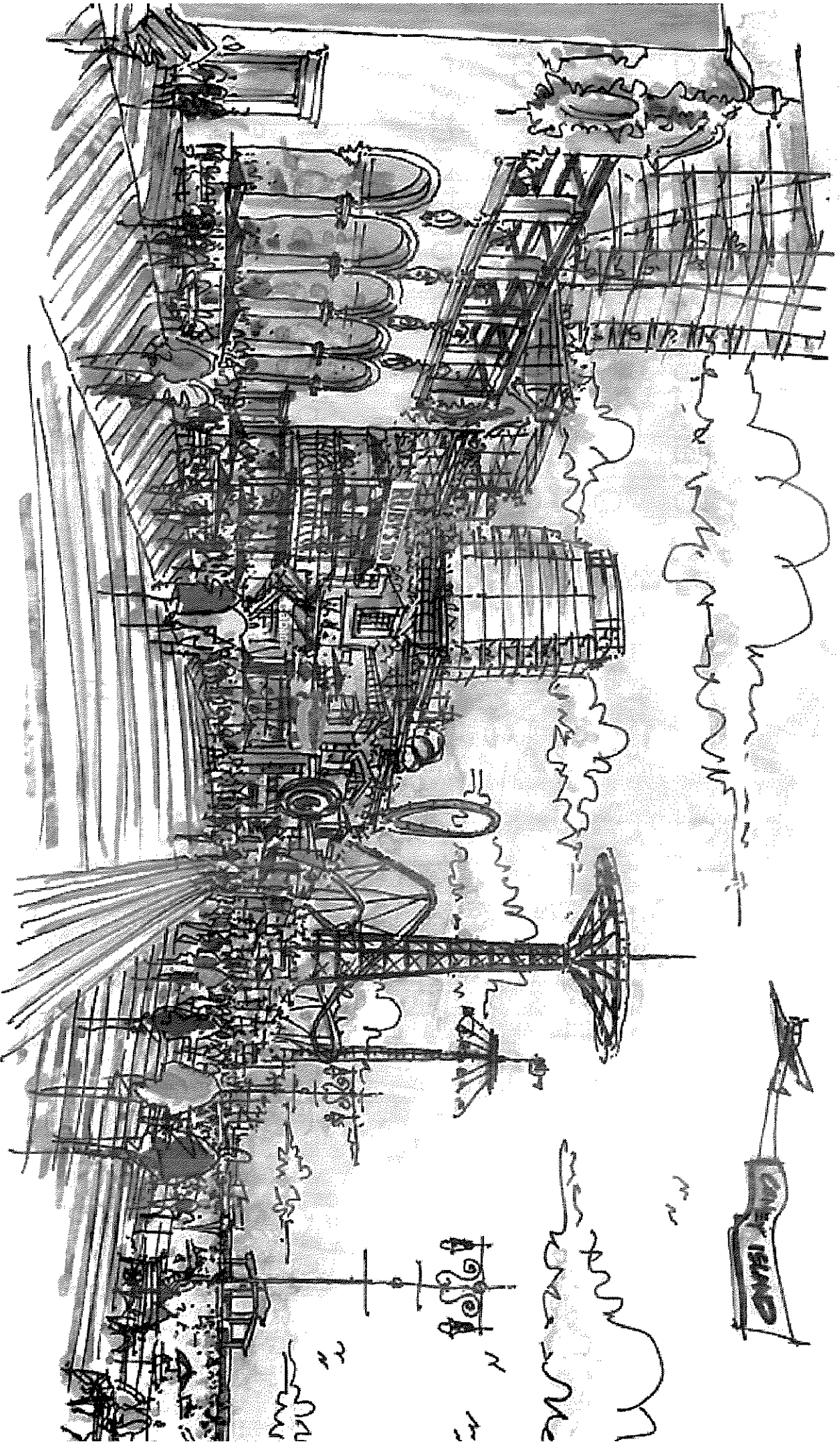


COMPREHENSIVE REZONING PROPOSAL

# WESTERN BOARDWALK: VACANT AND UNDERUTILIZED



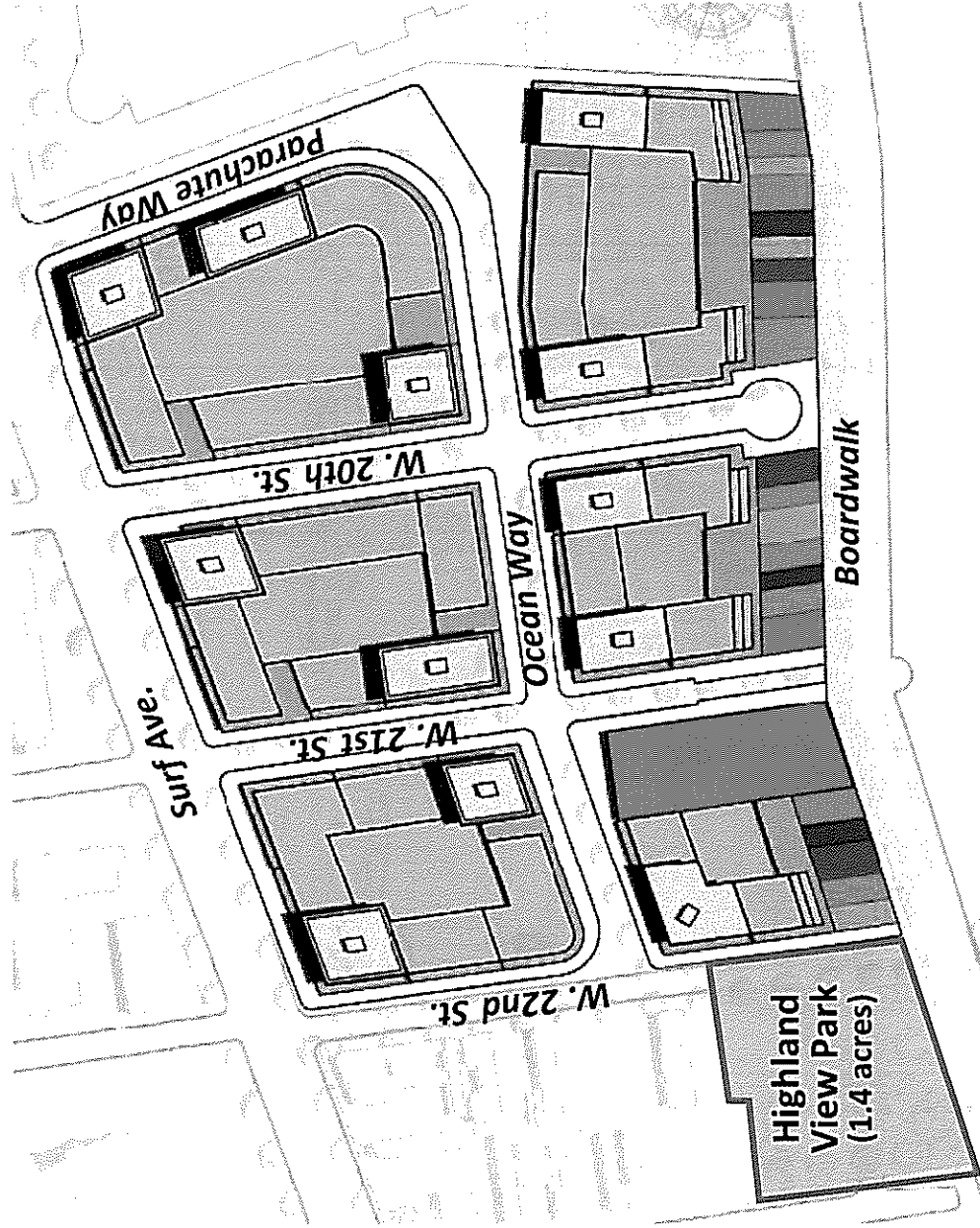
COMPREHENSIVE REZONING PROPOSAL  
FUTURE ACTIVE BOARDWALK EXTENDS TO CHILD'S



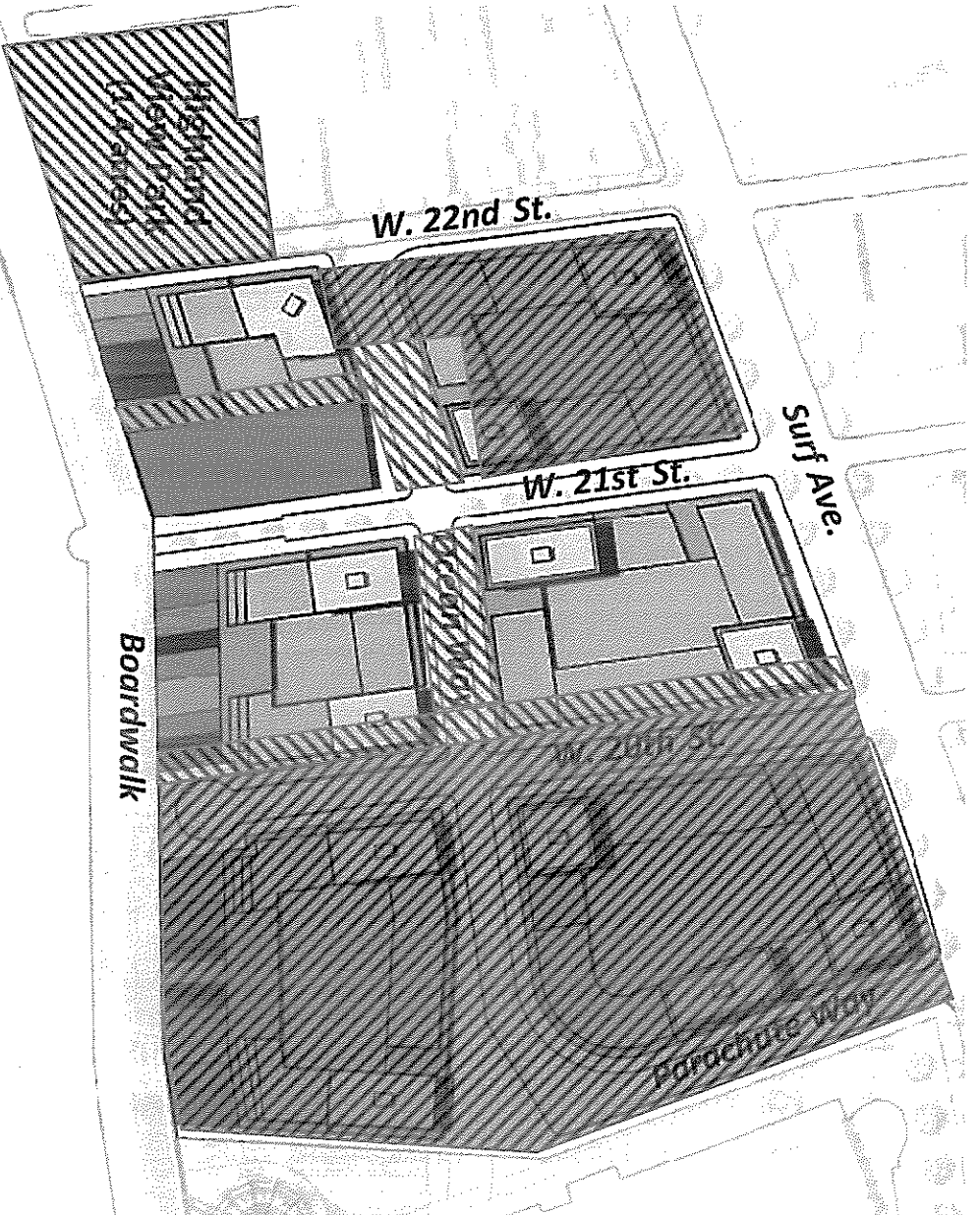
# COMPREHENSIVE REZONING PROPOSAL CONEY WEST: DEVELOPMENT

Development would facilitate:

- 6 new blocks
- Over 2,000 parking spaces
- Over 2,700 units of housing
- Over 900 permanent jobs
- Over 10,000 construction jobs
- Approx. 400,000SF of neighborhood services
- New Highland View Park
- Ocean Way, street grade and infrastructure work



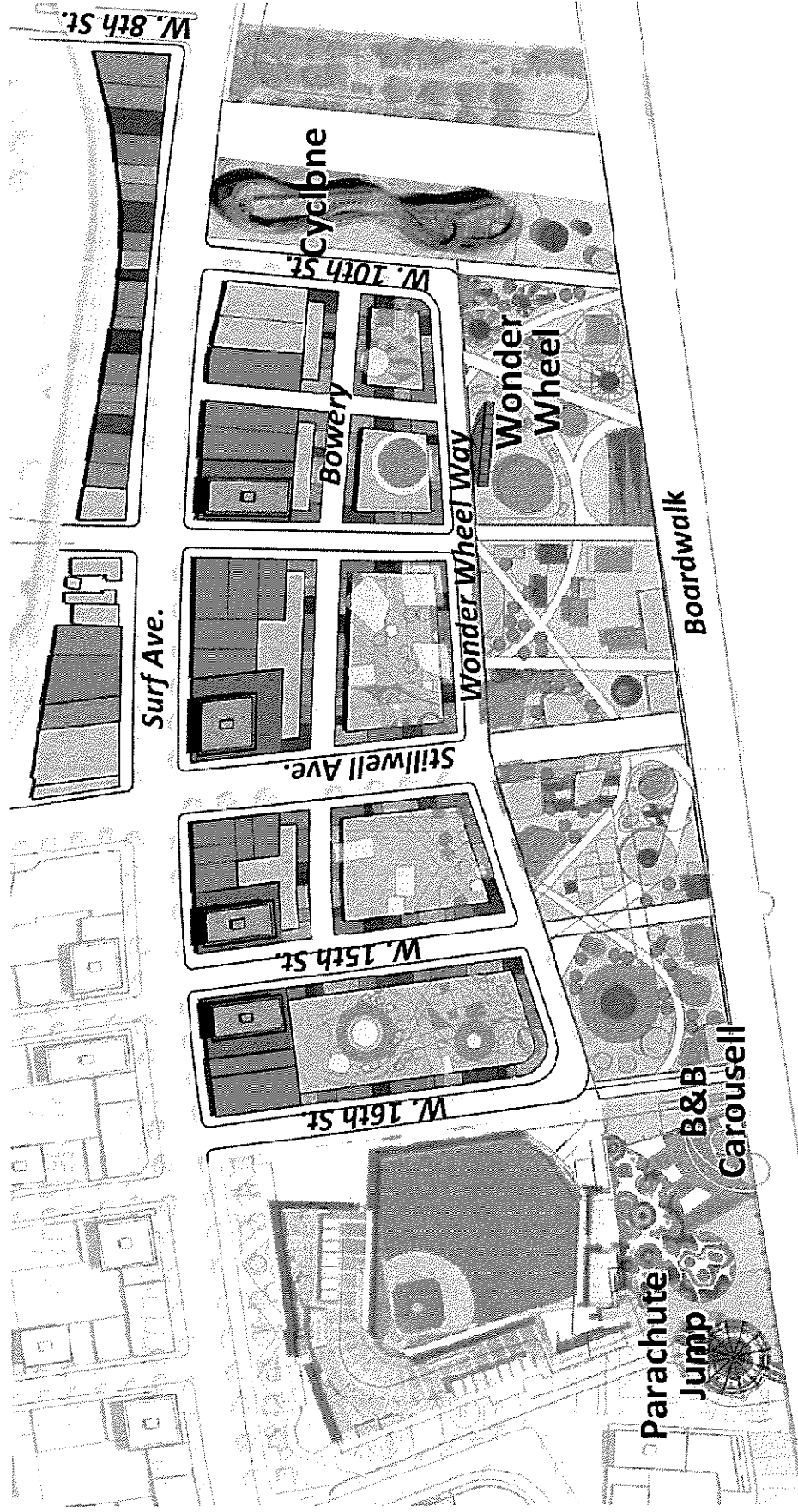
## WITHOUT PARKLAND ALIENATION



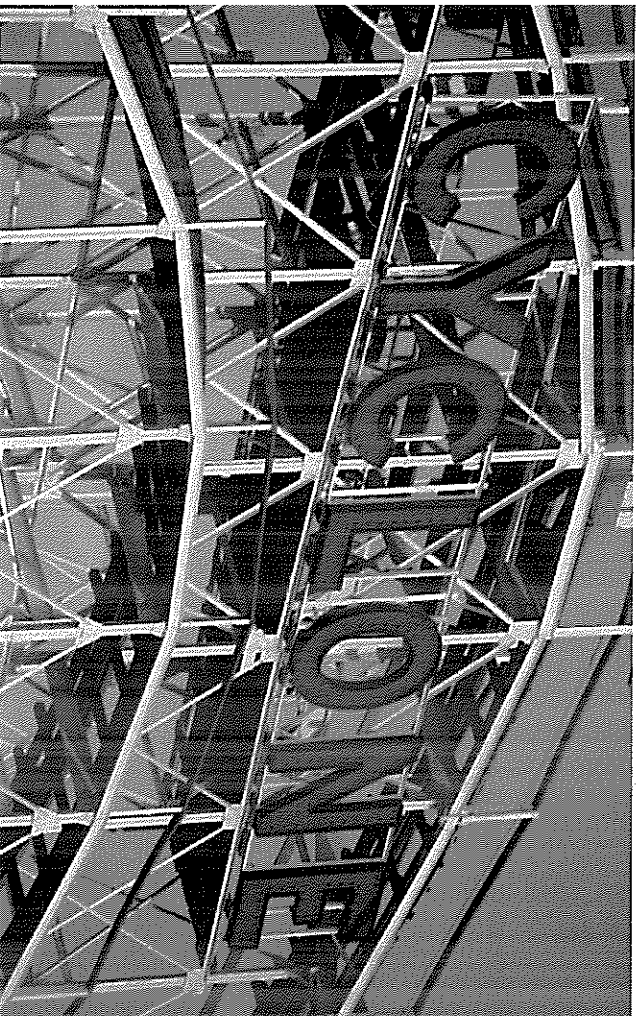
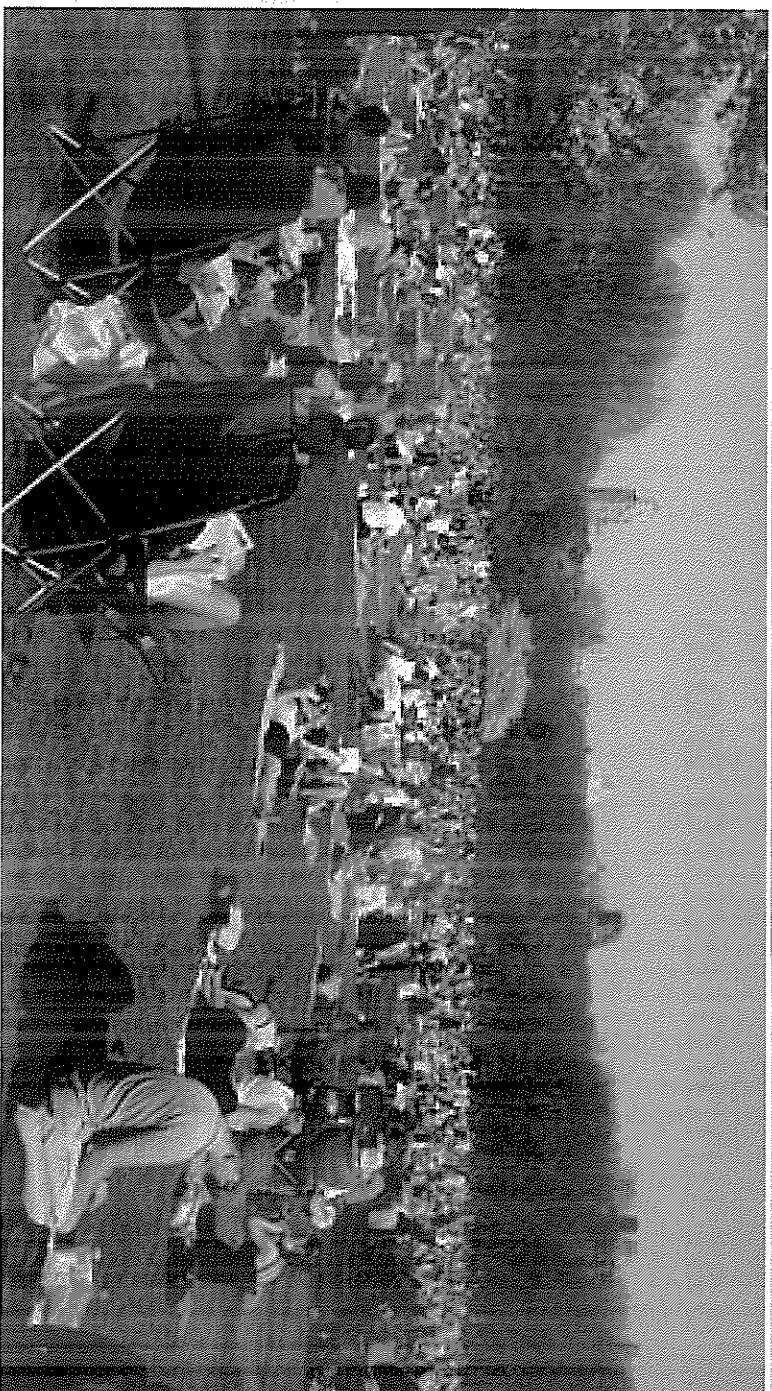
- Four fewer development blocks
- 1,500 fewer parking spaces
- At least 2,500 fewer housing units
- 650 fewer permanent jobs
- 7,000 – 11,000 fewer construction jobs
- 400,000sf less neighborhood retail
- NO NEW Park

# CONEY EAST: PROPOSED DEVELOPMENT

- **27-acre** amusement and entertainment district
- **1.1MSF** open and enclosed amusements, restaurants, bars, arcades, tattoo parlors, movie theaters, bowling alleys, arcades, souvenir shops, specialty retail
- **800** hotel rooms

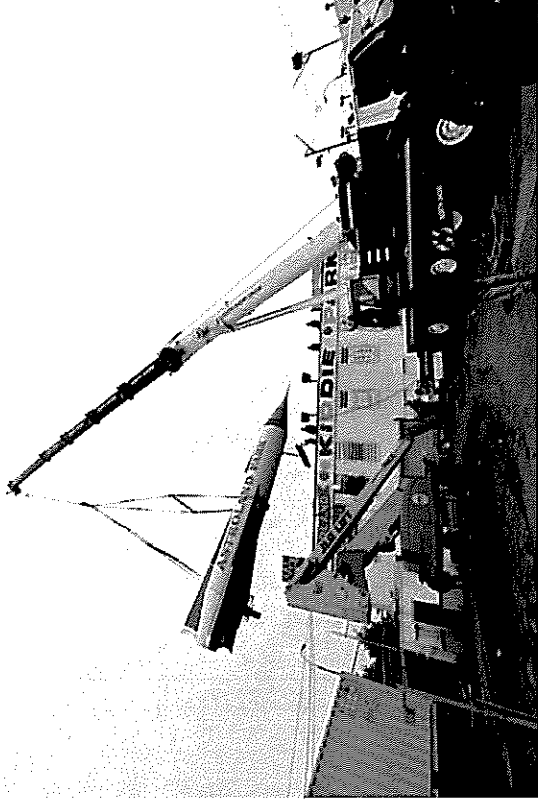


COMPREHENSIVE REZONING PROPOSAL  
A TOOL TO CREATE PUBLIC PARKS



# WITHOUT PARKLAND DESIGNATION IN THE AMUSEMENTS:

- Beachfront unprotected from speculation
- City cannot acquire property
- City cannot issue RFP for operator



COMPREHENSIVE REZONING PROPOSAL  
RETAIL SIZING APPROPRIATE FOR AMUSEMENT AREA

Consider:

- Beach/amusement retail averages 1,500SF
- Retail stores in amusement parks average 1,000-1,500SF\*
- Specialized shops (e.g., candy or sunglasses) are 300-500SF\*
- 2,500SF is the right size for Coney Island's amusement area retail



\*Based on information from Six Flags, Cedar Pointe, Disney, Universal

## IMPACT OF 10,000SF RETAIL IN CONEY EAST

**10,000SF footprints are attractive to the following types of retailers:**

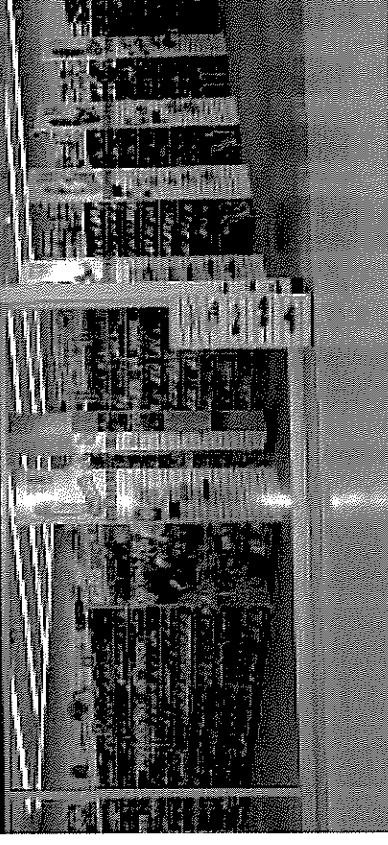
- Clothing – Gap; Ann Taylor
- Bookstore – Borders; Hudson News
- Stereo/Appliance – RadioShack; J&R
- Gift Shops – Hallmark; Sharper Image
- Footwear – Payless Shoes, DSW
- Sporting Goods – EMS; Modell's

**No size restrictions in Coney East on:**

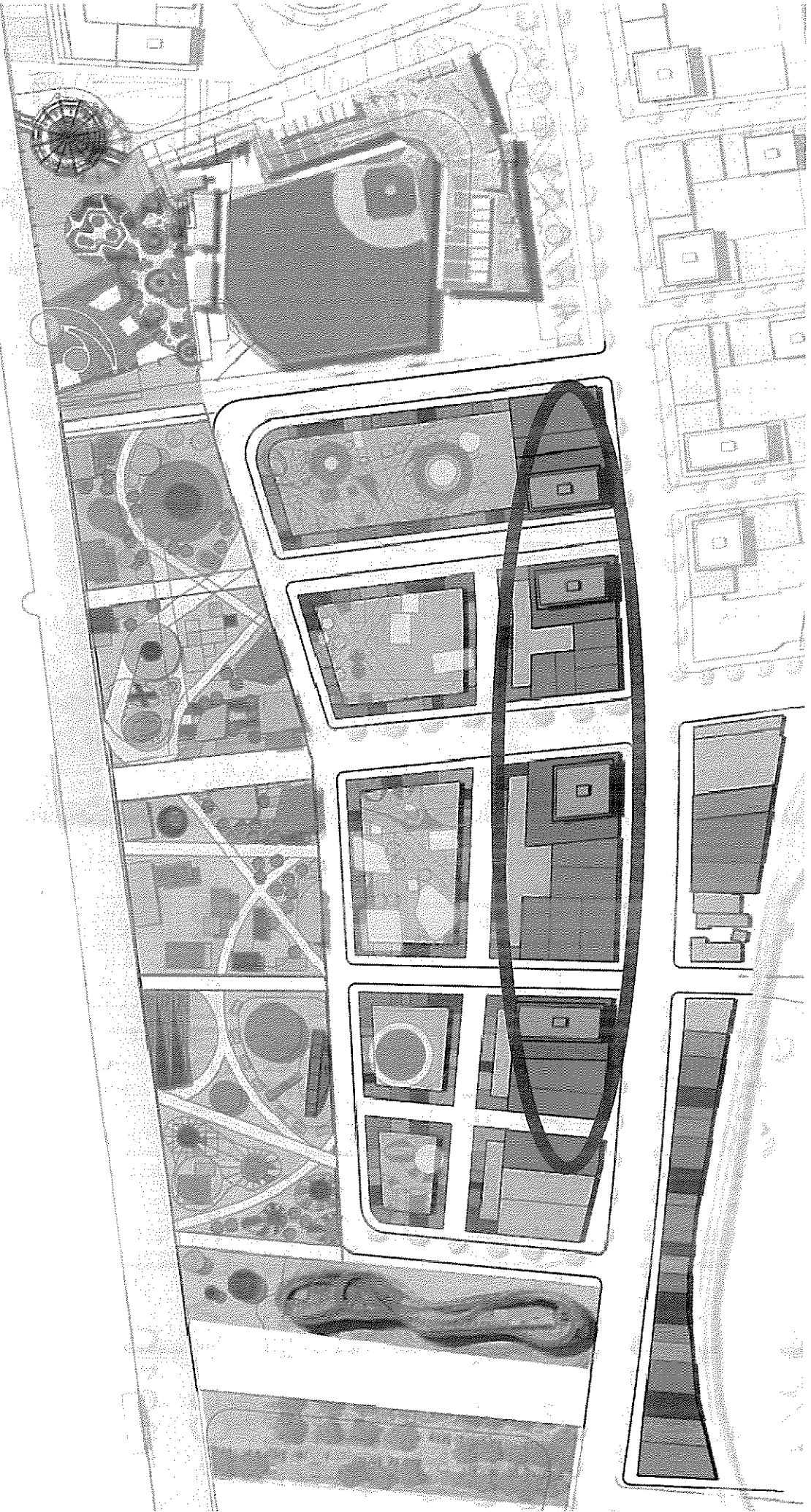
- Restaurants, bar, and café uses
- Entertainment uses
- Amusement uses

**No size limitations for general retail in Coney North or West**

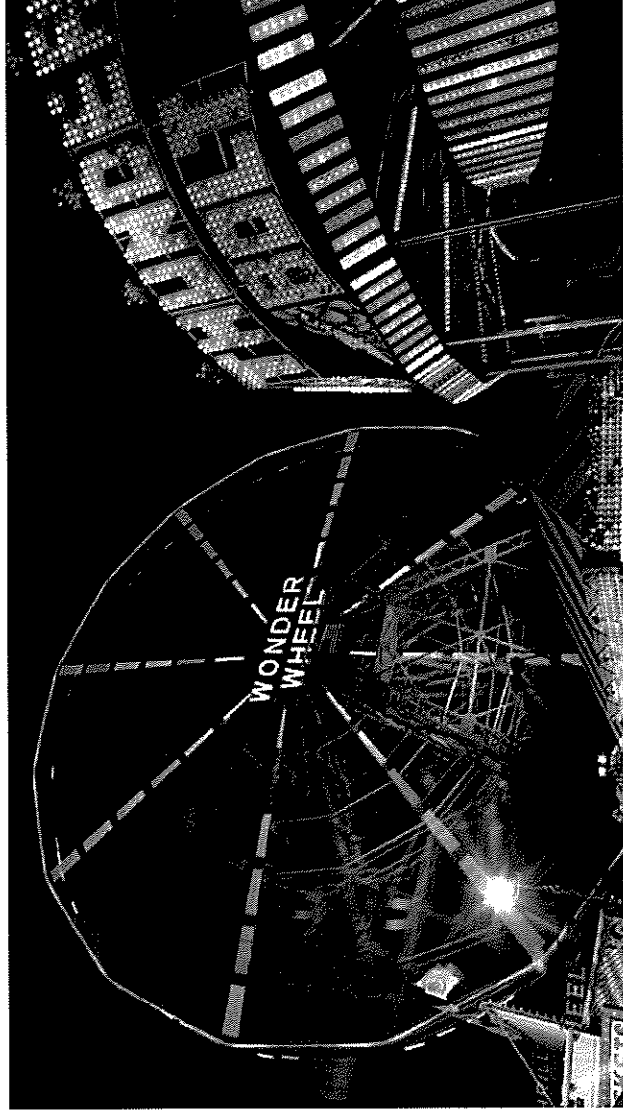
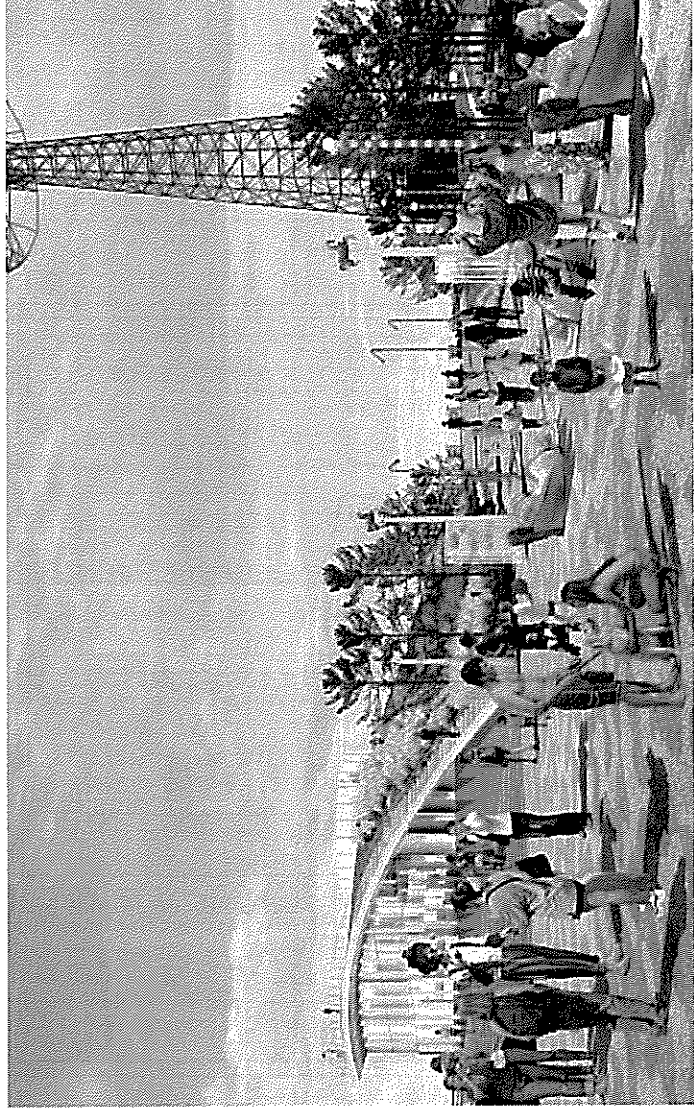
**Payless ShoeSource**



COMPREHENSIVE REZONING PROPOSAL  
**HOTELS AS AN IMPORTANT PART OF THE MIX**



## NEXT STEPS TOWARDS IMPROVED AMUSEMENT AREA



- Continue negotiations with landowners
- Work with Amusement Advisory Panel
- Invest in Interim Amusement Park in Coney East for Summer 2010
- Create permanent and construction jobs

COMPREHENSIVE REZONING PROPOSAL  
A COMPREHENSIVE PLAN FOR CONEY ISLAND



# THE CONEY ISLAND PLAN BY THE NUMBERS

- **27-Acre Amusement District**
- **6,000 Permanent jobs**
- **25,000 Construction jobs**
- **4,500 Housing units, 900 affordable**
- **1.1MSF Amusements and entertainment uses**
- **500,000SF Retail and services**
- **6,500 Parking spaces**
- **950 Hotel rooms**
- **\$14B in economic activity over the next 30 years**



**TESTIMONY OF  
LYNN B. KELLY,  
PRESIDENT, CONEY ISLAND DEVELOPMENT CORP.**

**BEFORE THE NEW YORK CITY COUNCIL  
COMMITTEES ON LAND USE AND ECONOMIC DEVELOPMENT  
APRIL 1, 2009**

Thank you, Council Member Katz, Councilman White and members of the Land Use and Economic Development Committees.

My name is Lynn Kelly and I serve as President of the Coney Island Development Corporation. The CIDC was formed in 2003 by the Mayor, the City Council and the Brooklyn Borough President to create a comprehensive, viable plan to promote a more diversified business community and better employment opportunities in Coney Island. It is comprised by a Board of thirteen members, each serving a two-year term. Since its inception, the CIDC has met between 4 and 6 times annually and all of our meetings are open to the public.

In 2005, Mayor Bloomberg announced the Strategic Plan for Coney Island which outlined the proposed redevelopment of the area. The plan was the product of extensive community input, with more than 1,500 people participating in over 300 meetings. The community still is intimately involved in the City's redevelopment plans as we move through the public approval process.

The Strategic Plan for Coney Island took into account the needs of a neighborhood which boasts an unemployment rate twice that of the Borough of Brooklyn and where one-in-six residents lives in public housing. The establishment of year-round activity will spur job creation in industries from entertainment to hospitality to retail and will employ tens-of-thousands of people as build-out is completed.

The CIDC with the City is also addressing the issues of employment and job training for area residents through the creation of workforce development programs. Last year, the CIDC hosted seven workforce development events including a Career Opportunities Fair at KeySpan Park in August that attracted more than 400 people and over 30 local companies; and a Job Training Fair in November that featured 20 training program providers in a variety of fields including construction, hospitality, and computer technology. And this spring along with Kingsborough Community College we will host a free hospitality training session at the New York Aquarium.

For the past four years, the CIDC has employed the Doe Fund to provide district-wide maintenance and sanitation services to improve the aesthetics of the area. Additionally, the CIDC works with amusement stakeholders to promote Coney Island as a destination for locals and tourists through enhanced signage, co-development of 2009 messaging campaign, "Coney Island: Really Fun. Really Open." and production of the Coney Island Fun Guide. We are the sponsor for the annual *Village Voice's* Siren Festival that draws more than 150,000 people to Coney Island and **this year**

through NYC& Co, the City and CIDC will donate over \$30,000 to help support Friday night fireworks.

CIDC is actively involved with sponsoring or participating in community-based events and programs throughout the year. In 2008, we participated in more than 20 different community events including an annual Student Writing Competition, Coney Island Generation Gap's Safe Summer Campaign, and the Urban Neighborhood Services' Summer Leadership Academy. As you can see, the CIDC maintains a visible presence in the neighborhood.

The City's plan is the best chance to secure the future of Coney Island. Without the passage of the zoning, CIDC's role is unclear and investments CIDC has made in the past will be in jeopardy going forward. We have a choice to make. The time to act is now. We don't want to let this community down.

Thank you.

# RWDSU

**FOR THE RECORD**  
Stuart Appelbaum, *President*  
Jack C. Wurm, Jr., *Secretary-Treasurer*

**Retail, Wholesale and Department Store Union**

**"Coney Island Development Oversight Hearing"**

**Testimony to NYC Council Committees on Land Use and Economic  
Development**

**Retail, Wholesale and Department Store Union  
Jane Thompson, Political Director  
April 1, 2009**

Good afternoon. Thank you Co-Chairs Katz and White, and the other Council Members on the committee for the opportunity to testify today on the redevelopment of Coney Island. My name is Jane Thompson, Political Director of the Retail, Wholesale and Department Store Union (RWDSU). I am here on behalf of our President, Stuart Appelbaum and the 45,000 men and women we represent in the New York City area. Our members work in retail, grocery stores and drug stores in the five boroughs.

The redevelopment of Coney Island has great potential to benefit both the Coney Island community and New Yorkers from all five boroughs. Done in the right way, Coney Island can become a hub of economic activity, a great place to live, and remain the "working class playground" it has been for generations.

Coney Island's redevelopment will create as many as 25,000 (annual) construction jobs and as many as 6,000 permanent jobs once the amusements, hotels, retail, and residential buildings are open.

Across the city, we find in the retail industry that too often workers do not earn enough to provide a decent standard of living for themselves and their families. Economic development that results in permanent jobs that keep people in poverty accomplishes nothing. The best economic stimulus is the creation of jobs that gives workers and families wages that they can in turn spend in their communities.

The City of New York has the opportunity in the redevelopment of Coney Island to include in their plan guarantees:

- Guarantees good jobs, with responsible contractors and employers, that pay prevailing and living wages with the right for workers to have their voices heard in the workplace and with a commitment that local residents can get these jobs, in every part of the project.
- Designates at least 40% of the housing created or preserved as affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.
- Preserves and strengthens the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investments in historic resources.
- Creates much-needed public amenities for local residents of the area, including a school and a supermarket to meet local demand, and significantly improved public transportation.

The creation of good jobs, the inclusion of enough affordable housing for a diverse range of families, the preservation of affordable and accessible amusements for working New Yorkers and the creation of needed amenities, including a school and supermarket, for local residents will make the redevelopment of Coney Island a true success for the City of New York.

The RWDSU urges the City Council to support the redevelopment of Coney Island only if it includes these components.



**BROOKLYN COMMUNITY BOARD 13**  
1201 Surf Avenue – 3<sup>rd</sup> Fl., Brooklyn, NY 11224  
(718) 266-3001 FAX (718) 266-3920  
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**MARTY MARKOWITZ**  
Borough President

**MARION CLEAVER**  
Chairperson

**CHUCK REICHTHAL**  
District Manager

April 1, 2009

Honorable Melinda Katz, Honorable Thomas White and distinguished members of the Economic Development Land Use Committee, my name is Marion Cleaver and I am the Chairman of Brooklyn Community Board 13.

Coney Island. Its amusement area, its residential sections, and its mercantile streets – remains as important today as it has since the turn of the 20<sup>th</sup> century. Through the years, it had earned the right to call itself the *people's paradise*, a destination for millions seeking escape from the heat of the city and a fun-filled day of surf, food, rides, excitement and overall mind boggling activities. For the residents, it has always been a warm, friendly place, a chance to meet and greet people from all over and an opportunity for many jobs in the amusement area.

Over the years, the peninsula has faced difficulties and it was with great hope that the community welcomed the Coney Island Development Corporation with its goal of restoring the once great area to its rightful place as a tourist and city resident destination.

After dozens and dozens of meetings with residents, amusement owners, churches, civic groups, merchants associations and more, the CIDC came up with a strategic plan for the community.

Community Board 13 supports the land use proposal – although noting that there have been changes from the original strategic plan and definitely aware that there are problems that must be solved to keep the amusement-residential and mercantile areas affordable to the populace who had relied on the Coney Island area for its close proximity, its excitement, its atmosphere, its charm. While supporting the overall ULURP, Community Board 13, at its March 11, 2009 special board meeting, made 20 stipulations (see attached) that must be incorporated into the overall plan in order to ensure the future of the community.

One of the issues that the Board is very concerned with is parking. Parking is an overall City issue but Coney Island, with its surf, boardwalk, Cyclones baseball team and its desire to become a tourist destination, must have adequate parking facilities. That is why, the Community Board, does not want to see the elimination of the current Cyclones parking lot and the demapping of its parkland. And the community has more than shown its support for the continuation of the Abe Stark Ice Skating Rink.

As for the creation of the parkland for the amusement area. Although the reasons given by the CIDC are valid, ensuring that the amusement area always remains an amusement area, that a developer would not be able to transform the property from amusement use to residential use – I am confused and somewhat alarmed that the CIDC does not have faith in the proven Uniform Land Use Review Process that such a plan would have to undergo.

The Board refuses to believe that mapping this area as parkland is the only way to ensure that amusements remain amusements. How can we forget those people who continue to operate amusements year after year after year? Why can't a special Coney Island Amusement area be created?

And the infrastructure of the peninsula has aged poorly. Flooding is a way of life, sewers are clogged, blackouts and brownouts are frequent. New residences will strain an all ready bursting system.

The Community Board wants to see the creation of Workforce Housing in the North and West sectors. The Board wants limited heights so that the view of the ocean remains unobstructed on the south side of Surf Avenue.

The Boardwalk. Thanks to the Federal Government's stimulus package, it appears that approximately 15 blocks of the boardwalk can be rebuilt. That leaves approximately 35 more to go. What about those? The boardwalk is the link to the other parts of the community – Brighton to the east and Seagate to the west, as well as its own attraction.

Transportation must be addressed. There are four train lines to Coney Island. The station has been rebuilt to a wonderful state – now we need faster access from midtown. Express tracks exist to link Manhattan to the southern portion of Brooklyn. The Aquarium would benefit from such transportation – a well known fact is that in most major cities, the destination areas are no more than 30 minutes from the center of town – we must create the same type of convenience for our tourists and residents of the other boroughs.

With the increase of visitors and residents, funds must be made available for Coney Island hospital, particularly a new emergency room must be built to handle the anticipated increase.

The community needs job training programs and union apprenticeship activities to prepare the local residents for jobs during the revitalization phase. Local residents should be given preference for employment and paid prevailing wages.

Three hotels are more than enough hotels. And one should be a waterpark hotel.

With the increase of population, a new school must be built within the community. The School Construction Authority should consult with the Board and the local communities in determining what type of school, i.e., elementary, intermediate or high school be constructed on the Surf Avenue and West 29<sup>th</sup> Street site.

And, let's purchase the Shore Theater for use as a community facility.

Thank you for allowing me the opportunity to speak.

## STIPULATIONS FOR PASSAGE OF CONEY PLAN

- 1- Remove from consideration the construction of **WONDER WHEEL WAY**. With its removal, more open acreage will be available for needed additional rides and amusement area attractions. The Bowery will continue to be the main walkway linking the iconic amusement features and the new ones accepted.
- 2- Maintain the **KEY SPAN PARKING LOT** with a multi-level parking lot for additional autos. No building and/or construction on this site where parking is needed until such time as more-than-sufficient off-street parking areas are identified. There shall be NO Alienation of Park Land on this entire KeySpan Parking Lot area!
- 3- Redevelopment of the **ABE STARK ICE SKATING RINK** on its current site. The Rink makeover should begin as soon as possible. If the RINK must be moved, it must be restructured conveniently within the Coney Island peninsula. Should anew site be selected, the current RINK must continue to operate until the opening day of any new Rink.
- 4- Follow-up traffic studies e.g. ingress and egress to and from the peninsula shall be done, at least, once every two years, and for 20 years thereafter. Ongoing evaluations should be maintained as to the traffic patterns in and out of the peninsula with careful analysis of the methodology of large-scale evacuations in the cases of storm surges, flood, blackouts, and other natural and/or man-made peninsula catastrophes. An immediate analysis and plan should be put into effect.
- 5- Create a **SPECIAL AMUSEMENT ZONE**. The City should not zone the area as parkland unless it owns all of the property involved. The Community should be part of the RFP process. Two members of the Community must be part of the RFP process.
- 6- Remove any potential **EMINENT DOMAIN** and/or **CONDEMNATION** consideration in order to allow extant small businesses and rides e.g. Eldorado and its neighbors to continue operating without threats or anxiety over the future. No Eminent Domain and/or condemnation may be considered.
- 7- Initiate work on the antiquated **INFRASTRUCTURE** on the peninsula in order to safeguard any new construction. The problems of drainage, sewers, water lines, electricity, power, and other infrastructural needs must be eradicated to ensure quality-of-life for current residents of Coney Island.
- 8- Avoid any construction of new buildings that eclipse the height of the Parachute Jump.
- 9- Ascertain that all new housing construction in the North and West sectors be affordable, including **WORK FORCE HOUSING**. No new housing should be contemplated on the south side of Surf Avenue that will be higher than whatever height is allowed on the north side. The view of the ocean must be unobstructed. The pattern of 80% to 20% (market rate to affordable) must remain the norm from which negotiations may proceed.
- 10- Reconstruction of the **BOARDWALK** must be initiated, perhaps through help from the current Stimulus Package funds allocated to the City., Funds must be guaranteed to see that this begins in the light of the fact that the Boardwalk is the pivotal link between the entire shore area, its amusements, and its residents to the West and East of the amusement zone.

- 11- Initiate work on the long-planned upgrading of the **NEW YORK AQUARIUM**, which then remains as a key anchor to the amusement district and to the peninsula. Money for the Aquarium's needs for its new Shark Tank and other exhibits should be made available now.
12. Create more efficient **TRANSPORTATION** to and from the 'island' with the use of express trains on existing transit lines – not only the F – but include each of the lines that reach the shore area. Extended service must be planned for weekends, in particular, with at least increased services from 10am to 7pm. In addition, there should be the initiation of **FERRY SERVICE** to and from Lower Manhattan and Coney Island.
- 13- Replace plans for amusement area stores that would entail only 2,500 square feet of uses. No Big Box stores may be allowed, but there should be an alteration to the plans for stores that are no more than 10,000 square feet of footage in order to draw potential new shop owners.
- 14- Funds must be made available for needs at **CONEY ISLAND HOSPITAL**, which will be faced with the problems of a widely increased population of residents, tourists, work force, and visitors. Particularly needed is a new **EMERGENCY ROOM** to handle larger turnovers of people-in-need. Funds should also be made available for upgrading of existing Hospital facilities that need modernization to serve this new era of Coney Island.
- 15- Searches should be ongoing to determine potential sites for **OFF-STREET PARKING**. Restaurants and other new businesses should not be responsible for handling their own off-street parking measures; it should be the role of the City.
- 16- **GARGIULO'S** Restaurant, which has been a fixture of this community, wants to develop their property in such a manner to create affordable and low income housing as well as a new catering facility with parking. While the current plan does not allow Gargiulo's to do so, we are asking City Planning to continue to work with the owners so that they might be able to accomplish their goals. Railroad Avenue, no longer an existing street, must be removed from all mapping plans.
- 17- There must be ongoing **JOB TRAINING PROGRAMS** and **UNION APPRENTICESHIP** activities to prepare local residents for jobs in the renaissance of the peninsula. Local residents shall be given preference for employment (pre-and-post construction) as well as first preference for the purchase of the involved housing units. Involved employees should receive prevailing wage with accompanying benefits.
- 18- A maximum number of three hotels may be considered with one of them a water park hotel. They will be built on the northside of Surf Avenue.
- 19- A new school shall be built at the available site at Surf Avenue and West 29<sup>th</sup> Street. The School Construction Authority should consult with the Community Board concerning what type of school should be built, i.e., grade, middle, high school.
- 20- Purchase should be made of the Shore Theater Building (once the Loew's Coney Island Building) for use as a Community Arts Center.



**United Food and Commercial Workers Union Local 1500**

**Testimony to Councilmember Dominic on Coney Island Rezoning**

**April 1st, 2009**

My name is John Woods, and I'm from United Food and Commercial Workers Union Local 1500. I would like to thank you for this opportunity to testify on the Coney Island Redevelopment plan. I am here today, along with residents, faith leaders, community groups, housing advocates, and labor unions, in support of the *Coney Island for All* platform, which outlines a plan for the equitable development of Coney Island.

Coney Island has long been a place where New Yorkers from all walks of life could work, play, visit, and live. Hundreds of our members over the years have resided in Coney Island. As the City considers the future of Coney Island, it should set a standard for equitable development in New York by ensuring that opportunities for jobs, housing, recreation, and amenities are created for all New Yorkers. The City must ensure that any redevelopment plan for Coney Island:

- **Guarantees good jobs, with responsible contractors and employers, and with a commitment that local residents can get these jobs, in every part of the project.**
- **Designates at least 40% of the housing created or preserved as affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.**
- **Preserves and strengthens the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investments in historic resources.**
- **Creates much-needed public amenities for local residents of the area, including a school and a supermarket to meet local demand, and significantly improved public transportation.**

More to the point about the need for a Supermarket, it should be a Supermarket that meets the following qualifications;

- A Supermarket that is not considered upscale with excessive prices such as Whole Foods.
- A Supermarket that takes all forms of public assistance such as food stamp and WIC.
- A Supermarket that provides jobs that pay the area standard for both wages and health benefits.
- A store that does not require a membership fee for entrance.
- A store that hires locally and sells products that meet the needs of the community.

The Coney Island Community deserves the same building blocks all communities deserve: good food, good jobs and good health. I urge the Councilmember to support these goals and to tell City Hall that you will not recommend a plan without these standards in place.

Thank you.

**Hi, my name is Alexis Arias and I'm 18 years old and attend Liberation Diploma Plus High School in Coney Island but I'm originally from Bedford-Stuyvesant Brooklyn, I have a lot of close friends that live in Coney Island and I'm here to talk about the rezoning that might can effect Coney Island.**

**I feel as if rezoning Coney Island can be a Positive cause on the Coney Island Community in spite of the changes or redevelopment of Coney Island there are a few questions in reference to these changes such as Developing Community, Recreational Centers and after school programs for young kids to attend daily.**

**My experience so far within the Coney Island Community is that of pain and sorrow among my peers living in this Community. This pain and sorrow has been the lost of love ones as a result of violent gun fire among young people without occupations or educations.**

**With all of these things happening it's only going to lead young kids and more teenagers down the wrong path. And there are a lot of kids who cannot afford to go down that road because they are capable of so much.**

**I would also like to know would the community be able to have a say so in this, as well as would the community be able to get involved in this rezoning as well as anyone that is involve because they would have to live with these new changes just as well as any new comers, because the**

**community also have a voice.**

My name is Joaquim Rogers and I am a 19 year old graduate. I'm here today to talk about rezoning and what it means to me. Coney Island is a place where most of my family members and friends reside. What's going on in Coney Island now is disastrous. There are so many other things that these kids out here can be doing besides fighting, stealing, and selling drugs. Most of my peers do most of the things I just stated and it upsets me because I know that they don't need to be doing those things. I truly believe the only reason why people in Coney Island are doing the things there doing is because they don't have anything else to do. Now and days there is really nothing to do in Coney Island. There is so much land and free space but there is nothing being built to help get these kids off the streets. I know a lot of people in Coney Island that love to play sports I also know that if there was a place where they can go after school or even on the weekends they would go. When you get off the train at Coney Island you would think that there is so much to do but there isn't. That's why I support rezoning because I feel like it is gonna better the community that my peers and family live in. I don't want to see my peers on the corner anymore. I don't want any of my family to be afraid to walk outside because of shootings. I don't want to lose any of the people that I love and because of that I'm supporting rezoning. I believe that this will be a drastic change and it will benefit everyone's family and friends.

Testimony to New York City Council, April 1, 2009

Coney Island Rezoning

Gargiuolo's Restaurant in Coney North, Blocks 7063, 7064

My name is Margery Perlmutter. I am a Land Use Lawyer at the firm of Bryan Cave LLP testifying on behalf of the Russo family, the owner of Gargiuolo's Restaurant.

**Gargiuolo's Needs:**

Gargiuolo's Restaurant is a 100 year old institution and fixture in Coney Island. It's owners, the Russos, are not developers. The Russos own two City blocks in Coney North, adjacent to the Stillwell Avenue subway station. One block holds the Restaurant complex, parking and rental property, the other is entirely devoted to a parking lot for Restaurant customers. The Russo's primary interest is in maintaining their thriving business and enlarging it to meet customer demand. Gargiuolo's needs are simple: a 25,000 sf, 500-seat restaurant with full frontage on Surf Avenue and 375 parking spaces for customers. However, the enormous costs associated with building this project cannot be met from Restaurant income. Instead, it must be subsidized by the housing and retail Project built with it.

**Difficult Conditions:**

Construction in Coney Island is abnormally expensive due to soil conditions and flood plane regulations. No cellars for parking are possible and deep piles on wide spread footings are the norm. The flood plane forces expensive bathtub construction for any part of the building below the flood plane level

and the first floor must be raised 4 feet above curb height. This adds cost for extra wheelchair lifts, stairs and elevators.

### **Apartment Income:**

Then there is the matter of income. City Planning expects that this new development will immediately draw residents from other parts of NYC who will pay Williamsburg rents. They liken the area to Brighton Beach. But Coney Island is none of these things. 2000 Census data shows this census tract with incomes ranging from \$7000 to \$40,000 per year. The area is troubled by crime and abandonment. Notably the EIS states that 25% of the area residents live in public housing. 1500 area residents would be indirectly displaced by increased rents due to the project and would not be able to find suitable housing in the neighborhood. Change as envisioned by City Planning will take decades to make its way to Coney Island. In the meantime, Coney Island needs housing for the neighborhood's residents. By definition, it is affordable, even absent Inclusionary zoning. Market rents hover around \$1000-\$1200 for a 2-bedroom. Lower income rents for Inclusionary would be around \$900 for the same unit. As you can see, for a very long time the income from housing rental will be so low as to barely cover costs and debt service without enormous subsidies. The only way to build this project is to keep costs down and provide more units of housing.

### **Controlling Costs:**

It costs less to build low buildings than towers, yet City Planning imposes the Buffer Zone and low maximum base heights on the side streets, which push the floor area into the towers. Construction per housing unit is cheaper the more units of housing there are in a building. The higher the FAR, the

more affordable housing in a neighborhood where affordable and market rate are the same numbers. At a 3.75 base FAR there is not enough floor area of retail and affordable housing to subsidize the cost of Restaurant, parking and lower income housing construction. Standard R7X districts have a base FAR of 5.0. Using that as the base in Coney North, increased to 5.8 FAR for Inclusionary zoning, would create a feasible project that can be built in Coney North as it exists today. 5.5 and 5.8 FAR are already permitted on designated blocks in Coney West.

### **Buffer Zone**

The EIS states that the 40-foot wide, 23 foot high Buffer Zone is a transition between the Mermaid and Coney North massing. But how can it be, when Mermaid can rise to 80 feet and the side streets step from 65 feet to 85 feet and up to Towers? Nowhere else in the entire City has a transition zone like this one. Furthermore, the EIS ignores the fact that the Buffer Zone can be built to 65 feet if it exists as a stand-alone zoning lot. This thwarts the so-called "transition" concept entirely. City Planning often refers to the Buffer Zone as a "rear yard," but if anything it is a 40 foot wide side yard. Since we will develop the entire block as one project, the Buffer Zone will only buffer us from ourselves and will ruin the parking layouts and inner courtyard.

### **Midblock Heights**

The EIS states that the lower mid-blocks are reflecting the heights of existing buildings in the mid-blocks. But the aerial photograph shows that there are no such buildings facing any of our blocks. The 65 foot maximum mid-block height limit forces too much floor area into the tower. The EIS

also states that the massing steps down from the towers to Mermaid and the neighborhood to the north. With the mid-block lower than Mermaid, it isn't doing that at all. There is no good reason that the mid-block buildings shouldn't resemble the massing on Mermaid Avenue, with a setback and maximum height to 80 feet. More floor area in the base buildings reduces the height of the towers, reduces construction costs and allows more residents to enjoy the interior courtyards.

The changes we propose to the current rezoning action are consistent with the short term realities of today's Coney Island, Gargiulo's needs as a growing, dynamic force in the neighborhood and with City Planning's vision for the future. We sincerely hope that you will support these changes.

Thank you

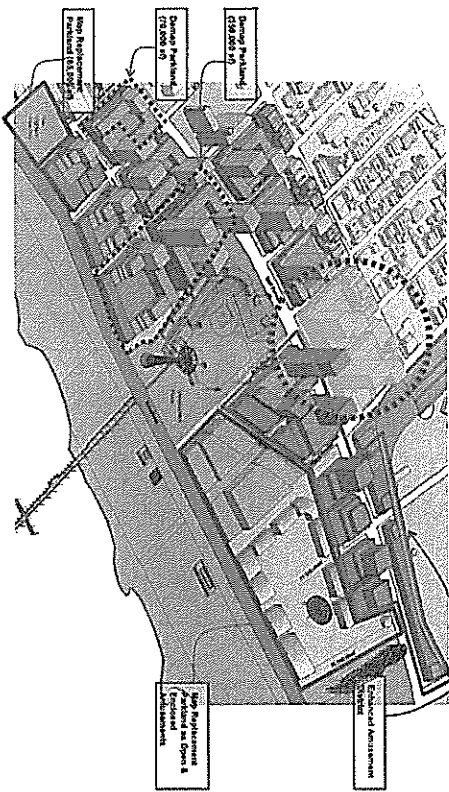
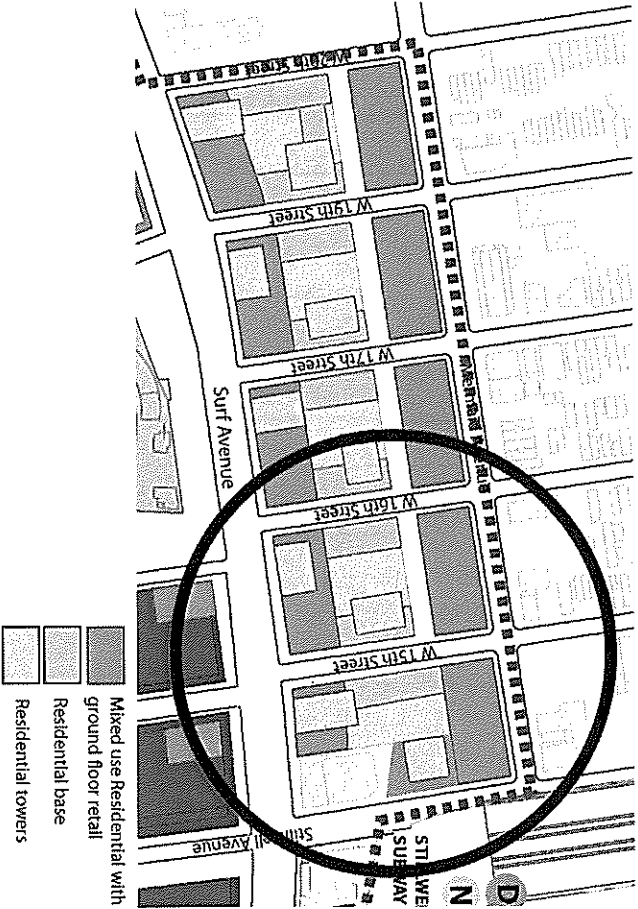
CONEY ISLAND: BLOCKS 7063 & 7064  
BROOKLYN, NEW YORK

AERIAL VIEW FACING NORTH



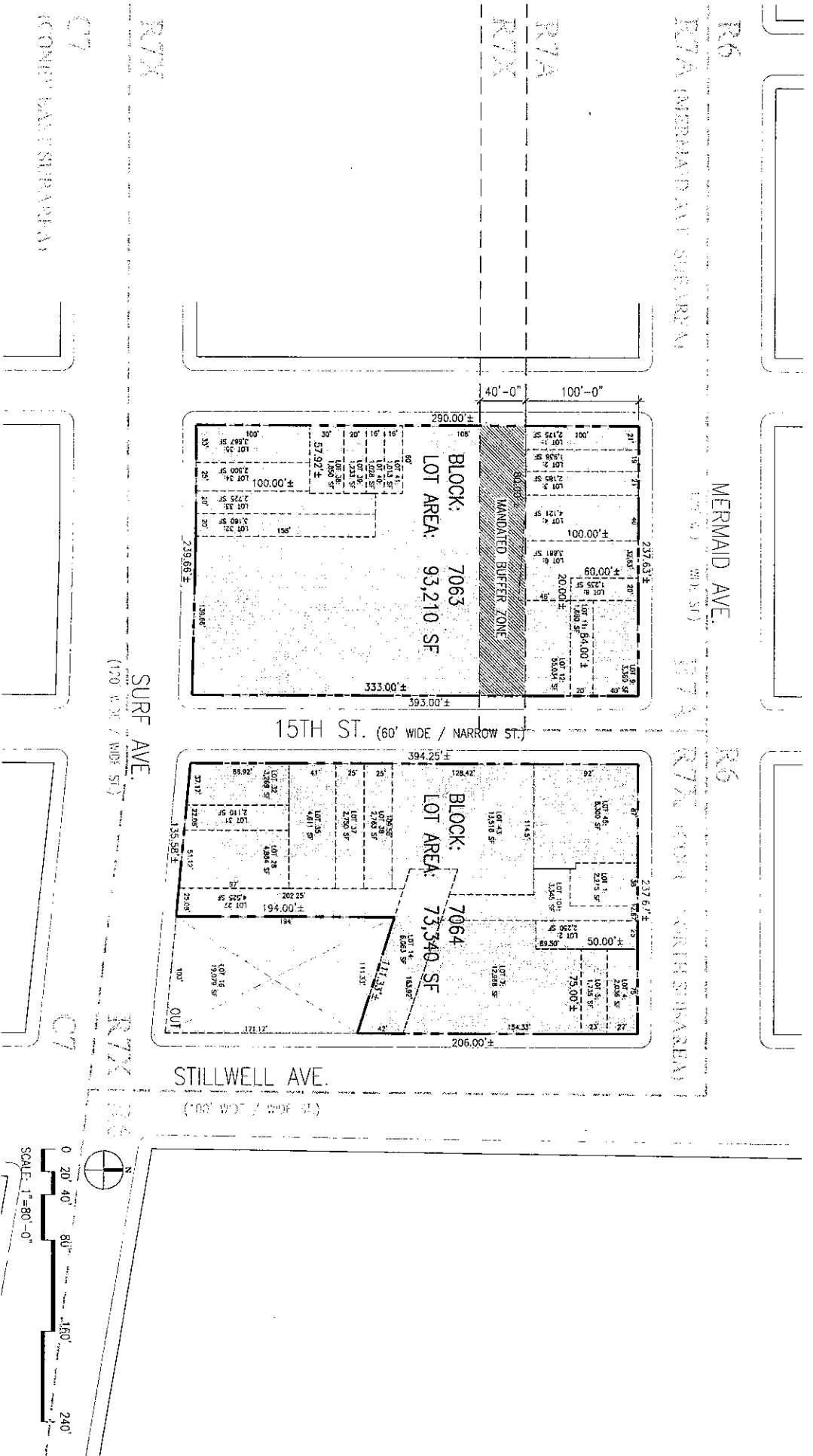
CONEY ISLAND: BLOCKS 7063 & 7064  
BROOKLYN, NEW YORK

DCP REZONING FRAMEWORK



**CONEY ISLAND: BLOCKS 7063 & 7064**

**TAX LOT AREA DIAGRAM**



R6  
R7A (MERMAID AVE) SUPERVA  
MERMAID AVE  
R6  
R7A (SURF AVE) SUPERVA  
SURF AVE  
R7X (STILLWELL AVE) SUPERVA  
STILLWELL AVE

R7X

R7A  
R7X  
CONEY ISLAND (NEW YORK)

SURF AVE  
(170' WIDE / WIDE ST.)

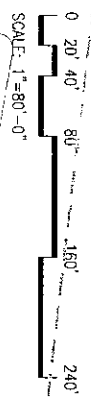
15TH ST. (60' WIDE / NARROW ST.)

STILLWELL AVE  
(170' WIDE / NARROW ST.)

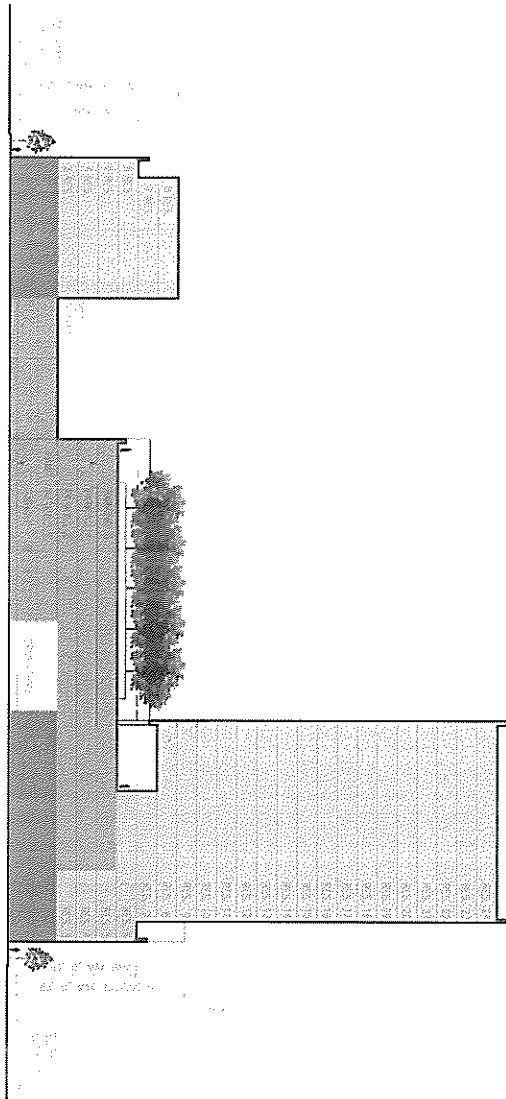
BLOCK: 7063  
LOT AREA: 93,210 SF

BLOCK: 7064  
LOT AREA: 73,340 SF

MANDATED BUFFER ZONE







SITE SECTION THRU BLOCK 7063 LOOKING EAST



SITE SECTION THRU BLOCKS 7063 & 7064 LOOKING SOUTH



CONEY ISLAND: BLOCKS 7063 & 7064

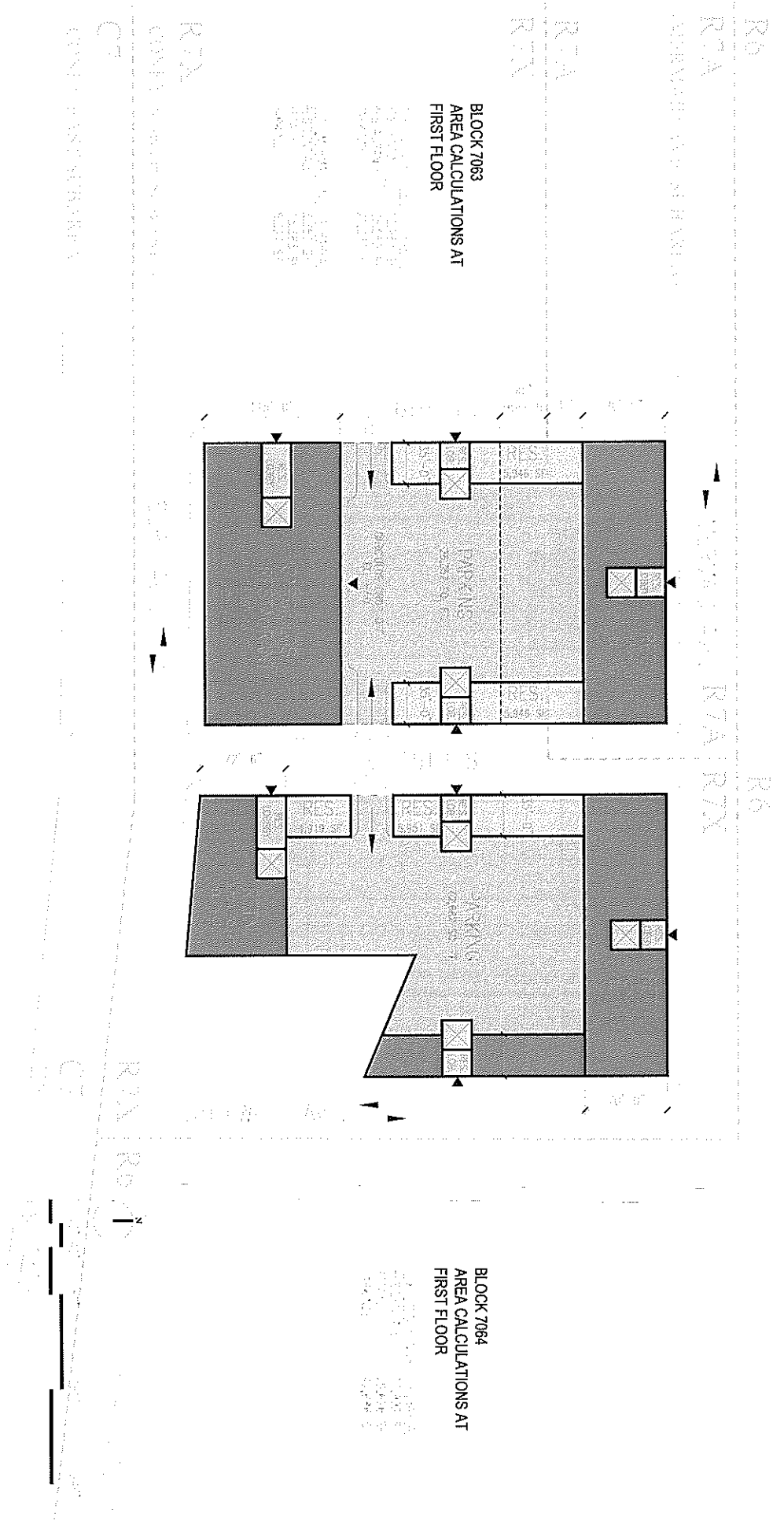
BROOKLYN, NEW YORK

SCHEME A - SITE SECTIONS 12

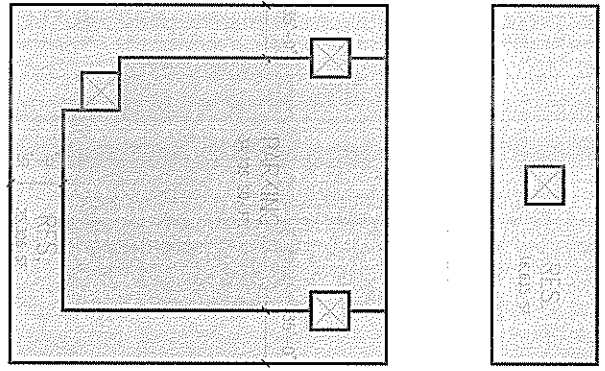
Project No: 2138.03 Date: 25 March 2009

**CONEY ISLAND: BLOCKS 7063 & 7064**  
 BROOKLYN, NEW YORK

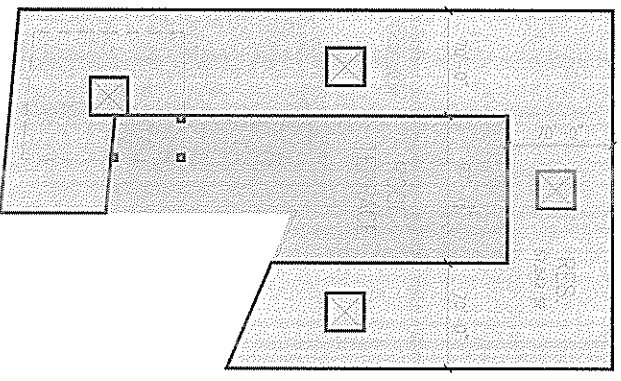
**SCHEME A - FLOOR PLANS 13**  
 Project No: 2138.03 Date: 25 March 2009



BLOCK 7063  
AREA CALCULATIONS AT  
3RD-5TH FLOOR



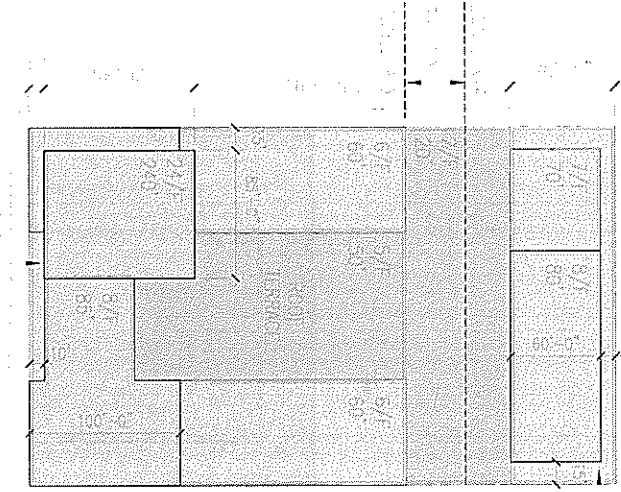
BLOCK 7064  
AREA CALCULATIONS AT  
3RD-4TH FLOOR



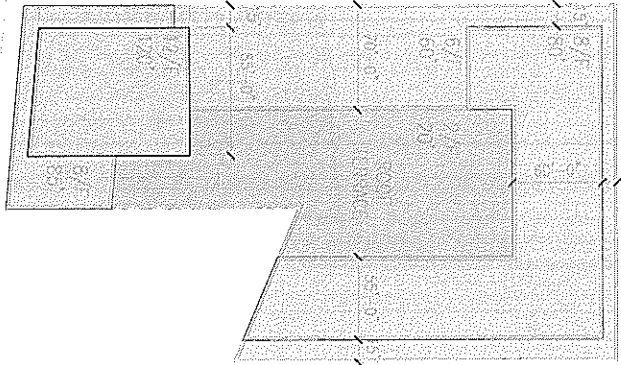
**CONEY ISLAND: BLOCKS 7063 & 7064**

**SCHEME A - ROOF PLAN AND STATISTICS**

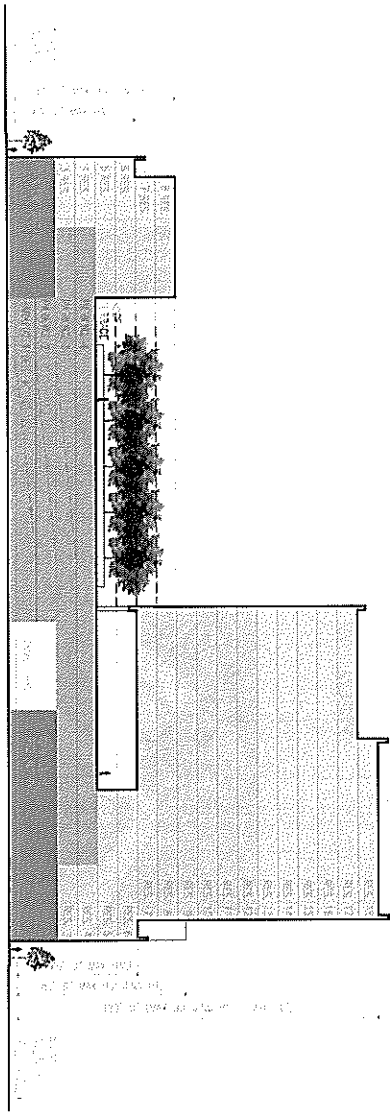
**BLOCK 7063**  
 ZONE R7A FAR 4.6 (WITH INCLUSIONARY HOUSING) X 23,900 SF = 403,940 ZFA  
 ZONE R7X FAR 5.0 (WITH INCLUSIONARY HOUSING) X 69,310 SF = 346,550 ZFA  
 TOTAL FLOOR AREA ALLOWABLE FOR BLOCK 7063 = 456,490 ZFA



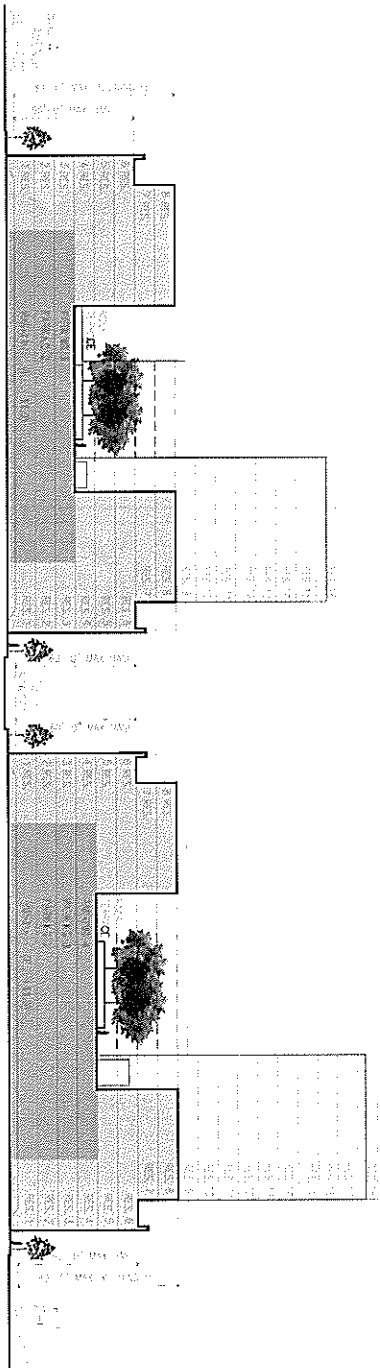
**BLOCK 7064**  
 ZONE R7A FAR 5.6 (WITH INCLUSIONARY HOUSING) X 77,340 SF = 396,700 ZFA







SITE SECTION THRU BLOCK 7063 LOOKING EAST



SITE SECTION THRU BLOCKS 7063 & 7064 LOOKING SOUTH

**CONEY ISLAND: BLOCKS 7063 & 7064**

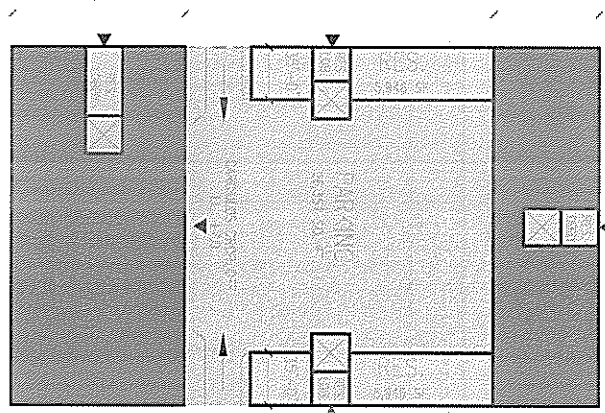
BROOKLYN, NEW YORK



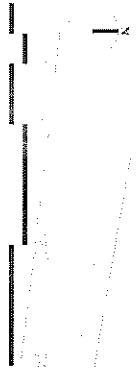
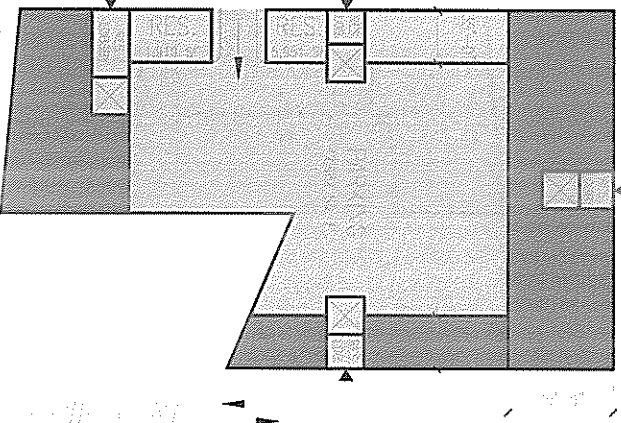
**SCHEME B - SITE SECTIONS 22**

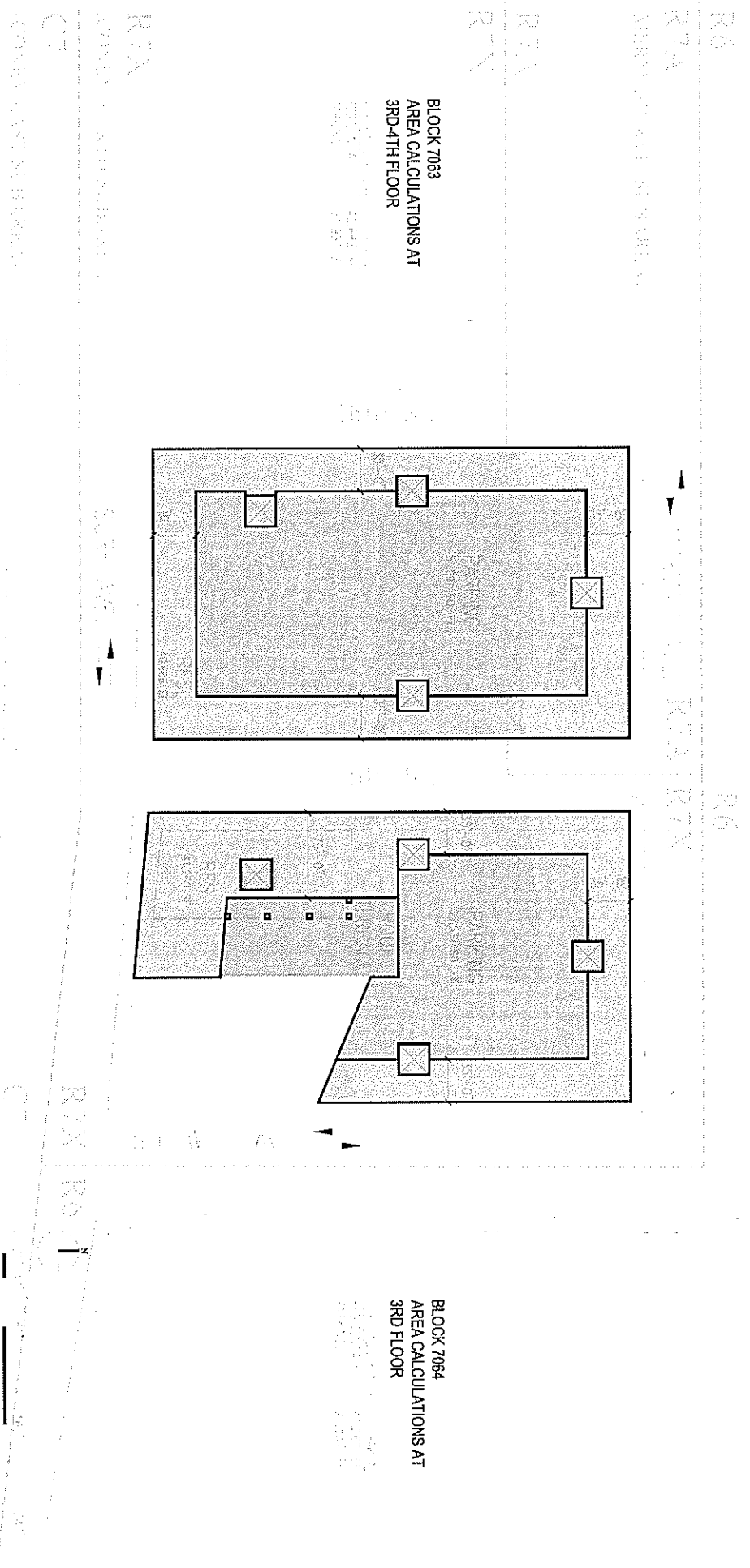
Project No: 2138.03 Date: 25 March 2009

BLOCK 7063  
AREA CALCULATIONS AT  
FIRST FLOOR



BLOCK 7064  
AREA CALCULATIONS AT  
FIRST FLOOR



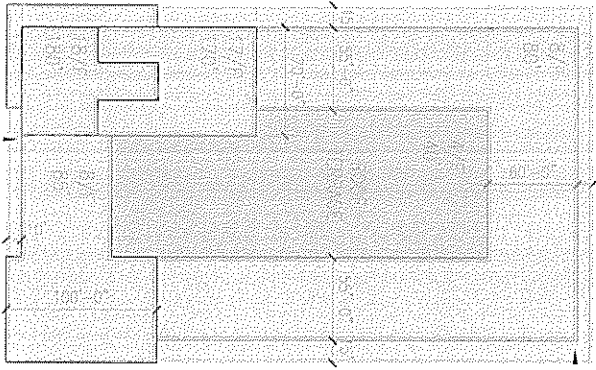


BLOCK 7063  
 AREA CALCULATIONS AT  
 3RD-4TH FLOOR

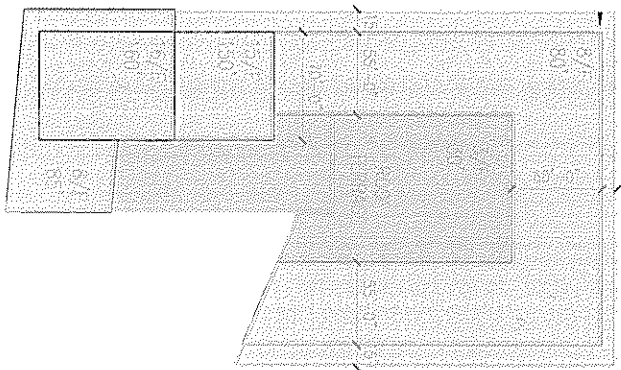
BLOCK 7064  
 AREA CALCULATIONS AT  
 3RD FLOOR

**CONEY ISLAND: BLOCKS 7063 & 7064**  
 BROOKLYN, NEW YORK

**SCHEME B - ROOF PLAN AND STATISTICS 21**



**BLOCK 7063**  
 ZONE R7A PAR 4.6 (WITH INCLUS QUARY HOUSE) X 23,930 SF = 109,940 ZFA  
 ZONE R7X PAR 5.8 (WITH INCLUS QUARY HOUSE) X 37,310 SF = 401,998 ZFA  
 TOTAL FLOOR AREA ALLOWABLE FOR BLOCK 7063 = 511,938 ZFA



**BLOCK 7064**  
 ZONE R7X PAR 5.8 (WITH INCLUS QUARY HOUSE) X 77,340 SF = 449,572 ZFA



1025 Boardwalk at Denos D. Vourderis Place  
Coney Island • NY 11224  
Ph: 718-372-2592 • Fax: 718-372-0525  
www.WonderWheel.com

March 30, 2009

The current plan is a giant leap forward for Coney Island. We all know that the time has come for Coney Island to be all that it should be. As it stands today, Deno's Wonder Wheel Park is the last Amusement Park still operating, which incidentally, opens the 2009 season, this weekend. This year will mark the 89<sup>th</sup> anniversary of the Wonder Wheel.

The Vourderis Family, which owns and operates Deno's, has three issues with the plan which need to be formally addressed. All three have the potential to damage our business. They are 1. The designation of our property into parkland, 2. The construction of a one way vehicular street right through the middle of our amusement park, and 3. The call in the plan to have a single operator for the new "Coney Island" park created by the city.

First, the designation of parkland would mean that the land on which the Wonder Wheel rests on, would not be privately owned by us anymore. The plan speaks about the need for the city to acquire the property by purchase, land transfer or condemnation, for the preservation of amusements into perpetuity. Well, let me be very clear here, my family has been doing exactly THAT since we purchased the Wonder Wheel in 1983, from it's original owner. The ride was in desperate need for an overhaul. That winter, we immediately began rebuilding the cars, and restoring the entire 200 ton structure to it's original condition. Upon completion 6 years later, we asked the City of New York, Landmarks Preservation Commission to declare the Wonder Wheel a NYC Landmark. The process took some convincing on my family's part, since the Commission had never before landmarked a ride. But my Father was insistent. He was PROUD of his work on the restoration and wanted it to be preserved. More importantly, my Father wanted the Wheel to remain where it is in Coney Island. He turned down offers from other Amusement Parks to relocate the Wheel. The Commission finally agreed and the "Wheel" was declared an official NYC Landmark on May 23, 1989.

- Built in 1920
- Height: 150 feet
- Weight: 400,000 lbs.
- Capacity: 144 People



Proud member of:



Twenty years later, that same passion of preservation continues. I invite all of you to the Park to see and feel it for yourselves. We ask that the city planners consider removing the Wonder Wheel property from the parkland designation.

Secondly, the construction of Wonder Wheel Way, although the name has a nice ring to it, and it's intention is good, will pass right through the center of our Park. In order for the road to be constructed, we would loose at least one of our rides and two of our game concessions. Wonder Wheel Way would bisect our Amusement Park right in half, and essentially, be built right at the foot of the Wonder Wheel. Deno's Wonder Wheel Park would no longer be a complete amusement park, which is contradictory to the city's plan to preserve amusements. We ask that the city planners consider re-routing Wonder Wheel Way to go around Deno's not through it.

Lastly, we are concerned about the proposal by the city's plan to have the new Coney Island operated by one single entity. Make no mistake, this is not Disney nor is it Six Flags or even Tivoli Gardens. This is where THEY all got their ideas. Coney Island has always been and can still continue to be made up of several different parks. This is what gave the area it's own flavor. The people who came and who still come, benefit from the competition and creativity of the individual mom and pop businesses that make Coney Island unique. We ask that the City planners consider adding more amusement operators than one, giving the existing businesses like ours, the ability to continue to do what we love to do, where we love to do it....in Coney Island.

Thank you for the opportunity to speak to you today, and we hope to see everyone on the Boardwalk this summer, because as we all know, Coney Island is really fun, and really OPEN this year and every year.

*Dennis D. Vourdas*  
*Co-owner*

**Taconic Investment Partners**  
**Testimony before the**

**Joint Oversight Hearing: City Council Economic Development**  
**and Land Use Committees**

**4/1/09**

Good afternoon Chairman White, Chairwoman Katz, Councilman Recchia, and council members. I am Ari Shalam of Taconic Investment Partners, representing one of the principal property owners in Coney North and Coney West. Taconic owns and manages properties in neighborhoods throughout New York City including Eastchester Heights, a 114-building residential complex in the Bronx and MeadowWood at Gateway, a 19-building residential complex in East New York, Brooklyn formerly known as Fairfield Towers.

Taconic strongly supports the City's rezoning plan for Coney Island. The Bloomberg Administration has crafted a comprehensive strategy for revitalization that fosters job growth, economic opportunities, affordable housing and neighborhood amenities.

Our project is a mixed-use development on approximately 11.5 acres. It will be built on abandoned lots and cause no displacement of existing tenants, amusements or historical icons. Based on the rezoning application before you, our project includes some 2,400 apartments, approximately 200,000 square feet of retail space and a 1.5-acre public beachfront park.

The residential development will include badly-needed affordable housing for a range of incomes as well as market-rate units that will help balance the heavy financial demands on the project. We plan to participate in the City's Inclusionary Housing Program, which mandates that 20% of the units built be affordable—any more than this and the project will not be economically viable. Our goal is to create workforce housing that will be affordable for middle-income people which will help strengthen the social fabric of the community.

Our development will create a bustling extension of existing Coney Island neighborhoods, distinguished by vibrant streets filled with light, activity, retail and people. Most importantly, our goal is to spark economic activity that generates both construction jobs and permanent, year-round jobs for local residents. Taconic is committed to job development and to exploring all possible avenues to maximize local hiring.

I would like to take a moment to address one of the conditions proposed recently by CB 13 as a potential revision to the rezoning plan. It deals with the critically important relocation of parkland on the KeySpan and Satellite parking lots. We understand the concern of some residents that development on this site should not occur until these parking spaces are accommodated elsewhere in the area and until the proper infrastructure is constructed to support new development. These restrictions can certainly be mandated in the context of ULURP. However, the relocation of parkland on the KeySpan lot is central to the development of Coney West.

Without it, there will be no new mapped streets, making the proposed retail and residential development in Coney West, for all practical purposes, inaccessible. Without it, there will be no new Highland View Park. Without it, there will be no restoration of the Child's building and all of the associated significant employment and housing benefits in Coney West will be jeopardized. Without the relocation of parkland, regulations that govern development near parkland could result in the residential buildings not being feasible at all.

It is *critical* that these unintended consequences be fully and carefully considered before a determination is made on the proposed revision to the zoning plan. We hope that once you have had an opportunity to examine this highly counterproductive revision you will join us in opposing it.

The rezoning plan makes it possible to significantly improve the infrastructure and urban landscape of Coney Island, while generating the kind of economic opportunities that are desperately needed by so many community residents. The time to move forward is now.

I strongly urge you to support the proposed rezoning plan.  
Thank you very much.

# WACHTEL & MASYR, LLP

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JESSE MASYR  
PARTNER

DIRECT DIAL: (212) 909-9513  
DIRECT FAX: (212) 909-9429  
masyr@wmlp.com

Good Afternoon. My name is Jesse Masyr, I am a member of the law firm of Wachtel & Masyr LLP and we are land use counsel to Thor Equities, the largest private property owner in the Coney Island East area.

On behalf of my client I want to thank the members of the City Council for this opportunity to appear before you today. As I will detail later in my testimony, Coney Island's history is filled with well intentioned plans that resulted in the erosion of Coney Island as a premier entertainment center. There is perhaps no more important time then now in the history of Coney Island to plan correctly for the future. The decisions that you are being called upon to make will certainly impact Coney Island not just in the immediate future but for many generations to come.

Since June 24, 2008 our comments regarding the City's plan have been consistent: The City's current plan for Coney Island will not procure the renewal and redevelopment of this important neighborhood. This area is starved for economic development and is in desperate need of the proper stimulus for investment and job creation.

Please allow me to make the following points for your consideration: **(1)** the proposed

zoning designations for Coney East, regardless of the expanded uses and the increase in floor area, do not provide the necessary components required for sustainable year round development in the 21<sup>st</sup> century; **(2)** the limitation on the size of retail establishments, in what the proposed zoning categorizes as “Use Group C and transient hotel uses”, ignores market adjustments and consumer demands; **(3)** the proposed new street system diminishes the viability of existing sites and regrettably does not offer alternate developable sites; **(4)** the proposed framework of the off-street parking regulations undermines the intended development and the ability of owners to obtain required building permits, rendering private development and investment impossible; and **(5)** the proposed mapping of the Coney East amusement area as parkland is counterproductive and puts the future viability of this area in jeopardy. In addition as this process moves forward we suspect the only rationale for this mapping is to use the power of eminent domain to force existing property owners to relinquish their properties.

While proponents of the Plan invoke the former grandeur of Coney Island by extolling the historical importance it held as an amusement area I would like to take a moment to retell a significantly different aspect of Coney Island’s history one which is not as grand.

The City’s plan for the amusement/entertainment area denoted as Coney East, in large part rests on the mapping, acquisition, and development of the nine acre property into parkland. History has shown that sole reliance on the City’s ability to carry out its plans is not necessarily well placed.

The following briefly summarizes the City's involvement in the Steeplechase park site:

In 1897 Steeplechase Park was opened joining Dreamland, Luna Park and other entertainment venues that created the iconic Coney Island sought to be recaptured today.

Steeplechase Park closed in 1964, victim of changing demographics and emerging state of the art competition for the leisure/entertainment dollar. The Tilyou family, which had developed and owned Steeplechase throughout its life, sold it the following year 1965 to Fred Trump, the Donald's father. Trump, an active builder in the area, had proposed a 3,000 unit residential development with a shopping center and office building. The City opposed the plan and in 1969 condemned the 12 acre site for an open space park and sought a federal grant to build it. Rather than leave the site vacant while plans were being developed, the City continued to lease the property to an amusement ride operator as a short term interim use. The City then spent the next decade trying to shut down the rides and evict its leasee.

In 1976 an RFP seeking development for a privately financed amusement park was issued. Nothing came from this RFP and subsequently the Parks Department sought to abandon the former open space park concept determining that commercial amusement use would be more appropriate. Interestingly City Planning opposed the amusement park idea desiring to keep the site for open space.

In 1984 a second RFP for amusement park use was issued and a developer was selected. From 1986 to 1994 the City and the developer worked to secure approvals from the State Legislature and City Board of Estimate to allow the amusement development. However, a new Mayor and the lack of financing for the development finally ended that eight plus year odyssey.

In 1998 the Giuliani Administration targeted the site for a minor league baseball stadium. In 2001 the City and State legislation permitting the lease of the property to the New York Mets was secured and after a public expenditure of nearly 40 million dollars the Key Span ballpark opened.

In sum, the condemnation saga of the 12 acre Steeplechase site with two rounds of RFP never resulted in open space parkland or amusement park use and ultimately after 40 years of City ownership the parkland was developed as a private ball field which by the way is open to the public approximately 40 days per year and even then only for an admission fee.

With regard to the proposed mapping of park land, we respectfully suggest that this is an unnecessary step for the City to take in order to achieve the redevelopment of Coney Island. Please consider the following: **(1)** the involvement by multiple government entities will delay and obscure development responses to ever changing market conditions;; and finally **(2)** when you look at similar amusement areas in several United

States cities, such as Denver, Phoenix, Chicago, Portland, Santa Monica, and Seattle, you will see that none of these amusement areas operate on properties designated parkland.

We believe the City would do well to follow the success achieved by these other cities of their support for the fragile amusement industry, by abandoning the designation of 9 acres of parkland for Coney East and by retaining regulatory control through a well thought out zoning plan, perhaps through the creation of a special amusement district, rather than relinquish our future to the New York State Legislature.

Members of the Council, the former grandeur of Coney Island was achieved only because the imagination of the private sector was allowed to flourish. We urge you in considering the future of Coney Island not to leave the energy and entrepreneurial talent of the private sector at the gate but rather to move forward by fashioning a public and private partnership.



CALLISON

April 1, 2009

Re: NYC Coney Island Plan Comments

From: Tom Bowen, AIA, Vice President, Callison Architects, P.C.

All of us here are committed to the long-term revitalization and success of Coney Island as a year-round destination development and amusement park. We need to be clear that this is a long-term proposition. It will take many years, extensive effort and substantial funding to realize this dream. However, the current plan as envisioned by the City falls well short of making this dream a reality.

Reality in today's economic environment will only come from a thoughtfully prepared master plan infused with significant economic incentives. Reality also requires a careful balance of public and private participation. What is missing today is a balanced development plan that allows for both public and private entities to endure the inherent risks necessary to realize success. We all know of major local projects that have been strictly planned, gone through years of vetting, entitlements and preparation, and yet remain incomplete 5 or 10 years later. It is imperative that this plan does not stall the development of Coney Island before it has a chance to get started.

Today's economy will take years to rebound, and the financial experts tell us that it will not return to the unbridled development of the past 7 years. Future developers and their lenders will require zoning conditions, development potential and rock solid revenue potential. This plan is far too restrictive, regulated and prescriptive to invite a serious look by developers with the motivation and financial means to be successful.

In my opinion, I see the following significant issues with the current plan:

- The success of a year-round mixed-use destination development requires a critical mass of uses. The proper combination of these uses including, amusement, entertainment, retail, hotel, restaurants and services is essential. A critical mass of each one of these uses will create enough density, excitement and variety to ensure that users will stay "on-site" for the duration of their visit, whether it is a few hours or a few days. This plan lacks critical mass due to the

arrangement of streets, small blocks (parcels) and lack of understanding of pedestrian movement.

- The City's plan places too many restrictions on use type, zoning, FAR and floor plates to permit developments of sufficient size and mass. As proposed, the restrictions imposed by this plan do not allow for sufficient development of any one parcel. We believe that this plan mandates isolated pockets of sub-optimal development.
- The East-West bifurcation of the Commercial and Entertainment uses creates an undesirable subdivision of zones, none of which are adequately connected to each other. The visual and pedestrian connection between Surf Avenue and the Boardwalk has been effectively eliminated which demonstrates the lack of integration and flexibility in the plan. Depending upon the operating conditions of the amusement park, including issues such as admissions, safety and security, the amusement park could well create a five block long physical barrier between Surf Avenue and the Boardwalk.
- The City plan fails to take into account the issue of parking, which appears to be an afterthought. Based upon the restrictions placed upon the development parcels, parking "on-site" or even in close proximity is not possible. In addition to hotel uses, any of the larger public assembly uses such as banquet facilities, theatres, arenas/auditoriums and sports facilities, will require extensive parking requirements. It is unclear how parking and alternative transportation for these concentrated, high-traffic uses would be accommodated.
- The City's plan does not provide for general retail uses, which eliminates the majority of potential revenue-generating tenants. Strong, diverse national retailers are essential to establishing a vibrant and sustainable level of commerce. These retailers establish credibility, stability, long term leases and sufficient revenue streams which would in turn allow for the "mom & pop" retail uses desired by the City. The amusement & leisure retail uses, which are called for by the City's plan, historically do not pay adequate rents, cannot secure credit or financing and will not provide tenant improvement build out of adequate quality. It has been demonstrated that without a stronger base of general retail, there is high potential turnover and default by amusement and leisure retail tenants.
- The City Plan's imposed location and orientation of hotels along Surf Avenue eliminates the possibility of a resort type hotel that would necessarily require direct connections to key uses such as the Boardwalk, beach, entertainment, parking and transportation.

- The City Plan's exclusion of retail, entertainment or restaurant uses directly adjacent to the Boardwalk, in concert with the City's imposed limit on Use Group C of fifty percent of the frontage along Wonder Wheel Way and Bowery, eliminates substantial development opportunities, effectively relegating retail and commercial uses to the side streets.

We have prepared a package of handouts of US and international amusement-based developments, some that have been successful, and others not, due to many of the issues we are discussing today (refer to examples).

We strongly believe that reality, success and long-term prosperity will not come to Coney Island under the current plan. Looking forward, it is our hope to work with the City to secure an economically viable mixed-use development plan for Coney Island in order to create a thriving year-round entertainment destination.

# Lococo Company

*Building Brand Solutions*

April 1, 2009

SUBJECT: NYC CONEY ISLAND PLAN REVIEW

FROM: JEFF LOCOCO, AND RICHARD THOMAS

The most concerning element of the City's "Coney Island Comprehensive plan" is on of design philosophies. The mistake in the City's plan is fundamental urban planning.

While the revitalization is ultimately a revitalization of the entire community, the amusement zone is of particular importance as it is planned to be a focal point of new economic activity.

The city has designed an amusement park using the development strategies devised to build a modern well laid out city. That strategy is traditional city block designs and subdivided zones. This strategy more closely resembles an urban neighborhood revitalization plan.

However, an amusement zone can not be treated like a standard city block. Rather the city must apply an entertainment and destination philosophy. That means we have to focus on:

- Sense of entry
- Attraction programming,
- Capacity (Ride and Facility)
- Revenue Core and guest spending opportunities
- Traffic Flow,
- Theme and guest experience

The City's plan falls short on delivery of three key elements to successful amusement zones: Synergy, integration, and most of all year round entertainment appeal. The City's plan greatly lacks the full integration of amusement, entertainment, retail and hotel accommodations.

**Synergy** -- Refers to the mix of use such as, retail, restaurant, entertainment and amusement.

1. It does not fully value the natural flow of visitor traffic north and south (subway to beach) nor does it utilize Stillwell Avenue to its full potential as the "Main Street" or central core of the entire 27 acre redevelopment plan.

The natural flow of people traffic essentially year round will be from Surf Avenue to the ocean and back, thus the merit of using entertainment base principles of central core and attraction oriented anchor design to influence the flow of guest traffic and spending patterns.

**Integration** – Refers to the physical layout of uses.

1. Although the amusement area in the City's plan shows continuity in its design flow from the proposed carousel site to the Cyclone, its appeal would be strictly of a seasonal basis or roughly 120-140 days a year.

In the prime summer months of June, July and August, as stated people will migrate towards the ocean, beach and the boardwalk with the potential of isolating most of the major point of sale and retail locations purposed along Bowery, Wonder Wheel Way and Surf Avenue. The end result is the creation of isolated areas of development subject to hot and cold traffic areas and thus less than appealing rental space.

2. The City's plan and proposed restrictions for the most part, eliminates the possible development of a full service resort hotel featuring an indoor water park or indoor dry park.

General industry standards for this type of resort require a minimum of 300 - 400 larger family style rooms of 450 SF to 1200 SF, a 55,000 – 100,000 SF indoor water park, and a total programmable building space of 300,000-400,000 SF. The recommended building height and floor plate restrictions prohibit such a complex.

**Year Round Design** – Refers to 365 day sustainable economic activity.

1. As is the case in any northern amusement park in the off-season months, roughly 225 days a year, the City's conceptual design of the amusement area will be lifeless and absent of guest activity.

As the plan is currently designed the rides will be forced to be winterize and closed for the season, the colorful awnings will come down, the vibrant lights are shut off and the plush displays and novelty kiosk will be moved off midways. The net affect is that the entire redevelopment district will become seasonal in nature and thus cannot economically sustain itself.

2. As designed the amusement area will require significant public subsidies because it does not address the seasonal nature of their plan nor does it provide a critical mass programming schedule of attractions and entertainment components necessary to establish a base proforma model .

The ROI (Return on investment of land values and rides) for the amusement operators will be impossible in a seasonal oriented plan. Most of the country's regional parks like Six Flags or Cedar Fair parks can afford seasonal operation because they are 60 to 100+ acres in size and can accommodate 35,000 to 50,000 guests on a given day or nearly 2.0 million visitors during a 140 day season.

The only way to make the Coney Island amusement portion of the plan viable is by designing the entire development area into a multi-level, year round, mixed use destination experience.

The end result is that the new Coney Island will have to be dynamic and Big Apple like in its appeal and design. It will need to recapture the imagination of not only New Yorkers, but the millions of visitors from around the world. It must be authentically Brooklyn, a place for family play, business forum and most of all relaxing, safe environment for all ages on a year round basis!

# Coney Island City Plan

## Durmick Statement

Version 1.0

March 27<sup>th</sup>, 2009

Created by



695 S. Glenwood Place  
Burbank, California 91506 USA  
818.333.3444 fax 818.333.3450  
[www.thinkwelldesign.com](http://www.thinkwelldesign.com)

As a themed entertainment professional, Coney Island has a very special place in my heart because it is the genesis of my industry, and I, like so many of you, have a personal desire to see it thrive as a world class, year-round destination. Coney Island defies comparisons; there is no destination that operates quite like it in the world. If it is to thrive as a world class, year round destination, it will require careful planning and unconventional thinking. In my opinion, the zoning plan presented here is way too conventional to ensure the success of Coney Island as a year-round amusement area.

Forgive the analogy, but think of Coney Island (or any amusement destination, for that matter) as farmland. All of the rides, shops, restaurants and attractions are crops that each need equal amounts of water and nutrients to take root and flourish. In this case, the water is the people coming to visit and the nutrients are their entertainment dollars. Coney Island must be designed to draw the maximum amount of people to the maximum amount of acreage so their nutritious dollars can be evenly disseminated amongst all of the offerings.

The current zoning plan, in my opinion, does just the opposite: it separates Coney Island into zones of specific activities that will draw certain guests, but not others. If I, as a guest, come to Coney just to ride the rides, I can do that at the exclusion of all other activities. If I am coming to dine at a restaurant, or to shop, or to bowl, I will likewise bypass many of the other complementary offerings, and starve them of the broader customer base that is crucial to their survival.

For example, the activation of Surf as a retail strip works in opposition to the natural flow of guests. It presents a barrier to people moving north and south through Coney Island from Surf to the beach. Again, if you're shopping here, there is no reason for you to go any further into the Coney property or patronize any businesses there. Coney Island will only thrive if there are plenty of diverse attractions, indoor and outdoor, across the entire property and not isolated into "pods" of specific programming.

The amusement area along the Boardwalk will work fine in the summer because you have the beach and the boardwalk and Coney Island already draws large crowds in the summer. In the off-season, however, some of the rides will not be able to operate. In any theme park, a single closed ride creates a giant gap in the program, but in a 40-60 acre park, it's not an insurmountable problem. However, when you close multiple rides, or if the rides are in close proximity to each other, you get dead zones that people won't visit. In the off-season, the Boardwalk will appear as lifeless, unattractive, and unpopulated as it already is in the winter.

While the zoning plan reflects the City's desire to enliven all of Coney Island and in that regard is a step in the right direction, a world class, year round Coney will need careful master planning and a single vision before the zoning plan can be defined. This zoning plan is too restrictive. It handcuffs the design process and limits an operator's flexibility to respond to future expansion, modification, and tenant turnovers.

The vision for Coney Island is literally beyond any comparison and its future success depends on a singular vision, and a new, creative master plan that defines the programming and not a zoning plan that attempts to define (but actually limits) Coney Island's long-term potential.



**BUILDING &  
CONSTRUCTION  
TRADES COUNCIL  
OF GREATER NEW YORK**

**GARY LaBARBERA**  
PRESIDENT

AFFILIATED WITH THE  
BUILDING CONSTRUCTION TRADES DEPARTMENT  
OF WASHINGTON D.C.

BUILDING AND CONSTRUCTION TRADES COUNCIL  
OF NEW YORK STATE

AMERICAN FEDERATION OF LABOR OF CONGRESS  
OF INDUSTRIAL ORGANIZATION

**TESTIMONY OF  
PAUL E. FERNANDES  
CHIEF OF STAFF  
BUILDING AND CONSTRUCTION TRADES COUNCIL OF GREATER NEW YORK**

**COUNCIL OF THE CITY OF NEW YORK  
COMMITTEE ON ECONOMIC DEVELOPMENT  
COMMITTEE ON LAND USE**

**OVERSIGHT HEARING ON CONEY ISLAND DEVELOPMENT  
APRIL 1, 2009**

Good afternoon, Mr. Chairman, Madame Chairwoman, Members of the Committees and Members of the Council. My name is Paul E. Fernandes. I am the chief of staff of the Building and Construction Trades Council of Greater New York, an organization that consists of local affiliates of 15 national and international unions representing 100,000 working men and women in the five boroughs. We are pleased to testify on development which may be undertaken pursuant to the proposed Coney Island Comprehensive Rezoning Plan.

We regret that at this time we must oppose this plan. The reason for this position is simple. As of today, there is no binding citywide policy or commitment specific to the proposed Special Coney Island District that the processes by which properties may be made available for development by the Economic Development Corporation, Department of Housing Preservation and Development and any other public agencies will assure that resulting opportunities are



shared by those for whom economic development efforts are supposed to be pursued – the working men and women and taxpayers of New York City.

We must furthermore state that there are not at this time any agreements between the Building and Construction Trades Council of Greater New York and Taconic Investment Partners, Thor Equities or any entities they may utilize to perform construction in the proposed district. During the past two years, we have met with these potential developers of properties within the proposed district. Meetings and discussions are not agreements. Given the time constraints on this process, it is our sincere hope that they will both work expeditiously to reach agreements with our organization.

From 2001-2007, construction spending in New York City increased by more than 80% according to the New York Building Congress. During this same time, construction employment increased by 6% and industry wages increased by 17% according to the New York State Department of Labor. The increase in wages, coincidentally, is the same percentage as the increase in the cost of living during this time, according to the Bureau of Labor Statistics, U.S. Department of Labor. Workers in our industry therefore saw no real gains in income while spending increased by more than 80%.

The lesson from this period of supposed boom in our industry is that some people boomed more than others. Among the reasons is that the City of New York pursued rezonings and economic development efforts with little or no consideration for the terms under which working men and women would be employed. That is not economic development. It is corporate welfare and it

won't do any longer.

The Building and Construction Trades Council of Greater New York would very much like to support the development of Coney Island if it is pursued responsibly and in a manner that reflects the values and interests of working men and women. Responsible development of Coney Island dictates that the processes by which properties are made available for development by EDC, HPD and any other public agencies must include strong standards for the prevailing rate of wages and supplements to be paid to workers in our industry unless developers and employers they utilize to perform construction enter into a project labor agreement to collectively bargain the provision of good wages with health insurance and pensions.

If the development of Coney Island is pursued responsibly, it will have our support. Because the development of Coney Island currently has no assurances that it will be pursued responsibly, it does not now have our support.

It is worth noting that, in the American Recovery and Reinvestment Act, \$130 billion was made available to stimulate construction activity, including the maintenance and development of affordable housing in both the public and private sectors. Every penny of these funds is subject to a requirement that projects utilizing these funds must pay workers in the building and construction industry the prevailing rate of wages and supplements. It is also worth noting that one of the first executive orders issued by President Obama was to rescind executive orders issued by former President Bush that banned project labor agreements from being used on federally funded or assisted projects.

The president of the United States gets what responsible economic development is supposed to be about. The Congress of the United States gets what responsible economic development is supposed to be about. We ask the administration and the Council to join them.

Thank you.



CONEY ISLAND HOSPITAL

# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

March 3, 2009

Dear Mayor Bloomberg,

Members of various agencies and development corporations have stated publicly that the Coney Island Hospital Modernization Plan is not part of the rezoning process. It was opined that this ULURP procedure is solely one of land use and that the subject of funding the hospital's modernization is not apropos. The members of the Coney Island Hospital Community Advisory Board refuse to accept this casual dismissal of an issue that affects 750,000 residents in southern Brooklyn and millions of tourists and visitors attracted to the area by existing and proposed year round amenities.

The hospital modernization, including the rehabilitation of a decrepit and outdated fifty year old facility, is already approved by the administration and the Health and Hospitals Corporation. It is as important and pertinent to the ULURP as is the creation of fire and police access streets in the development area. Clearly health and safety items and their funding are already incorporated into the project thus establishing the legitimacy of the community's request for Coney Island Hospital.

In restating our position we refer to the support the Coney Island Hospital Community Advisory Board has received from Brooklyn Community Boards 11, 13, and 15 and all local elected officials. We reject any argument that seeks to exclude this phase of hospital modernization from its relevance to this hearing and to this development package.

Thank you for your time and your thoughtful consideration. On behalf of the members of the Coney Island Hospital Community Advisory Board I remain,

Respectfully yours,

Martin L. Levine  
Chairman

|       |                              |                        |                      |
|-------|------------------------------|------------------------|----------------------|
| c.c.: | Hon. Michael R. Bloomberg    | Hon. Lewis Fidler      | Hon. Carl Kruger     |
|       | Hon. Hon. Robert Lieber      | Hon. William Colton    | Hon. Diane Savino    |
|       | Hon. Marty Markowitz         | Hon. Alan Maisel       | Hon. Martin Golden   |
|       | Hon. Domenic M. Recchia, Jr. | Hon. Alec Brook-Krasny | Hon. Jerrold Nadler  |
|       | Hon. Michael C. Nelson       | Hon. Helene Weinstein  | Hon. Anthony Weiner  |
|       | Hon. Simcha Felder           | Hon. Steven Cymbrowitz | Hon. Michael McMahon |



CONEY ISLAND HOSPITAL

# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

March 3, 2009

Dear Mayor Bloomberg,

## ECONOMIC DEVELOPMENT and PUBLIC HEALTH CARE

Public presentations concerning economic development for the Coney Island region have been based, in part, upon increases in the resident and/or transient population. This locality has historically shown the sum of both populations to be in the millions per year.

The New York City Health and Hospitals Corporation maintains a local facility which while servicing the needs of the residents must by charter also be available to service the needs of the general population. Any substantial development strategy will change the model upon which all local health care estimates have been based. The growth in population will over saturate the physical resources and thus give cause to both expedite and to upgrade the capital program upon which Coney Island Hospital is currently embarked.

The following is a partial list of *Master Plan* items to which we ask that you give the utmost consideration and support not only because we feel that they are essential, but because they are long lead as well:

- **Construction of a new Emergency Room**
- **Construction of new Operating Suites**
- **Construction of a Parking Garage to include FDNY/EMS facilities**
- **Construction of a Power Plant/Building Engineering System**
- **Construction of new Diagnostic Imaging Suites**
- **Construction of in-patient space for Behavioral Health, Rehabilitation, and Med-Surge Units to eliminate 6 and 4 bedded ward rooms**

On behalf of the members of the Coney Island Hospital Community Advisory Board, thank you for considering and expediting this request.

Martin L. Levine  
Chairman  
Coney Island Hospital  
Community Advisory Board

c.c. Deputy Mayor for Economic Development



CONEY ISLAND HOSPITAL

# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

March 3, 2009

## A resolution from the Coney Island Hospital Community Advisory Board

**WHEREAS:** The Administration of New York City in concert with the Coney Island Development Corporation, community groups, City and State agencies, real estate developers and builders, and other concerned and interested parties are working co-operatively to formulate and to put forth a plan for the economic development of and for the social improvement of the Coney Island area and,

**WHEREAS:** Community Board #13 in whose jurisdiction the Department of City Planning ULURP is to be presented, discussed, and voted upon has already conveyed their position that infrastructure improvements and modernizations must accompany the development on the scale proposed and,

**WHEREAS:** It is the belief of Community Boards #11, #13, and #15, as reported to the Coney Island Hospital Community Advisory Board through the representatives of the respective community boards, that Coney Island Hospital is a vital part of the infrastructure of the proposed development zone and,

**WHEREAS:** The failure to proceed with the modernization plan, approved by the Administration and promulgated by the New York City Health and Hospitals Corporation, this body, and those members of the Council, the New York State Assembly, the New York State Senate, the Borough President, and Congress whose areas are within Coney Island Hospital's catchment zone will negatively impact those whom Coney Island Hospital presently serves and,

**THEREFORE BE IT RESOLVED THAT:** Community Board #13 reject any Department of City Planning ULURP proposal that is not accompanied by the designation of financing by the City of New York for the next phase of capital improvement and modernization of Coney Island Hospital as proffered with this resolution and which contains documentation that truthfully and accurately presents plans, expenditures, and repayment schedules for the proposal set forth within.

Passed unanimously on this date, June 5, 2008, and presented by the Chairman as authorized by the members of the Coney Island Hospital Community Advisory Board assembled at a meeting regularly convened for this purpose.

Very truly yours,

Martin L. Levine  
Chairman

c.c.: Mayor Bloomberg  
Deputy Mayor Lieber  
Council Members Felder, Fidler, Nelson, Recchia  
NYS Assembly Members Brook-Krasny, Colton, Cymbrowitz, Maisel, Weinstein  
NYS Senate Members Golden, Kruger, Savino  
Representatives Nadler, Weiner, McMahon  
Borough President Markowitz  
Brooklyn Community Boards 11, 13, 15

# **CONEY ISLAND HOSPITAL**

*Modernizing for the Next Generation*

**Peter Wolf**  
**Senior Vice President/  
Executive Director**

*March 27, 2008*



**CONEY ISLAND HOSPITAL**

# CONEY ISLAND HOSPITAL

## **Modernization Phase II Goals:**

- Enhance Community Image,  
Emergency Preparedness,  
Patient Safety**
- Proper Sizing for Anticipated Patient  
Increases**
- Prepare for Impact of Expansion of Coney  
Island Amusement Area**

- State of the Art, Disaster Ready Emergency Department
- Modern Laparoscopic Operating Rooms
- Hi-Tech Integrated Radiology Suite
- Comfortable, Patient Safe Behavioral Health Inpatient Unit
- Consolidate Remaining Med/Surg And Rehab Inpatient Beds
- Increase On - Site Parking
- Replace EMS Station
- Upgraded Ambulatory Care

## **Increase in Utilization**

**Current (as of March 26, 2008) Occupancy:**

- **Medicine: 106%**
- **All ICU's >80%**
- **Maternity: 89%**
- **Psychiatry: 94%**
- **Total Hospital: 91%**

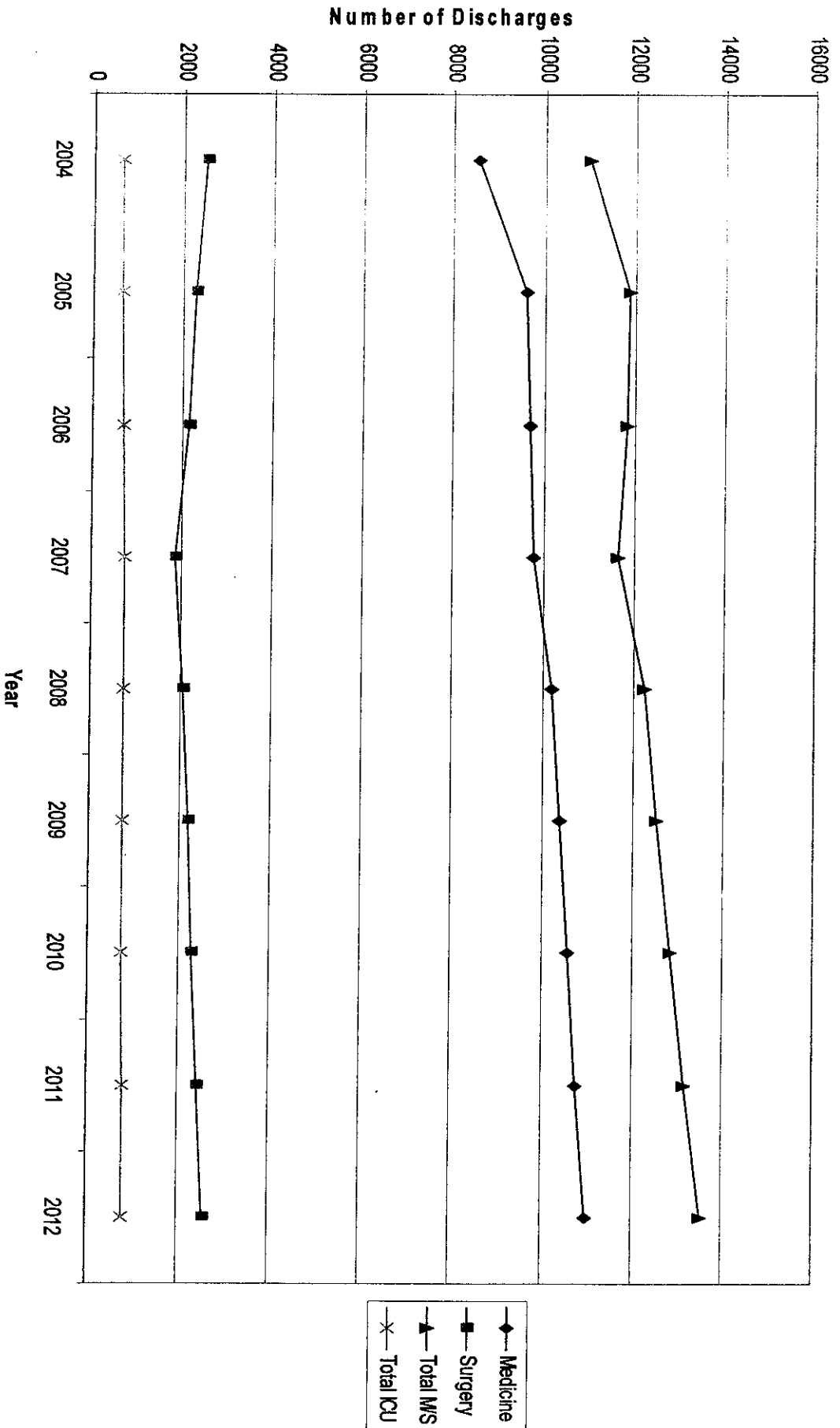
**Primary Reasons for Increased Utilization:**

- **Impact of New Tower Building**
- **Impact of Community MD Program**
- **Imminent Closure of Victory Memorial, Reduction at Community -  
Expect up to 1150 new patients from Victory, 550 from Community, for a total  
of 1700.**

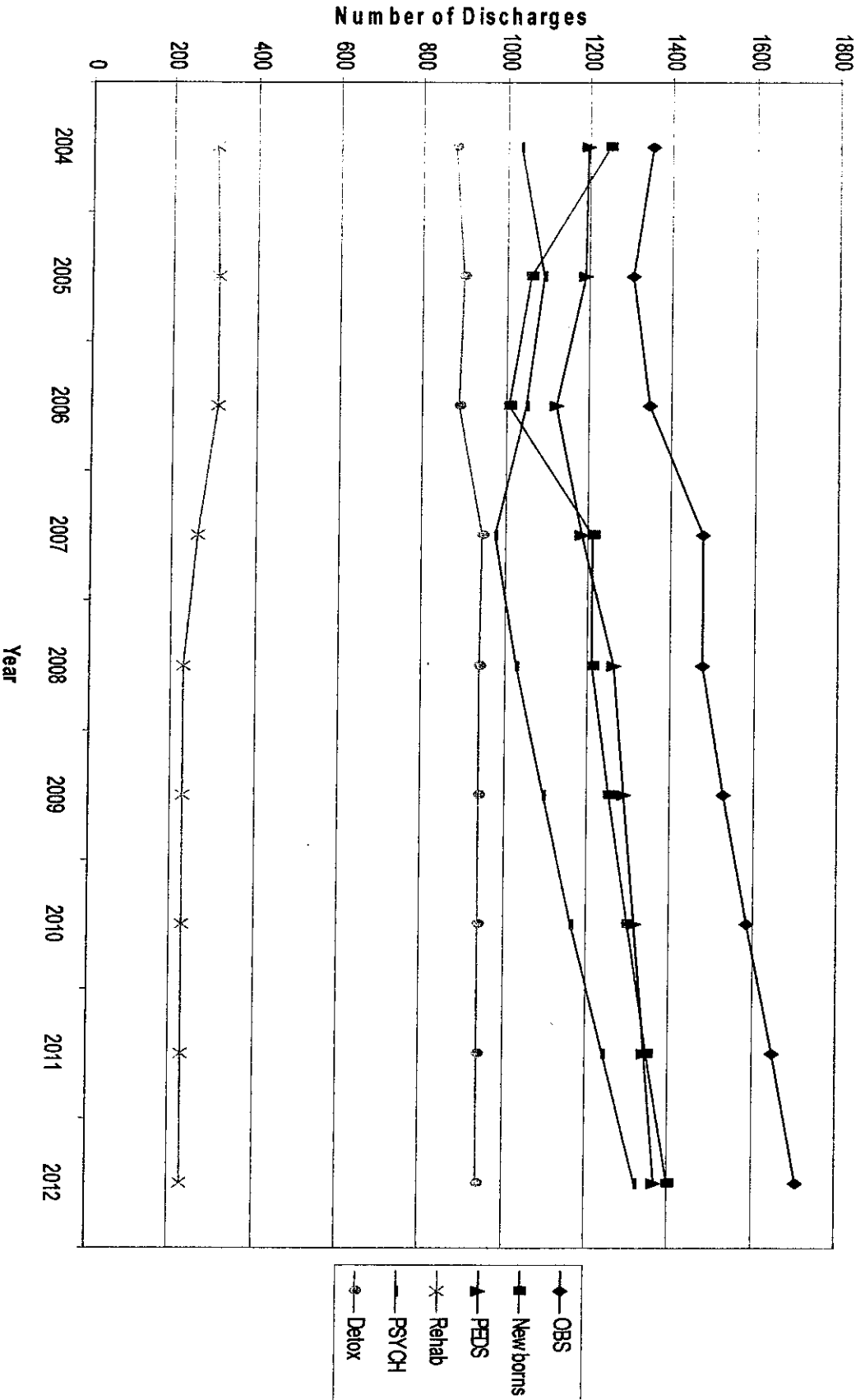
**Next Phase / Project Estimate**

|  |                     |
|--|---------------------|
| ➤ Designed For Disaster Readiness / Grounds Floor Clear Used For Parking, Ambulance Ramp, Hardening Of Existing, Infrastructure Against Flooding | -18,360,000         |
| ➤ New State Of The Art, Disaster Ready Emergency Department  | -32,100,000         |
| ➤ Modern Laparoscopic Operating Rooms  | -32,250,000         |
| ➤ High Tech Integrated Radiology Suite   | -32,250,000         |
| ➤ Comfortable Patient Safe Behavioral Health Inpatient Units   | -42,150,000         |
| ➤ New Inpatient Rehabilitation Unit And Med/Surg Inpatient Units   | -42,150,000         |
| ➤ Support Services, Mechanical Spaces  | -14,900,000         |
| ➤ Replace EMS Station  | -3,150,000          |
| ➤ Upgrade Existing Energy Plant  | -11,805,000         |
| ➤ Renovations Of Main Building : Outpatient Behavioral Health, New Ambulatory Care Space, Pharmacy Upgrade, New IT Center                        | -34,800,000         |
| ➤ Removal Of Hammett And Building #6   | -4,500,000          |
| ➤ Planning, Design, Construction Management Fees   | -27,585,000         |
| <b>TOTAL</b>   | <b>-298,000,000</b> |

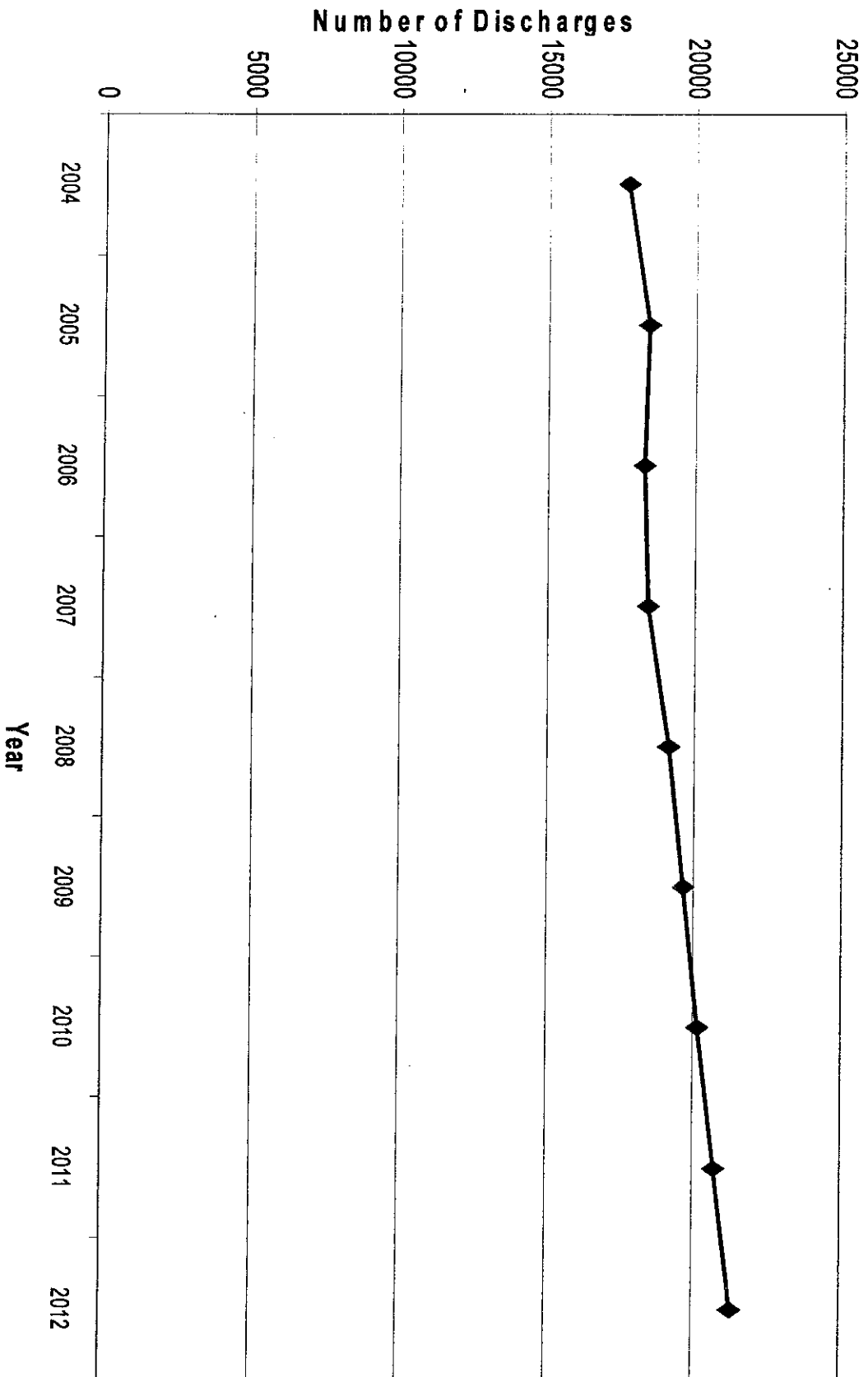
### Discharges and trends for Medicine, Surgery and ICU and Total MedSurg



### Discharges and Trends for OBS, Newborns, PEDS, Rehab, Psych & Detox



### Total Discharges and Trends



# ASSUMPTIONS FOR PATIENT GROWTH

1. Medicine and Pediatrics to Increase by 10%, Impacted by Internal Growth and Victory Closing, Downsizing at Community
2. Obstetrics and Newborns to Increase by 20%, Reflecting Internal Growth and Closure of Victory
3. Behavioral Health Increase by 35%, Impacted by CPEP and New Demand
4. Surgery and SICU to Increase by 30%, Impacted by New Laparoscopic-Based OR's, Expansion of Orthopedics, Neurosurgery Etc.
5. Other Services Will Remain at Current Levels

# Cost of PHASE 2- \$298 Million

To Meet Cost of Project:

Year 1:

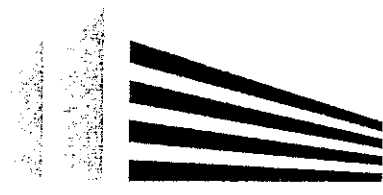
|                                       |              |
|---------------------------------------|--------------|
| Incremental Costs:                    | \$42 Million |
| 152 Additional Staff-                 | \$10 Million |
| Supplies, Utilities and Other Direct- | \$19 Million |
| Interest and Depreciation-            | \$13 Million |

|                                   |                |
|-----------------------------------|----------------|
| Incremental Revenue:              | \$43 Million   |
| Hospital and Ambulatory Services- | \$50.5 Million |
| Ancillary Services-               | \$3.5 Million  |
| Deductions from Revenue-          | \$13 Million   |
| Other Revenue (Grants, etc.)-     | \$2 Million    |

Year 3:

|                            |              |
|----------------------------|--------------|
| Incremental Costs:         | \$57 Million |
| Total Direct Expenses-     | \$32 Million |
| Interest and Depreciation- | \$25 Million |

|                               |              |
|-------------------------------|--------------|
| Incremental Revenue:          | \$58 Million |
| Net Revenue-                  | \$54 Million |
| Other Revenue (Grants, etc.)- | \$4 Million  |



CONEY ISLAND HOSPITAL

# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

March 13, 2005

Hon. Marty Markowitz  
President  
Borough of Brooklyn  
209 Joralemon Street  
Brooklyn, New York 11201

Dear Borough President Markowitz:

On March 3, 2005, the Coney Island Hospital Community Advisory Board voted unanimous support for the attached document detailing approved HHC Master Plan items for Coney Island Hospital, and desires funding on an expedited basis, for the reasons specified therein.

In pointing out that your support is essential in our quest to provide quality health care for those served by Coney Island Hospital, we also point out that the hospital is the single largest employer of the local resident population. The structured growth of facilities will promote an increase in career job opportunities that are so important in maintaining a healthy socio-economic environment. This will create a symbiosis that will immeasurably aid other development strategies that we expect to be forthcoming.

Thank you for your kind attention and continued help.

Very truly yours,

Martin L. Levine  
Chairman

Enc.

c.c. Bernard Catcher



CONEY ISLAND HOSPITAL

# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

May 5, 2005

Dear Neighbor:

On March 3, 2005, the Coney Island Hospital Community Advisory Board voted unanimous support for the attached document detailing approved HHC Master Plan items for Coney Island Hospital. We wish to these items funded on an expedited basis for the reasons specified therein.

In pointing out that your support is essential in our quest to provide quality health care for those served by Coney Island Hospital, we also point out that the hospital is the single largest employer of the local resident population. The structured growth of facilities will promote an increase in career job opportunities that are so important in maintaining a healthy socio-economic environment. This will immeasurably aid other development strategies that we expect to be forthcoming.

Please send all correspondence to:

Coney Island Hospital  
Community Advisory Board  
Room 2W9  
2601 Ocean Parkway  
Brooklyn, New York 11235

Thank you for your help.

Very truly yours,

Ms. Gloria Watkins  
Coney Island Hospital  
Community Advisory Board

Enc.



# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

MAY 5, 2005

## ECONOMIC DEVELOPMENT and PUBLIC HEALTH CARE

Public presentations concerning economic development for the Coney Island region have been based, in part, upon increases in the resident and/or transient population. This locality has historically shown the sum of both populations to be in the millions per year.

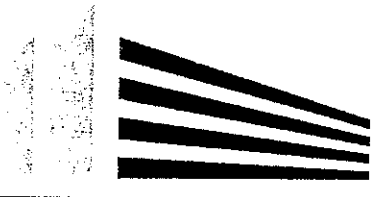
The New York City Health and Hospitals Corporation maintains a local facility which while servicing the needs of the residents must by charter also be available to service the needs of the general population. Any substantial development strategy will change the model upon which all local health care estimates have been based. The growth in population will over saturate the physical resources and thus give cause to both expedite and to upgrade the capital program upon which Coney Island Hospital is currently embarked.

The following is a partial list of *Master Plan* items to which we ask that you give the utmost consideration and support not only because we feel that they are essential, but because they are long lead as well:

- **Emergency Room**
- **Construction of new Operating Suites**
- **Construction of a Parking Garage to include FDNY/EMS facilities**
- **Construction of a Power Plant**
- **Construction of new Diagnostic Imaging Suites**
- **Construction of in-patient space for Behavioral Health, Rehabilitation, and Med-Surge Units**

On behalf of the members of the Coney Island Hospital Community Advisory Board, thank you for considering this request.

Martin L. Levine  
Chairman  
Coney Island Hospital  
Community Advisory Board



CONEY ISLAND HOSPITAL

# Community Advisory Board

2601 Ocean Parkway  
Brooklyn, New York 11235  
(718) 616-4157  
Martin Levine, Chairperson

October 6, 2005

Hon. Jeremiah P. O'Shea, Chairman  
Community Board #15  
Kingsboro Community College  
2001 Oriental Blvd.  
Room 124  
Brooklyn, New York 111235  
Dear Chairman O'Shea:

The members of the Coney Island Hospital Community Advisory Board gratefully acknowledge your letter supporting the second phase of new construction, expansion, and modernization of hospital facilities. Many such letters have been received and their effect on publicizing the importance of quality health care for our communities has been forwarded to the elected officials who represent the hospital's catchment area.

Members of the Coney Island Hospital administration, staff, and Community Advisory Board have met with a consultant to develop the strategic planning process for Phase II, and the new Executive Director Peter Wolf has already met with the architect.

We owe a great deal of thanks to City Council members Michael C. Nelson, Lewis Fidler, and Mayor Michael R. Bloomberg for supporting and promoting the community based health care agenda that with your continued assistance will help to become reality.

We, as the members of the Coney Island Community Advisory Board, thank you.

|                   |                   |                    |
|-------------------|-------------------|--------------------|
| Patty Barbaro     | Josephine Binckes | Martin Bromberger  |
| Marilyn Chernin   | Ashgar Choudry    | Roseanne DeGennaro |
| Dr. Allen Ditchek | Shirley Fineman   | Susan Fox          |
| Miriam Ginsberg   | Queenie Huling    | Rose B. Jackson    |
| Martin Levine     | Sarah Mook        | Sheila Nelson      |
| Cynthia Sanchez   | Abida Sattar      | Josephine Scaicca  |
| Barbara Sorocki   | Evelyn Strasser   | Joseph Tartamella  |

Rev. Msgr. Perfecto Vazquez

## NEW YORK AQUARIUM TESTIMONY -NYC Council (April 1, 2009)

- \* The Aquarium is very excited about the prospect of a long overdue redevelopment/revitalization of Coney Island.
- \* We have long been an anchor of Coney Island, drawing over  $\frac{3}{4}$  million visitors to the area on a year round basis.
- \* Bringing state-of-the-art attractions and amusements to the area is a positive change.
- \* However, let's not forget the existing resources that have continued through the years to be the mainstay of Coney Island.
- \* We are concerned that although the Aquarium is often touted as the gateway into Coney Island, that we are left outside of the plans.
- \* We have long believed that what was good for Coney Island is good for the Aquarium. We hope that continues to be true.
- \* We are working on a new master plan that can transform our institution into the world class aquarium appropriate for a world class Coney Island.
- \* **We hope that:**
  - \* the development of a state-of-the-art Aquarium with new and exciting aquarium exhibits is included in the vision for the future;
  - \* and that a renewed Aquarium, that will draw even larger audiences to the area, is included in the City's support for the re-invention of Coney Island.
- \* There are two areas that have relevance and immediacy with respect to the revitalization:
  - \* The planned new Shark Exhibit at the Aquarium. We hope that this project will be able to move forward with renewed vigor and commitment by the City
  - \* The pressing issue of transportation capacity in Coney Island affects us all. Even in today's Coney Island, inadequate parking is an issue. In a revitalized Coney Island with the associated increase in visitorship, it is essential the issue of parking be addressed. However, providing other means of arriving at a world class tourist destination is critical including: providing express bus; express train; and ferry service if this plan is to be truly viable.

# FOR THE RECORD

## Coney Island for All: A Platform for Equitable Development March 2009

For decades, Coney Island has been a haven for working class New Yorkers. A century ago, it was the first place that working people could reach, and afford, for a break from their daily grind in sweatshops. It has remained for decades a place that people of every walk of life can get to by subway, and yet feel they have gone to another world. It has also provided tens of thousands of families with a decent and affordable place to live, through both Mitchell-Lama and public housing development. As the City of New York proposes to redevelop Coney Island, it must ensure that Coney remains a place that creates opportunity for working New Yorkers. We have therefore come together to ensure that any redevelopment plan guarantees:

- **GOOD JOBS** The redevelopment plan must guarantee good jobs – with responsible contractors and employers, and with a commitment that local residents can get these jobs – in every part of the project.
- **AFFORDABLE HOUSING** A majority of the housing created or preserved must be affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.
- **A STRONGER AMUSEMENTS AREA** The plan must preserve and strengthens the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investment in historic resources.
- **COMMUNITY NEEDS ARE MET** This is a critical opportunity to create much-needed public amenities for local residents of the area, including a school and a supermarket to meet local demand, and significantly improved public transportation.

All of these goals can be met. The City has the power to require that developers and employers achieve these standards – when it issues requests for proposals to developers, through zoning, when it acquires land, and when it provides subsidies or tax incentives.

Unfortunately, the City’s current plan does not meet these goals. While the plan would create jobs, there are no guarantees that the jobs would pay decent wages. While it would create housing, there are no guarantees that a sufficient amount would be affordable. Nor is it clear that the amusements area will be strengthened or that community residents will see the critical services they need. If the plan is changed to meet these goals, we will support it. If not, then the City should start over with a plan that does.

Signatories: ACORN, Coney Island CLEAR, Laborers' International Union of North America, Mason Tenders' District Council of Greater New York, New York City District Council of Carpenters, New York Jobs with Justice, New York Hotel and Motel Trades Council New York and Vicinity, Carpenters Labor-Management Corporation, Pratt Center for Community Development, Retail, Wholesale, and Department Store Union, Service Employees International Union, Local 32B-J, UNITE-HERE, United Food and Commercial Workers Union Local 1500

**GOOD JOBS** The redevelopment plan must guarantee good jobs – with responsible contractors and employers, and with a commitment that local residents can get these jobs – in every part of the project. Coney Island’s redevelopment will create as many as 25,000 (annual) construction jobs, and as many as 6,000 permanent jobs once the amusements, hotels, retail, and residential buildings are open. This presents a huge opportunity to get unemployed and underemployed Coney Island residents and other New Yorkers into living wage jobs. Thirteen percent of the neighborhood’s labor force is unemployed, as compared to 9.5% in Brooklyn and 10.7% in the City overall.

However, without guarantees, these jobs will not be quality jobs. Too often, we have seen contractors and employers that violate the health, safety, and workplace laws and standards of our City. These contractors violate wage and hour laws of the Fair Labor Standards Act, fail to pay taxes or health care or Workers Compensation, and jeopardize the health, safety, and even the lives of their workers and neighbors. Irresponsible contractors jeopardize the efficient delivery of projects, leaving them vulnerable to job stoppages and other labor disputes, sometimes leaving sites half-demolished or half-developed for years.

We want to see responsible contractors and employers who treat workers fairly while delivering and operating quality developments. We believe that hiring union is the surest way to ensure that these high standards are realized. At a minimum, the City should require developers, contractors, subcontractors, and employers – in every phase of the project – to meet the following standards:

#### **Responsible contractor standards**

- All contractors, subcontractors & employers must have a track record of successfully performing the services at issue, paying area-standard wages & benefits, and complying with applicable city, state, and federal laws, including health and safety laws, environmental laws, wage and hour laws, and antidiscrimination laws, for at least the past five years.

#### **Wage and labor standards**

- All contractors, subcontractors, tenants, subtenants, and other employers must pay prevailing or area-standard wages, for every trade and position, in every phase of the project (site prep & infrastructure, construction, long-term operations). This includes compliance with New York State Labor Law §220 and §230 and City Administrative Code §6-109.
  - All building service workers must be paid the higher of the prevailing wage and supplement rates, or the median hourly wage for all occupations in the MSA.
  - All retail workers must be paid the median hourly wage for all occupations in the MSA.
  - For jobs where area-standard wages are not defined, the City Comptroller should be empowered to research and establish wage and benefits standards.
  - Higher standards under collective bargaining agreements, or provisions under a comprehensive project labor agreement, would supersede these standards.

#### **Labor harmony requirements**

- Any business or developer which is receiving funding, operating under a concession or lease, or providing goods or services to the City or a related agency (e.g. EDC or CIDC) should be required to enter into a “labor peace agreement” with a labor organization to represent the entity’s employees and that contains provisions under which the labor

organization and its members agree to refrain from engaging in any picketing, work stoppages, boycotts, or other economic interference.

- For any efforts in designated parkland that is leased or licensed under legislation by the State of New York, the legislation should stipulate that the building and construction work is public work for the purposes of Article eight of the labor law.
- Owners of commercial space must agree to provide prior written notice of any effort to solicit grocery stores, drug stores, or other large retail stores to lease, license, purchase, or otherwise acquire space at the project to designated unions who represent these types of employees in New York City, and offer a right of first refusal to employers who have entered into collective bargaining agreements with those unions.

### **Hiring, training, and apprenticeships**

- A comprehensive hiring and training plan must be established, operated by the City and qualified job training and placement organizations for the various positions that will be created, in which employers are required to participate. This plan will include pre-apprenticeship, apprenticeship, and job training for all relevant trades, as well as pre-employment training for low- and moderate-income individuals in Coney Island.
- At least 30% of the permanent jobs created at Coney Island should go to local residents. First priority on all programs will be given to low- and moderate-income individuals residing in Coney Island.
- Of all construction workers on the project, at least 35% must be minority, 10% women, with an affirmative plan for residents Coney Island and neighboring communities.
- All construction firms must be previously-registered participants in a New York State-certified apprenticeship program for each craft or classification of workers they employ, with a successful track record of participation in the apprenticeship program for at least three years (as per Mayoral Policy Directive of July 20, 2006).
- Employers who employ or contract for security guard services must meet the requirements of the State Office of Homeland Security Enhanced Training program.

### **Disclosure, reporting, and enforcement**

- Specific information on anticipated wages, pensions, and benefits must be provided in the final Environmental Impact Statement, and as part of any RFP response or application to the City for public land or subsidies.
- The City must ensure that developers are bound to these responsibility standards in binding contractual agreements that require developers to publicly disclose the necessary information to ensure that these standards are met, and to take the necessary action to ensure that all operators, contractors, and subcontractors participating in the project are likewise contractually bound to comply with these standards.
- Appropriate review and oversight procedures must be in place, including “clawback” procedures, penalties, and procedures for permitting public access to public records.

## AFFORDABLE HOUSING

A majority of the housing created or preserved must be affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.

Affordable housing is one of the biggest issues cited by local residents and community groups in Coney Island. Their concern is twofold: the loss of the existing affordable housing stock (due to expiring subsidy programs such as Mitchell-Lama and the phenomenon of “predatory equity”) as well as the potential for new development to create gentrification pressure that will increase the cost of housing. The Bloomberg Administration’s rezoning proposal falls far short of agreements it has reached in previous developments, such as Willets Point, 125<sup>th</sup> Street, and Greenpoint-Williamsburg. At a minimum, the plan must be changed to:

- **Utilize City-owned land for affordable housing.** Both Coney West and Coney North contain substantial areas of City-owned land. However, unlike in other rezonings where 80 to 100% of the City-owned land has been committed for affordable housing, in the Coney Island plan the City is only committing to its voluntary 20% Inclusionary Zoning plan. At least 80% of the units on City-owned land must be set aside as affordable.
- **Preserve existing affordable housing.** Given the prevalence of at-risk Mitchell-Lama, Section 8, and rent-regulated housing in the area, the City must ensure that the affordable housing plan for the area includes preservation of some of these units (through the IZ preservation program, or direct public action).
- **Increase the level of affordable housing on privately-owned land.** Because of the significant holdings and poor affordable housing track record of Taconic Investment Partners (by far the largest private landowner in the residential areas), it is critical that they make advance commitments to go beyond the City’s voluntary Inclusionary Zoning program and include more affordable units.
- **Guarantee truly affordable housing for a diverse range of families.** At least half of the affordable units should be reserved for families at or below the median income of households in Coney Island. The Willets Point and 125<sup>th</sup> Street rezonings should be used as a starting point for negotiations in establishing income and price ranges.
- **Reserve half of the affordable units for local residents** (of Community Board 13), as is standard for New York City affordable housing developments.

**STRENGTHEN THE AMUSEMENTS AREA** The Coney Island redevelopment plan must preserve and strengthen the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investment in historic resources. Coney Island has a long history of being a working class playground, where families of all economic backgrounds can afford to recreate, and where eclectic diversity is welcomed. The “new” Coney Island must remain open and accessible to low- and moderate-income families, many of whom cannot afford to travel far beyond the city to spend their limited leisure time. And while new developments and attractions should definitely be included, Coney Island must retain the funky, outdoor, open, small business/vendor eclecticism that makes it Coney Island.

- **The amusements area should be larger, with a more substantial commitment to outdoor amusements, and guaranteed to be open to all.** The Bloomberg Administration’s initial plan committed 16 acres to the newly designated amusements area, but the revised plan only contains 9 acres. Additional space is available between Surf Avenue and the Boardwalk. In addition, there must be a stronger commitment to outdoor amusements, so that most of the area does not become enclosed. Finally, the amusements area must not be gated, and there should not be an entrance fee to gain access. Instead, “a la carte” options should be available so that people can pay for rides and amusements individually.
- **Preserve and invest in historic resources.** Coney Island has an extraordinary history, which must be recognized and preserved – and not put at risk of demolition or deterioration – in any redevelopment. The City must commit to specific investments to revitalize the Shore Theater and the New York Aquarium, and to strengthen and preserve Nathan’s, the Coney Island History Museum, and Coney Island USA.
- **Space for small businesses, vendors, and entrepreneurs.** One of the things that gives Coney Island its unique character is the wide diversity of vendors, small businesses, and outdoor pavilions. They are put at risk in the City’s plan, which would not require any businesses smaller than 2,500 square feet (many existing businesses are as small as 250 square feet), would universally allow glass storefronts in place of seasonal roll-up storefronts, and provides no dedicated space for vendors. For any commercial developments over 50,000 square feet, owners should be required to include businesses at a range of sizes, going down to 250 square feet, and should be required to have seasonal roll-up storefronts for at least 25% of their retail frontage. There should also be targets for locally-owned small businesses. The City should establish areas where seasonal vendors can operate. Finally, any small businesses that are forced to relocate should be provided with real relocation assistance.
- **Establish “formula retail” restrictions (i.e., limits on national chain stores) in Coney East.** In order to effectively promote the development of small, locally owned retail businesses in the amusements district, the City should ban or place limits on the number of national chain stores that can occupy the district, guaranteeing that a majority of the retail establishments in the amusements area are independent and locally-owned.
- **Develop an interim plan.** The City has indicated that necessary infrastructure work in the amusements area could take more than 5 years, and even longer before a new amusement park is fully open. The City must therefore develop and commit to an interim plan that provides for significant amusements as well as vendors and small businesses to be open and operating.
- **The City should share in the long-term upside.** The lease of any City-owned land should include revenue-sharing that increases the money the City receives if the project has increased revenues. These increases should be invested in strengthening the Coney Island community.

**COMMUNITY AMENITIES** The redevelopment plan must create much-needed public amenities for local residents of the area, including a school and a supermarket to meet local demand, and must significantly improve public transportation.

- **New school(s) to meet local needs** The plan should include at least one new public school to meet the increased demand created by the new residential development.
- **Supermarket** Coney Island has been designated by City Planning as a “food desert” – an area with little or no access to the food retail needed to maintain a healthy diet, but often served by plenty of fast food restaurants. The City should therefore require a supermarket of at least 50,000 sq ft whose primary business is comprised of the established categories of fresh produce, meats, frozen food, dairy and other perishable items and nonfood grocery products. This supermarket must meet good job standards, defined as providing wages and contributions for benefits that are no lower than those prevailing in the supermarket industry, and participate in a “first source” hiring system that links employers with community residents and low-income New Yorkers.
- **Public transportation** If more people are going to live, work, and play in Coney Island, it is essential to strengthen public transportation so they can get there. The City and the MTA must work together to establish express subway service and a bus rapid transit route connecting Coney Island to Lower Manhattan, downtown and central Brooklyn, and key points in the city’s transit network.
- **Comprehensive community plan** The City, in follow-up actions, must take a broader, more comprehensive look at the needs of the Coney Island population – not just what is in the EIS for the development area, but what the community’s needs are for schools, recreation, transportation, etc. The City should commit to a community-based planning study looking beyond the development area and should create a plan that strengthens the broader community for all residents.

## How the City Can Achieve these Goals

The City of New York has the tools it needs to meet these goals:

- **Dispositions approved by the City Council** The Administration should come back to the City Council (through the ULURP process, or the accelerated UDAAP process) for the sale/disposition/lease/license of property, when there are actual developers in place, with real plans. It is appropriate for the Council to be able to sign off on specific plans proposed by real developers, and review on a site-by-site basis allows the community to understand what is moving forward and how.
- **Requests for proposals (RFPs)** for public land, leases, land disposition agreements, and subsidy contracts can and must include specific, written, contractual obligations for labor standards, affordable housing, amusements, and public amenities.
- **Zoning and parkland designation actions** can and must ensure space for small businesses and open air amusements.
- **Investments** And the City can commit, over the long-term, to invest in the infrastructure, preservation, and development projects necessary to create a strong and vibrant future for Coney Island. But it should only make those investments – of our tax dollars – if the results will truly benefit all New Yorkers.

## Signatories:

ACORN

Coney Island CLEAR

Laborers' International Union of North America

Mason Tenders' District Council of Greater New York

New York City District Council of Carpenters

New York Jobs with Justice

New York Hotel and Motel Trades Council

New York and Vicinity, Carpenters Labor-Management Corporation

Pratt Center for Community Development

Retail, Wholesale, and Department Store Union

Service Employees International Union, Local 32B-J

UNITE-HERE

United Food and Commercial Workers Union Local 1500

## FOR THE RECORD



# Pratt Center

for Community Development

### Testimony on the Coney Island Rezoning Brad Lander, Pratt Center for Community Development April 1, 2009

#### Introduction

Good afternoon. My name is Brad Lander. I am a senior fellow at the Pratt Center for Community Development. The Pratt Center works for a more just, equitable, and sustainable city for all New Yorkers by helping communities to plan for and realize their future.

We believe that Coney Island should be turned into a giant indoor shopping mall, with as many chain stores as possible, and a great food court with delicious chain fast-food restaurants, with luxury condos on the upper floors to take advantage of the great shopping & views, all built on-the-cheap and without adequate infrastructure. Mermaids should only be allowed in the aquarium. Sorry, couldn't resist the temptation of April Fools Day.

For decades, Coney Island has been a haven for working class New Yorkers. It was the first place that working people could reach, and afford, for a break from their daily grind in sweatshops. It has remained for decades a place that people of every walk of life can get to by subway, and yet feel they have gone to another world. It has provided tens of thousands of families with a decent and affordable place to live, through Mitchell-Lama and public housing.

As the City of New York proposes to redevelop Coney Island, it must ensure that Coney remains a place that creates opportunity for working New Yorkers. The Pratt Center for Community Development is therefore working with a broad range of stakeholders who have come together to ensure that any redevelopment plan for Coney Island guarantees the following:

- **GOOD JOBS** The redevelopment plan must guarantee good jobs, in every part of the project, with responsible contractors and employers, and with a commitment that local residents can get these jobs.
- **AFFORDABLE HOUSING** A majority of the housing created or preserved must be affordable to low, moderate, and middle income New Yorkers, with at least half of the affordable units reserved for families at or below the median income for households in the Coney Island community.
- **A STRONGER AMUSEMENTS AREA** The plan must preserve and strengthens the "people's playground" through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investment in historic resources.
- **COMMUNITY NEEDS ARE MET** This is a critical opportunity to create much-needed public amenities for residents of the area, including a school and a supermarket to meet local demand, and significantly improved public transportation and infrastructure.

These goals can be met at Coney Island, but the current plan on the table from the Bloomberg Administration does not come close to meeting them. The City Council is going to have to take a strong stand if we are going to achieve our goal of a Coney Island for all.

Other groups in our coalition will testify in more detail about several of these points, and I am happy to talk about any of them in response to questions, but I will expand on three of them:

## **1. Local Hiring**

The creation of up to 25,000 construction jobs and 6,000 permanent jobs presents a huge opportunity to get unemployed and underemployed Coney Island residents and other New Yorkers into living wage jobs. Thirteen percent of the neighborhood's labor force is unemployed, as compared to 9.5% in Brooklyn and 10.7% in the City overall.

In order to ensure that Coney Island residents truly benefit from this job creation, a genuine first-source hiring program for local residents needs to be established that gives first consideration to local residents for the new post-construction jobs that will be created from development, including but not limited to service and retail positions. Job training in appropriate areas would be a key element of such a program, and local workforce development groups should play a strong role in this. In addition, community-based organizations should be key members of the team that implements the first source hiring program.

According to its website, the Coney Island Development Corporation is working with the Brooklyn Workforce1 Center to develop a strategy for job access for local residents prior to development. However, given the City's very weak track record in doing targeted workforce development in connection with real estate redevelopment plans and large-scale rezonings, we are concerned that this is likely inadequate for moving meaningful numbers of local residents into living wage jobs. The City's Department of Small Business Services does not have a budget for actually funding necessary training programs, and moreover, the Brooklyn Workforce 1 Center's location in Downtown Brooklyn will make it geographically challenging for Coney Island residents to access.

In the face of Coney Island's redevelopment, the "all boats will rise" adage is far from a guarantee, but a first-source hiring program will help make sure that local residents have a real chance at getting new living-wage jobs. As such, we believe that at least 30% of the permanent jobs created at Coney Island should go to local residents, and first priority on all programs will be given to low- and moderate-income individuals residing in Coney Island.

## **2. Creating Opportunities for Vendors and Other Small Businesses**

One of the things that give Coney Island its beloved and unique character is the diversity of vendors, small businesses, and outdoor pavilions. The current plan threatens to change that character drastically, and we believe the plan should be altered to better preserve and promote small, independent retail businesses. Specifically we are calling for the following four modifications to the plan:

1. Remove Movie Theaters and Bowling Alleys from the list of allowed uses within Coney East. Neither of these activities is truly an amusement, and both typically require large ground floor lobbies that would detract from the amusement park streetscape.
2. Mandate that a larger percentage of the ground floor spaces within Coney East must be occupied by active amusements or genuinely amusement-appropriate retail uses.

3. Mandate that a mix of small retail spaces ranging from 300 to 1,500 sf be achieved by each new development within Coney East. We believe the currently proposed 2,500 sf size cap is really too large to preserve and promote the kinds of small amusement-related businesses that have enlivened Coney and enabled individuals to sustain thriving small businesses.
4. Adopt a Formula Business Restriction policy within Coney East to prevent national retailers and fast food restaurants from locating there. Municipalities all over the nation have adopted zoning laws that restrict or prohibit chain stores and fast food restaurants, and in all but a handful of cases they have survived legal challenges.

We therefore believe that the plan for Coney East needs to be revised to better preserve and promote local, independent businesses and active amusement uses. We've conducted a good bit of national research on the land use and zoning tools that have helped other municipalities ensure thriving small business climate, and would be happy to send you more detailed information about these provisions, or meet with you and your staff to discuss them in greater detail.

### **3. Coney West and the Keyspan Parking Lot**

In the City's initial plan for Coney Island, the Keyspan Park parking lot was going to be demapped as parkland, and then "swapped" for the land Thor Equities owns in the amusement area. Thor would have been given the right to do residential and hotel development on the site, in exchange for the City's ability to control the amusements area. The public purpose of market-rate development on City-owned property would thus have been the preserved and strengthened amusement area.

Under the current plan, however, it is unclear what the public benefit of market-rate development on this City-owned land would be. Unlike in Coney North, the City has not expressed eagerness to use its land for more affordability than IZ alone (on privately-owned land) could create. The City claims that its requirement that the 1,100 parking spaces in the current Keyspan parking lot and the Abe Stark Skating Rink be preserved or replaced within new residential development impedes opportunities for deeper affordability despite the large proportion of city-owned land in Coney West. However, under this argument, the only public benefits from new market-rate development are two facilities (parking and Abe Stark Rink) that already exist today, without the development.

We therefore believe that the plan for Coney West needs to be revised to include compelling public benefits. Either significant affordable housing should be included on the City-owned sites (or sites swapped for them), or the proposed new amusement area should be expanded westward to encompass parts of Coney West, particularly the area surrounding the iconic Parachute Jump. As currently proposed, this is simply privatization of City-owned land for no public benefit.

### **Conclusion**

The good news is that all of these goals can be met. The City has the power to require that developers and employers achieve these standards – when it issues RFPs to developers, through zoning, when it acquires land, and when it provides subsidies or tax incentives. We strongly urge the City to incorporate these important goals—good jobs, affordable housing, a stronger amusements area, and meeting the needs of the broader community—into this plan to recreate a Coney Island that continues to provide opportunity to visitors and residents alike. Thank you.



**Camille Rivera, SEIU 32BJ**

**On behalf of Kyle Bragg, SEIU 32BJ Vice President**

**Testimony to City Council Committees on Economic Development and Land Use  
Public Hearing on Coney Island Rezoning**

**April 1, 2009**

My name is Camille Rivera and I am here today testifying on behalf of Kyle Bragg, Vice President of SEIU 32BJ. I would like to thank City Councilmember Domenic Recchia for holding this public hearing and giving us the opportunity to testify on the proposed redevelopment plan. I am here today along with residents, faith leaders, community groups, housing advocates, and other labor unions, in support of the *Coney Island for All* platform - a plan for the equitable development of Coney Island.

SEIU 32BJ represents over 70,000 hard working New Yorkers; close to 1,000 of whom call Coney Island their home. Together, we are a strong coalition of diverse groups who understand that all New Yorkers share something in common. We live in the City, work in the City, raise our families here and pay taxes. New York is our City and we are here today to say: Enough. Enough development for developers alone. And enough development that fails to create benefits for the working people of New York City.

This redevelopment project is projected to create thousands of new jobs in a community where unemployment is at 13%. Coney Island residents and hard working New Yorkers truly need these jobs. But jobs that pay only minimum wage do not help families rise out of poverty, and workers who receive no healthcare through their jobs will rely on public health programs or skip the doctor when their kids are sick. Our city tax dollars cannot be spent to create dead-end jobs—not in Coney Island and not on any other development in the City.

The redevelopment of Coney Island will also create new housing that will change the face of Coney Island for decades to come. In a City where working people face disproportionate housing burdens and the entire city is threatened by a crisis of affordability, we must work to create and preserve significant stocks of affordable housing that ensures communities like Coney Island will continue to be neighborhoods where working class New Yorkers can live, raise families, and flourish.

Working New Yorkers have had enough. We need jobs that allow our families to thrive, and we need housing we can afford. We will not stand by and watch as City actions create benefits for developers and leave working people behind. We cannot afford to let our City tax dollars fund

development that only benefits the wealthy. We need a plan for the equitable development of Coney Island that:

- **Guarantees good jobs with socially responsible contractors and employers and with a commitment that local residents are considered for these jobs in every phase of the project.**
- **Designates at least <sup>50%</sup>~~40%~~ of the housing created or preserved as affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.**
- **Preserves and strengthens the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investments in historic resources.**
- **Creates much-needed public amenities for local residents in the area, including a school and a supermarket to meet local demand, and significantly improved public transportation.**

32BJ has fought for good jobs and affordable housing at developments across the City, and we’re not going to stand by and watch Coney Island be re-built and maintained workers in dead-end minimum wage jobs. 250,000 New Yorkers and their families are part of the coalition who will not be silenced until the Coney Island Plan includes real guarantees for good jobs and affordable housing. Today, we call on Councilmember Recchia and his fellow Councilmembers to VOTE NO on the Coney Island Comprehensive Plan until it addresses these issues. Thank you.

Priscilla Smith of Coney Island ACORN  
2929 West 31<sup>st</sup> St. #12H2  
Coney Island, NY 11224  
March 30<sup>th</sup>, 2009

**FOR THE RECORD**

*To All Council Members*  
Good afternoon Councilman Recchia.

My name is Priscilla Smith and I am a member of Coney Island ACORN. I have lived in Coney Island for the past 20 years in Sea Park West. I was paying \$1,300/mo. in rent and my rent just went up yesterday to \$1600 and they added \$49.26 for electric.

I just retired last year and am now living on a fixed income. I cannot afford to pay any more rent. I also will not be able to afford any market rate housing that will be brought to Coney Island with this redevelopment. I want to stay here in Coney Island but it seems I am being forced out.

This is why we need a MAJORITY of the housing in the Redevelopment Plan to be affordable for people like myself, who live in Coney Island, who live on a fixed income and cannot afford high rents.

We need 50% of the housing in this development to be affordable for low-income and middle income families in Coney Island. We are not millionaires in Coney Island. We cannot afford thousands of dollars of rent per month.

Councilman, we are asking you to stand up for working families, retirees and people on fixed incomes in Coney Island that will not be able to afford the market rates rents that developers will charge if there is not a guarantee of 50% affordable housing.

Catherine Jenkins of Coney Island ACORN  
2828 W. 28<sup>th</sup> St.  
Coney Island, NY 11224  
March 30, 2009

**FOR THE RECORD**

*and to the other councilmen*

Thank you Councilman Dominic Recchia for holding this hearing about the future of Coney Island.

My name is Catherine Jenkins and I am a member of ACORN and a 36 year resident of Coney Island.

For years we have seen the ups and downs of Coney Island. And we hope that this new plan will be used to improve the lives of the residents of Coney Island.

This redevelopment provides a great opportunity to build **AFFORDABLE HOUSING** for the residents who live here.

I know that the majority of families that live in Coney Island cannot afford market rate rents. I live on a fixed income with my daughter and my grandchildren. I have two other children that live in Coney Island also. None of us will be able to afford market rate rents.

If this project is to benefit the people of Coney Island, we need to make sure that 50% of it is affordable for people like me and my family, who live in Coney Island. Not 20%, Not 30%. We want 50%.

I want to make sure that Coney Island remains affordable to me, my family and members of the community for years and years to

e.

*I support 917 plot forms*

## **Testimony of Carmen Gonzalez, Coney Island ACORN**

3030 Surf Avenue, #13D, Coney Brooklyn, NY 11224

April 1, 2009

Good afternoon. My name is Carmen Gonzalez. I am a Coney Island resident and a leader of Coney Island ACORN. I lived in Coney Island for part of my childhood. When I got married, we moved back and we raised our kids in Coney Island Houses. I have been active in the community for over 37 years.

First, the redevelopment of Coney Island is a great opportunity to address several issues that have been problems in our community. As residents of Coney Island we need more places for low and moderate income families to live. That is the most important priority from our point of view.

This is why we, Coney Island ACORN, want 50% of the new housing units in the redevelopment area to be affordable for low, moderate and middle income residents - people like me and my neighbors. Without a significant amount of affordable housing, hard working New Yorkers with few housing choices will be left out in the cold and current residents could be at risk of losing their homes. 20% affordable housing is NOT enough for us - Coney Island residents.

Friday, Boro President Markowitz said that we would have to build up to get that much affordable housing because there is not enough room to build out. Well, I live in a 14 floor building and the luxury building across from us is 26 floors and I haven't heard any complaints about too many tall buildings or shadows.

Second, Coney Island has one of the highest rates of unemployment in the city. With this development, there will be jobs. We need to insure that people within the Coney Island community have access to those jobs, with proper training programs and placement into those jobs that pay a living wage.

Lastly, we need infrastructure improvements as well. A little rain creates floods. We get brownouts and blackouts and we lose phone communication for days. And we need more public schools to meet the increased demand created by the new residential development. Also, we need a new supermarket.

So, I urge you, Councilman Recchia, to support 50% affordable housing, 30% of the jobs for Coney Island residents and the entire Coney Island for All platform. Thank you.

## **Coney Island for All: A Platform for Equitable Development March 2009**

For decades, Coney Island has been a haven for working class New Yorkers. A century ago, it was the first place that working people could reach, and afford, for a break from their daily grind in sweatshops. It has remained for decades a place that people of every walk of life can get to by subway, and yet feel they have gone to another world. It has also provided tens of thousands of families with a decent and affordable place to live, through both Mitchell-Lama and public housing development. As the City of New York proposes to redevelop Coney Island, it must ensure that Coney remains a place that creates opportunity for working New Yorkers. We have therefore come together to ensure that any redevelopment plan guarantees:

- **GOOD JOBS** The redevelopment plan must guarantee good jobs – with responsible contractors and employers, and with a commitment that local residents can get these jobs – in every part of the project.
- **AFFORDABLE HOUSING** A majority of the housing created or preserved must be affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.
- **A STRONGER AMUSEMENTS AREA** The plan must preserve and strengthens the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investment in historic resources.
- **COMMUNITY NEEDS ARE MET** This is a critical opportunity to create much-needed public amenities for local residents of the area, including a school and a supermarket to meet local demand, and significantly improved public transportation.

All of these goals can be met. The City has the power to require that developers and employers achieve these standards – when it issues requests for proposals to developers, through zoning, when it acquires land, and when it provides subsidies or tax incentives.

Unfortunately, the City’s current plan does not meet these goals. While the plan would create jobs, there are no guarantees that the jobs would pay decent wages. While it would create housing, there are no guarantees that a sufficient amount would be affordable. Nor is it clear that the amusements area will be strengthened or that community residents will see the critical services they need. If the plan is changed to meet these goals, we will support it. If not, then the City should start over with a plan that does.

Signatories: ACORN, Coney Island CLEAR, Laborers' International Union of North America, Mason Tenders' District Council of Greater New York, New York City District Council of Carpenters, New York Jobs with Justice, New York Hotel and Motel Trades Council  
New York and Vicinity, Carpenters Labor-Management Corporation, Pratt Center for Community Development, Retail, Wholesale, and Department Store Union, Service Employees International Union, Local 32B-J, UNITE-HERE, United Food and Commercial Workers Union Local 1500

**GOOD JOBS** The redevelopment plan must guarantee good jobs – with responsible contractors and employers, and with a commitment that local residents can get these jobs – in every part of the project. Coney Island’s redevelopment will create as many as 25,000 (annual) construction jobs, and as many as 6,000 permanent jobs once the amusements, hotels, retail, and residential buildings are open. This presents a huge opportunity to get unemployed and underemployed Coney Island residents and other New Yorkers into living wage jobs. Thirteen percent of the neighborhood’s labor force is unemployed, as compared to 9.5% in Brooklyn and 10.7% in the City overall.

However, without guarantees, these jobs will not be quality jobs. Too often, we have seen contractors and employers that violate the health, safety, and workplace laws and standards of our City. These contractors violate wage and hour laws of the Fair Labor Standards Act, fail to pay taxes or health care or Workers Compensation, and jeopardize the health, safety, and even the lives of their workers and neighbors. Irresponsible contractors jeopardize the efficient delivery of projects, leaving them vulnerable to job stoppages and other labor disputes, sometimes leaving sites half-demolished or half-developed for years.

We want to see responsible contractors and employers who treat workers fairly while delivering and operating quality developments. We believe that hiring union is the surest way to ensure that these high standards are realized. At a minimum, the City should require developers, contractors, subcontractors, and employers – in every phase of the project – to meet the following standards:

#### **Responsible contractor standards**

- All contractors, subcontractors & employers must have a track record of successfully performing the services at issue, paying area-standard wages & benefits, and complying with applicable city, state, and federal laws, including health and safety laws, environmental laws, wage and hour laws, and antidiscrimination laws, for at least the past five years.

#### **Wage and labor standards**

- All contractors, subcontractors, tenants, subtenants, and other employers must pay prevailing or area-standard wages, for every trade and position, in every phase of the project (site prep & infrastructure, construction, long-term operations). This includes compliance with New York State Labor Law §220 and §230 and City Administrative Code §6-109.
  - All building service workers must be paid the higher of the prevailing wage and supplement rates, or the median hourly wage for all occupations in the MSA.
  - All retail workers must be paid the median hourly wage for all occupations in the MSA.
  - For jobs where area-standard wages are not defined, the City Comptroller should be empowered to research and establish wage and benefits standards.
  - Higher standards under collective bargaining agreements, or provisions under a comprehensive project labor agreement, would supersede these standards.

#### **Labor harmony requirements**

- Any business or developer which is receiving funding, operating under a concession or lease, or providing goods or services to the City or a related agency (e.g. EDC or CIDC) should be required to enter into a “labor peace agreement” with a labor organization to represent the entity’s employees and that contains provisions under which the labor

organization and its members agree to refrain from engaging in any picketing, work stoppages, boycotts, or other economic interference.

- For any efforts in designated parkland that is leased or licensed under legislation by the State of New York, the legislation should stipulate that the building and construction work is public work for the purposes of Article eight of the labor law.
- Owners of commercial space must agree to provide prior written notice of any effort to solicit grocery stores, drug stores, or other large retail stores to lease, license, purchase, or otherwise acquire space at the project to designated unions who represent these types of employees in New York City, and offer a right of first refusal to employers who have entered into collective bargaining agreements with those unions.

### **Hiring, training, and apprenticeships**

- A comprehensive hiring and training plan must be established, operated by the City and qualified job training and placement organizations for the various positions that will be created, in which employers are required to participate. This plan will include pre-apprenticeship, apprenticeship, and job training for all relevant trades, as well as pre-employment training for low- and moderate-income individuals in Coney Island.
- At least 30% of the permanent jobs created at Coney Island should go to local residents. First priority on all programs will be given to low- and moderate-income individuals residing in Coney Island.
- Of all construction workers on the project, at least 35% must be minority, 10% women, with an affirmative plan for residents Coney Island and neighboring communities.
- All construction firms must be previously-registered participants in a New York State-certified apprenticeship program for each craft or classification of workers they employ, with a successful track record of participation in the apprenticeship program for at least three years (as per Mayoral Policy Directive of July 20, 2006).
- Employers who employ or contract for security guard services must meet the requirements of the State Office of Homeland Security Enhanced Training program.

### **Disclosure, reporting, and enforcement**

- Specific information on anticipated wages, pensions, and benefits must be provided in the final Environmental Impact Statement, and as part of any RFP response or application to the City for public land or subsidies.
- The City must ensure that developers are bound to these responsibility standards in binding contractual agreements that require developers to publicly disclose the necessary information to ensure that these standards are met, and to take the necessary action to ensure that all operators, contractors, and subcontractors participating in the project are likewise contractually bound to comply with these standards.
- Appropriate review and oversight procedures must be in place, including “clawback” procedures, penalties, and procedures for permitting public access to public records.

## AFFORDABLE HOUSING

A majority of the housing created or preserved must be affordable to low, moderate, and middle income New Yorkers – with at least half of the affordable units reserved for families at or below the median income for households in Coney Island.

Affordable housing is one of the biggest issues cited by local residents and community groups in Coney Island. Their concern is twofold: the loss of the existing affordable housing stock (due to expiring subsidy programs such as Mitchell-Lama and the phenomenon of “predatory equity”) as well as the potential for new development to create gentrification pressure that will increase the cost of housing. The Bloomberg Administration’s rezoning proposal falls far short of agreements it has reached in previous developments, such as Willets Point, 125<sup>th</sup> Street, and Greenpoint-Williamsburg. At a minimum, the plan must be changed to:

- **Utilize City-owned land for affordable housing.** Both Coney West and Coney North contain substantial areas of City-owned land. However, unlike in other rezonings where 80 to 100% of the City-owned land has been committed for affordable housing, in the Coney Island plan the City is only committing to its voluntary 20% Inclusionary Zoning plan. At least 80% of the units on City-owned land must be set aside as affordable.
- **Preserve existing affordable housing.** Given the prevalence of at-risk Mitchell-Lama, Section 8, and rent-regulated housing in the area, the City must ensure that the affordable housing plan for the area includes preservation of some of these units (through the IZ preservation program, or direct public action).
- **Increase the level of affordable housing on privately-owned land.** Because of the significant holdings and poor affordable housing track record of Taconic Investment Partners (by far the largest private landowner in the residential areas), it is critical that they make advance commitments to go beyond the City’s voluntary Inclusionary Zoning program and include more affordable units.
- **Guarantee truly affordable housing for a diverse range of families.** At least half of the affordable units should be reserved for families at or below the median income of households in Coney Island. The Willets Point and 125<sup>th</sup> Street rezonings should be used as a starting point for negotiations in establishing income and price ranges.
- **Reserve half of the affordable units for local residents** (of Community Board 13), as is standard for New York City affordable housing developments.

**STRENGTHEN THE AMUSEMENTS AREA** The Coney Island redevelopment plan must preserve and strengthen the “people’s playground” through an open, affordable, and vibrant amusement area, with spaces for vendors and small businesses, and investment in historic resources. Coney Island has a long history of being a working class playground, where families of all economic backgrounds can afford to recreate, and where eclectic diversity is welcomed. The “new” Coney Island must remain open and accessible to low- and moderate-income families, many of whom cannot afford to travel far beyond the city to spend their limited leisure time. And while new developments and attractions should definitely be included, Coney Island must retain the funky, outdoor, open, small business/vendor eclecticism that makes it Coney Island.

- **The amusements area should be larger, with a more substantial commitment to outdoor amusements, and guaranteed to be open to all.** The Bloomberg Administration’s initial plan committed 16 acres to the newly designated amusements area, but the revised plan only contains 9 acres. Additional space is available between Surf Avenue and the Boardwalk. In addition, there must be a stronger commitment to outdoor amusements, so that most of the area does not become enclosed. Finally, the amusements area must not be gated, and there should not be an entrance fee to gain access. Instead, “a la carte” options should be available so that people can pay for rides and amusements individually.
- **Preserve and invest in historic resources.** Coney Island has an extraordinary history, which must be recognized and preserved – and not put at risk of demolition or deterioration – in any redevelopment. The City must commit to specific investments to revitalize the Shore Theater and the New York Aquarium, and to strengthen and preserve Nathan’s, the Coney Island History Museum, and Coney Island USA.
- **Space for small businesses, vendors, and entrepreneurs.** One of the things that gives Coney Island its unique character is the wide diversity of vendors, small businesses, and outdoor pavilions. They are put at risk in the City’s plan, which would not require any businesses smaller than 2,500 square feet (many existing businesses are as small as 250 square feet), would universally allow glass storefronts in place of seasonal roll-up storefronts, and provides no dedicated space for vendors. For any commercial developments over 50,000 square feet, owners should be required to include businesses at a range of sizes, going down to 250 square feet, and should be required to have seasonal roll-up storefronts for at least 25% of their retail frontage. There should also be targets for locally-owned small businesses. The City should establish areas where seasonal vendors can operate. Finally, any small businesses that are forced to relocate should be provided with real relocation assistance.
- **Establish "formula retail" restrictions (i.e., limits on national chain stores) in Coney East.** In order to effectively promote the development of small, locally owned retail businesses in the amusements district, the City should ban or place limits on the number of national chain stores that can occupy the district, guaranteeing that a majority of the retail establishments in the amusements area are independent and locally-owned.
- **Develop an interim plan.** The City has indicated that necessary infrastructure work in the amusements area could take more than 5 years, and even longer before a new amusement park is fully open. The City must therefore develop and commit to an interim plan that provides for significant amusements as well as vendors and small businesses to be open and operating.
- **The City should share in the long-term upside.** The lease of any City-owned land should include revenue-sharing that increases the money the City receives if the project has increased revenues. These increases should be invested in strengthening the Coney Island community.

**COMMUNITY AMENITIES** The redevelopment plan must create much-needed public amenities for local residents of the area, including a school and a supermarket to meet local demand, and must significantly improve public transportation.

- **New school(s) to meet local needs** The plan should include at least one new public school to meet the increased demand created by the new residential development.
- **Supermarket** Coney Island has been designated by City Planning as a “food desert” – an area with little or no access to the food retail needed to maintain a healthy diet, but often served by plenty of fast food restaurants. The City should therefore require a supermarket of at least 50,000 sq ft whose primary business is comprised of the established categories of fresh produce, meats, frozen food, dairy and other perishable items and nonfood grocery products. This supermarket must meet good job standards, defined as providing wages and contributions for benefits that are no lower than those prevailing in the supermarket industry, and participate in a “first source” hiring system that links employers with community residents and low-income New Yorkers.
- **Public transportation** If more people are going to live, work, and play in Coney Island, it is essential to strengthen public transportation so they can get there. The City and the MTA must work together to establish express subway service and a bus rapid transit route connecting Coney Island to Lower Manhattan, downtown and central Brooklyn, and key points in the city’s transit network.
- **Comprehensive community plan** The City, in follow-up actions, must take a broader, more comprehensive look at the needs of the Coney Island population – not just what is in the EIS for the development area, but what the community’s needs are for schools, recreation, transportation, etc. The City should commit to a community-based planning study looking beyond the development area and should create a plan that strengthens the broader community for all residents.

## How the City Can Achieve these Goals

The City of New York has the tools it needs to meet these goals:

- **Dispositions approved by the City Council** The Administration should come back to the City Council (through the ULURP process, or the accelerated UDAAP process) for the sale/disposition/lease/license of property, when there are actual developers in place, with real plans. It is appropriate for the Council to be able to sign off on specific plans proposed by real developers, and review on a site-by-site basis allows the community to understand what is moving forward and how.
- **Requests for proposals (RFPs)** for public land, leases, land disposition agreements, and subsidy contracts can and must include specific, written, contractual obligations for labor standards, affordable housing, amusements, and public amenities.
- **Zoning and parkland designation actions** can and must ensure space for small businesses and open air amusements.
- **Investments** And the City can commit, over the long-term, to invest in the infrastructure, preservation, and development projects necessary to create a strong and vibrant future for Coney Island. But it should only make those investments – of our tax dollars – if the results will truly benefit all New Yorkers.

### Signatories:

ACORN  
Coney Island CLEAR  
Laborers' International Union of North America  
Mason Tenders' District Council of Greater New York  
New York City District Council of Carpenters  
New York Jobs with Justice  
New York Hotel and Motel Trades Council  
New York and Vicinity, Carpenters Labor-Management Corporation  
Pratt Center for Community Development  
Retail, Wholesale, and Department Store Union  
Service Employees International Union, Local 32B-J  
UNITE-HERE  
United Food and Commercial Workers Union Local 1500

Testimony of Municipal Art Society / Contact 212 935-3960

Hello, my name is Stuart Pertz and I am speaking on behalf of the Municipal Art Society, where I am a member on the planning committee. I'd like to thank the City Council and Council Member Recchia for the opportunity to testify today.

We also thank the City for bringing so much focus and energy to the task of revitalizing Coney Island, and we are especially pleased to be part of a recently announced panel of experts to help advance interim amusements and ongoing planning for Coney Island.

During the past several months the Municipal Art Society has worked with amusement experts and with community and cultural groups to identify the best ways to restore Coney Island as a world-class amusement destination. We have shared those ideas through public dialogue on the proposed re-zoning plan, and we look forward to continuing to share them to achieve the best plan the city can provide. We are committed to working together with the city toward mutual goals.

However, we believe that the effort to ensure Coney Island's future as an amusement district today stands at a critical juncture. Recent recommendations for changes to the proposed re-zoning plan, if adopted, would harm the district, undermining a vision for Coney Island that is shared –with honest differences on certain elements – by the community, the city, local businesses and by the Municipal Art Society.

One recently recommended change that we feel is highly problematic is a proposal to expand the size of retail units to 10,000 square feet, transforming the amusement area into a large-scale shopping district rather than one with local businesses and world-class amusements. We urge the City Council to reject this recommended change, but we also focus on a larger issue.

Late last year, MAS commissioned a six-week economic study by nationally-known real estate advisory firm RCLCO, which concluded that an amusement area was only possible on publicly owned land. Based on this analysis, and current economic conditions, we do not believe that an amusement park can be developed on privately owned land, and we strongly support the city's efforts to acquire private property in the amusement area.

We believe that New York City is the only entity capable of creating an amusement park that will stand as an economic engine and amenity for Coney Island and all of New York City. The sale of private land to the city is the only way to achieve a great Coney Island.

Clearly, we cannot ignore the impact of the continuing financial crisis on the city's ability to purchase land, so we hope the Council will join with the city and other stakeholders to explore creative ways to bring the Coney Island amusement area under public ownership, such as through the involvement of the private or non-profit sectors, land swaps or a land purchase that defers costs. We don't underestimate the enormous challenge this represents, but we are confident a solution can be found because the will is there to restore Coney Island to its former position as the "World's Playground." Thank you.

SEA BEACH HOMEOWNER ASSOCIATION  
3104 MERMAID AVENUE  
BROOKLYN, NY 11224

My name is Queenie Huling, I 'm the President of Sea Beach Homeowners Association. The poor socioeconomic conditions of the immediate area are horrendous. Therefore, we support the revitalization of Coney Island. However, the current plan does not address the immediate needs of our community. Therefore, we want you to vote it down unless you make these recommendations:

Address the issue of violence and crime in the western portion on Coney Island and have our filthy streets clean so the current residents can stop living this substandard life.

Fix our antiquated infrastructure prior to the plan unfolding. Our current sewage system backups into the streets and people's homes. Our streets are flooded with water from the ocean every time there are heavy rain storms.

There are enormous traffic jams and delays when motorists are entering or existing by way of Surf, Neptune or Cropsey Avenue. We suffer from a severe shortage of parking space. Especially, during the summer when 14 out of 16 million beach goers come to C.I. which forces local residents to drive around for hours looking for parking. There are no elevators at Stillwell Avenue subway station to accommodate our senior citizens and the handicaps.

Special provisions should be made to ensure that median income households in the Western portion of Coney Island is used when determining affordable housing not the median income of New York City. According to the last Census the median income household of Coney Island was \$29,278. While other parts of Brooklyn median household income \$41,406. The median household income for New York City was \$64,217.

Developers must commit to <sup>create</sup> job training with accountability. Local residents that are unemployed and underemployed must get first preference at all jobs.

Preserve the amusement area. Make it larger with more rides and attractions where families from all economic backgrounds can come and enjoy themselves. Provide safe guide against small businesses and local entrepreneurs, and protect our historic structures that ties Coney Island to its rich past.

We do not want to be priced out of our neighborhood or replaced by the development Plans.

THE NEEDS OF THE MANY  
SHOULD BE PLACED AHEAD  
OF THE GREED OF THE FEW.

# **FOR THE RECORD**

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**THE NEEDS OF THE MANY  
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OF THE GREED OF THE FEW.**

## FOR THE RECORD

City Council Committee on Economic Development and Committee on Land Use public hearing on Coney Island  
April 1st, 2009  
Rezoning plan for Coney Island.  
Testimony by Harold Kramer.

My name is Harold Kramer. My family used to own a ride out in Coney Island called the Thunderbolt. For nearly 60 years my Aunt Molly, Uncle George, and Cousin Fred owned, ran and lived under the ride. They raised a family there and had two sons. Fred who ran the ride after his dad George passed away in 1965, and Harold David for whom I am named after. Harold died a hero as a pilot in World War 2. The story of the Morans and the Thunderbolt are the stuff of legends. Coney Island legends. It's what makes the history of Coney Island so wonderful and alive.

In 2000 the Thunderbolt suffered from bad city policy and was demolished. No regard for the history or significance of the ride. And the demolition was done against the law. Now New York City has a chance to recapture and expand the glory of Coney Island. Or it can give in to the big money and create something with little regard to what New Yorkers and the world want. We want Coney Island back. We want an amusement area that is bigger and better than ever. One that will actually draw people from all over the world.

The current rezoning plan envisions only 12 acres of open-air amusements, an area the *New York Times* called "simply too small to attract enough rides and attractions to bring back the big crowds." It is essential to set aside at least 25 acres for open-air amusements to ensure Coney Island has enough space to accommodate the potential attendance of 3.5 million visitors and create a truly world-class amusement area.

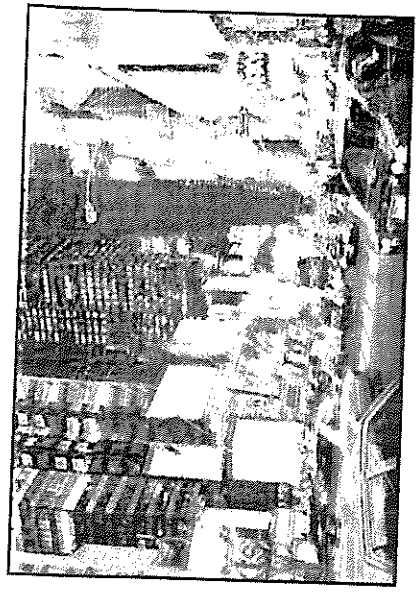
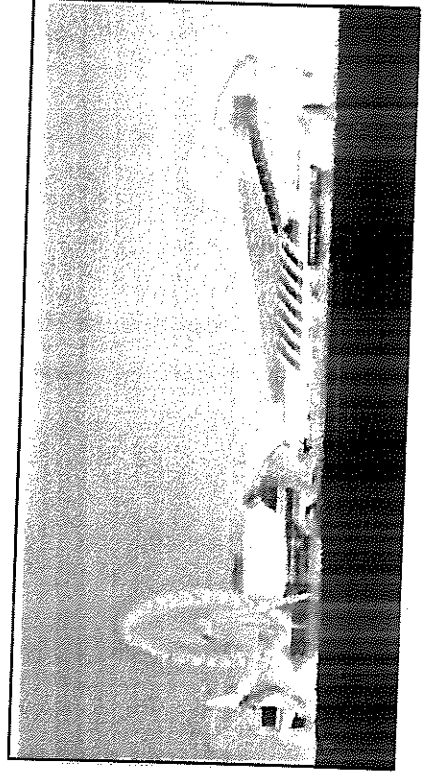
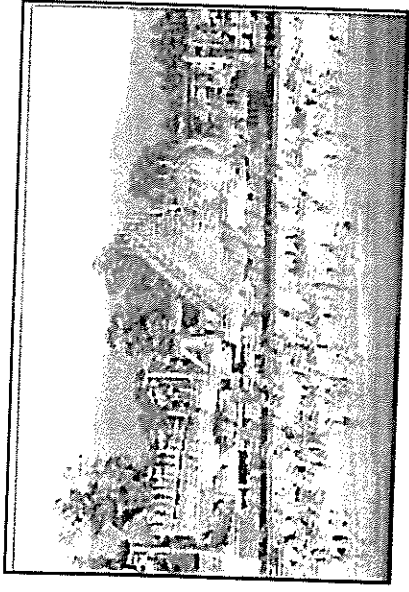
The City Council must FIX the city's plan by making the following amendments:

- 1) Expand the acreage for outdoor rides and amusements.
- 2) Prevent high-rise towers from invading the heart of the amusement district.
- 3) Promote small businesses and local entrepreneurs and prevent their displacement.
- 4) Protect Coney Island's historic buildings.
- 5) Create jobs for New Yorkers in the amusement industry by preserving amusement zoning.

By fixing its plan, the city can revitalize Coney Island's historic amusement district, preserving it as a playground for all New Yorkers, a world-class tourist destination and an economic engine for the Coney Island community and New York City.

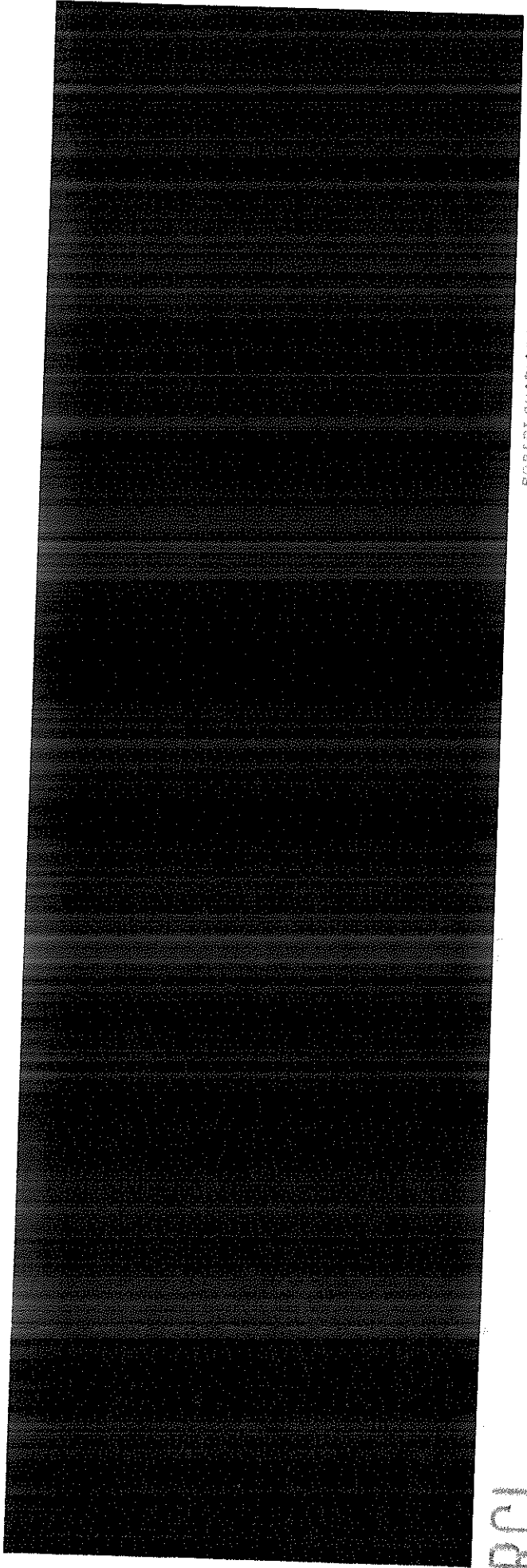
I've attached the Viability of an Amusement Destination plan for Coney Island that was put together by David Malmuth for the Municipal Art Society. This plan was presented February 11, 2009, at their Imagine Coney presentation. It is the only realistic plan for the future of Coney and it is the only plan put together by people in the Amusement Industry.

So I ask you, the members of the City Council to FIX the city's plan . Save Coney Island! It's the best thing for New York.



# Viability of an Amusement Destination at Coney Island

The Municipal Art Society | February 11, 2009



RCL

ROBERT CHARLES LESSER & CO. ARCHITECTS

## EXECUTIVE SUMMARY

A well executed amusement area at Coney Island could draw a **minimum of 3.4 million annual visitors** assuming a conservative capture rate of 10% of the total market of 34 million residents and visitors within a 50 mile radius.

Park sizing analysis suggests that Coney Island will require a **minimum of 25 acres** to support 3.4 million annual visitors.

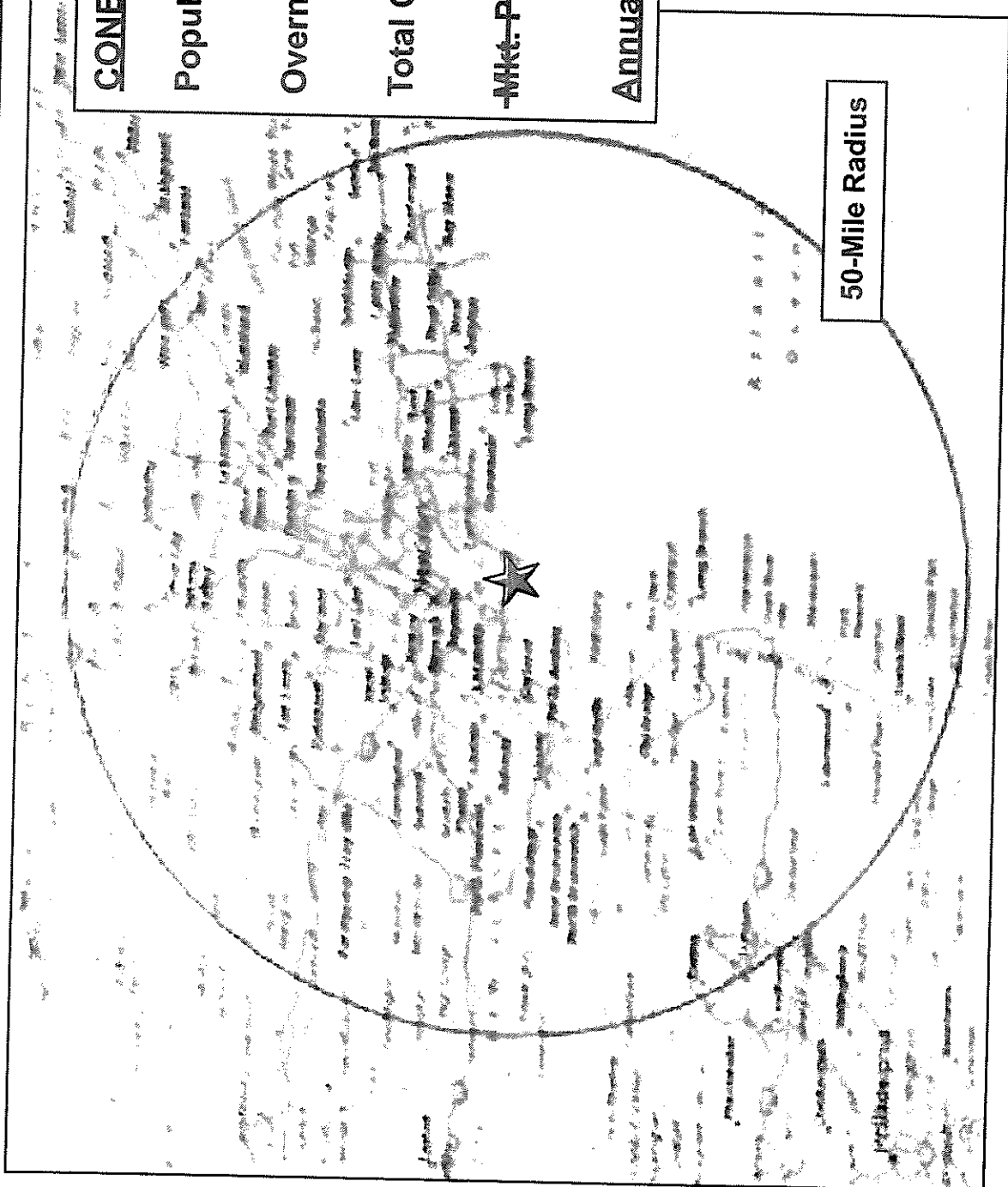
**A major new ride**, comparable to the London Eye, would be viable at Coney Island and could play a substantial role in driving visitors.

There are **substantial** opportunities for **signage and sponsorship** revenue at Coney Island that could constitute a major revenue generator.

There is a significant market for **hotel and retail** at Coney Island.

Land prices make it unlikely that a private developer could viably purchase the land and develop an amusement area. However, Times Square and Millennium Park in Chicago demonstrate the enormous potential public benefits of a **major public investment** in terms of residential and commercial development adjoining the amusement area, increases in tax revenue, etc.

# NEW YORK IS A HUGE MARKET; CONEY ISLAND COULD POTENTIALLY ATTRACT 3.4M+ VISITORS ANNUALLY



## CONEY ISLAND MARKET SNAPSHOT

Population (50-Mile Radius): 18.5M

Overnight Visitors to NYC: 15.5M

Total Coney Island Market Size: 34.0M

~~Mkt. Penetration: 10.0%~~

Annual Coney Island Attendance: 3.4M

## ★ CONEY ISLAND

NOTE: (1) Average market penetration among regional parks nationally is 15%. 10% represents a conservative penetration for Coney Island to account for the breadth of competitive entertainment attractions available to New York residents and visitors.

# COMPETITIVE SEASONAL PARKS RANGE FROM 425,000 TO 3.25M VISITORS PER YEAR

| Park Name             | Annual Visitors | Seasonal Visitors | Average | Rating |
|-----------------------|-----------------|-------------------|---------|--------|
| Playland Park, NY     | 900,000         | 4.5               | 279     | 57     |
| Kennywood Park, PA    | 1,250,000       | 4.5               | NA      | 37     |
| Six Flags, NJ         | 3,250,000       | 5.5               | 475     | 52     |
| Casino Pier, NJ       | 1,700,000       | 4.5               | 10      | 45     |
| Lake Compounce, CT    | 1,000,000       | 4                 | 338     | 51     |
| Splash Water Park, NY | 425,000         | 3                 | 71      | 25     |

SOURCE: ERA, Amusement Business 2003 International Guide, L.A. Times, Park websites

# BASED ON OTHER ICONIC NYC LANDMARKS AND ATTRACTIONS A 10% CAPTURE IS IN RANGE

| Attraction                       | Estimated Value | Year | Percentage |
|----------------------------------|-----------------|------|------------|
| Metropolitan Museum of Art       | 4,550,000       | 2007 | 13%        |
| Museum of Natural History        | 4,000,000       | 2000 | 12%        |
| Empire State Building            | 3,800,000       | 2006 | 11%        |
| Statue of Liberty / Ellis Island | 3,600,000       | 2006 | 11%        |
| MoMA                             | 2,220,000       | 2007 | 6%         |
| Radio City Music Hall            | 2,000,000       | 1999 | 6%         |
| Guggenheim Museum                | 890,000         | 2007 | 3%         |
| Madame Tussaud's Times Square    | 775,000         | 2007 | 2%         |
| NYC Aquarium                     | 700,000         | NA   | 2%         |
| UN Tour                          | 400,000         | 2005 | 1%         |

SOURCE: *Forbes Traveler Most 50 Visited Attractions*, Crain's New York Business,

# QUALITATIVE ISSUES

- Transportation / Access

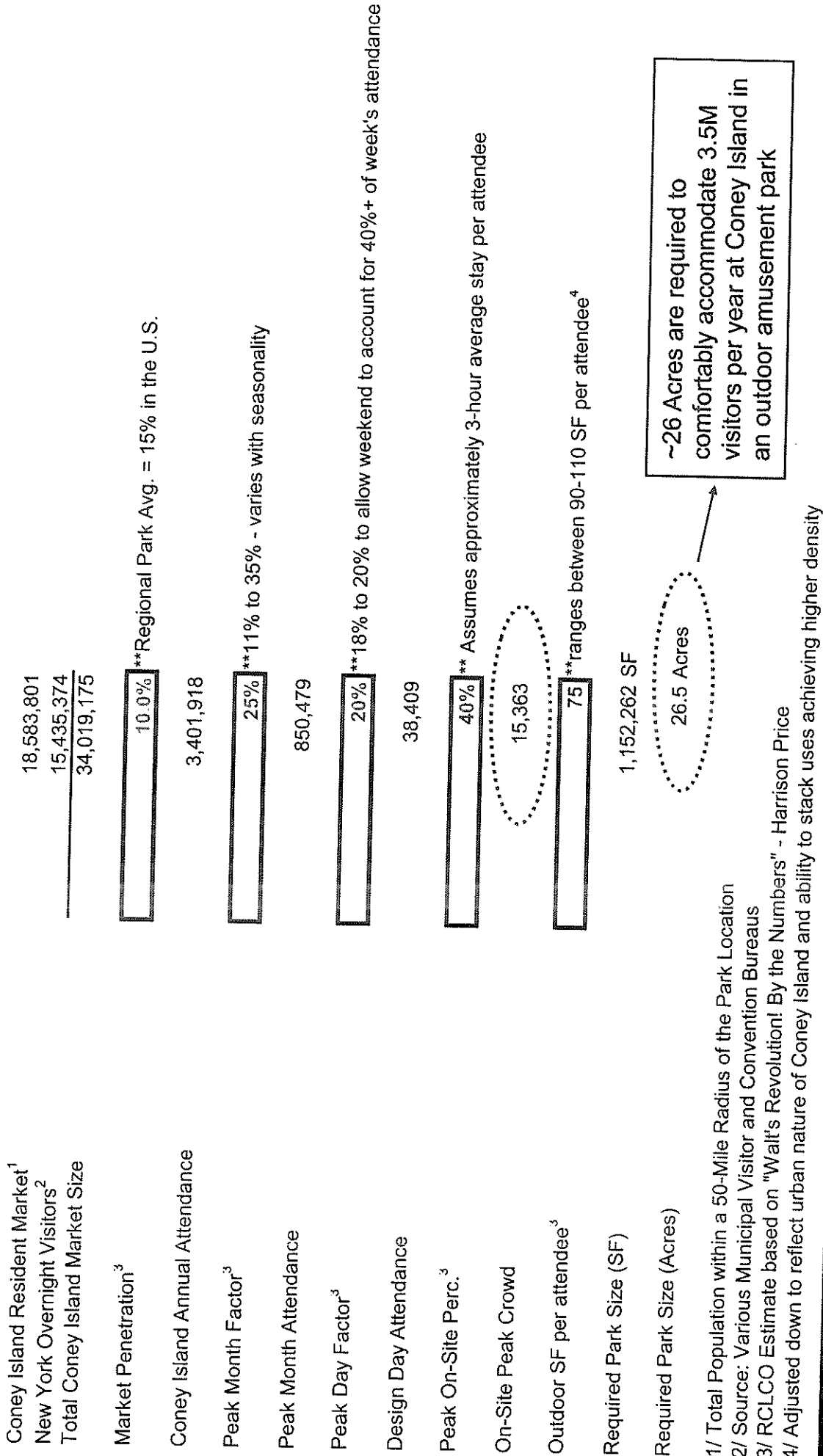
- Other Amenities

- Other Attractions

- Brand Name

# CONEY ISLAND WILL NEED APPROX. 26 ACRES TO ACCOMMODATE DESIGN DAY CROWDS OF ~15,000

## CONEY ISLAND VISITORSHIP & PARK SIZING ANALYSIS



1/ Total Population within a 50-Mile Radius of the Park Location

2/ Source: Various Municipal Visitor and Convention Bureaus

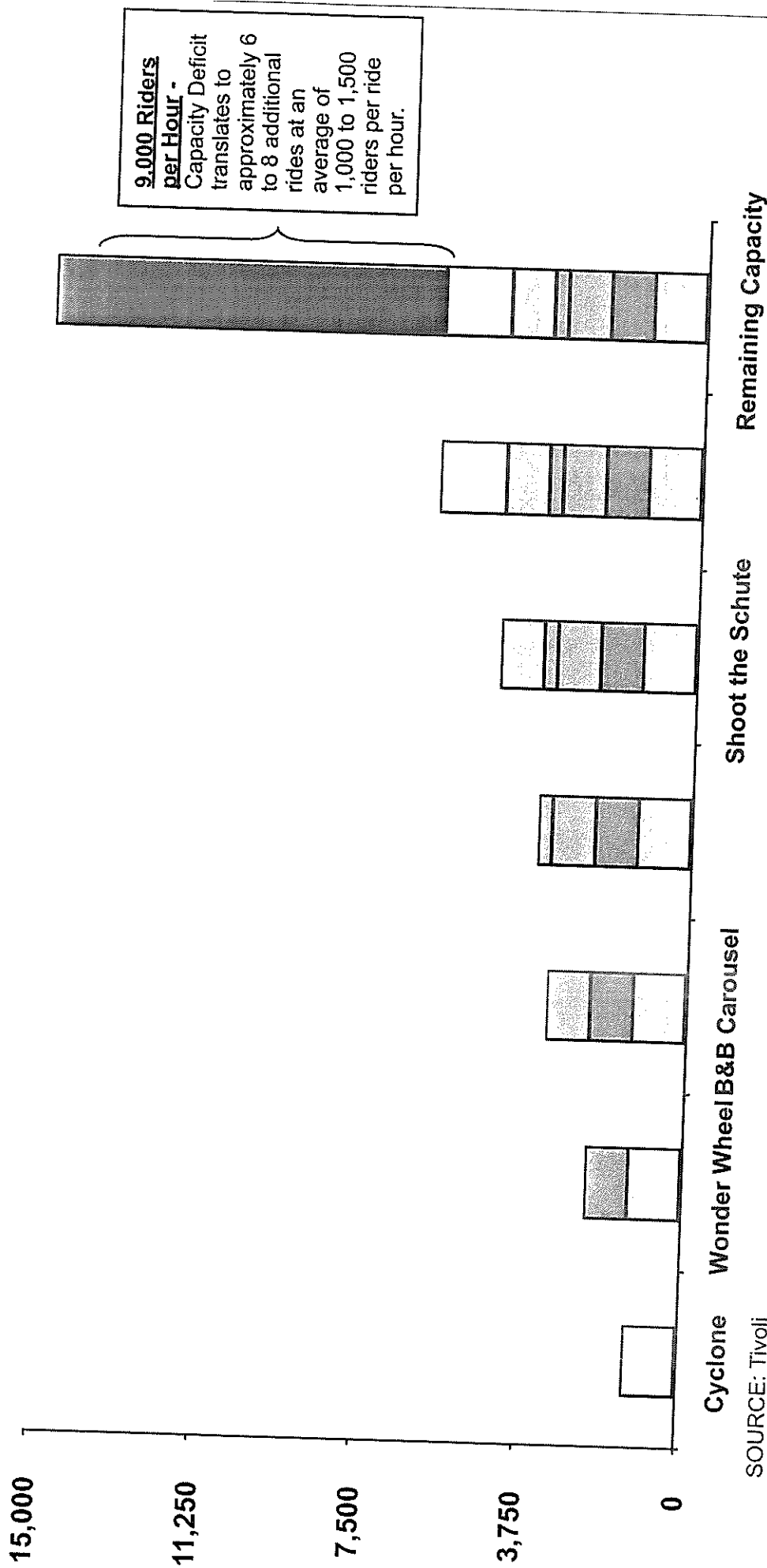
3/ RCLCO Estimate based on "Walt's Revolution! By the Numbers" - Harrison Price

4/ Adjusted down to reflect urban nature of Coney Island and ability to stack uses achieving higher density

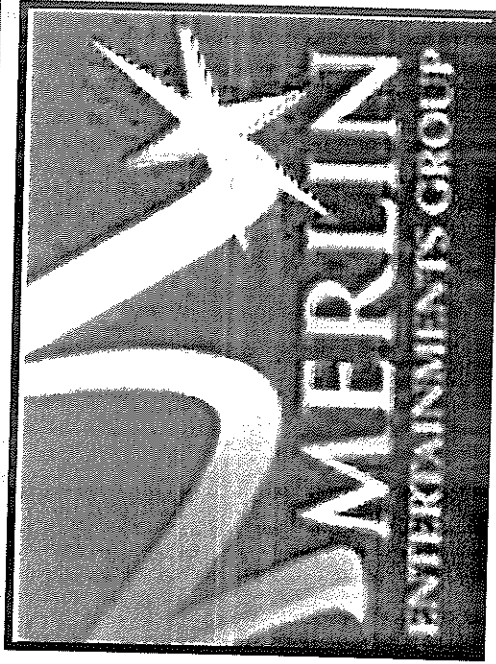
# AN ADDITIONAL 9,000 IN RIDE CAPACITY IS REQUIRED TO ACCOMMODATE 15,000+ DESIGN DAY CROWDS

## Coney Island Hourly Amusement Ride Capacity

Existing Rides and Projected Capacity Deficit (Annual Attendance = 3.4M)



# OPERATORS HAVE RECENTLY EXPRESSED INTEREST IN ESTABLISHING PRESENCE AT CONEY ISLAND

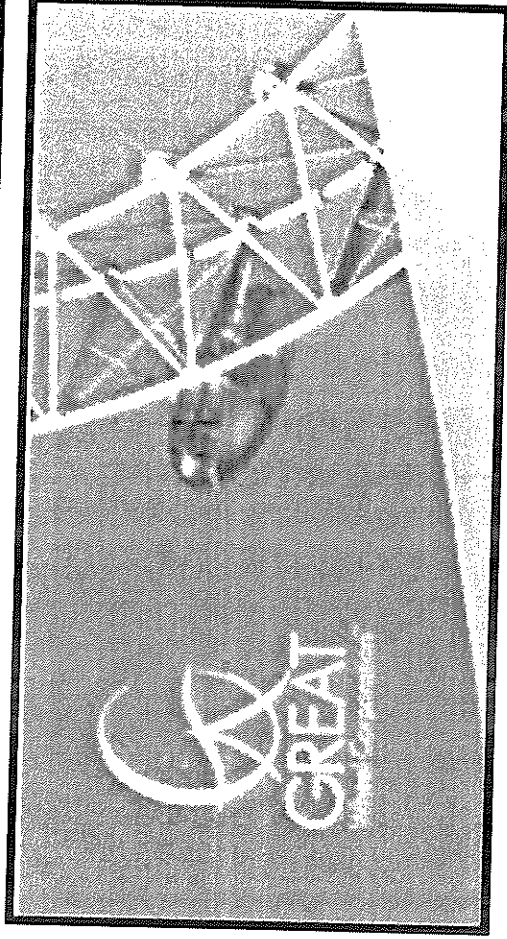


## MERLIN Entertainments Group

- MERLIN is a location based entertainment (visitor attraction) operator
- Industry leader in Europe; second to Disney world-wide
- Operate 55 attractions in 12 countries
- Host 33M visitors annually across their portfolio

### BRANDS

- London Eye
- LEGOLAND
- Madame Tussauds
- Sea Life



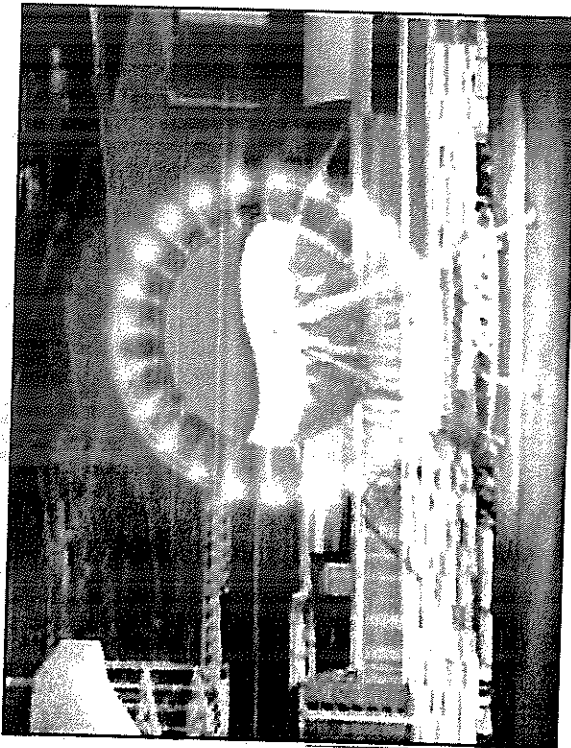
## Great Wheel Corporation

- Organization designed to develop and operate Great Wheels and Observation platforms worldwide
- GWC differentiates their product from the typical Ferris Wheel by focusing on design and technology
- Global leader in state-of-the-art Wheel Construction

### NOTABLE PROJECTS

- Singapore Flyer – Opened Feb. 2008
- Beijing Great Wheel – Opening Late 2009
- Great Orlando Wheel – Opening 2010
- Great Berlin Wheel – Opening 4Q 2010

# TREMENDOUS REVENUE OPPORTUNITY AT CONEY ISLAND THROUGH SIGNAGE & SPONSORSHIP DEALS



## NAMING RIGHTS

- Pepsi to pay \$100M over 10 years to sponsor 300ft. Ferris Wheel at Xanadu
- GM sponsorship of Test Trac ride at EPCOT reportedly worth \$30M over 10 years
- Citigroup agreed to pay \$400M over 20 years for naming rights to new Mets stadium
- Target to pay \$100M - \$150M over 25 years for naming rights to new Twins stadium

## EXCLUSIVE PROVIDER DEALS

- Six Flags earned \$38M in sponsorship revenues in 2007 (Sponsors have included ConAgra, Mars Foods, and Dannon Yogurt)



## SIGNAGE

- NASDAQ pays \$2M annually to lease space for large sign on Times Square
- Times Square monthly signage rates vary from \$30k - \$300k per month - total of \$60M per year: \$1,200 per sf per year

SOURCES: *The Record* 2/22/08; *Sports Business Daily*, *Airtran Magazine* 12/2006; Six Flags 8-K 3/13/08

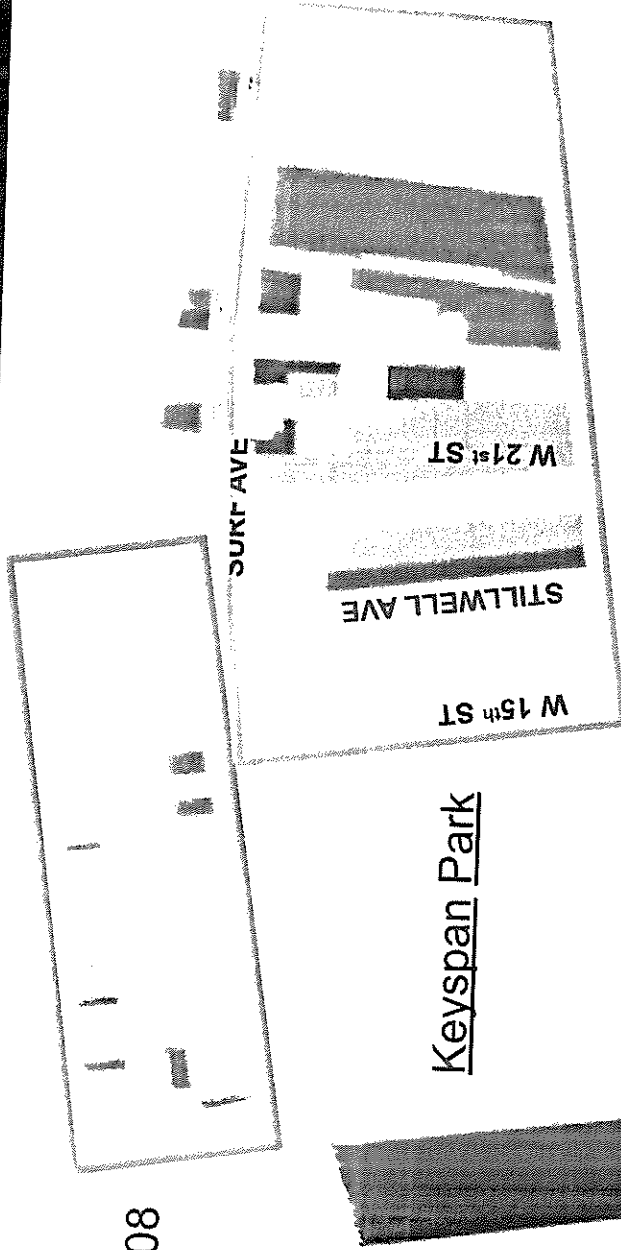
**RGLCO**

# L.A. LIVE SIGNAGE AND SPONSORSHIP REVENUE \$63M ANNUALLY

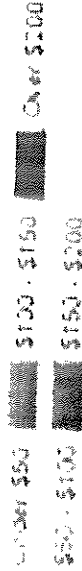


# AVERAGE LAND SALES IN THE STUDY AREA RANGE FROM \$115 TO \$180 PER FAR SQUARE FOOT

Property Transactions:  
Price per FAR Square Foot  
January 2006 to September 2008



## Keyspan Park



### CONEY WEST

- \$177 - \$268 per FAR SF
- Weighted Average: \$181

### CONEY NORTH

- \$105-\$396 per FAR SF
- Weighted Average: \$144

### CONEY NORTHEAST

- \$114 - \$299 per FAR SF
- Weighted Average: \$140

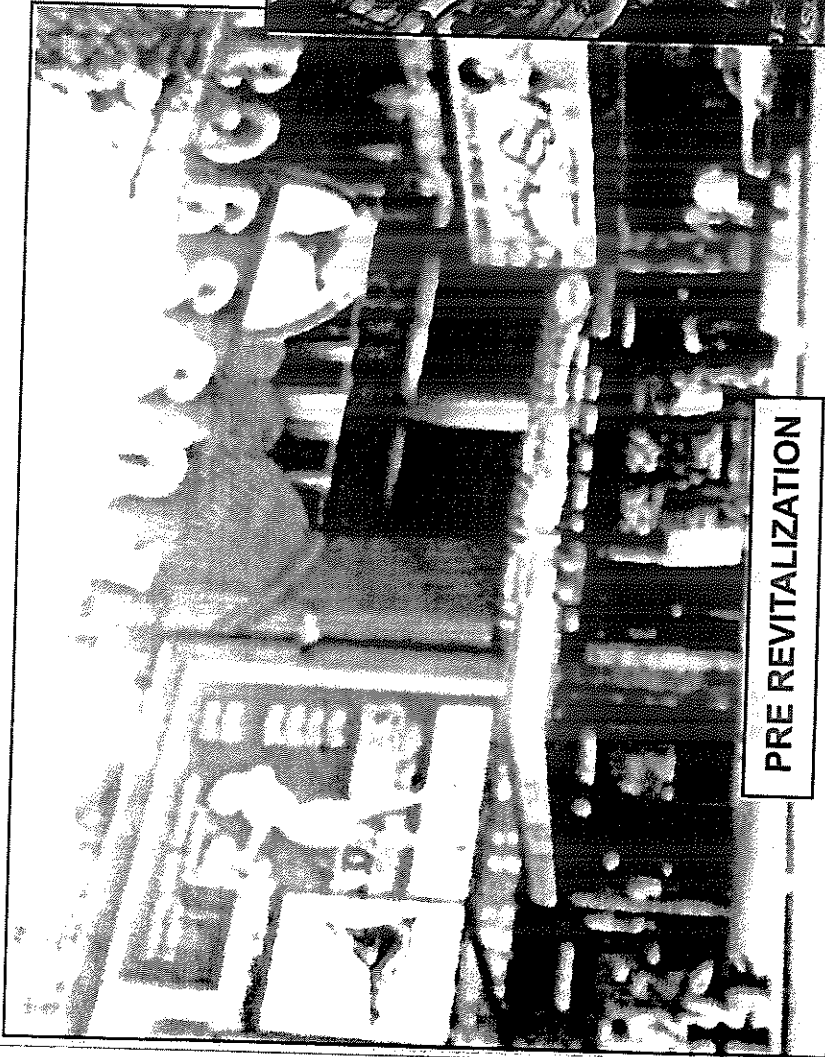
### CONEY EAST

- \$72 - \$230 per FAR SF
- Weighted Average: \$115

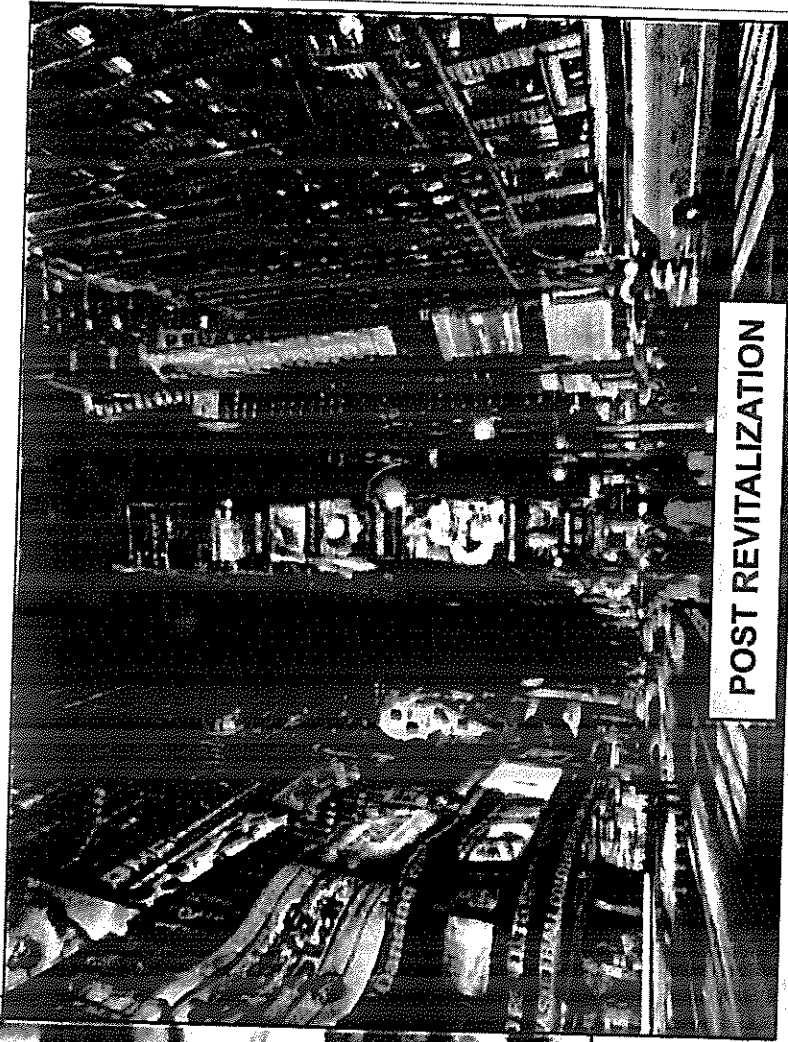
SOURCE: NYC Dept. of Finance

# TIMES SQUARE PRE AND POST REVITALIZATION

The Revitalization of Times Square transformed Times Square into an economic engine for New York City of tremendous magnitude.



PRE REVITALIZATION



POST REVITALIZATION

# TIMES SQUARE IS NOW A DRIVER OF THE NYC ECONOMY; THIS WAS NOT THE CASE 20 YEARS AGO

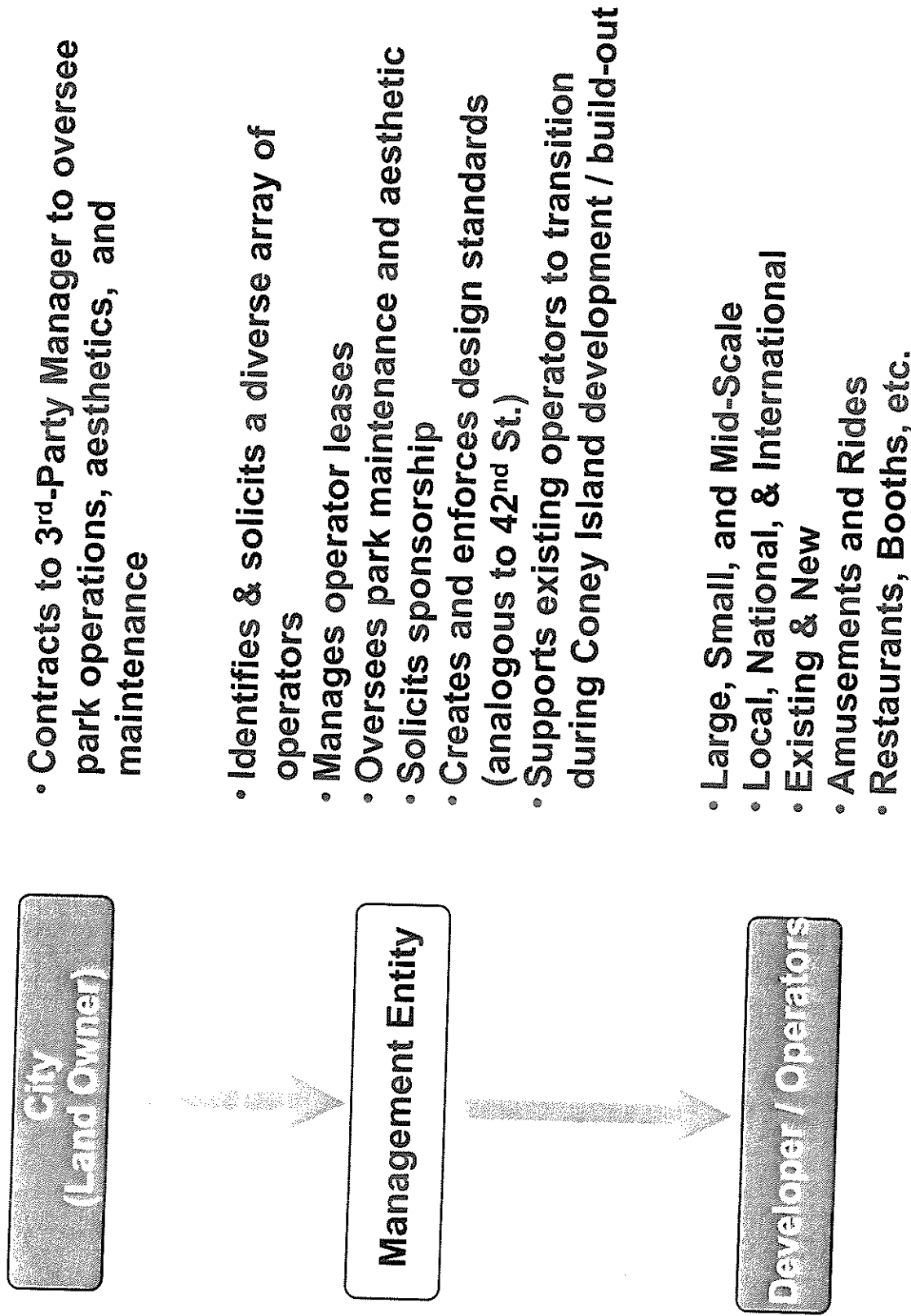
|  |                               |
|--|-------------------------------|
| Share of NYC Land Area                   | 0.1%                          |
| Economic Output                          | \$90 Billion (10% of all NYC) |
| Jobs in Times Square                     | ~390,000 (9% of all NYC)      |
| Tax Contributions NYC (Annual)           | \$1.1 Billion                 |
| Tax Contributions State (Annual)         | \$1.3 Billion                 |
| Times Square Spending (Annual)           | \$4.9 Billion                 |
| Retail & Entertainment Spending (Annual) | \$3.2 Billion                 |
| Visitors (Annual)                        | ~35 Million                   |
| Residents in Times Square BID            | ~17,000                       |

*\*\* 5,500 units added since 1996 and 1,000 units currently under development*

SOURCE: HR&A Advisors



# NYC SHOULD PURCHASE LAND FOR AN AMUSEMENT AREA AND ENGAGE A MANAGEMENT



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4-1-89

(PLEASE PRINT)

Name: LYNN KELLY

Address: \_\_\_\_\_

I represent: CONEY ISLAND DEVELOPMENT CORP.

Address: 110 WILLIAM ST, NYC, 10038

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1

(PLEASE PRINT)

#1 Name: NINO RUSSO

Address: \_\_\_\_\_

I represent: GARGIULO'S FEST.

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1

(PLEASE PRINT)

#2 Name: MARBERYSS PERLMUTTER

Address: \_\_\_\_\_

I represent: GARGIULO'S FEST.

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1

(PLEASE PRINT)

Name: #3 RICHARD MALINER

Address: \_\_\_\_\_

I represent: CARLUCCI'S REST

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: #4 RICHARD SILVERSTEIN

Address: \_\_\_\_\_

I represent: CARLUCCI'S REST

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: STUART PERLZ

Address: 125 Berkeley Place

I represent: T.M.A.S. Collins

Address: 115 + MAD

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1/09

(PLEASE PRINT)

Name: ARI SHALAM

Address: \_\_\_\_\_

I represent: TACONIC INVESTMENT PARTNERS

Address: 130 E 40<sup>th</sup> ST NY, NY 10016

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Ronald Roth

Address: 1827 65<sup>th</sup> ST E4 Bklyn, NY 11204

I represent: myself

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Carol Hill Albert

Address: \_\_\_\_\_

I represent: Cyclone Roller Coaster

Address: 534 Surf City Square

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11

Name: Richard Thomas (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Redacted Name Representing The Equities

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11

Name: Jesse Mayst (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Wachtel & Mayst Representing The Equities

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: April 1

Name: DICK ZIGLER (PLEASE PRINT)

Address: Conny Island USA

I represent: myself

Address: Surf Ave C

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

Name: Harold Kramer (PLEASE PRINT)

Address: 70-54 Broadway Jackson Heights

I represent: Save Coney Island

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1/09

Name: JON DOHLIN (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: NEW YORK AQUARIUM

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

Name: Dennis Vouderis (PLEASE PRINT)

Address: 3059 W 12 ST Bklyn.

I represent: Deno's Wonder wheel Park

Address: S/a.

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: April 1 2009

(PLEASE PRINT)  
Name: Carl Rosenstem

Address: 435 Broom St

I represent: Self

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 04-1-09

(PLEASE PRINT)  
Name: JOHN WOODS

Address: 221-10 JAMAICA AVE

I represent: UFCW LOCAL 1500

Address: SAME

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1

(PLEASE PRINT)  
Name: Tom Boland

Address: \_\_\_\_\_

I represent: Tom Boland Callison

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11

(PLEASE PRINT)

Name: Chris. D'Amico

Address: \_\_\_\_\_

I represent: R. Thinkwell design

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Michael Halpern

Address: 47-31 59th Place Woodside

I represent: CI CLEAR, Elevator Constructors

Address: 2828 Mermoid, 47-24 27th St LIC

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11/09

(PLEASE PRINT)

Name: Rochelle Kelly

Address: 2950 W 24th St 9m Bklyn NY 11224

I represent: NY Hotel Trades Council

Address: ~~\_\_\_\_\_~~

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1/09

(PLEASE PRINT)

Name:

ANNA

Address:

154 Brighton 10<sup>th</sup>

I represent:

myself

Address:

housing/amusements

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name:

[illegible]

Address:

[illegible]

I represent:

[illegible]

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. Coney Island Plans Res. No. \_\_\_\_\_

in favor  in opposition

Date: April 1, 2009

(PLEASE PRINT)

Name:

Carolyn McCrory

Address:

529 E. 13<sup>th</sup> St. TB NYC 10009

I represent:

self

Address:

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: MARTIN LEVINE

Address: 2944 W. 5 St. Bklyn NY

I represent: Coney Isl. Hosp. Community Adv. Bd.

Address: 2601 Ocean Pkwy Bklyn 11235

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: Camille Rivera SEIU 32 BJ

Address: 101 avenue of the Americas

I represent: SEIU 32 BJ ~~SEIU 32 BJ~~

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: Frank Goldblatt

Address: \_\_\_\_\_

I represent: Residents

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

10094 Date: \_\_\_\_\_

Name: Priscilla Smith (PLEASE PRINT)

Address: 2924 W 31st Apt 12H2

I represent: ACORN

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

houses Date: 4/1/09

Name: Carmen Gonzalez (PLEASE PRINT)

Address: 3030 Surf Ave Apt

I represent: Acorn

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

w/ housing Date: 4/1/09

Name: Catherine Jenkins (PLEASE PRINT)

Address: 2828 W 28th Cony Island

I represent: ACORN

Address: 2-4 Queens

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Dianna Carlin a.k.a. Lola Staar

Address: 63 Flushing Ave #347

I represent: Save Coney Island

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1/09

(PLEASE PRINT)

Name: Queenie M. Halim

Address: 3704 1<sup>st</sup> Ave near Ave rail

I represent: Queens Branch Democratic Assoc.

Address: Mac Linton Island

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1/09

(PLEASE PRINT)

Name: Ruth MAGWOOD

Address: 3626 Bayview Ave

I represent: the Coney Island Community

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Anthony W. Williamson

Address: 613 W. Houghy Bklyn

I represent: CT CLEAR, Mason Tenders

Address: 2828 Neptune 520 8th Ave

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/1/09

(PLEASE PRINT)

Name: Brad Landers

Address: \_\_\_\_\_

I represent: Pratt

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. C.I. Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4-1-09

(PLEASE PRINT)

Name: RONALD STEWART

Address: 2811 W 31 ST / 11224

I represent: Coalition of Concern Voters of C.I.

Address: WANDER 2811 AULCUM

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4-1-09

(PLEASE PRINT)

Name: Brian Gottlieb / Shwela Boyd / Pastor Mabley

Address: \_\_\_\_\_

I represent: Coney Island Clear

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: MATT JAVIE

Address: 17-KANSAS PLACE

I represent: GREATER NYC ICE HOCKEY LEAGUE

Address: 19<sup>th</sup> + SURF AVE

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11/09

(PLEASE PRINT)

Name: Paul Fernandes

Address: 71 W. 23<sup>rd</sup> St. NY, NY 10010

I represent: Building & Construction Trades Council

Address: 71 W. 23<sup>rd</sup> St. NY, NY 10010

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: MARION CLEAVER

Address: 1201 Surf Ave 11224

I represent: Brooklyn CB 13

Address: 1201 Surf Ave 11224

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Minister Eddie Brunfield

Address: 711 Brighton Ct.

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: PATRICK DIZENWALD

Address: 217 70th St BROOKLYN

I represent: CITY

Address: 10th & Surf

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4-1-09

(PLEASE PRINT)

Name: Vincent Monaco

Address: 2203 EAST 15<sup>th</sup> street

I represent: Liberation Diploma Plus High School

Address: 2865 west 19<sup>th</sup> st

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Vargas Edwim

Address: 2850 West 24<sup>th</sup> Street

I represent: Liberation Diploma plus high school

Address: 2865 West 19<sup>th</sup> Street

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Alexis Arras

Address: ~~2865 West 19<sup>th</sup> St~~ 450 Decatur St

I represent: Liberation

Address: 2865 West 19<sup>th</sup> St

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11/09

(PLEASE PRINT)

Name: 109 Kwana Jones

Address: 2925 West 27 Street

I represent: Liberation Diploma Plus High School

Address: 2865 West 19 Street

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11/2009

(PLEASE PRINT)

Name: Seth Pinsky - EDC

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

[ ]

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Seth Pinsky - EDC

Address: 356 Marwan Gharib Blvd

I represent: Liberation Diploma Plus H.S

Address: 2865 W 19 St

◆ Please complete this card and return to the Sergeant-at-Arms ◆

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11/2009

(PLEASE PRINT)

Name: Robert L. Lieber, Deputy Mayor

Address: Reade St

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: 4/11/2009

(PLEASE PRINT)

Name: Robert Lieber, Deputy Mayor

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Martin Alher

Address: 2830 W 33 St

I represent: P P E E

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: DARNELL CANADA

Address: \_\_\_\_\_

I represent: R.E.B.V.I.L.D.

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: DARRYL Caliph LEE

Address: \_\_\_\_\_

I represent: Re Build

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: 4-1-14

(PLEASE PRINT)

Name: JANE Thompson

Address: 30 E 29 ST, NY, NY 10016

I represent: Retail, Wholesale + Dept Store Union

Address: 30 E 29 ST, NY, NY 10016

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: 4/1/09

(PLEASE PRINT)  
Name: Manhuden, Fran NS  
Address: 1718 Mermaid Avenue  
I represent: Urban Neighborhood Service, INC  
Address: 1718 Mermaid Avenue

◆ Please complete this card and return to the Sergeant-at-Arms ◆

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
 in favor  in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)  
Name: BRAD LANDER  
Address: \_\_\_\_\_  
I represent: PRATT INSTITUTE  
Address: \_\_\_\_\_

◆ Please complete this card and return to the Sergeant-at-Arms ◆

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor     in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Rochelle (HTC) John (UFCW) Camille (32BJ)

Address: \_\_\_\_\_

I represent: Coney Island For All Platform

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

in favor     in opposition

Date: 4-01-09 2009

(PLEASE PRINT)

Name: Deborah Jones City Planning

Address: 3395 76th St

I represent: Concern voter of Coney Island Coalition

Address: Coney Island

Please complete this card and return to the Sergeant-at-Arms